The myPower campaign is part of the UC Berkeley Energy Management Initiative which has so far achieved total savings of $2 million, exceeding projected savings by over one-third and achieved while remaining 12% under budget. Overall, the savings represent a 1,500 ton reduction in greenhouse gases.

One key assumption in calculating these savings was that the baseline would have increased at 2% per year without the EMI. This business-as-usual baseline was necessary given that energy use has historically increased at approximately this annual rate. Without this assumption, estimated savings would not fully reflect the efforts to use less energy. These secondary savings (or avoided costs) equal just over 35% of the total savings achieved. Approximately 65% of these savings accrued to units (including auxiliaries) versus 35% to the central campus. It is expected that the percentage accruing to central campus will over time equal or exceed the funding required to run the Energy Office and Energy Incentive Program.

PERSONALIZED ENERGY SURVEYS

myPower Energy Associates conduct energy surveys in various campus buildings. These surveys focus on information to support behavioral changes that emphasize energy efficiency and energy reduction. Surveys are conducted in partnership with building managers or engaged and enthusiastic building occupants. The survey process includes interviewing building occupants, touring the building, and making observations. The process results in a report that details observations and outlines a customized energy reduction strategy for that specific building. "We suggest a wide range of strategies that are as simple as avoiding the use of screen savers. We also point out some larger actions such as replacing outdated energy appliances with new Energy Star ones," explains Energy Associate Ashley Dimas.

ENERGY DASHBOARDS

Software displaying real-time energy use for campus buildings has been installed for 110 buildings, including 8 housing units. Ultimately the campus will have over 140 live dashboards by the completion of the third phase of meter installation, making it easy to visualize the cumulative impact of individual savings.

Benefits of this system go well beyond the public dashboards. Analytics provide real-time feedback on building level interval data, which helps Energy Office and PPCS staff to identify performance anomalies and system malfunctions. For example, one professor noticed a spike in use in Barrows Hall and reported it to EMI staff, and the Energy Office was able to resolve the issue and avoid costs of $45,000.

VISUAL AWARENESS

A set of fun and inventive posters have been developed and distributed widely across campus. With messages ranging from "Power to the People" to "Turn Off the Lights - Save Energy," these posters use messaging that draws on behavior change research. The posters are designed to get people’s attention and to establish individual action as the social norm on campus. The stickers reminding people to turn off lights and equipment have also been widely distributed (over 20,000 so far) and are part of this same reliance on proven research to manage change on campus.

Individual behavior is a key component of our efforts to reduce energy use. Our success is related to how well we communicate with the campus to modify behavior, make incremental change, and increase energy awareness.

RESOURCE CENTER & VOLUNTEERS

The myPower Resource Center provides the essential interaction between project staff and campus stakeholders on ways to save energy. This Resource Center gives project staff a single location to work together, network, and share information about EMI. It is used for informal meetings and as a place for the public to sign out equipment, ask questions, volunteer, and pick up outreach materials. Having a physical presence to cultivate in-person, human interaction is an important feature on our decentralized campus.

Power Agents are UC Berkeley volunteers committed to engaging the campus community in actions that reduce energy usage in buildings. PA’s are trained and empowered to support individuals in their buildings to take simple energy saving measures that will contribute to the campus strategy to permanently reduce energy use.