



Learn more about IP3 Strategy [here](#)

Turn Off the Lights Day (TOLD)!

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Make it your own!

- Click "File" and Copy or Download this template
- Replace any orange text with your own details
- Adjust the procedure to achieve your goals
- Swap out sample data with your own
- Storytelling is the key! Get creative with it

1. Impact Design

Impact Statement - If Bellevue High School participates in Turn Off the Lights Day (TOLD), we can raise awareness about the power of small actions, demonstrate measurable reduction in energy use and associated greenhouse gas reductions. If TOLD brings about positive energy change at Bellevue High School, ASB can communicate with other elementary, middle, and high schools in Bellevue School District. If Bellevue School District demonstrates energy savings, we can align the goals of the [City of Bellevue Environmental Stewardship Plan](#).

Community Alignment	
Group	Goal/Action
<u>Bellevue School District (BSD)</u> - across its 31 facilities	Bellevue School District is a leader in water and energy conservation . A Turn Off the Lights Day would further the district's energy conservation initiatives and follow the Washington State Sustainable Schools Protocol to build healthy, sustainable schools.
<u>City of Bellevue</u>	A school and/or district-wide TOLD would directly contribute to the energy goals of the Environmental Stewardship Plan . With an expiration date in two years (2025), schools in Bellevue are a tremendous opportunity for Support for Potential Actions .
<u>King County Cities Climate Collaboration (K4C)</u>	The K4C has identified Strengthening Energy Building Codes as a priority in their Wedge Analysis of climate action possibilities in King County . A TOLD can achieve the goal of existing buildings to use 25% less energy .

Procedure - Steps for implementation!

Stage 1: Approval

Stage 2: Advertisement

1. Principal approval. Send an email to your principal explaining what TOLD is, and why the TOLD campaign is easy, safe, and beneficial to the school. [Link to Email Template](#) asking for a chat with your Principal (1)

2. Benchmark current electricity usage data by contacting the Resource Conservation Manager/Facilities Manager at your School District. [Link to Email Template contacting the Resource Conservation Manager \(2\)](#)
3. Identify a good date for the TOLD Campaign (e.g. An upcoming Friday because tests don't occur on Fridays - so teachers can Turn off the Lights in their classrooms, days without major school events, etc). Communicate with teachers (ideally 5+ teachers) at your High School to (1) Ask if they would be interested in participating - this involves simply switching off the lights in their classrooms and (2) If your predetermined date for TOLD would work in their classes. [Link to Script when asking teachers \(3\)](#)
4. Talk to your ASB to let them know about your idea for TOLD Day. Let them know that the principal and teachers have already agreed to participate in TOLD Day. [Link to Script when talking to ASB \(4\)](#)
5. Advertise to students and teachers, in ways such as:
 - Collaborating with ASB and the Green Team at your school and asking them to spread the word through social media advertising [Link to sample advertisement posters on Social Media \(5\)](#)
 - Write a school-wide email for all teachers and students about information on TOLD Day Information to include: Opt-in basis, once a month TOLD, many classrooms are participating, incentives to participate. [Link to sample School-Wide Email \(6\)](#)
 - Make posters to put around the school [Link to sample physical posters \(7\)](#)
 - Ask to have TOLD Day included in Morning Announcements [Link to sample statement on Morning Announcements \(8\)](#)
5. Participate in the TOLD Day when the day comes! Remind all teachers and students to Turn-Off-The-Lights in their classrooms. Make reminder posts on the day before, announce the TOLD Day Campaign in Morning Announcements on Day of event.
6. Reach out to the Facilities/Resource Conservation Manager for electricity data. Compare the new electricity usage to benchmark data on electricity usage. [Link to follow-up email for new data \(9\)](#)
7. Disseminate electricity savings information to external stakeholders (Bellevue High School students, families, staff, BSD Green Teams, community, city council, state eco/env council). Use your High School's progress as a model of change for other high schools.

2. Impact Data Tracking - *Quantify your impact!*

Observations:

Advertising in the ways listed below raised a lot of awareness:

- school-wide emails
- morning announcements
- social media (instagram, snapchat, etc)
- physical posters

Letting the individual teachers know about T.O.L.D. has the largest impact on electricity savings because teachers have access to light switches throughout the entire day.

Initial Data:

February 6th (Monday): Peak electricity usage of ~170Kw

Data after TOLD ([Link to Data Savings Spreadsheet](#)):

March 6th (Monday): Peak electricity usage of ~117Kw

Initial Data - Final Data:

-170Kw - 117Kw = 53Kw (30% reduction in peak electricity usage)

-Saved 25Kw overall

3. Impact Storytelling - Share your data with who needs to know! See more [tips](#)

Think on 4 scales of stakeholders... Family, School, Community, and Aligned Groups

Stakeholder	Interests	Approach
Family — Parents	Efficiency, Money, Sustainability	Conservation: Share findings at dinnertime, brainstorm manageable ways for family to get involved in the effort, use as a test-bed for broader campaign
School — Students, School Staff	Efficiency, Money, Sustainability	Staff Meeting Presentation: Report findings & progress at staff meetings, brainstorm manageable ways for staff to get involved in the effort Advertising Channels: Morning announcements, Social Media (Instagram) posts about Impact, School-wide emails for students and school staff to learn about positive reduction in electricity usage.
Community — Families of BSD and Bellevue citizens	Efficiency, Well-being, Money Sustainability,	Newsletter: Share findings and process in newsletter and spoken reports at district-wide meetings and emails, included in the Principal's weekly email to all students, staff, and families.
Aligned Groups — City Council, K4C	Efficiency, Well-being, Money, Sustainability	Public Comment: Share impact project data and action towards shared goals with City Council Members, K4C stakeholders

Other Information:

Consider joining the Eastside Climate Challenge for additional challenges and community-wide impact!

Add your project to our website under "[Submit your Impact](#)"! Contribute to collective impact...