

US EPA ARCHIVE DOCUMENT

## THE LUCID DESIGN GROUP: BUILDING DASHBOARD GROWING AMERICA'S GREEN ECONOMY WITH RESEARCH AND INNOVATION

### 2005 EPA P3 Award Winner

How can you motivate people to conserve energy and water? In 2005, a team of Oberlin College students won an EPA People, Prosperity and the Planet (P3) Award for developing a data monitoring display system that does exactly that. Their P3 study validated the theory that information can change behavior and enabled the team to start a company called The Lucid Design Group.

Lucid markets the Building Dashboard, a software product that has already been purchased by more than 70 schools. Many of these schools have run their own energy-saving competitions and integrated the Dashboard into their educational curricula. Many businesses have also purchased the Building Dashboard for their campuses including Yahoo, PSEG, Georgia Power, and others. Lucid has also developed a certified reseller program.

As the Oberlin P3 team discovered, real-time feedback increases awareness and motivates people to conserve. For their project, they ran a campus-wide "dorm energy competition" to assess the system using graphs and gauges that were easy to interpret through a web site and monitors in dorm lobbies. The team provided two levels of information feedback – with the higher level group receiving real-time data. The study showed that those receiving real-time data reduced their energy use by a larger percentage.

The Lucid Design Group has now grown to 12 employees. In the



future, Lucid hopes to partner with utility companies for residential analyses and they are currently conducting a 1,000 home-pilot study with Energy Australia. A venture capital group, Dry Creek Ventures, also recently invested in Lucid. Lucid's goal is to change the way we think by transforming all of us into active managers of resource use. So far, they have demonstrated that real-time feedback reduces energy and water consumption by between **10% and 56%**.

**Total EPA Investment**  
\$85,000

**Return on EPA Investment**  
Lucid Design Group has grown to 12 employees; eight new positions have been added since the P3 Award. More than 70 schools have purchased the building dashboard software. Yale University was recently added to that list. Lucid has expanded to a reseller program and is conducting a 1,000 residential home pilot with Energy Australia

funded by the city of Sydney.

### OTHER AWARDS:

Aspen Institute Energy and Environment Award  
California Flex Your Power Award  
California Clean Tech Open

### OTHER LINKS:

EPA Project reports:  
<http://www.epa.gov/ncer/dashboard>  
Oberlin monitoring program:  
<http://www.oberlin.edu/dormenergy/>  
Lucid Design Group:  
<http://www.luciddesigngroup.com/>  
EPA P3 site:  
<http://www.epa.gov/P3>

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