

November 17–20, 2013
Sacramento, CA



2013 BEHAVIOR, ENERGY & CLIMATE CHANGE CONFERENCE

A conference focused on understanding the behavior and decision making of individuals and organizations and using that knowledge to accelerate our transition to an energy-efficient and low-carbon future

SUNDAY, NOVEMBER 17	
10:00 AM–6:00 PM	Pre-Conference Workshops Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing Dr. Doug McKenzie-Mohr, 10 am–6 pm Reaching Customers through Innovative Community Energy Programs Paul Markowitz, Efficiency Vermont/Vermont Energy Investment Corporation. 10 am–6 pm (See www.BECCconference.org website for information on registration and fees)
7–9 PM (Registration 6–9 PM)	KICK-OFF PROGRAM & DESSERT RECEPTION Reception Sponsor Opinion Dynamics

MONDAY MORNING, NOVEMBER 18	
7:00–8:15	Continental Breakfast & Registration
8:15 AM – 10:00 AM Regency Ballroom	Opening Plenary Welcome: BECC Conference Directors and Co-Chairs Keynote: <u>What You Need to Know About the Framing of Energy and Global Warming</u> George Lakoff , Richard & Rhoda Goldman Distinguished Professor of Cognitive Science & Linguistics University of California, Berkeley <i>Dr. Lakoff has been a major figure in Linguistics since the 1960's and is one of the founders of both the cognitive science and the cognitive linguistics fields. He is particularly well known for his work on the framing of political discourse and on the mechanisms of metaphorical thought. He is author of The New York Times bestseller Don't Think of an Elephant!, as well as Moral Politics: How Liberals and Conservatives Think, Whose Freedom? and many other books and articles.</i>
10:00–10:30	Morning Break sponsored by Itron

MONDAY MORNING, NOVEMBER 18	
10:30–12:00	Concurrent Sessions 1
Session 1A Regency D	<u>LIGHTNING SESSION: FRONTIERS IN RESEARCH</u> Moderator: Rick Diamond, Lawrence Berkeley National Laboratory • Energy Consumption Feedback and Behavior Change: A Literature Review and Pilot Study – Katherine Binder, Western Michigan University Office for Sustainability • Energy Demand Reduction in Family Homes: Using Multi Disciplinary Methods to Unpick the Complexity – Lynda Webb, Loughborough University • How Clever is That Thermostat? – Alan Meier, LBNL • Usage and Waste: Examining Technological and Behavioral Inefficiencies – Bill Norton, Opinion Dynamics • Evaluation of the Impact of Bill Alerts on Usage and Bill Payment Behavior – Josh Schellenberg, Freeman, Sullivan & Company • New Directions in Goal Setting: The Effects of Action Planning on Electricity Conservation – Nicole Sintov, University of Southern California • Achieving Deep Savings by Integrating Feedback/Behavior-Based Programs into DSM Portfolios – Mike Koszalka, ICF International • Nest Learning Thermostat's Summer 2013 Trial Results – Yoky Matsuoka, Nest Labs
Session 1B Regency E	<u>SOCIAL MEDIA</u> Moderators: Nick Cizek and Bill Wehl, Facebook • Is Facebook Making Us Greener? The Roles of Social Connectedness and Web Use in Shaping Conservation Priorities – Evan Johnson, University of North Carolina, Chapel Hill • How Gaming is Creating Customer Engagement and Savings Opportunities for Residential Energy Efficiency Programs – Dain Nestel, PECl
Session 1C Carmel	<u>APPLICATION OF BEHAVIOR THEORY TO IMPROVE TRANSPORTATION PROGRAM DESIGN</u> Moderator: Frances Sprei, Chalmers University • Using the Reasonable Person Model to Explore Personal Transportation Pro-Environmental Behavior – Matt Biggar, Stanford University • Drive Less: Easy to Say, Hard to Do. Understanding Decisions to Change Travel Modes. – Caroline Noblet, University of Maine • Identifying Transportation Deserts in Rural North Carolina Counties: Where Environment, Transportation Supply, and Socio-Demographics Intersect – David Salvesen, University of North Carolina, Chapel Hill
Session 1D Golden State	<u>ENGAGING EMPLOYEES AND RESIDENTS WITH GAMES, INCENTIVES AND FUN!</u> Moderator: Chris Jones, University of California, Berkeley • The Kilowatt Cup: Engaging and Sustaining Through Healthy Competition – Kelly Rose, PECl • Driving Behavior Change Through Persuasive Technology – Susan Hunt Stevens, Practically Green • How to Become a Cool California City – Michelle Castagnola, City of Chula Vista • Serious Games and Serious Energy Saving – Brian Orland, Pennsylvania State University
Session 1E Regency F	<u>DRIVING SUSTAINABLE BEHAVIOR: ENGAGING INDIVIDUALS</u> Moderator: Sara Van de Grift, Illume Advising • Sustainable Lifestyles and Identities: Segmenting Consumers Based on Behaviors, Perceptions and Openness to Change – Jonn Axsen, Simon Fraser University • Reasons Against Adopting Renewable Energy Systems in Consumer Decision-Making – Mark Peterson, University of Wyoming • Quantifying Cumulative Carbon Footprint Mitigation Opportunities Based on Key Life Decisions – Max Wei, Lawrence Berkeley National Laboratory
Session 1F Big Sur	<u>USING EXPERIMENTAL DESIGN AND BIG DATA TO EVALUATE BEHAVIOR PROGRAMS</u> Moderator: Edward Vine, Lawrence Berkeley National Laboratory • Tell Me Something I Don't Already Know: Consumer (Un)Informedness and the Impact of Smart Meters on Residential Energy Consumption – David Byrne, University of Melbourne • Engagement, Knowledge, and Motivation: The Pathways Through Which Normative Comparisons Lead to Energy Savings and Improved Customer Satisfaction – Julie O'Brien, Opower • Can "Big Data" Live up to the Hype? Benefits and Limitations of "Big Data" for Program Evaluation of Energy Savings and Persistence – Annika Todd, Lawrence Berkeley National Laboratory
12:00–1:30	Lunch (Regency Ballroom)



A full paper will be posted on the BECC website.

MONDAY AFTERNOON, NOVEMBER 18			
1:30–3:00		Concurrent Sessions 2	
Session 2A Regency D	<u>LIGHTNING SESSION: GREENING THE WORKPLACE</u> Moderator: Joey Barr, Pacific Gas & Electric Company - Equipment Dashboards Improve Energy Use – Greg Baker, Vermont Energy Investment Corporation - Building a Persuasive Business Case for Energy Efficiency – Daniel Bresette, Maryland Energy Administration - Who Put Those LEDs in the Closet? An Examination of Remaining Lighting Savings in C&I Facilities – Adam Burke, Opinion Dynamics - Turn Off the Lights or 1000 Little Steps – Kady Cowan, University Health Network - Driving Behavior Change: Sustainability Engagement in Commercial Buildings – Molly McElligott, Johnson Controls - Greening the SMB Workplace – Kirsten Liske, Ecology Action - Barriers to Energy Efficiency & Revolving Funds at Canadian Public Institutions – John Maiorano, University of Toronto - Driving Behavior Change in Large Organizations – Grant Ricketts, Tripos Software, Inc.		
Session 2B Regency E	<u>CAN “BIG DATA” LIVE UP TO THE HYPE?</u> Moderator: David Hungerford, California Energy Commission - Using ‘Big Data’ to Achieve Both Broad and Deep Savings in Hard-to-Reach Customer Segments – Steven Meyers, EnerPath - Get Out The Watt! : Drawing Parallels with a GOTV Campaign and Influencing Behavior for Results in Energy Efficiency – Gomathi Sadhasivan, DNV KEMA - Reducing Electricity Consumption & Maximizing Self-Consumption–Lessons from Germany – Nikolaus Starzacher, Discovery GmbH		
Session 2C Regency F	<u>CONSERVATIVES AND LIBERALS: POLITICAL AFFILIATION AND MARKETING</u> Moderator: Adrienne Alvord, Union of Concerned Scientists - The Cost of Environmental Messaging On Demand For Energy Efficiency – Dena Gromet, University of Pennsylvania - A Tale of Two Cities: Marketing Energy Efficiency to "Red" and "Blue" Customers – Katy Ruiz, E Source - A Look at Texas’ Water and Electricity Shortages in the Face of Climate Change – Kate Zerrenner, Environmental Defense Fund		
Session 2D Carmel	<u>LEAVING THE CAR AT HOME</u> Moderator: Therese Langer, ACEEE - Spare the Air Youth: Youth Initiatives to Reduce Vehicle Miles Traveled – Leslie Lara, Metropolitan Transportation Commission - Behaviour Change and Cycling for Transportation – Beth Savan, University of Toronto - One Day Challenge: Evaluation of a Social Marketing Transport Intervention – Laura Scrimgeour, BioRegional North America		
Session 2E Golden State	<u>DIFFERENT SOCIAL SCIENCE PERSPECTIVES ON BEHAVIOR</u> Moderator: Sylvia Bender, California Energy Commission - Anthropological Theory and Practice: Why We Need it to Understand Behavior – Alan Elliot, Opinion Dynamics - Conscientious Personality and Residential Energy Conservation Behavior – Nicholas Schwab, University of Northern Iowa - Theorizing Environmental Worlds: The Systems of Exchange Typology – Nicole Woolsey Biggart, University of California		
Session 2F Big Sur	<u>MODELING ENERGY USE AND MITIGATION OPPORTUNITIES</u> Moderator: Loren Lutzenhisser, Portland State University - Behavior Wedge Profiles for Cities: A Strategic Approach for Reducing Energy Consumption – Karen Ehrhardt-Martinez, Human Dimensions Research - A Framework to Describe and Model Human Energy-Related Behavior in Buildings – Tianzhen Hong, Lawrence Berkeley National Laboratory - One of These Homes is Not Like the Other: Residential Consumption Variability – Phillip Kelsven, Itron - Residential Behavioural Savings – Eric Mazzi, BC Hydro		
3:00–3:30		Afternoon Break sponsored by Illume Advising	
Spotlight Sessions 3:30–5:00	<u>GREEN BUTTON, WHITE HATS: THE ROLE OF BIG DATA IN ENERGY EFFICIENCY AND BEHAVIOR</u> Regency A, B & C Speakers: Michael Li, US DOE Indran Ratnathicam, Director, Marketing & Strategy, FirstFuel Professor Ram Rajagopal, Stanford University Anne Dougherty, Illume Advising Moderator: Susan Mazur-Stommen, ACEEE Stakeholders from the public and private sectors will discuss the Green Button Initiative, Big Data Analytics, and Open Access, and what efforts in these directions mean for energy consumption, as well as economic growth, consumer privacy, & national security.		<u>SPOTLIGHT ON BEHAVIOR AND THE FUTURE</u> Regency D, E & F Speakers: Jamais Cascio , Distinguished Fellow, Institute for the Future and Senior Fellow, Institute for Ethics and Emerging Technology Jeremy Bailenson , Founding Director, Virtual Human Interaction Lab and Associate Professor of Communication, Stanford University Moderator: Linda Schuck, CIEE, University of California This fascinating session aims to stimulate our creative thinking and innovation: a well-known futurist will discuss the trends that will influence our lives and work in the next twenty years, followed by a deeper dive into understanding how immersive virtual reality affects behavior and its potential applications to energy and climate challenges.
	5:00–6:30		
6:30–8:30		Free time for Networking in Lobby/Poster Preparation	
Libations Sponsor CLEAR Result		Reception Sponsors Nature Climate Change & Opower	
Poster Session and Reception			

TUESDAY MORNING, NOVEMBER 19		
7:30–8:30	Continental Breakfast & Registration	
Spotlight Sessions 8:30–10:00	<u>THE EVOLVING FIELDS OF BEHAVIORAL ECONOMICS AND BEHAVIORAL FINANCE</u> Regency A, B & C Gregory LaBlanc , Lecturer, Haas School of Business, Boalt Hall School of Law & Department of Economics, UC, Berkeley <i>Moderator: Maria Vargas</i> , Director of Better Buildings Challenge, US DOE John M. Gowdy , Rittenhouse Professor of Humanities and Social Sciences, Department of Economics, Rensselaer Polytechnic Institute <i>Insights from behavioral research, neuroscience and even evolutionary biology are profoundly affecting the traditional fields of Economics and Finance. This session will provide us with a critical understanding of how these fields are changing and the implications and opportunities for application in our work.</i>	<u>FOOD, CLIMATE, AND ENERGY: WHAT WORKS (AND DOESN'T) FOR BEHAVIOR CHANGE?</u> Regency D, E & F Helene York , Global Director, Bon Appetit@Google Richard Young , Senior Engineer and Director of Education, Food Service Technology Center Andrew Shakman , CEO and Founder of LeanPath <i>Moderator: Margaret Taylor</i> , Stanford University and LBNL <i>What we eat, what we waste, how we cook... in aggregate, these choices have a significant impact on national energy consumption and greenhouse gas emissions. This panel brings together food sector experts with practical experience who will share their insights on how to affect behavior change and reduce emissions.</i>
	10:00–10:30 Morning Break sponsored by Milepost Consulting 10:30–12:00 Concurrent Sessions 3	
Session 3A Regency D	<u>LIGHTNING SESSION: COMMUNITY PROGRAMS</u> Moderator: Valerie Richardson, DNV KEMA - Tiny Steps: Engaging Residents in Small Energy Saving Actions Through Simple Tools – Claudia Barriga, UC Davis - WCEC - Staying on Target: Optimal Community Selection Techniques for Community-Based Programs – Tami Buhr, Opinion Dynamics - Food: Too Good to Waste—A Toolkit to Reduce Household Food Waste – Megan Curtis-Murphy, US EPA Region 10 - Transforming an Island Community and Economy: RePower Bainbridge – Stephanie Gray, Conservation Services Group - Accelerating Residential Energy Efficiency Upgrades with People-First Approaches – Laura Hutchings, Populus LLC - Selling Retrofits Via the Tupperware Model – Marjorie Isaacson, CNT Energy - Vermont Home Energy Challenge – Paul Markowitz, Vermont Energy Investment Corporation - Will You [Complete a Comprehensive Home Energy Upgrade] My Neighbor? – Joe Van Clock, Research Into Action - Gaining Community Support for Climate Protection Projects – Barry Zalph, Plan Z	
Session 3B Regency E	<u>STORYTELLING</u> Moderator: Beth Karlin, University of California, Irvine - Seeing is Believing: the Science of Successful Visual Communications – Debbie Slobe, Resource Media - The Strategy of Storytelling – Melinda Briana Epler, Mazzetti - Operators' Stories about Why Buildings Are Operated As They Are, and Consequences for Creating Change – Mithra Moezzi, Portland State University - Reconstructing Promises in Energy Efficiency: Building Bridges Between Hero, Learning, and Love Stories – Kathryn Janda, University of Oxford, ECI	
Session 3C Big Sur	<u>NET ZERO BUILDINGS</u> Moderator: Obadiah Bartholomy, Sacramento Municipal Utility District - Resident Behavior and Zero Net Energy: West Village Case Study – Christine Hammer, Sustainable Design + Behavior - Achieving Zero Net Energy through Transformation of Market Actor Behavior – Jim Leahy, DNV KEMA - Speaking in 3D: Convincing Decision Makers to Go Net Zero – Michael Rovito, Energy and Resource Solutions - A Study on Energy Efficient Behaviour Interventions on a Smart Apartment Residents – Natsuko Enomoto, Tokyo Gas Company	
Session 3D Golden State	<u>FEEDBACK ON COST OF DRIVING – MOVING BEYOND GASOLINE PRICE AS ECONOMIC MOTIVATION OF VEHICLE CHOICE AND DRIVING</u> Moderator: Bart Croes, California Air Resource Board - Scale and Metric Design as Choice Architecture Tools – Adrian Camilleri, Duke University - Challenges Field-testing Usage-based Insurance Incorporating Behavioral Economics Techniques in the U.S. – Allen Greenberg, U.S. DOT/FHWA - An Empirical Study of Vehicular Rebound Effects in Pennsylvania – Alan Jenn, Carnegie Mellon University - Smart Driving Pilots – Ursula Vogler, CA Metropolitan Transportation Commission	
Session 3E Carmel	<u>FRAMING AND COMMUNICATING CLIMATE CHANGE ADAPTATION AND HEALTH OUTCOMES</u> Moderator: Marsha Walton, NYSERDA - How to Engage the Public in Climate Adaptation: A Research-Based Framing and Communications Guide – Meredith Herr, The Resource Innovation Group - Health Incentives In Energy Conservation: A Residential Field Experiment – Magali Delmas, UCLA - Framing the Consequences of Mitigation: Does Health Matter More than Climate Change? – Nada Petrovic, Columbia University - Think Like an EcoSystem: Cognition + Affect = Effect – Marda Kirn, EcoArts Connections	
Session 3F Regency F	<u>ENERGY USE UNCOVERED USING SMART METER DATA</u> Moderator: Kevin Cooney, Navigant Consulting - Energy Lifestyle Segmentation Using Hourly Electricity Data: Implications for Energy Efficiency and Demand Response Programs – Jungsuk Kwac, Stanford University - Anatomy of a Demonstration Pilot: Smart Grid Appliances Case Study – Jolyn Newton, DNV KEMA - Peak-Coincident Demand Savings from Residential Behavior-Based Programs: Evidence from PPL Electric's Opower Program – James Stewart, The Cadmus Group	

TUESDAY AFTERNOON, NOVEMBER 19	
12:00–1:30	Lunch (Regency Ballroom)
1:30–3:00	Concurrent Sessions 4
Session 4A Regency D	<u>LIGHTNING SESSION: MARKETING</u> Moderator: Wes Schultz, California State University, San Marcos • Minnesota's Energy Index: Where all the Homes are Above Average – Jennifer Edwards, Center for Energy and Environment • Nature and Extent of Barriers to Individual and Clusters of Energy Reduction Behaviors – June Flora, Stanford University • The CHARM Home Energy Study: A Comparison of Individual and Social Norms Feedback – Professor Ruth Rettie, Kingston University Business School • Engaging Customers through Smart Meter Portals: It's Not About the Bar Charts – Bill LeBlanc, E Source • The Social Ground Game: Moving Beyond Marketing and the Individual – Kevin Luten, Behavior Design Works • Using Behavioral Economics to Enhance Dynamic Pricing and Deliver Peak Reduction Results – Justin Segall, Simple Energy • Smart Consumers, Customers, Citizens: Connecting End-Users to the Grid – Pieter Valkering, VITO • Predicting Attitudes toward Smart Meters from Connectedness to Nature, Comfort with Technology and Political Affiliation – Patricia Aloise-Young, Colorado State University
Session 4B Carmel	<u>HOW WE UNDERSTAND AND FRAME ENERGY AND ENVIRONMENT</u> Moderator: Ann Chan, Deputy Secretary for Climate and Energy, CA Natural Resources Agency • The Chill of the Moment: Teachable Moments and Climate Change – Daniel Schwartz, Carnegie Mellon University • How to Make Saving Energy as Fun as Skiing – Beth Hartman, E Source • Assuming Consumer Behavior and Energy Use Across Competing Visions of Smart Grid – Elizabeth Wilson, Humphrey School of Public Affairs • Behavioral and Social Impacts on HVAC Energy Efficiency: Beyond the End User – Kristin Heinemeier, UC Davis - WCEC
Session 4C Golden State	<u>NEW TERRITORY FOR TARGETED PROGRAMS</u> Moderator: Doug McKenzie-Mohr, McKenzie-Mohr & Associates • Leveraging Peer Effects: The Effect of Community-based Programs on the Adoption of Solar Panels – Kenneth Gillingham, Yale University • Energy for ME: Student-Driven Behavior Change with Real-Time Energy Data – Brooks Winner, Island Institute • What Drives Program Uptake? Looking Beyond Savings to Bundles of Features: Latest in Non-Energy Benefits (NEBs) and Indirect Impacts – Lisa Skumatz, Skumatz Economic Research Associates
Session 4D Regency E	<u>INCREASING ENGAGEMENT IN ENERGY PROGRAMS</u> Moderator: Cathy Fogel, California Public Utilities Commission • Using Home Energy Scoring to Motivate Energy Upgrade Actions – Kat Donnelly, MIT PhD Candidate and Empower Devices • From Eco-Driving to Thermostats: Behaviors Real People Will Adopt – Kathy Kuntz, Cool Choices • The 'Market for Behavior Change' in California Households – Loren Lutzenhiser, Portland State University • How Likely Are You to Participate in a Utility Sponsored Energy Efficiency Program? – Sunil Maheshwari, PPL Electric Utilities
Session 4E Regency F	<u>INFLUENCING BEHAVIOR THROUGH PRICING, INFORMATION AND TECHNOLOGIES</u> Moderator: Sharyn Barata, Itron, Inc. • Smart Grid Showdown: Enabling Technologies vs. Dynamic Pricing – Bethany Glinsmann, Navigant Consulting • In-Home Displays: Impact on Customer Behavior – Christine Hungeling, Itron • Strategies for Improving Customer Response to Price Signals – Barb Ryan, EnerNOC Utility Solutions • A Messaging Behavioral Thermostat Customer Trial to Measure Energy Savings and Customer Experience – Lucy Arnot, Pacific Gas & Electric Company
Session 4F Big Sur	<u>METHODS FOR GETTING THE INFORMATION THAT YOU REALLY WANTED</u> Moderator: Jane Peters, Research Into Action • I Always/Sometimes/Never Turn That Off: Identifying and Mitigating Common Self-Reporting Errors in Energy Surveys – Amanda Dwelley, Opinion Dynamics • Households Activities and Energy Consumption Through Different Lenses: Mixing Surveys, Interviews, Diaries, and Sensors – Mathieu Durand-Daubin, EDF-R&D • Is It Like a Chat Room? Using Online Focus Groups with Difficult Access Populations – April Armstrong, Research Into Action
3:00–3:30	Afternoon Break

TUESDAY AFTERNOON, NOVEMBER 19	
3:30–5:00	Concurrent Sessions 5
Session 5A Regency D	<u>LIGHTNING SESSION: PROGRAM DESIGN</u> Moderator: Ed Wisniewski, Consortium for Energy Efficiency - Strategies and Motives of Engagement in a DSM Automated Cycling Experiment – Joana Abreu, Fraunhofer CSE - PG&E's 2013-14 Commercial Whole Building Performance Demonstration – Leo Carrillo, Pacific Gas & Electric Company - Lay Theories for Prediction and Program Design – Alexander Davis, Carnegie Mellon University - Designing Behaviour Change Interventions Towards the Transition to Smart(er) Grids. A Portuguese Case Study – Marta Lopes, INESC Coimbra, IPC-ESAC - Peak-Time Reduction at Scale: Motivating Behavior Change in Opt-Out Programs – Tom Mercer, Opower - Leaping then Looking: Lessons Learned by the Cambridge Energy Alliance – Mike Sherman, Navigant Consulting - Contractor Selection has Dramatic Impact on the Success of EE Programs – David Wolpa, EnergySavvy
Session 5B Golden State	<u>REACHING LOW-INCOME HOUSEHOLDS</u> Moderator: Patrice Ignelzi, EnerNOC - Does In-Home Energy Education Influence Customer Behavior? A Review of California's Low-Income Energy Efficiency Programs – Carol Edwards, Edwards Consulting - Reaching Low Income Households – Sam Starks, MLK 365 - San Leandro: Doin' it For Themselves: DIY Residential Energy Upgrade for Working Class Communities – Sally Barros, City of San Leandro
Session 5C Regency E	<u>UTILITIES COMBINE MARKET INTEL WITH BEHAVIORAL TOOLS TO DRIVE CUSTOMER ENGAGEMENT</u> Moderator: Bruce Cenicerros, Sacramento Municipal Utility District - From Data to Customer Insight: New Tools for Enhancing the Utility-Customer Relationship – Janice Berman, Pacific Gas & Electric Company - Home Inventories Identify Savings Drivers from Home Energy Reports – Brian Arthur Smith, Pacific Gas & Electric Company - PG&E Business Energy Reports: What Is It and How Does It Work? – Michael Seelig, Pacific Gas & Electric Company - The Role of Behavioral Approaches in an Investor Owned Utility Customer Experience – Ted Reguly, Semptra Utilities
Session 5D Regency F	<u>MAKING PEV WORK FOR MORE PEOPLE</u> Moderator: Karen Glitman, Vermont Energy Investment Corporation "Utility Controlled Charging" of Plug-In Electric Vehicles: Will Car Buyers Allow It? – Joseph Bailey, Simon Fraser University - Do You Mind if I Plug in My Car? How Etiquette Shapes PEV Drivers' Vehicle Charging Behavior – Nicolette Caperello, University of California, Davis - SMUD EV Innovators Pilot – Lupe Jimenez Strickland, Sacramento Municipal Utility District - California's Evolving PEV Market – Timothy Treadwell, California Center for Sustainable Energy
Session 5E Carmel	<u>MARKETING STRATEGIES FOR PROGRAM DESIGN</u> Moderator: Jennifer Mitchell-Jackson, Opinion Dynamics - SMUD's SmartPricing Options Pilot- Recruitment, Implementation, and Retention – Karen McCord, Sacramento Municipal Utility District - Raising the Bar on Customer Experience—Increased Engagement Through Multi-Channel Marketing – Erik Olsen, Pacific Gas & Electric Company - Signing Up Customers for Renewable Energy: Insights on What Works – Rachael Terada, Center for Resource Solutions - Feeding a Community Through Fridge Recycling – Susan Jamison, Energy Trust of Oregon
Session 5F Big Sur	<u>THE HOLY GRAIL OR SMART METER DATA – UNDERSTANDING WHAT IS GOING ON INSIDE HOMES TO TARGET CUSTOMER ENGAGEMENT</u> Moderator: Susan Mazur-Stommen, ACEEE - Big Data & Its Big Potential: Exploring Opportunity at the Intersection of the Smart Grid & Human Behavior – Mikhail Haramati, Opinion Dynamics - On Structure in Residential Energy Consumption Patterns – Adrian Albert, Stanford University - Impact of Disaggregated Energy Consumption Insights on Consumer Behavior – Prateek Chakravarty, Bidgely - The Analysis of Energy Consumption for Building Operations Through the Integration of Data from Multiple Sources in Los Angeles County – Giovanni Circella, University of California, Davis
5:15–6:30	Film Festival (Regency A, B & C) Bill LeBlanc, Senior Advisor, E Source Sponsored by Navigant
7:30–9:30	PARTICIPANT ORGANIZED SESSIONS (check bulletin board by registration desk for rooms)

WEDNESDAY MORNING, NOVEMBER 20	
7:30–8:30	Continental Breakfast & Registration
8:30–10:00	Concurrent Sessions 6
Session 6A Regency D	<u>LIGHTNING SESSION: TECHNOLOGY & BEHAVIOR</u> Moderator: Gene Rodrigues, Southern California Edison - How People Actually Use (Smart) Thermostats – Seth Frader-Thompson, EnergyHub - Interim Results from SMUD's Time Variant Pricing Experiment – Stephen George, Freeman, Sullivan & Co. - SMUD IHD Checkout Pilot – Lupe Jimenez Strickland, Sacramento Municipal Utility District - Graphical Displays in Eco-Feedback: A Cognitive Approach – Beth Karlin, University of California, Irvine - Engaging Building Occupants for Increased Savings – Nicole O'Connor, Energy Outreach Colorado - Why People Participate in Feedback Programs (Or Don't Participate) – Jennifer Robinson, EPRI - The Use of Rewards to Drive Behavior Change – Bud Vos, Simple Energy - What Features Make In-Home Energy Displays Useful to Occupants? – Tai Stillwater, University of California, Davis - The Power of Real-Time Feedback: Evidence from Randomized Trials with 50,000 Showers – Verena Tiefenbeck, ETH Zurich - Improving Programmable Thermostat Usage With Less Aggressive Default Setbacks – Bryan Urban, Fraunhofer Center for Sustainable Energy Systems
Session 6B Regency B	<u>GAMES, COMPETITIONS & SOCIAL INFLUENCE</u> Moderator: Ruth Greenspan Bell, Environmental Change and Security Program, The Woodrow Wilson Center - Harnessing the Power of Social Marketing to Fuel the Next Frontier in Recycling: Food Scrap Diversion – Dawn Bement, Skumatz Economic Research Associates Inc. - From Participants to Kilowatt-Hours: An Impact Evaluation of a Game – Ingo Bensch, Energy Center of Wisconsin - Competitions for Change: A Recipe for Energy Use Reduction and Team Building – John Silkey, Milepost Consulting - Fostering Peer Interaction to Save Energy – Ankur Mani, Massachusetts Institute of Technology
Session 6C Regency A	<u>ORGANIZATIONAL CHANGE MANAGEMENT</u> Moderator: Thomas Erickson, IBM - Change Leadership for Energy Efficiency: Reconsidering the Role of Policy Makers and Practitioners – Patrick Crittenden, University of Technology, Sydney - Addressing Group Influence in Organizational Energy Research – Mary Beth Deline, Cornell University - Selection and Use of Energy Efficient Opportunities vs. Customer Purchasing Behaviour: A Case Study on Argentinean Supply Chains Using Dynamic Alignment Models – Alejandra Efron, Energenz - From Code-Minimum Mentality to Performance Standards – Duane Jonlin, City of Seattle
Session 6D Regency C	<u>HEARD IT FROM A FRIEND: SOCIAL NETWORKS DRIVE CHANGE</u> Moderator: Kathy Kuntz, Cool Choices - Social Networks and Household Energy Efficiency – Megan McMichael, University College London (UCL Energy Institute) - Four Small Towns Energy Reduction Competition – Jack Yates, University of Northern Iowa - Connecting the Dots Between Social Activation and Behavior Change – Cynthia Jolicoeur, Marketing Drive
Session 6E Regency F	<u>BEST PRACTICES IN PROGRAM DESIGN</u> Moderator: Kira Ashby, Consortium for Energy Efficiency - Translating Theories into Interventions – Jane Peters, Research Into Action - Expand Your Thinking: A Design Strategy for Behavior Change Programs – Linda Dethman, Cadmus - What is Needed to Build an Expanded Toolbox for Behavior Change – Mersiha McClaren, Research Into Action - Task 24: A Global Project Aiming to Turn Behaviour Change Theory Into Practice – Sea Rotmann, Sustainable Energy Advice
Session 6F Regency E	<u>BEHAVIORAL ECONOMICS</u> Moderator: Margaret Taylor, Precourt Energy Efficiency Center, Stanford University - Information Strategies and Energy Conservation Behavior: A Meta-Analysis of Experimental Studies from 1975-2011 – Magali Delmas, University of California, Los Angeles - Understanding Tradeoffs in Critical Peak Pricing Rate Design – Robert Letzler, Government Accountability Office - Encouraging Participation in a Free Energy Efficiency Program – Catherine Wolfram, University of California, Berkeley - Quality, Human Capital, and Contract Incentives – Nils Kok, Maastrich University

10:00–10:30	Morning Break
10:30–12:00	Concurrent Sessions 7
Session 7A Regency D	<u>LIGHTNING SESSION: SCHOOLS</u> Moderator: Sarah Dagher, National Grid • Change Management in Schools: Engaging Staff before Students – Amy Anderson, CLASS 5 Energy • Students Foster Behavior Change: University Green Office Certification – Jo Tiffany, Alliance to Save Energy • UTSA's SmartLiving Campus: A Real-Time Approach to America's Future – Martha Wright, University of Texas at San Antonio, Texas Sustainable Energy Research Institute • Engaging Schools on Energy and Climate: Lessons from the Make an Impact Program – Amy Morsch, Center for Climate and Energy Solutions • Quantifying Behavior Change: The myPower Project – Lisa McNeilly, University of California, Berkeley • Value of Occupant Outreach: Design and Evaluation of a Dorm Energy Efficiency Program – Dallase Scott, GreenerU • Community Engagement Driving Behavioral Efficiency – Jeff Ammons, Simple Energy
Session 7C Regency B	<u>STRATEGIC ENERGY MANAGEMENT IN BUSINESSES</u> Moderator: David DuBois, The Social Design Group • Early Adopters: Results of a Pilot to Engage Small Businesses in Climate Action – Tom Bowman, Bowman Global Change • Uncovering Energy Management Practices that Matter – Amir Kavousian, Stanford University • Manufacturers are People Too: Behavior Change Takes Industrial Savings to the Next Level , Chad Gilles, EnerNOC • Adoption of Energy Efficient Technologies: The Role of Management's Behavior – Manuel Hertel, Science Centre Straubing/Germany
Session 7D Regency C	<u>PROGRAM DESIGN IN MESSY SITUTATIONS</u> Moderator: Jim Turnure, Energy Information Agency, US DOE • Beyond Buildings: Adding Behavior Modification to Whole-House Upgrades – Rebecca Brown, BKi • SusLabNWE: Integrating Qualitative and Quantitative Data to Understand People's Everyday Energy Behavior – Dan Lockton, Royal College of Art, Helen Hamlyn Centre for Design • A Comparison of Innovation Methodologies for Upstream and Downstream Behaviour Change Initiatives – Banny Banerjee, Stanford University
Session 7E Regency E	<u>ACHIEVING PERSISTENCE</u> Moderator: Stacy Angel, Environmental Protection Agency • Persistence of Energy Efficiency Behaviors Over Time: Evidence from a Community-Based Program – Donna Whitsett, Energy Market Innovations, Inc. • Keep the Change: The Persistence of Behavior Change– Kira Ashby, Consortium for Energy Efficiency • Estimating Measure Life from Behavioral Programs: What We Know, What We Need to Know, and How it Challenges our Current Thinking – Hannah Arnold, Opinion Dynamics • Net Nits: Myths, Risks, and Rational Thinking for Assessing Net Impacts – Mimi Goldberg, DNV KEMA
Session 7F Regency A	<u>BIG DATA – SMARTER METERS – BUILDINGS</u> Moderator: Carrie Armel, Stanford University • Big Data: The Human Perspective – Ellen Steiner, Energy Market Innovations • Promoting Energy-Efficient Behaviors Through Energy Benchmarking Ordinances – Nicole Ballinger, City of Seattle–Office of Sustainability & Environment • Smart Rebates: Targeting High-Value Energy Efficiency Improvements with Smart-Meter Data – Russell Meyer, Carnegie Mellon University • Increasing the Energy Productivity of the Grid with Cloud Services and Big Data – Amit Narayan, AutoGrid
	POST-CONFERENCE WORKSHOPS

Save the Date
BECC 2014
December 7 - 10
Washington, DC

ACKNOWLEDGEMENTS

Convening Directors

Carl Blumstein, CIEE, University of California
James Sweeney, PEEC, Stanford
Steven Nadal, ACEEE

Conference Co-Chairs

Margaret Taylor, PEEC, Stanford
Susan Mazur-Stommen, ACEEE
Christopher Jones, CIEE, University of California

Conference Management

Christensen Associates

Cara Lee Mahany Braithwait, Manager
Kris Chitwood, Registrar

Program Committee

Stacy Angel, US Environmental Protection Agency
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Joey Barr, Pacific Gas & Electric
Sam Borgeson, University of California, Berkeley
Bruce Cenicerros, Sacramento Municipal Utility District
Kevin Cooney, Navigant Consulting
Anne Dougherty, Illume Advising
Cathy DuBois, Kent State University
David Hungerford, California Energy Commission
Joe Kantanbacher, Ecotrope
Beth Karlin, University of California, Irvine
Kathy Kuntz, Cool Choices

Loren Lutzenhiser, Portland State University
Therese Langer, ACEEE
Samantha Neufeld, Arizona State University
Frances Sprei, Chalmers University
Maria Vargas, US Department of Energy
Ed Vine, CIEE
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