



UNIVERSITY OF VIRGINIA'S DORM ENERGY RACE

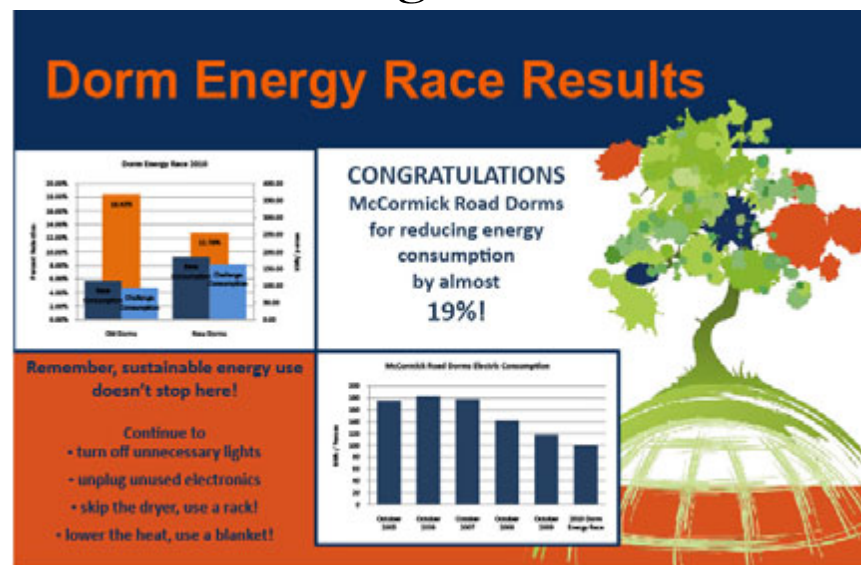
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WHAT IS THE DER?

- The Dorm Energy Race started in 2005 as a month long competition among first year dorms at the University of Virginia to reduce energy consumption
- The competition sets four dorm areas comprised of multiple buildings against one another and seeks to create camaraderie among the students in each area



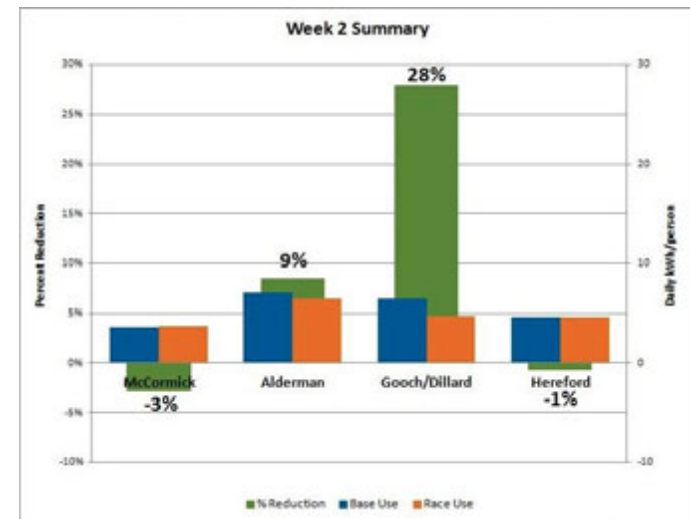
HOW STUDENTS PARTICIPATE

- Through our Sustainability Advocate program, flyers, e-mails, and a Facebook page, we provide students with tips on how to save energy:
 - Turn off unnecessary lights
 - Unplug electronics when not in use
 - Set your computer to sleep mode, so it automatically turns off when inactive
 - Skip the dryer & use a drying rack to dry your laundry



ENGAGING STUDENTS THROUGHOUT THE DER

- Each dorm area is metered on a weekly basis and we help students keep track of their dorm area's standings by posting them on:
 - The UVA Sustainability website
 - The DER Facebook page
 - Score boards located in all dining halls and libraries
 - Weekly Sustainability email updates
- Measurements from each dorm area are converted into daily kWh/person to level out the competition



DER VIDEO COMPETITION AND WEEKLY TRIVIA

- We tried out a couple new ideas this year to keep up student participation throughout the competition
- Weekly trivia questions were posted on our Facebook page and a winner was chosen to receive a free order of wings each week
- Show Us How You Save!

<http://www.youtube.com/watch?v=WpI8eVrdfM4>



STRIVING FOR IMPROVEMENT

- We usually observe a reduction in energy usage over the span of the competition, but student awareness and participation remain low
- Individual buildings cannot be metered and whole dorm areas seem to be too big to fully engage residents
- It is difficult to instill behavioral changes without personal interactions
- We get a new set of first years every fall, so it is hard to gain recognition for the competition



