

Letter Requesting Participation in Pilot for Carbon Charge Project

[Date]

Dear [Title] [Name of a recipient],

I write to request your participation in a pilot project to determine whether or how Yale might implement a carbon charge. I apologize in advance for the email length but the project team and I want you to have the necessary project background.

In August 2014, President Salovey announced six new sustainability initiatives, one of which charged a university task force, chaired by Sterling Professor of Economics William Nordhaus, with investigating whether it would be feasible and effective for Yale to introduce carbon pricing as a fundamental component of its sustainability strategy. We are committed to piloting the concept in select units and testing elements of the plan in the spirit of experimentation and institutional design.

Following the [report](#) of the Presidential Carbon Charge Task Force, several staff members have been working on the design and implementation of the pilot with oversight from a steering group and support from the president's and provost's offices. As Yale prepares to introduce the pilot during the 2015–2016 academic year, President Salovey has asked the project staff to identify select buildings in which to experiment with carbon pricing. They have identified one of your buildings, [Choose a building], as a strong candidate for the pilot. On behalf of the carbon charge project, I would like to extend an invitation to [Choose a unit] to participate.

President Salovey will be volunteering his own building, Woodbridge Hall, as one of the twenty buildings in the pilot. We hope that you will consider joining President Salovey as a part of the pilot, which will run for six months, from October/November 1, 2015 to March/April 31, 2016, and will require your unit to:

1. Dedicate a small amount of staff time (about one hour per month) to meet with project staff and review materials about your building's performance; and
2. Potentially be subject to a financial charge or rebate at the end of the pilot term for the greenhouse gas emissions for which your building is responsible during the pilot period.

For the pilot, it is important to note that the stakes are low, with little to no financial risk, and that the university will ensure that no participant has to bear significant costs. The benefits of supporting this unique energy and environmental policy experiment are many, including:

- A. A chance to be one of twenty units featured in a campus-wide announcement from President Salovey about the pilot;
- B. The opportunity to participate in a first-of-a-kind study with implications for energy policy, climate change mitigation, and environmental economics;
- C. Potential gains in energy efficiency and reduced energy costs through behavioral change; and
- D. An opportunity to learn more about energy consumption and weigh in on programming, such as the ongoing development of a new, more informative utility bill.

If you choose to accept this opportunity, we ask that you please delegate an individual to manage the pilot on behalf of your building. We recommend assigning your lead administrator or operations manager. Her/his involvement will consist primarily of (a) 30- to 60-minute, bi-monthly meetings with the project staff, in which s/he will review a utility bill, receive advice and support, and provide feedback on the pilot,

as well as (b) making decisions about energy use and, if s/he chooses, guiding actions to reduce energy consumption in your building.

With the project on schedule to be announced by President Salovey later this month, we would like to finalize the list of participating units as soon as possible. I am hopeful, then, that you or your designee will kindly confirm your participation in the pilot by responding in the affirmative to Jennifer Milikowsky (jennifer.milikowsky@yale.edu; 203-641-8659) and Ryan Laemel (ryan.laemel@yale.edu; 203-623-0514), copied, at your earliest convenience.

Once the project staff receives your confirmation, they will reach out to your office and/or your designee to find a time to further discuss the project, as well as why your unit was selected, with the other participating units.

If you have any questions or concerns, or if you would like to learn more about the pilot before accepting, please contact the project staff by emailing carbon@yale.edu or calling 2-3120. For more details about the project, please visit <http://carbon.yale.edu>.

Many thanks in advance for your effort to support and help us experiment with this important project.

Sincerely,

[Sender]

