

August 17, 2012

Re: STARS Innovation Credit: Letter of Affirmation
SRU Energy Pledge and Energy Awareness Campaign

To Whom It May Concern:

I am an architectural engineer, P.E., AEE-certified energy manager, and LEED-accredited professional involved with the SRU energy awareness campaign. I also conducted an energy audit of an on-campus residential housing unit; this audit was designed to complement the energy awareness campaign by providing real-life examples of how occupant behavior can significantly impact energy usage and related environmental benefits.

I believe Slippery Rock University's "Small steps. Big payoff." Energy Awareness Campaign is quite innovative, in that it included not only an Energy Pledge and poster campaign, but is incorporating the results of the residential housing energy audit to back up the campaign's claim that user behavior can have a significant impact on energy use and related environmental benefits. The energy audit went beyond the traditional analysis of physical improvements that could reduce energy use by conducting in-depth interviews of the occupants' energy usage patterns and educating them as to the impacts of their choices in not only thermostat settings and lighting use, but cooking and showering habits as well.

The energy audit results indicated that the energy-conscious habits of the four students occupying 381 Rock apartments reduced their lighting energy usage by about 40% compared to the energy use normally expected by less energy-conscious residents, and that additional no-cost energy conservation measures - such as taking shorter showers and using more efficient cooking techniques - could reduce the apartment energy use by an additional 17% (and save over 15,000 gallons of water each year). An article to be published in the school newspaper goes on to state "If all 8,850 or so SRU students adopted these energy-conscious behavior patterns, whether they live on campus or off campus, they could save 33 million gallons of water and reduce our carbon emissions by over 3,000 metric tons each year. That's equivalent to the carbon sequestration achieved by preserving about 28 acres of forest or planting 8,000 tree seedlings each year - quite a big payoff for many small steps!"

Incorporating such real life examples into the energy awareness campaign is an innovative way to "make it real" for the over 1,100 students who took the energy pledge. Energy audits of other styles of residential housing and academic buildings on campus are planned in the coming years, and the results of these audits will be used to spread the message of the energy awareness campaign across the entire SRU community.

Sincerely,



Paul W. Scanlon, PE, LEED AP