



# 2011 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*

TUESDAY: NOVEMBER 29	
11:00 AM - 6:00 PM	<p><b>PRECONFERENCE WORKSHOP – Fostering Sustainable Behavior</b> Presented by Doug McKenzie-Mohr, Founder of Community-Based Social Marketing</p>
4-9	Conference Registration & Speaker Check-In
6:30 PM - 8:30 PM	<p><b>BECC KICK-OFF PLUS DESSERT &amp; NETWORKING EVENT</b></p> <p><b>“Games for the Win”</b> – Participate in a total-immersion learning event to experience and understand the keys to gamification and the radical effects that game structures can have on human behavior as it applies to the BECC field. This event promises fun, insight and connections to jumpstart this year’s conference. Kathy Kuntz of Cool Choices Network will wrap up our “Game Change” session with takeaway lessons and applications.</p>
WEDNESDAY MORNING: NOVEMBER 30	
7:30	Continental Breakfast & Registration
8:30 AM - 10:00 AM	<p><b>BEHAVIOR, ENERGY AND CLIMATE CHANGE: Framing the Issues</b> <i>Opening Plenary</i></p> <p><b>Welcome</b>  <b>Jennifer Amann, Co-chair</b>, Buildings Program Director, American Council for an Energy-Efficient Economy (ACEEE)  <b>Carl Blumstein, Co-chair</b>, Director, California Institute for Energy &amp; Environment (CIEE), University of California  <b>Jim Sweeney, Co-chair</b>, Director, Precourt Energy Efficiency Center (PEEC), Stanford University  <b>Chris Jones, Program Manager</b>, University of California, Berkeley</p> <p><b>Keynote: “Empowering Citizens to Adopt Low Carbon Lifestyles: Strategies and Tools for Behavior Change, Community Engagement and the Reinvention of our Cities”</b>  <b>David Gershon</b>, Founder &amp; CEO, Empowerment Institute</p>
10:00	Morning Break

## WEDNESDAY MORNING: NOVEMBER 30

<b>10:30</b>	<b>Concurrent Sessions 1:</b>
<b>1A</b>	<p><b><u>FEEDBACK AND BEHAVIOR: GETTING INTO THEIR HEADS, HOMES AND HABITS</u></b>  <b>Moderator: Chris Jones, University of California, Berkeley</b></p> <ul style="list-style-type: none"> <li>• <b>Energy Management Designed with Consumers in Mind</b> – Seth Frader-Thompson, EnergyHub</li> <li>• <b>Scaling Behavior-Based Programs: The Tradeoffs of Opt-In vs. Opt-Out Design</b> - Tom Scaramellino, Efficiency 2.0</li> <li>• <b>Impact of Neighbor Comparisons on Reducing Peak Energy</b> - Ogi Kavazovic, OPOWER</li> </ul>
<b>1B</b>	<p><b><u>LIGHTNING SESSION: INFLUENCING TRAVEL CHOICES</u></b>  <b>Moderator: Sharyn Barata, Itron</b></p> <ul style="list-style-type: none"> <li>• <b>Plug-In Hybrid Electric Vehicles in a Smart-Grid Environment: Feedback and Charging Behavior</b> - Barbara Farhar, University of Colorado at Boulder</li> <li>• <b>The Virtual Test Drive: Applying “Smart Grid” Concepts to Transportation</b> - Laura Schewel, UC Berkeley/Virtual Vehicle Co</li> <li>• <b>Energy Feedback Reduces--And Increases--On-Road Energy Efficiency</b> - Tai Stillwater, UC Davis</li> <li>• <b>High-Speed Passenger Transportation: Examining Aviation, High-Speed Rail, and their Climate Impacts</b> -Regina Clewlow, Massachusetts Institute of Technology</li> <li>• <b>Changing Travel Behavior: The Impact of Targeting Tailored Climate Change Information to Specific Audiences Based on Attitudinal and Behavioral Characteristics</b> - Candice Howarth, Imperial College London</li> <li>• <b>Climate Change Adaptation Practices in Support of Mitigation: Evaluating the Progress of Transportation Planning Agencies</b> - Michelle Oswald, Bucknell University</li> <li>• <b>An Experimental Study of Real-Time Feedback on Driving Behavior</b> - Deborah Brannan, University of Colorado at Boulder</li> <li>• <b>A Year Study of Consumer Adaptation and Exploration to a Low-Carbon Technology – Electric Vehicle Drivers’ Learning Process</b> - Justin Woodjack, UC Davis</li> <li>• <b>The Behavioral Economics of Transportation Travel Time, Mode Choice and Carbon Impact</b> - Mike Magoon, University of Chicago</li> </ul>
<b>1C</b>	<p><b><u>CLIMATE DENIAL, PUBLIC ATTITUDES AND BEHAVIORAL MISSTEPS: UNDERSTANDING THE LANDSCAPE</u></b>  <b>Moderator: Emily Grady, Garrison Institute</b></p> <ul style="list-style-type: none"> <li>• <b>Understanding Climate Denial</b> - Kari Norgaard, University of Oregon</li> <li>• <b>The Diversity in Public Beliefs and Behaviors and Why They Matter</b> - Ed Maibach, Center for Climate Change Communication</li> <li>• <b>Public Misperceptions and Effective Behaviors</b> - Shahzeen Attari, Indiana University Bloomington</li> </ul>
<b>1D</b>	<p><b><u>BARRIERS ‘N’ LADDERS TO CHANGING BEHAVIOR THROUGH POLICY</u></b>  <b>Moderator: Stacy Angel, U.S. Environmental Protection Agency</b></p> <ul style="list-style-type: none"> <li>• <b>Turning Policy Into Practice: Driving Home Energy Upgrades</b> - Danielle Sass Byrnett, US DOE</li> <li>• <b>Levels of Attention: From Individual to Workplace to Organizational Culture</b> - Elizabeth Malone, Pacific Northwest National Laboratory</li> <li>• <b>Jujitsuing Environmental Policy Setbacks</b> - Dorian Dale, Town of Babylon</li> </ul>
<b>1E</b>	<p><b><u>USING RESEARCH TO CONNECT TO YOUR TARGET MARKETS</u></b>  <b>Moderator: Jennifer Amman, ACEEE</b></p> <ul style="list-style-type: none"> <li>• <b>Designing Programs to Win Hard-To-Reach Communities and Capture Aggressive Energy Savings</b> - Peter Noland, RHA, Inc</li> <li>• <b>Introducing the Climate Access Network</b> - Cara Pike, TRIG's Social Capital Project</li> <li>• <b>ENERGY STAR’s Consumer Research to Drive Behavior Change</b> - Melissa Klein, U.S. Environmental Protection Agency</li> <li>• <b>The Power of Partnerships: Collaborative Marketing Solutions That Increase Program Effectiveness</b> - Michelle Brenes, PECl</li> </ul>
<b>1F</b>	<p><b><u>CONNECTING SUSTAINABILITY &amp; STAFF: EMPLOYEE ENGAGEMENT STRATEGIES</u></b>  <b>Moderator: Kathy Kuntz, Cool Choices Network</b></p> <ul style="list-style-type: none"> <li>• <b>Top Down, Bottom Up? Best Energy-Saving Strategies to Motivate Individuals, Teams &amp; Organizations</b> - Gerald Church, Joule Energy</li> <li>• <b>Engaging Employees to Make an Impact on Sustainability</b> – Katie Mandes, Center for Climate and Energy Solutions</li> <li>• <b>Energy Treasure Hunts</b> - Beth Trask, Environmental Defense Fund</li> <li>• <b>Encouraging Sustainable Behaviors in the Workplace: A Review of Best Practices</b> - Jennifer Hampton, Navigant Consulting</li> </ul>
<b>Noon</b>	<b>Break</b>
<b>12:15</b>	<b>Lunch</b>
<b>1:15</b>	<b>Dessert Break</b>

## WEDNESDAY AFTERNOON: November 30

<b>1:45</b>	<b>Concurrent Sessions 2:</b>
<b>2A</b>	<p><b><u>SUCCESS STORIES OF BEHAVIOR PROGRAMS IN RESIDENTIAL BUILDINGS</u></b>  <b>Moderator: Mark Zimring, Lawrence Berkeley National Laboratory</b></p> <ul style="list-style-type: none"> <li>• <b>NYSERDA's Competition-Based Pilot for Residential Customers</b> - Michael Colgrove, NYSERDA</li> <li>• <b>Put Down the Sweater &amp; Pick Up the Pocketbook: Behavioral Interventions Driving Major Energy Upgrades</b> - Neely Crane-Smith, Center for Energy &amp; Environment</li> <li>• <b>Act Locally: A Neighborhood Approach to Residential Energy Efficiency</b> - Bernadette Doolan, PEI</li> </ul>
<b>2B</b>	<p><b><u>LIGHTNING SESSION: SCHOOL SUSTAINABILITY FROM PRESCHOOL TO POST-DOC</u></b>  <b>Moderator: Michael Vandenberg, Vanderbilt University Law School</b></p> <ul style="list-style-type: none"> <li>• <b>Beyond Badges: Gamification in the Kukui Cup</b> - Philip Johnson, University of Hawaii</li> <li>• <b>Conveying Real-Time Feedback On Resource Use Through Empathetic Gauges</b> - Cynthia Frantz, Oberlin College</li> <li>• <b>Spreading the Eco-Message: An Applied Social Networking &amp; Proactive Coping Program to Promote Environmental Behavior in University Residence Halls</b> - Brittany Bloodhart, The Pennsylvania State University</li> <li>• <b>"Campus Conservation Nationals": Competing to Reduce Dormitory Water and Electricity Use</b> - John Petersen, Oberlin College</li> <li>• <b>A Measured Child-Driven Model To Behavior Change In The Household</b> - Carleen Cullen, Cool the Earth</li> <li>• <b>You Can't Ignore Cute Shoes</b> - Bonnie Meyer, Olympia School District</li> <li>• <b>Social and Cognitive Design in Energy Efficiency Training for NYC School Building Operators</b> - Michael Bobker, CUNY Institute for Urban Systems, City University of NY</li> </ul>
<b>2C</b>	<p><b><u>WHICH TECHNIQUE IS MOST EFFECTIVE?</u></b>  <b>Moderator: Pamela Wellner, Amplifying Eco</b></p> <ul style="list-style-type: none"> <li>• <b>Spillover Effects of Water Consumption Feedback on Other Utilities</b> - Verena Tiefenbeck, Fraunhofer CSE/ ETH Zurich</li> <li>• <b>Goal Setting, Social Comparisons and Rewards: New Behavioral Incentives for Energy Efficiency</b> - Matthew Harding, Stanford University</li> <li>• <b>Unplugging Waste Energy: Successful Strategies to Reduce Residential Plug-Load Energy Use</b> - Heidi Perry, ThinkEco, Inc</li> </ul>
<b>2D</b>	<p><b><u>CREATING SMARTER CITIES</u></b>  <b>Moderator: Sam Borgeson, University of California, Berkeley</b></p> <ul style="list-style-type: none"> <li>• <b>Influencing Innovative Low-Carbon Solutions in the Urban Environment: A Comparative Perspective of EU and North American Policies and Programs</b> - Carmen Barker Lemay, Integrative Growth Limited</li> <li>• <b>Negotiating Sustainability Between Micro &amp; Macro Policy Terrain: A Local Political Seedbed for Behavior Change</b> - Shane Fudge, University of Surrey</li> <li>• <b>Community Motivations and Local Energy Planning</b> - Eric Mackres, American Council for an Energy-Efficient Economy</li> <li>• <b>Climate Showcase Communities: Innovative Models of Community-Based Greenhouse Gas Emissions Reductions</b> - Emma Zinsmeister, U.S. Environmental Protection Agency</li> </ul>
<b>2E</b>	<p><b><u>SPOTLIGHT: BETTER BUILDINGS NEIGHBORHOOD PROGRAM</u></b>  <b>Moderator: Danielle Sass Byrnett, US Department of Energy</b></p> <ul style="list-style-type: none"> <li>• <b>Energize Phoenix Energy Efficiency on a Community Scale</b> - Mick Dalrymple, ASU Global Institute of Sustainability</li> <li>• <b>Utilizing Community-Based Social Marketing to Motivate San Diego's Military Population to Make Residential Energy-Efficiency Upgrades</b> - Siobhan Foley, California Center for Sustainable Energy</li> <li>• <b>Clean Energy Works Portland: A Bundled Services Approach to Whole-Home Retrofits</b> - Andria Jacob, City of Portland Bureau of Planning and Sustainability</li> <li>• <b>The Next Generation of Driving Demand for Home Energy Improvements</b> - Merrian Goggio Borgeson, Lawrence Berkeley National Lab</li> </ul>
<b>2F</b>	<p><b><u>FROM MID-SIZED TO MULTI-NATIONAL COMPANIES: SHOWCASING HOW COMMERCIAL DECISIONS FOSTER SUSTAINABILITY</u></b>  <b>Moderator: Anne Dougherty, Opinion Dynamics Corporation</b></p> <ul style="list-style-type: none"> <li>• <b>Tillamook Cheese Sustainability Review</b> - Mike Bailey, Ecos / Advantage IQ</li> <li>• <b>Energizing Healthcare at Gundersen Lutheran</b> - Jeff Rich, Gundersen Lutheran Healthcare</li> <li>• <b>Envision Charlotte Commercial Energy Efficiency Program</b> - Charles Pfeiler, Duke Energy</li> </ul>
<b>3:15</b>	<p><b>Afternoon Break</b> <span style="float: right;"><b>Break Sponsor:</b> </span></p>

## WEDNESDAY AFTERNOON: November 30

<b>3:45</b>	<b>Concurrent Sessions 3:</b>
<b>3A</b>	<p><b><u>THE APPEAL OF SUSTAINABLE HOUSING DEVELOPMENTS: EFFECTS ON END USERS</u></b>  <b>Moderator: John Wilson, Energy Foundation</b></p> <ul style="list-style-type: none"> <li>• <b>What Impact Has Building Environmental Profile on Tenants' Decisions and Behavior?</b> - Agnieszka Zalejska-Jonsson, Royal Institute of Technology</li> <li>• <b>Climate Change Mitigation and the Social Housing Sector</b> - Carolyn Hayles, Center for Alternative Technology</li> <li>• <b>Advocating for Energy Codes to the Non-Codes World of Real Estate</b> - Allison Webster, Northeast Energy Efficiency Partnerships</li> <li>• <b>Empowering Buyers with Home Affordability Intelligence</b> – David Becker, CNT Energy</li> </ul>
<b>3B</b>	<p><b><u>LIGHTNING SESSION: STATE AND LOCAL-LEVEL POLICY PERSPECTIVES</u></b>  <b>Moderator: Valerie Richardson, KEMA</b></p> <ul style="list-style-type: none"> <li>• <b>Maybe Lack of Financing is the First Barrier to Address?</b> - Patrick Keegan, Ecos</li> <li>• <b>Culture Change through an Environmental Management System</b> - Laura Fiffick, Gresham, Smith and Partners</li> <li>• <b>Using Policy to Influence Behavior at the Local, State, and Federal Levels – Real World Interventions Using CBSM Techniques in Recycling and Sustainability</b> – Juri Freeman, Econservation Institute</li> <li>• <b>Current Response to the Pacific Northwest Power Planning and Conservation Act and Shaping Energy Efficiency Policy in the Pacific Northwest</b> - Jason Salmi Klotz, Northwest Energy Efficiency Alliance</li> <li>• <b>Energy Use Behavior and Cooking Practices: The Adoption and Sustained Use of Biomass Stoves</b> - Ilse Ruiz-Mercado, UC Berkeley</li> </ul>
<b>3C</b>	<p><b><u>WORLDVIEWS, LIFESTYLES, ATTITUDES AND POCKETBOOKS</u></b>  <b>Moderator: Linda Schuck, California Institute for Energy &amp; Environment</b></p> <ul style="list-style-type: none"> <li>• <b>Constructed Logics: Social Ideals, Residential Design and Energy Use</b> - Nicole Woolsey Biggart, Energy Efficiency Center</li> <li>• <b>Local Weather and Perceptions of Global Warming</b> - Lisa Zaval, Columbia University</li> <li>• <b>Psychological Underpinnings of Environmental Decisions</b> - Susan Ledlow, ASU Global Institute of Sustainability</li> <li>• <b>Mainstreaming Behavior: The Need for a Common Framework and Terminology. Do We Have a Winner?</b> - Stephen Bickel, D&amp;R International, Ltd.</li> </ul>
<b>3D</b>	<p><b><u>SEGMENTATION AND TARGETING PROGRAMS</u></b>  <b>Moderator: Wesley Schultz, California State University, San Marcos</b></p> <ul style="list-style-type: none"> <li>• <b>Social Mobilization: Lessons in Motion From Boulder County's EnergySmart Staff</b> - Beth Beckel, Boulder County</li> <li>• <b>Climate Diplomacy in the Heartland: The Clean Energy Ambassadors</b> - Jill Cliburn, Cliburn and Associates, LLC</li> <li>• <b>Saving Green Program</b> - Amanda Berens, Foundation Communities</li> </ul>
<b>3E</b>	<p><b><u>ENVIRONMENTAL APPEALS: WHAT WORKS, WHAT DOESN'T (ATTITUDES, INFORMATION, PERCEPTIONS)</u></b>  <b>Moderator: Scot Holliday, East Meets West Solutions</b></p> <ul style="list-style-type: none"> <li>• <b>Going Green to Help Your Genes: The Use of Kin-Based Appeals</b> - Samantha Neufeld, Arizona State University</li> <li>• <b>What Does it Mean to Have "Personally Experienced the Effects of Global Warming?"</b> - Ed Maibach, Center for Climate Change Communication</li> <li>• <b>Rapid Energy Savings in London's Households to Mitigate an Energy Crisis</b> - Aurore Julien, University College of London Energy Institute</li> <li>• <b>Local Climate Change Impact Information and Its Effect on Attitudes About Climate Change and Personal Behaviors</b> - Marsha Walton, NYSERDA</li> </ul>
<b>3F</b>	<p><b><u>EVALUATING BEHAVIORAL PROGRAMS IN COMMERCIAL SETTINGS: A DIALOGUE ON LIMITS AND POTENTIAL IN THE COMMERCIAL SPACE</u></b>  <b>Moderator: Brian Smith, Pacific Gas &amp; Electric Company</b></p> <ul style="list-style-type: none"> <li>• <b>Validation of Savings from Behavioral Efficiency Programs</b> - Robert Luneski, Northwest Energy Efficiency Alliance</li> <li>• <b>Transforming Energy Sub-Meter Data into Results in Commercial Buildings – Evaluation of an Innovative Training Program in Sydney, Australia</b> - Patrick Crittenden, Macquarie University Sydney</li> <li>• <b>Plug Loads in Commercial Offices: Empirical Measurement and Best Practices</b> - Michael Murray, Lucid Design Group</li> </ul>
<b>5:15</b>	<b>Networking, Free Time &amp; Poster Session Set-up</b>
<b>6:00-8:00</b>	<b>RECEPTION &amp; POSTER PRESENTATIONS: SESSION ONE</b>

## THURSDAY MORNING: DECEMBER 1

<b>7:30</b>	<b>Continental Breakfast &amp; Registration</b>
<b>8:30</b>	<p><b>Morning Plenary</b></p> <p><b>Keynote: “The Danish Success Story”</b></p> <p><b>Katherine Richardson</b>, Professor in Biological Oceanography and Vice Dean for Public Outreach, Faculty of Science, University of Copenhagen, Chair, 2009 International Scientific Congress on Climate Change, Copenhagen</p>
<b>9:30</b>	<b>Morning Break</b>
<b>10:00</b>	<b>Concurrent Sessions 4:</b>
<b>4A</b>	<p><b><u>UNCOVERING THE KEYS TO ACTION: USING VISIBILITY TO BOOST SUSTAINABLE BEHAVIOR</u></b>  <b>Moderator: Sara Van de Grift, Opinion Dynamics Corporation</b></p> <ul style="list-style-type: none"> <li>• <b>Enabling Sustainable Lifestyles: The Low2No Project in Jätkäsaari, Helsinki</b> - Jan-Christoph Zoels, Experientia</li> <li>• <b>Energymark: A Kitchen Table Approach to Reducing Household Energy Consumption</b> – Anne Maree Dowd, CSIRO</li> <li>• <b>Putting the COOL Back in Climate: The COOLective Approach to Enabling Community-Based Organizations to Inspire Behavior Change That Reduces Environmental Impact</b> - Dune Ives, Milepost Consulting</li> <li>• <b>People Change When Their Colleagues Change: Social Media Motivating Action at Work</b> - Susan Hunt Stevens, Practically Green</li> </ul>
<b>4B</b>	<p><b><u>LIGHTNING SESSION: PROGRAM OUTCOMES AND LESSONS</u></b>  <b>Moderator: Gene Rodrigues, Southern California Edison</b></p> <ul style="list-style-type: none"> <li>• <b>Energy Upgrade California Home Energy Makeover Contest: Innovative Way to Engage Homeowners, Contractors and Media</b> - Edward Thomas, EGIA</li> <li>• <b>Keeping Up with the Joneses: Results from Three Comparative Feedback Pilots</b> - Kira Ashby, Consortium for Energy Efficiency</li> <li>• <b>Out of the Box: Efficiency Research and Next-Era Program Design</b> - Brian Keane, SmartPower</li> <li>• <b>It Takes a Village: Using Community Engagement to Encourage Refrigerator Recycling</b> - Nicole Casta, PECl</li> <li>• <b>Do-It-Yourself Home Energy Efficiency Pilot Project</b> - Paul Markowitz, Efficiency Vermont</li> </ul>
<b>4C</b>	<p><b><u>DEVELOPMENT OF TRANSPORTATION-RELATED BEHAVIOR CHANGE PROGRAMS</u></b>  <b>Moderator: Frances Natasha Sprei, Stanford University</b></p> <ul style="list-style-type: none"> <li>• <b>Can Social Norms Drive Change?</b> - Deborah Brannan, University of Colorado Boulder</li> <li>• <b>Development of a Transportation-Related Behavior Change Campaign</b> - Ursula Vogler, San Francisco Metropolitan Transportation Commission</li> <li>• <b>Very Small Changes in the Context of Large-Scale Project Delivery</b> - Kevin Luten, UrbanTrans ANZ</li> </ul>
<b>4D</b>	<p><b><u>GOVERNMENT REBATES AND INVESTMENT: WHY SOME PROGRAMS WORK AND OTHERS DON'T</u></b>  <b>Moderator: Kathleen Gaffney, KEMA</b></p> <ul style="list-style-type: none"> <li>• <b>Selling Energy Conservation Improvements to a Skeptical Public</b> - Marjorie Isaacson, CNT Energy</li> <li>• <b>Observations from the State Energy Efficient Appliance Rebate Program (SEEARP)</b> - Lani MacRae, US DOE</li> <li>• <b>Interactions between ARRA and Utility Customer-Funded Energy Efficiency Programs</b> - Elizabeth Stuart, Lawrence Berkeley Nat'l Lab.</li> <li>• <b>Ethnography of Cool Roof Retrofits: The Role of Rebates in the Materials Selection Process</b> - Susan Mazur-Stommen, ACEEE</li> </ul>
<b>4E</b>	<p><b><u>THE IMPORTANCE OF MESSAGING: GETTING THE WORD OUT IN GOOD AND BAD POLITICAL TIMES</u></b>  <b>Moderator: Sharyn Barata, Itron</b></p> <ul style="list-style-type: none"> <li>• <b>The Worst Electricity Crisis Ever: How Tokyo Cut Its Electricity Use 15%</b> - Sho Hirayama, Jyukankyo Research Institute Inc.</li> <li>• <b>Carl and Eddy: Using “Edutainment” Characters to Promote Smart Meters and Efficiency</b> – Ian Robinson, Ascentium Los Angeles</li> <li>• <b>Politics and Participation: How Political Campaigners Are Generating Program Participation in California</b> - Sarah Davis, Draftfcb</li> </ul>
<b>4F</b>	<p><b><u>HOME ENERGY AUDITS: GETTING THEM RIGHT</u></b>  <b>Moderator: Peter Love, Ryerson University</b></p> <ul style="list-style-type: none"> <li>• <b>Home Energy Audits from the Homeowner Point of View</b> - Rick Diamond, Lawrence Berkeley National Laboratory</li> <li>• <b>Results from a Survey of 500 Home Energy Auditors</b> - Karen Palmer, Resources for the Future</li> <li>• <b>Understanding the Impact of Evaluators and Advice Strategies on Greenhouse Gas Reductions and the Selection of Energy Efficiency Improvements in the Residential Energy Efficiency Project (REEP)</b> - Christina Hoicka, University of Waterloo</li> <li>• <b>Rate It and They Will Insulate: The Home Energy Score Program Design</b> - Christa McDermott, American Association for the Advancement of Science</li> </ul>



## THURSDAY AFTERNOON: DECEMBER 1

11:30	<b>Break &amp; Poster Set-up</b>
12:00	<b>BUFFET LUNCH AND POSTER PRESENTATIONS: SESSION TWO</b>
1:45	<b>Concurrent Sessions 5:</b>
5A	<p><b><u>UNDERSTANDING ENERGY: THE CONTEXT FOR ENERGY-RELATED DECISIONS</u></b>  <b>Moderator: Joe Loper, Itron</b></p> <ul style="list-style-type: none"> <li>• <b>Folk Labeling: After-Market Graffiti to Fix Broken Usability</b> - Alan Meier, Lawrence Berkeley National Lab</li> <li>• <b>Community Self-Reflection: Public Electricity Displays Motivate Conservation and Efficiency Actions</b> - Eric Rehm, Positive Energy</li> <li>• <b>Analyzing User-Generated Content: Insights into Customer Backlash Against the Smart Meter</b> - Jane Hummer, Navigant Consulting</li> </ul>
5B	<p><b><u>LIGHTNING SESSION: THINKING OUTSIDE THE BOX IN IMPLEMENTING BEHAVIOR CHANGE PROGRAMS AND POLICIES</u></b>  <b>Moderator: Maria Vargas, US Department of Energy</b></p> <ul style="list-style-type: none"> <li>• <b>Changing Behavior: What Are We Asking For?</b> - Kessie Avseikova, Opinion Dynamics Corporation</li> <li>• <b>Case Study: Evaluation of an Efficiency Pledge Program</b> - Steve Hastie, Navigant Consulting</li> <li>• <b>Urban Living – Constructing New Content for New More Sustainable Spaces</b> – Jan-Christoph Zoels, Experientia</li> <li>• <b>A Regional Model of Rebound Effects From Residential Energy Efficiency Investments</b> - Brinda Thomas, Carnegie Mellon University</li> <li>• <b>A Behavior-Based Agent Model for Assessing Market Adoption of Solar Photovoltaics</b> - Charles Macal, Argonne National Laboratory</li> <li>• <b>Trickle-Down HVAC-omics: How Upstream Market Decisions Influence Sales Strategies</b> - Michelle Levy Bruchs, Research Into Action</li> <li>• <b>Modeling the Impact of User Behavior on Heat Energy Consumption</b> - Nicola Combe, Brunel University &amp; Buro Happold</li> <li>• <b>Creating Quality Jobs through Energy Efficiency: What Is Needed</b> - Robin Walther, RJW Consulting</li> <li>• <b>"Thou Shalt", "Did You Know?" or "Leave It Be"</b> - Mick Dalrymple, ASU Global Institute of Sustainability</li> </ul>
5C	<p><b><u>KEY LESSONS FROM BEHAVIORAL ECONOMICS</u></b>  <b>Moderator: Annika Todd, Stanford University</b></p> <ul style="list-style-type: none"> <li>• <b>Energy Systems Modeling and Behavioral Complexity</b> - Neil Strachan, University College London</li> <li>• <b>Income: What's There to Stress About? The Use of Economic Stress to Measure Budget Constraints</b> - Megan Wibberly, University of Maine School of Economics</li> <li>• <b>Carbon4Square! Utilizing Game Theory and Behavioral Economics for Commercial Real Estate</b> - Jack Davis, JDM Associates</li> <li>• <b>Saving Energy: I'll Do the Easy Thing, You Do the Hard Thing</b> - Shahzeen Attari, Indiana University Bloomington</li> </ul>
5D	<p><b><u>REWARDS AND INCENTIVES IN APPLIED TRANSPORTATION BEHAVIOR CHANGE</u></b>  <b>Moderator: Nick Ramfos, National Capital Region Transportation Planning Board</b></p> <ul style="list-style-type: none"> <li>• <b>Effectiveness of Pay-As-You-Drive-And-You-Save (PAYDAYS) Programs</b> - Allen Greenberg, U.S. DOT/FHWA</li> <li>• <b>511 Carpool Rewards / Documenting Changes to Transportation Behavior</b> - Kit Powis, 511</li> <li>• <b>The Effects of Mobility Management for Companies in the Course of the German Mobility Management Action Program "Effizient Mobil"</b> - Reyhaneh Farrokhkhiavi, Institute for Urban and Transport Planning at the University of Aachen</li> </ul>
5E	<p><b><u>THE FRONTIERS OF BEHAVIOR RESEARCH</u></b>  <b>Moderator: Steve Nadel, American Council for an Energy-Efficient Economy</b></p> <ul style="list-style-type: none"> <li>• <b>ACEEE's Behavior and Human Dimensions Program</b> – Susan Mazur-Stommen, ACEEE</li> <li>• <b>The CoolCalifornia Challenge: A Competition between the "Coolest California Cities"</b> – Chris Jones, UC Berkeley</li> <li>• <b>Unintended Consequences: The Design, Execution, and Outcomes of Efficiency Programs in California</b> – Sam Borgeson, UC Berkeley</li> </ul>
5F	<p><b><u>CHANGING CULTURE: WHAT IT TAKES TO IMPLEMENT SUSTAINABILITY FOR BUSINESS</u></b>  <b>Moderator: Jim Sweeney, Stanford University</b></p> <ul style="list-style-type: none"> <li>• <b>Energy Culture in Organizations Untouched Low-Hanging Fruit?</b> - Evert Bevernage, Det Norske Veritas Belgium NV</li> <li>• <b>Achieving Institutional Behavior Change: The Power of "Roles, Rules, and Tools"</b> - Rick Diamond, Lawrence Berkeley National Lab</li> <li>• <b>Organizational Behavior Change for Energy Conservation</b> - Scot Holliday, East Meets West Solutions, LLC</li> </ul>
3:15	<b>Afternoon Break</b>

## THURSDAY AFTERNOON: DECEMBER 1

3:45	<b>Concurrent Sessions 6:</b>	
6A	<p><b><u>SOCIALLY CONSERVING: MAKING EFFICIENCY MATTER FOR PEOPLE, APPLIANCES AND PRACTICES</u></b>  <b>Moderator: Brent Barkett, Navigant Consulting</b></p> <ul style="list-style-type: none"> <li>• Building Occupant Peer Networks and Energy Consumption/Conservation Practice Diffusion – Rishee Jain, Columbia University</li> <li>• Intelligent Billing In Chicago: What Can We Learn From The First Large Trial of Itemized Electric Bills? - Kevin Ashton, Belkin</li> <li>• Button Up Vermont Home Energy Efficiency Campaign - Paul Markowitz, Efficiency Vermont</li> </ul>	
6B	<p><b><u>LIGHTNING SESSION: CHANGE SNAPSHOTS: FROM IT TO LAB FUMES, THE UK TO CHINA</u></b>  <b>Moderator: Bruce Cenicerros, Sacramento Municipal Utilities District</b></p> <ul style="list-style-type: none"> <li>• Click Your Way to Energy Savings: Behavior Change with Western Mass Saves - Jonathan Edwards, SmartPower</li> <li>• Laboratory Fume Hood Campaigns: The Link Between Behavior Change and Energy Savings – Merrilee Harrigan, Alliance to Save Energy</li> <li>• Solar PV Adoption in the U.S. Residential Sector: Decision-Making &amp; Behavior Change - Varun Rai, University of Texas at Austin</li> <li>• Supply Chains as Leverage Points: Changing Behavior in Chinese Factories - John Silkey, Milepost Consulting</li> <li>• Industrial Efficiency Behavior Programs - Ben Foster, ACEEE</li> <li>• Designing Sustainable Behaviors into Products - Dave Miller, New York University</li> </ul>	
6C	<p><b><u>SENSING PEOPLES’ BEHAVIOR: INNOVATIVE TECHNIQUES TO FIND OUT WHAT’S REALLY HAPPENING</u></b>  <b>Moderator: Craig Isakow, Johnson Controls</b></p> <ul style="list-style-type: none"> <li>• Another Survey? Not Really. Gathering Energy Use Information Through Amazon Mechanical Turk – Daniel Perry, University of Washington</li> <li>• Mapping Peoples’ Responses to Thermal Discomfort in Dwellings Using SenseCam - Stephanie Gauthier, UCL Energy Institute</li> <li>• Disaggregation: The Holy Grail of Energy Efficiency - Carrie Armel, Stanford University</li> <li>• Recent Advances in Algorithms for Energy Disaggregation – Zico Kolter, MIT</li> </ul>	
6D	<p><b><u>LONG-TERM BEHAVIOR CHANGE: PERSISTENCE AND ENABLING POLICIES AND TECHNOLOGIES</u></b>  <b>Moderator: David E. Blockstein, Council of Energy Research and Education Leaders, National Council for Science &amp; Environment</b></p> <ul style="list-style-type: none"> <li>• The Importance and Potential of Long-Term Behavior Change: GHG Reductions From Habitual Behavior Changes in Future Low-Carbon Energy Systems - Max Wei, Lawrence Berkeley National Laboratory</li> <li>• How Long Do Behavioral Effects Last? Retention Results and Their Effect on Cost-Effectiveness of Social Marketing and Behavioral Programs - Lisa Skumatz, Skumatz Economic Research Associates (SERA)</li> <li>• Is It Going to Be There? Risks of Behavioral Savings in Supply-Side Planning - Danielle Gidding, Bonneville Power Administration</li> <li>• Long-Term Scenarios for Deep GHG Reductions – Pete Erickson, Stockholm Environment Institute</li> </ul>	
6E	<p><b><u>STANFORD PROGRAM DEVELOPMENT: FOUNDATION TO IMPLEMENTATION</u></b>  <b>Moderator: June Flora, Stanford University</b></p> <ul style="list-style-type: none"> <li>• Changing Behavior to Combat Climate Change: The Girl Scouts GLEE Program - June Flora, H-Star, Stanford University</li> <li>• Behavioral Economics Implications for Online Energy Interface Designs: Pilot Studies - Ansu Sahoo, Stanford University</li> <li>• Multivariate Explanation of Residential Electricity Consumption - Amir Kavousian, Stanford University</li> <li>• Behavior Attitudes of Residential Energy Reduction Actions - Maria Roumpani, Stanford University</li> </ul>	
6F	<p><b><u>THE SUM IS GREATER THAN ITS PARTS: SUCCESSFUL PARTNERSHIP MODELS</u></b>  <b>Moderator: Cathy DuBois, Kent State University</b></p> <ul style="list-style-type: none"> <li>• Transforming SMEs Through Sustainability Circles - David DuBois, True Market Solutions</li> <li>• A Social Network to Sustain Commitment in Non-Profit Organizations - Mirele Goldsmith, Green Strides Consulting</li> <li>• Harnessing the Power of the Business / Community Networks to Reach Small Businesses - Olivia Patterson, Opinion Dynamics</li> </ul>	
5:15	<p><b>MADMEN MEETS BECC: 2011 FILM FEST &amp; HAPPY HOUR”</b>  <b>With Host Bill LeBlanc, E Source</b></p> <p>Come see some short, entertaining videos &amp; ads, discuss their pros/cons, and talk about better solutions to motivate behavior change. Guaranteed laughs and education. Drinks, hors d'oeuvres can't hurt, either and start promptly at 5:15—Films start at 5:30 and ends around 6:30.</p>	<p>Film fest sponsor:</p> 
7:00	<b>PARTICIPANT – ORGANIZED SESSIONS—Post ideas at registration bulletin board</b>	

## FRIDAY MORNING, DECEMBER 2

7:30	<b>Continental Breakfast &amp; Registration</b>
8:30	<b>Concurrent Sessions 7:</b>
7A	<p><b><u>SEMI-LIGHTNING SESSION: INFORMATION OPTIONS; INTERFACE/DESIGN AND BEHAVIOR OUTCOMES</u></b>  <b>Moderator: Kevin Cooney, Navigant Consulting</b></p> <ul style="list-style-type: none"> <li>• <b>The Influence of Display Medium and Design on Energy-Saving Technology Adoption</b> - Janelle LaMarche, Fraunhofer Center for Sustainable Energy Systems</li> <li>• <b>Designing Smart Meters for Smart Living</b> - Jan-Christoph Zoels, Experientia</li> <li>• <b>Eco-Feedback in the Home: What Consumers Want</b> - Rebecca Ford, University of Otago</li> <li>• <b>The Energy Hub Management System: Enabling and Empowering Energy Managers</b> - Ian Rowlands, University of Waterloo</li> <li>• <b>Making Saving Energy Social, Fun and Simple</b> - Justin Segall, Simple Energy</li> </ul>
7B	<p><b><u>LIGHTNING SESSION: MARKETING AND MESSAGING</u></b>  <b>Moderator: Rick Diamond, Lawrence Berkeley National Laboratory</b></p> <ul style="list-style-type: none"> <li>• <b>Are We Barking Up the Wrong Tree? Exploring Difference Among Energy Behaviors</b> - Beth Karlin, UC Irvine</li> <li>• <b>Who's Still Interested in Energy Efficiency?</b> - Susan Ledlow, Arizona State University, Global Institute of Sustainability</li> <li>• <b>Shoot for a CFL in Every Socket</b> - Susan Berg, Arizona Public Service</li> <li>• <b>Taking Energy's Pulse</b> - Martha Russell, Stanford University</li> <li>• <b>A Cool Approach to Climate Change Mitigation</b> - Kathy Kuntz, Cool Choices</li> <li>• <b>Does Information About Adaptation to Climate Change Affect Support for Mitigation?</b> - Amanda Carrico, Vanderbilt University</li> <li>• <b>Island Energy Dashboard: Community Resources Drive Demand for a Home Energy Efficiency Program</b> - Marilyn Ostergren, U of Wash.</li> <li>• <b>Breaking Open the Black Box of Behavioral Programs</b> - Amanda Dwelley, Opinion Dynamics Corporation</li> </ul>
7C	<p><b><u>MOVING BEYOND PRICE AS AN INCENTIVE</u></b>  <b>Moderator: Carl Blumstein, UC CIEE</b></p> <ul style="list-style-type: none"> <li>• <b>Educating the Consumer and Peak Load Shifting: Lessons from the WI Mandatory TOU Experiments</b> - Thomas Heberlein, University of Wisconsin-Madison</li> <li>• <b>Discounting the Environment: A Negative Impact of Price Discount on Pro-Environmental Behavior</b> - Daniel Schwartz, Carnegie Mellon</li> <li>• <b>Invest in Energy Efficiency? Homeowner Decision Making and Major Energy Retrofits</b> - Timothy Hendrick, Oak Ridge National Lab.</li> <li>• <b>Smart Grid Sacramento Residential Response to Real-Time Data and Dynamic Pricing</b> - Vikki Wood, SMUD</li> </ul>
7D	<p><b><u>AUDITING, SCORING AND RETROFITTING: WHAT WORKS AND WHAT DOESN'T?</u></b>  <b>Moderator: Jeannette LeZaks, Energy Center Wisconsin</b></p> <ul style="list-style-type: none"> <li>• <b>Efficiency Happens When Everyone Can be a Perfect 10: Innovative Changes Enhance Home Energy Performance Scorecards</b> - Frank Rapley, Tennessee Valley Authority</li> <li>• <b>What Do the People Think? Analysis of Early Homeowner Feedback on the US DOE's Home Energy Score</b> - Joan Glickman, US DOE</li> <li>• <b>A Simplified Approach to Visualizing Household Energy Potential</b> - Jennifer Edwards, Center for Energy and Environment</li> <li>• <b>Leveraging Purchase and Rent Transactions: Building Energy Disclosure and Upgrade Policies</b> - Rebecca Foster, VEIC</li> </ul>
7E	<p><b><u>TARGETING LOW INCOME COMMUNITIES</u></b>  <b>Moderator: Susan Mazur-Stommen, ACEEE</b></p> <ul style="list-style-type: none"> <li>• <b>Energy Conservation in Remote Indigenous Communities in Queensland, Australia.</b> - Gaylene Whenmouth, Ergon Energy</li> <li>• <b>Thermostat Behavior in the Low-Income Weatherization Assistance Program</b> - Bruce Tonn, Oak Ridge National Laboratory</li> <li>• <b>What Accounts for Unusually High Electric Usage among Low Income Customers If It's Not the Fridge or the Climate?</b> - Carol Edwards, Southern California Edison</li> </ul>
7F	<p><b><u>DISCOVERING INHABITANTS IN COMMERCIAL BUILDINGS</u></b>  <b>Moderator: Gregg Hardy, Ecova</b></p> <ul style="list-style-type: none"> <li>• <b>Empowering Energy Efficiency in the Workplace through User-Centered Design</b> - Dan Lockton, Brunel University</li> <li>• <b>Beyond Occupant Engagement</b> - Christine Hammer, Sustainable Design + Behavior</li> <li>• <b>Getting Down to Business: How On-Site Feedback Unlocks Energy Savings</b> - Anne Dougherty, Opinion Dynamics Corporation</li> <li>• <b>Energy Education as a Cost-Effective Program</b> - Merrilee Harrigan, Alliance to Save Energy</li> </ul>
10:00	<b>Morning Break</b>
10:30-12:00	<p><b>Closing Plenary</b>  <b>Funding The Cutting Edge: National Science Foundation (NSF) and Behavior Research –</b>  NSF Deputy Division Director Amber Story and Program Officer David McGinnis</p> <p><b>Bringing it all Home</b> - Recap of Best of BECC 2011, hosted by Rick Diamond, LBNL, and Gene Rodrigues, SCE</p>
12:00	<b>ADJOURN</b>



1:00  
2:15

## POST CONFERENCE EVENTS

### Funding The Cutting Edge: National Science Foundation (NSF) and Behavior Research

Join us at a special post-conference event hosted by BECC and the NSF. We'll learn about research funding opportunities at NSF and discuss the future of behavioral science research. Presenters include NSF Deputy Division Director Amber Story and Program Officer David McGinnis, as well as current NSF grant recipients.

Relevant NSF programs include the Social, Behavioral and Economic Sciences (SBE) program, Partnerships for International Research and Education (PIRE) and the Science, Engineering and Education Science (SEES) program. Find out how you and your organization can benefit from NSF-funded research programs and help guide the future of behavioral science research.

## ACKNOWLEDGEMENTS

### Conference Co-Chairs

Jennifer Amann, ACEEE  
Carl Blumstein, CIEE, University of California  
Steve Nadel, ACEEE  
Jim Sweeney, PEEC, Stanford University

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November 29 – December 2, 2011  
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