

Motivating Behavior Change Model Behavior Change Strategies

Wednesday, June 15, 2016 Morning Session

Moderator: Kristin Pinit, Director of Empower Efficiency

A key component of energy efficiency is individual and social behaviors and habits. Small behavioral changes can lead to energy and money savings. Creating behavioral changes is a difficult task, however this session attempted to discuss solutions and strategies.

The group went over behavior change strategies, community based change methods, and behavioral based programs.

Various programs mentioned involved financial incentives and took into consideration social, behavioral and cultural norms of a community, individual core values, and the “what’s in it for me” factor. Program promotion can be conducted through word of mouth, social media and provided through trusted messengers to perform credible outreach.

More opening remarks about programs:

- Use social media
- Test programs in your community
- Establish comprehensible methods of energy savings for your target audience
- Programs will ultimately change the landscape of how energy savings are attained
- Create programmatic approaches to ensure formality
- Come up with a holistic approach to implement sustainability

First panelist: Robin Squier Project Manager at The Energy Coalition

“Gamification of Energy Knowledge and Education”

Robin spoke of the importance of Gamification, or the process of adding games to a task as a means to encourage participation.

- The goal behind games is to: test knowledge, educate, engage, excite and entertain. Games can take place during team leader meetings
- The Solution: Play games to engage stakeholders, participants, and partners
- Energy Jeopardy:
 - Engage your audience with a game overview and directions to start
 - Categories: ELP, Rebates, CEP, On-Bill financing, Residential Utilities Programs
 - Savings by Design: SoCalGas Program
 - Who raised their hand first, Individuals vs. teamwork, Jeopardy motivated individuality, not teamwork
 - Solution: moved on to Energy Feud which helped to promote teamwork
- Energy Feud promoted teamwork, competition, camaraderie.
- Make sure to practice your game, have at least 2 people running the game, use reputable sources such as DOE and CPUC, etc.
- Audiences: city and utility partners, not to the public or community yet. Provides a fun rivalry between energy companies.

Second panelist: Cory Downs Conservation Specialist at the City of Chula Vista

“Competing for the Climate”

- Chula Vista City Goal: People, planet, and Prosperity.

- City Operations Sustainability Plan
- City Achievements:
 - Signed up 700 homes
 - Outreach:
 - Leveraging existing networks, get non staff leader, **peer to peer promotion**
 - Awards, raffles, marketing, PLEDGES, free home evaluations and free information
 - Bring multiple programs together: Lawns, energy efficiency, solar installs, water conservation
 - Created a special website: www.chulavistaca.gov/energyprize. Allows for easy access to resources and information regarding Georgetown Competition.
- Competitions
 - Georgetown University Energy Prize- Chula Vista is currently 17th out of 50.
 - Reduced 12, 547 of MTCO₂e
 - 2.2 M kWh and 8000 therms: SDSG reported savings
 - This represents 7% of total annual city reductions
- Programs!!!! And competitions- (all about rules!!!). Follow the rules when participating in a competition.
- Always follow up with participants, customers, or citizens.
- Chula vista will also be participating in the cool California challenge

Third panelist: Mitch Sears, Sustainability Programs Manager at the City of Davis

“Davis Free HVAC Segmentation Analysis”

- Combine social and technological innovation to achieve measurable results for GHG reductions.
 - Community Based Social Marketing
 - Identify the barriers and motivations
 - Develop Strategies
 - Implement
 - Assess
 - Report
- Segmentation in cities. Understand your communities
 1. Community
 - a. Neighborhood Vintage
 - b. HVAC replacement-replacement curve
 2. Household
 - a. What is the need? How is the customer decision made?
 - b. Add value with information at a time they need.
- With more energy efficiency, you need a smaller solar system.
- Next Steps: Planning stage, developing contractor checklist, opportunity to test suite of household based EE actions for each household
- After installing an efficient AC system, we can start to talk about water heaters, dryers, etc.
- Help citizens make informed decisions
- Community workshops
- Resources: Cool Davis and UC Davis Energy Efficiency Center.

Conclusions:

- Mine your data!! Make sure it is accurate and useful.
- Understand why consumers are where they are and meet them
- Community Based nonprofits can help your efforts in changing behavior

Table Discussion: Each table divided as groups and were tasked with describing an energy efficiency problem that could be solved through a behavioral program.

Goals: Develop nontraditional creative strategies. Some potential helpful concepts: Opt in versus opt out method, top down or bottom up approach, or rewards and recognition system. Make sure to take into consideration core values and interests of target community and put things in a comprehensible context so that people can understand.

Four tables shared their problem and accompanying behavioral solution:

1. Water in the High Desert

This table discussed the issues with water conservation in a more conservative community in the high desert region. The City of Adelanto has a Cash for Grass program for residential lawns, however the problems with water conservation stem from fields in schools and excess water use in local prisons. This group's solution was to get an automated watering system for the school fields and perhaps homes. Advanced Metering Infrastructure (AMI) would provide a real time data for water usage and help to detect leaks. One idea was that neighborhoods could have a friendly competition to see whose house is using more or less water based on the data provided by the AMI.

2. Dorm Competition

At UC Riverside students in the dorms were using a lot of energy throughout the entire day and well into the night and early morning. This table discussed how they had students in the dorms participate in a friendly competition to reduce the facility's overall energy use. Students were able to view the buildings energy use to see how their energy conservation methods (i.e. turning lights off, shorter showers, etc.) were working. By viewing the data, students were hopefully encouraged to watch the numbers go down.

3. Kids, Sustainability and cards

This group came up with an idea to engage youth. They decided to create a card game that rewarded children for answer questions correctly.

4. Thermostat behavior

This group's objective was to provide low- income residential homeowners with new "smart" thermostats, such as the Nest, with no cost. These "smart" thermostats analyze your usage patterns of heating and cooling and customize its settings to match your energy use habits, all with energy savings in mind. These "smart" thermostats cost anywhere from \$100-\$400. With these new devices, homeowners would ideally be able to save on their energy bill. One barrier with this program was that these homeowners had a lack of knowledge about these "smart" thermostats, how they work and their benefits. The group decided to use a website to show the homeowners how the thermometers worked and to advertise the website at community events.

At the very end each group was given an award:

For Best Question: Thermostat Behavior- "Do you want to save money"

For most difficult problem: Water in High Desert- Funding for the AMI

For most creative solution: Dorm competition