



Behavior Committee (BIG) Breakout Session

BIG Subcommittee Meetings

Monica Nevius, CEE Jim Perich-Anderson, PG&E

Sarah Griffith, CEE David Hungerford, CEC

Julia McNally, OPA Bob Collins, OPA

June 3, 2009

Boston, Massachusetts

Agenda

- ▶ 1:30-1:45 Introductions & Background
- ▶ 1:45-2:30 Subcommittee Meetings
- ▶ 2:30-3:00 Subcommittee Reporting & Committee discussion
- ▶ Goals:
 - Greater clarity on work products
 - Identify opportunities to coordinate efforts, organize work more efficiently
 - Actionable next steps

A Short History

▶ Kicked off in Spring 2008

▶ Progress made:

- Identified general topic areas (subcommittees)
- Developed missions, identified & prioritized work products
- Designed & launched members-only BIG website
- Raised funding for & hired additional staff support (Kira Ashby)

THANK YOU!!

- ▶ Bonneville Power Administration
- ▶ Cape Light Compact
- ▶ Long Island Power Authority
- ▶ National Grid
- ▶ New Jersey Board of Public Utilities
- ▶ New York Energy Research and Development Authority
- ▶ NSTAR Electric & Gas
- ▶ Northwest Energy Efficiency Alliance
- ▶ Puget Sound Energy
- ▶ San Diego Gas & Electric
- ▶ Southern California Edison
- ▶ Southern California Gas Company
- ▶ Tacoma Public Utilities
- ▶ We Energies
- ▶ Wisconsin Focus on Energy

4 Ways to Think About Behavior Change in EE (a “straw man”)

1. Behavioral change as a tool to improve the effectiveness of technology-focused programs
 - Applying insights from behavioral sciences and/or behavior change tools and strategies to improve:
 - program participation
 - end-user decision-making
 - appropriate use of technology

4 Ways to Think About Behavior Change in EE (a “straw man”)

2. Behavioral change as primary means of reducing energy consumption across all sectors (conservation)
 - Low-cost/no-cost measures
 - Where main element would focus on one or more of the following:
 - social marketing
 - feedback
 - leveraging of social norms
 - education, etc. (incomplete list)

4 Ways to Think About Behavior Change in EE (a “straw man”)

3. Integrative behavioral change

- Integrating end-use technology focus with focus on conservation through behavior change
 - Examples:
 - Continuous management
 - Whole-community EE

4 Ways to Think About Behavior Change in EE (a “straw man”)

4. Supportive behavioral research

- Understanding behavior as a goal of research performed to inform program design, marketing & evaluation
- Upstream & downstream
 - market actors/supply chain
 - end users
- Likely to include market research, segmentation, market characterization, etc.

Market Research Methodologies & Tools: Co-chairs

- ▶ Bob Collins, Ontario Power Authority
- ▶ Marsha Walton, NYSERDA
- ▶ Monica Nevius, CEE

- ▶ Today's facilitator: Julia McNally, Ontario Power Authority

Market Research Methodologies & Tools: Objectives

- Identify behavioral change paradigms around which messaging and program solutions can be designed
- Identify lessons learned from behavioral change paradigms that have been used in program design and marketing
- Identify and share insights obtained and methodologies used for market research studies designed to uncover behavioral insights/focus on micro-targeting

Market Research Methodologies & Tools: Work Products

- Provide access to methodological discussions
- Provide access to members' publicly available market research reports and related materials that address market research methodologies and tools
- Develop and provide access to brief summaries of major theories explaining consumer behavior, organizational behavior, and other aspects of behavior relevant to energy efficiency programs, with citations and with references

Behavior Change in Program Design, Marketing & Communication

Co-chairs:

◀ Communication & Marketing side:

- Sarah Griffith, CEE
- Seth Kiner, SCE

◀ Program Design side:

- David Hungerford, California Energy Commission
- Bruce Cenicerros, SMUD

Behavior Change in Program Design, Marketing & Communication

Objectives

- ▶ Develop a framework and tools to facilitate the integration of principles of social science, marketing and psychology into program design and implementation.
- ▶ Develop an understanding of communication strategies that help in changing behavior for particular market segments and/or program designs.

Behavior Change in Program Design, Marketing & Communication

Work Products

- ▶ Categorize general types of behavior change approaches
- ▶ Develop inventory of case studies/descriptions of programs and marketing strategies that incorporate behavior change
- ▶ Develop and release RFQ and RFP for social marketing training for CEE members, and arrange for training

Evaluation of Behavior Change: Co-chairs

- ▶ Jim Perich-Anderson, PG&E
- ▶ Iris Sulyma, BC Hydro
- ▶ Monica Nevius, CEE

Evaluation of Behavior Change: Objectives

- Explore evaluation methodologies for measuring outcomes from behavior change-based program strategies from various arenas, with the goal of identifying the more robust approaches or strategies that could be adapted to meet the needs of behavior-based EE programs
- Identify areas of EE behavior change program evaluation that require additional research
- Identify the expertise needed to conduct the additional research or adapt the evaluation methodologies, and opportunities for BIG to coordinate efforts to address these needs and follow up as appropriate.

Evaluation of Behavior Change: Work Products

- Gather evaluation data on case studies in conjunction with work of the ‘Behavior Change in Program Design, Marketing & Communication’ subcommittee.
- Gather other supporting documents from outside of EE as well as within EE and the CEE membership, including general descriptions of evaluation approaches and the types of situations to which they are relevant.
- Provide these data and documents on the BIG website in a form that will stimulate discussion and thinking to achieve the objectives described above.

Subcommittee Meetings, Reporting, Discussion

The 4 categories . . .

1. Behavioral change as a tool to improve the effectiveness of technology-focused programs
2. Behavioral change as primary means of reducing energy consumption across all sectors
3. Integrative behavioral change
4. Supportive behavioral research

Contact

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