



February 8, 2016

Susan E. Powers, PhD, PE
Interim Director, Institute for a Sustainable Environment
Professor, Department of Civil & Environmental Engineering
Clarkson University
8 Clarkson Ave
Potsdam NY 13699-5715

Re: STARS Innovation in Smart Housing Project

Dear Dr. Powers:

We are pleased to have the opportunity to contribute to your AASHE STARS report by affirming the quality and innovation that you have integrated into your Smart Housing Project. Through your presentations at AASHE conferences and many conversations about our parallel efforts to provide information to students to help them conserve electricity and water use, we feel that we have a good understanding of your systems and their capabilities. As a leader in the production of technologies for measuring and providing feedback about utility use to students in campus residences, we are well qualified to comment on this project.

The high density of sensors included in the Clarkson Smart Housing test-bed provides much higher granularity of data than other most other metering and utility use feedback projects. This provides insight in the behavior and consumption of utilities in on-campus apartments, and is proving that the use of US averages for utility use does not work for college students! In addition, your project is unique in its inclusion of psychology and the science of motivation to better understand how to frame the feedback and motivational messages in a way that resonates with students. We look forward to learning more about the best ways to engage students and truly motivate changes in their pro-environment behavior.

Sincerely,

A handwritten signature in black ink, appearing to read "S. Asim Gul", written over a horizontal line.

S. Asim Gul
President and C.E.O
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