

## William C. Smith's Brunswick House "Goes Green"

**Overview:** The William C. Smith Company is the management company of Brunswick House, an apartment building located in the Dupont Circle neighborhood of Washington, D.C., featuring 120 efficiency and 1-bedroom units.

**Challenge:** Last year, AOBA asked Brunswick House, a master meter community, to pilot an energy efficiency initiative for residents after noticing the building's recent success in launching other sustainability practices -- reducing water usage and increasing recycling programs.



**Andy Miscuk and Craig Channell with Peggy Jeffers and Marie Tibor from AOBA at the Brunswick house "Go Green" event on May 12, 2010.**

Brunswick House accepted the opportunity to participate in the initiative and created a goal to reduce energy usage in the building during the months of June, July and August 2010.

**Solution:** To make their goal a reality, Brunswick House hosted a "Go Green" event on May 12, 2010 to encourage all residents to reduce energy usage. Brunswick House distributed a memo detailing the initiative along with a **"Go Green" resident pledge** to every unit. All participating residents were offered a free energy saving compact florescent light bulb (CFL) and power strip, along with a \$5 gift card to Starbucks Coffee. Residents who signed the pledge were also asked to post a "Go Green" magnet on their door. The magnet was not only to signify their participation, but also to spark questions from neighboring residents.

**Results:** The Brunswick House "Go Green" initiative was a success!

- 74 apartments completed the "Go Green" challenge by changing light bulbs to CFLs
- 559 CFLs were installed in resident apartments
- 27 energy-saving power strips were given away to residents



**Magnets residents received had this energy saving image.**

*"The Brunswick House is delighted with its residents and the success of the Go Green initiative"-  
said site manager Andy Miscuk*