



March 5th, 2015

To Whom It May Concern:

On behalf of Sustainable Princeton, I am pleased to commend Princeton's Office of Sustainability for their "Do it in the Dark" competition. As an organization that focuses on reducing the town of Princeton's energy consumption from fossil fuels, we are keenly interested in learning what others are doing to reduce energy usage. This innovative project has inspired Sustainable Princeton to consider how we might partner with other groups to achieve this type of collective impact.

In 2013, the Office of Sustainability partnered with a local startup, Wattvision and student group, Students United for a Responsible Global Environment (SURGE) to design an app that displays real-time visualization of energy usage data to use during the University's first college-wide energy-saving competition, "Do it in the Dark".

During the competition, each residential college competed to determine which one could reduce its daily electricity consumption the most against its own baseline average, which was sampled between March 23 and March 30. This type of assessment prevented colleges with fewer students from having an unfair advantage. The competition ran from April 1 through April 26 and first place went to Forbes College, which saved nearly 7,000 kWh and \$1,617.

The "Do it in the Dark" app was completely customized for the Princeton campus culture and layout, engaging each of the six residential colleges to lower their energy consumption.

Features of the "Do it in the Dark" App:

- Visualization of all six residential colleges' overall energy consumption compared to the baseline plus daily energy demand
- Energy data visualized through graphs and charts and compared to tangible things such as "energy use could power X laptops"
- Leaderboard showing energy savings progress for residential colleges
- Live energy demand in watts per student for all residential colleges
- Breakdown of buildings and number of students per residential college
- Glossary of terms and explanation of the baseline period

The app and competition helped to raise broader awareness of energy issues, as this was the first time that students were able to see live energy data from their dorms on their mobile devices. Being the first competition of its kind at Princeton, there were also a few lessons learned along the way, which the team plans to apply to future energy competitions.

Sincerely,

A handwritten signature in cursive script, reading "Diane Landis", is positioned above a thin horizontal line.

Diane Landis

Executive Director