

Carleton College STARS Submission
Innovation Point: Utility Master Plan Outreach and Education
February, 21, 2018

With the ground-breaking of the Utility Master Plan came outreach and education efforts to the campus and community. A variety of programs were put in place to educate, including:

- A comprehensive website that includes detailed information about the UMP
- Bulletin board materials to RAs in each residence hall
- Posters around campus displaying 'fun facts'
- Creation of a stencil that was placed on the sidewalks throughout the summer with "Carbon Free by 2050" and the UMP website
- Tabling and tours
- Well Field Wednesdays where we explained why students were getting woken up early by the drillers (with granola bars and earplugs)

These programs were important to making sure that our community was aware of Carleton's commitment to become carbon free by 2050 and transition off of steam. This outreach is more than is usually done for a facilities project, and thus an innovative credit for Carleton.

Sincerely,



Martha Larson
Manager of Campus Energy and Sustainability