

10/15/12



November 11 – 14, 2012
Sacramento, CA

2012 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 11	
7-9 PM (Registration 6-9 PM)	KICK-OFF PROGRAM & DESSERT RECEPTION (Regency Ballroom)
MONDAY MORNING, NOVEMBER 12	
7:30-8:30	Continental Breakfast & Registration
8:30 AM - 10:15 AM	BEHAVIOR, ENERGY AND CLIMATE CHANGE CONFERENCE Opening Plenary (Regency Ballroom) Keynote: Culture, Ideology and a Social Consensus on Climate Change Andrew Hoffman , Professor of Sustainable Enterprise, University of Michigan Professor Hoffman is a leader in using organizational, network and strategic analyses to assess the implications of environmental issues for business. He has published nine books and over ninety articles and book chapters on this topic.
10:15-10:45	Morning Break



MONDAY MORNING, NOVEMBER 12	
10:45-12:15	Concurrent Sessions 1
1A Golden State	<p><u>LIGHTNING SESSION: PROGRAM DESIGN & EVALUATION</u> Moderator: Valerie Richardson, KEMA</p> <ul style="list-style-type: none"> • What Really Motivates Behavior Change? – Michelle Katchuck, University of Hawaii • Beyond kWh: A New Tool for Assessing Energy Feedback Programs – Beth Karlin, University of California, Irvine • Successes in Energy-Efficiency Education Targeted to Low-Income Households – Jamie Drakos, The Cadmus Group, Inc. • Are Savings from Behavior Programs Ready for TRM Prime Time? – Scott Dimetrosky, Apex Analytics LLC • Impact of Information on Energy Consumptive Behavior: Testing and Measuring Innovative Approaches – Ben Huntington, DNV KEMA Energy and Sustainability and Lisa McNally, PG&E • Energy Efficiency and Rebound Effects: Unveiling the Puzzle – Mohammad Halimi, State University of New York • Residential Feedback: What Are the Opportunities for Natural Gas? – Meredith Tondro, Gas Technology Institute • Choice Neutral Defaults and Residential Energy Use – Katrina Jessoe, University of California, Davis
1B Regency D	<p><u>ENGAGING DIVERSE COMMUNITIES IN BEHAVIOR CHANGE</u> Moderator: Kira Ashby, CEE</p> <ul style="list-style-type: none"> • Ecodistricts: Powered by Community Capacity – Christine Mondor, evolveEA • Take Charge Challenge – Changing Efficiency from Sacrifice to “We Win”! – Dorothy Barnett, Climate + Energy Project • Relovilles and Retrofits: Big Homes and Energy Conscious Homeowners in Alpharetta, Georgia – Susan Mazur-Stommen, ACEEE
1C Carmel	<p><u>ENGAGING BUILDING OCCUPANTS</u> Moderator: Obadiah Bartholomy, SMUD</p> <ul style="list-style-type: none"> • Bill Confusion – Lucas Davis, Haas School of Business, University of California, Berkeley • Engaging Building Occupants: LEED’s Pilot Credit – Lonny Blumenthal, US Green Building Council • Field Evaluation of Programmable Thermostats: Does Usability Really Matter? – Olga Sachs, Fraunhofer CSE • Occupant Behavior Effects in California Deep Energy Retrofits – Brennan Less, Lawrence Berkeley National Laboratory
1D Regency E	<p><u>GAMIFICATION I</u> Moderator: Pending</p> <ul style="list-style-type: none"> • Can Games Change Energy Behavior and Reduce Consumption? – James K. Scarborough, Stanford University • Gaming as an Energy Efficiency Behavior Tool – Eric Senunas, Zema Good • Vermontivate! – Nicholas Lange, VEIC (Vermont Energy Investment Corp) • Design for Behavior Change: Technology-Based Interactive Software for Energy Reduction Using a Transdisciplinary Process Combining Innovation Methodology and Behavior Change Theory – Banny Banerjee, Stanford University
1E Big Sur	<p><u>UNIQUE APPROACHES TO EMPLOYEE ENGAGEMENT</u> Moderator: Cathy DuBois, Kent State</p> <ul style="list-style-type: none"> • Using ‘Design Thinking’ in the Development of Engagement Strategies for Sustainability – David DuBois, The Social Design Group • Using Segmentation Strategies to Create Targeted Climate Change Messaging for Office Workers – David Lehrer, University of California, Berkeley • Finding the ‘Tipping Point’ in Changing Organizational Behavior – Grant Ricketts, Tripos Software, Inc.
1F Regency F	<p><u>EFFECTIVE CBSM APPROACHES TO REDUCING WASTE</u> Moderator: Mica Estrada, CSU San Marcos</p> <ul style="list-style-type: none"> • Marketing, Peer Modeling, and Prompts: Examining Validity and Persistence in Waste Reduction/Recycling Programs – Sheryl Bunn, former Director of Community Environmental Services • Rocky Mountain National Park Waste Audit and Recycling Behavioral Change Intervention Initiative – Elliot Dale, Colorado State University • Using Social Marketing Prompts, Feedback, and Incentives to Change Trash Behaviors – It Really Works! – Juri Freeman, SERA
12:15-1:30	Lunch (Regency Ballroom)

MONDAY AFTERNOON, NOVEMBER 12		
1:30-3:00	Concurrent Sessions 2	
2A Golden State	<u>LIGHTNING SESSION: MANAGEMENT & BUSINESS</u> Moderator: John A. "Skip" Laitner, Economic and Human Dimensions Research Associates <ul style="list-style-type: none"> How Workplace Behavior Can Save Energy and Other Stories – Kathryn Thomsen, The Cadmus Group How E-Procurement Systems Influence Purchasing Outcomes – Andrew Weber, Lawrence Berkeley National Laboratory Integrating Sustainability Metrics Into Operational and Strategic Decision-Making – Shengyin Xu, Minnesota Historical Society Solutions for Increasing Energy Smart Action in Commercial Organizations – Hannah Arnold, Opinion Dynamics Effective Carbon Mitigation for Every Business – Thomas Bowman, Bowman Global Change A Cost-Effective Energy Efficiency Solution for Smaller Businesses – Heidi Perry, ThinkEco Employee Energy Efficiency Challenge – Paul Markowitz, Vermont Energy Investment Corp. 	
2B Regency E	<u>HOME ENERGY REPORTS</u> Moderator: Janice Berman, PG&E <ul style="list-style-type: none"> Connecting Feedback Type to Specific Changes in Energy Use Practices – Karen Ehrhardt-Martinez, Garrison Institute The Halo Effect: Using Behavior to Upgrade Technology – Arhan Gunel, Opower Tendril's Behavioral Approach Results in Sustained Savings of 9.2% and Weekly Engagement in a 2.5 Year, Real-Time, Home Energy Monitoring, Customer Study – Paul Cole, Tendril New Insights for Home Energy Reports: Persistence, Targeting Effectiveness, and More – Bruce Geniceros, Sacramento Municipal Utility District 	
2C Regency D	<u>INTEGRATING BEHAVIOR INTO EVALUATION</u> Moderator: Patrice Ignelzi, EnerNOC <ul style="list-style-type: none"> What Are "Best Practices" for Measuring Impacts and Retention from Behavioral Programs? – Lisa Skumatz, SERA Weatherization Experiences Project—A Social Network Analysis – Erin Rose, Oak Ridge National Laboratory Identifying Energy Savings Drivers of Home Energy Reports – Brian Arthur Smith, Pacific Gas and Electric Company The Paradox of Residential Behavior Program Impacts: Precise, Yet Unknown – Ryan Firestone, Navigant Consulting 	
2D Carmel	<u>HOW DIFFERENT UNDERSTANDING OF CLIMATE CHANGE AFFECTS POLICY AND COMMUNICATION</u> Moderator: Adrienne Alvord, Union of Concerned Scientists <ul style="list-style-type: none"> Are Americans Ready to Adapt to the Climate's Change? – Meighen Speiser, ecoAmerica Speaking with One Voice About Uncertain Futures: How We Frame Scientific Disagreement Affects Public Trust in Climate Change Science – Rebecca Neel, Arizona State University Lessons from the Climate Access Case Challenge – Cara Pike, The Resource Innovation Group 	
2E Regency F	<u>WHAT'S GOING ON INSIDE THE HOME?</u> Moderator: Panama Bartholomy, Office of CA Assembly Speaker <ul style="list-style-type: none"> Closing the Loop: Improving Home Energy Audits by Incorporating Household Behavior – Mithra Moezzi, Portland State University What Kind of Occupants Do ZNE Buildings Require? – Loren Lutzenhiser, Portland State University The Behaviors Behind the Impacts – Vikki Wood, Sacramento Municipal Utility District Why Do Comparable Households Use Different Amounts of Energy? – Teresa Randall, Department of Energy and Climate Change 	
2F Big Sur	<u>COMBINING ELECTRIC VEHICLES WITH SOLAR PV</u> Moderator: Joshua Cunningham, California PEV Collaborative <ul style="list-style-type: none"> Adapting Control Theory Approach for the Modeling of Pro-Environmental Consumers – Kadir Bedir, PHEV Research Center at University of California Davis Who Buys Electric Cars? Lessons from the 2011 Californian EV Market – Gil Tal, ITS University of California, Davis Can Renewable Electricity Accelerate Electric Vehicle Demand – Ken Kurani, University of California, Davis "Will Electric Vehicle Buyers Want Green Electricity?" – Jonn Axsen, Simon Fraser University 	
3-3:30	Afternoon Break	
Spotlight Panels 3:30-5:00	Hollywood, Media and Messaging Moderator: Linda Schuck, CIEE <ul style="list-style-type: none"> Erica Priggen, Executive Producer, Free Range Studios Sandra de Castro Buffington, Director, Hollywood, Health and Society, USC Annenberg Norman Lear Center Annie Leonard, Founder, The Story of Stuff Johanna Blakeley, Managing Director / Director of Research, Norman Lear Center, University of Southern California (Regency D, E & F)	HUMAN HEALTH & WELL-BEING (Regency A, B & C)
5:15-6:30	Film Festival (Regency A, B & C) Bill LeBlanc, Senior Advisor, E Source	
6:30-7:30	Break: see guide to local restaurants for dinner	
7:30-9:00	Participant-Organized Sessions (check bulletin board by registration desk for rooms)	

TUESDAY MORNING, NOVEMBER 13		
7:30-8:30	Continental Breakfast & Registration	
Spotlight Panels 8:30-10:00	GOING VIRAL – THE IMPACT OF SOCIAL MEDIA (Regency D, E & F)	NEUROECONOMICS Moderator: Carrie Armel, Stanford <ul style="list-style-type: none"> • Brian Knutson, Stanford University • Antonio Rangel, California Institute of Technology (Regency A, B & C)
10:00-10:30	Morning Break	
10:30-12:00	Concurrent Sessions 3	
3A Golden State	<u>LIGHTNING SESSION: POLICY & PLANNING</u> Moderator: Stacy Angel, U.S. EPA <ul style="list-style-type: none"> • How Quantifying Efficiency Distorts CA Programs – Sam Borgeson, University of California, Berkeley • Exploring the Interplay of Values and Use of Media on Public Opinion of Nuclear Energy – Sara Yeo, University of Wisconsin-Madison • ecoENERGY Efficiency – Robert Blain, Natural Resources Canada • A New Regulatory Framework to Support Pursuit of Behavioral Programs – Philip Mosenthal, Optimal Energy, Inc. • Which Types of Interventions Work the Best in Changing Energy Using Behaviors? – Flavia Tsang, RAND Europe 	
3B Big Sur	<u>MODELS & TRANSDISCIPLINARY RESEARCH</u> Moderator: Laurie ten Hope, California Energy Commission <ul style="list-style-type: none"> • Saving Waste: Identifying Wasted Energy by End Use – Bill Norton, Opinion Dynamics • Examining Drivers to Energy Savings Growth; Leveraging Modeling Techniques in Human Development to Examine the Predictors of Program Success – Anne Dougherty, Opinion Dynamics • Can We Direct Energy Consumption Savings to Efficiency Investments? – Anshuman Sahoo, Stanford University • Promising Options for Deep and Widespread Residential Energy Savings – Marilyn Cornelius, Stanford University 	
3C Carmel	<u>CONSPICUOUS AND NON-CONSPICUOUS TRAVEL CHOICES</u> Moderator: Tom Turrentine, UC Davis <ul style="list-style-type: none"> • Conspicuous Conservation, Green Signaling, and the Prius: Theory and Empirical Evidence – Alison Sexton, University of Minnesota • Segmenting the Private Consumer Market for Electric Vehicles: How Will this Help Accelerate Their Adoption? Geertje Schuitema, Aarhus University • No One Wants to Carry Grocery Bags on the Bus – Laura Schewel, University of California, Berkeley • Travel Multitasking: Relationships to Mode Choice and Value of Time – Alex Malokin, University of California, Davis 	
3D Regency D	<u>GAMIFICATION IN THE WORKPLACE</u> Moderator: Susan Mazur-Stommen, ACEEE <ul style="list-style-type: none"> • It's Iterative: Using Evaluations to Create Stronger Games – Kathy Kuntz, Cool Choices • Graphic Design and Energy Efficiency? Make It Beautiful to Change Behavior! – Rebecca Nelson, Milepost Consulting • The Green League Game: A Tool for Employee Learning & Engagement – Lauren Olson, Michigan State University 	
3E Regency F	<u>DESIGNING ENDURING ORGANIZATIONAL CHANGE – A PARTICIPATORY ROUNDTABLE</u> Moderator: Rick Diamond, LBNL	
3F Regency F	<u>BRINGING ON THE SOLAR NATION</u> Moderator: Pending <ul style="list-style-type: none"> • Information Search and Peer Effects in Adopters of Residential Solar PV – Varun Rai, University of Texas Austin • The Arizona Solar Challenge: Using Community Organizing and Behavior Change Marketing to Build Residential Solar Markets – Brian Keane, SmartPower • West Village: How UC Davis Is Creating the Largest Zero Net Energy Development in the U.S. – Benjamin Finkel, University of California, Davis 	

TUESDAY AFTERNOON, NOVEMBER 13

12:00-1:45	LUNCH & KEYNOTE: Choosing Effective Behavior Change Tools (Regency Ballroom) Doug McKenzie-Mohr , Founder of Community-Based Social Marketing, Author of <i>Fostering Sustainable Behavior</i> Wesley Schultz , Professor of Psychology, California State University, San Marcos <i>One of the biggest challenges for outreach and behavior change programs lies in choosing the most effective tools, methods and techniques. This session provides an overview of effective program strategies, along with guidance for practitioners in selecting the most effective tool given their audience, context and targeted behavior.</i>
1:45-3:15	Concurrent Sessions 4
4A Golden State	<u>LIGHTNING SESSION: COMMUNITY-BASED PROGRAMS</u> Moderator: Joshua Brock, SDG&E <ul style="list-style-type: none"> Behavior Change—Informal Science Communication Collaborations – Alexander Zwissler, Chabot Space and Science Center EnergySmart Social Marketing: Lessons from Boulder County – Beth Beckel, Boulder County Girls Learning Environment and Energy (GLEE): Outcomes of an Experimental Community Trial of Energy Reduction – Hilary Boudet, Stanford University Creating Behavior Change and Institutionalizing Sustainability at Stanford – Fahmida Ahmed, Stanford University Get in the Game: Score Against Energy Waste – Chris Schultz-Buechner, WECC Community-Based Social Marketing: The Homeowner Workshop Model – Colin Clark, Ecology Action Sitka's Power Supply "Traffic Light" US Forest Service Partnership – Lara Polansky, US Forest Service Size Matters: Why Small Towns are Key to Community Based Energy Efficiency – John Tabori, The Town of University Park, MD
4B Regency E	<u>BEHAVIORAL THEORY INTO PRACTICE</u> Moderator: Rachel Henschel, National Grid <ul style="list-style-type: none"> Refining the aka-B Model for Greater Behavior Change – Katherine Randazzo, Opinion Dynamics Corporation The Hawthorne Strategy: A Field Experiment – Daniel Schwartz, Carnegie Mellon University Rapid Behavioral Experimentation: A Better Approach to Testing – C3 Energy
4C Regency D	<u>BEST PRACTICES IN BEHAVIOR PROGRAM EVALUATION</u> Moderator: Sharyn Barata, Itron <ul style="list-style-type: none"> EM&V for Residential Behavior-Based Efficiency Programs – Annika Todd, Lawrence Berkeley National Lab Feedback Programs: Evaluation Lessons for the Next Wave – Mitchell Rosenberg, DNV KEMA Energy & Sustainability Evaluating Travel Behavior Policy Interventions: Where the Best Evidence is the Enemy of the Good, Jillian Anable, The Centre for Transport Research, University of Aberdeen
4D Carmel	<u>NEW MARKETING INSIGHTS</u> Moderator: Maria Vargas, U.S. DOE <ul style="list-style-type: none"> Ya Want Fries With That CFL? Applying Cross-Selling to Efficiency – Steven Meyers, EnerPath The Climate Access Practitioner Network: Sharing What Works – Meredith Herr, The Resource Innovation Group The Gender Gap on Climate Change – David Sleeth-Keppler, Strategic Business Insights Refining the Nudge – Cheryl Winch, Cadmus Group
4E Regency F	<u>HEALTH AND BEHAVIOR CHANGE</u> Moderator: Michelle Vigen, ACEEE <ul style="list-style-type: none"> Climate Change and 12 Step Framework of Alcoholics Anonymous – Julie Hayes, Milepost Consulting Focusing on the Process of Health Behavior Change: The Individual and Family Self Management Theory – Polly Ryan, RN, PhD, University of Wisconsin-Milwaukee Using Change Talk in Integrative Health Coaching – Janet Solie, Physician Assistant Integrative Health Coach, Health Coach Advantage
4F Big Sur	<u>CONSERVATIVE THINKING ON ENERGY AND CLIMATE</u> Moderator: Jim Sweeney, Precourt Energy Efficiency Center, Stanford University <ul style="list-style-type: none"> Energy and the Republican Party: Conservative Values in Action, Drexel Kleber, Founder of "EnerGOP.us" Conservative Perspectives on Energy and Climate, Connie Roser-Renouf, Center for Climate Change Communication, George Mason University Where the Conservative Movement is Heading on Energy and Climate Policy, Alex Bozmoski, Energy and Enterprise Initiative
3:15-3:45	Afternoon Break

TUESDAY AFTERNOON, NOVEMBER 13

3:45-5:15	Concurrent Sessions 5	
5A Golden State	<u>LIGHTNING SESSION: GAMIFICATION</u> Moderator: Kathy Kuntz, Cool Choices <ul style="list-style-type: none"> Experimentation with Feedback: How Do We Know What to Do? – Dulane Moran, Research Into Action Makahiki: A Serious Game Engine for Sustainability – Yongwen Xu, University of Hawaii at Manoa Applying Iterative Design to the Eco-Feedback Design Process – Jon Froehlich, University of Maryland, College Park Creating Habits That Will Last With Hourly Pricing – Mary Klos, Klos Energy Consulting Effective Behavior Change through the Use of Real Time Data and Cross-Store Competition – Jeff Mitchell, PECl The "One-Percenters" of Energy Usage – Barry Fischer, Opower 	
5B Regency D	<u>SOCIAL MARKETING: REAL WORLD LESSONS</u> Moderator: Nicole Sintov, University of Southern California <ul style="list-style-type: none"> Making It Easy to Engage: Translating Complex Research to Inspire Behavior Change – Zach Anderson, Milepost Consulting It's A Good Place to Be: The NW's Collaborative EE Messaging Behavior – Elaine Blatt, NEEA Green Energy Match: Aligning Economic Development and Energy Savings – Martha Amram, WattzOn 	
5C Carmel	<u>INNOVATIVE GOV'T INITIATIVES</u> Moderator: Annmarie Rodgers, California Air Resources Board <ul style="list-style-type: none"> Retrofit 30 Million Homes by 2020? There is a Behavioral Blueprint – Stephen Bickel, D&R International Voluntary Actions: Behavioral Measures in Local Climate and Energy Action Plans – Betty Seto, DNV KEMA Developing a Broader Policy Understanding of Energy Behavior – Tim Chatterton, University of the West of England 	
5D Big Sur	<u>PEER-TO-PEER CAPACITY BUILDING</u> Moderator: Joe Kantenbacher, U.C. Berkeley <ul style="list-style-type: none"> A Field Experiment of a Team-Based Approach for Achieving Measurable Energy Savings – Marsha Walton, NYSERDA Social Influence Approaches to Encourage Resource Conservation: A Meta-Analysis – Wokje Abrahamse, University of Victoria Pete Street™, Where Neighbors Get Energy Savings™: A Viral, Volunteer-Driven Model that Engages Neighborhoods in Continuous Energy Savings – Dan Curry, Clean Energy Durham 	
5E Regency E	<u>SEGMENTATION</u> Moderator: Kathleen Gaffney, KEMA <ul style="list-style-type: none"> Let There Be Light: Moving from Behavior-Blind Customer Segmentation to Informed Segment Creation to Drive Key Utility Business Outcomes – Laura Lewellyn, Opower Segmentation: Using Revealed Actions & Behaviors to Predict Participation – Amanda Dwelley, Opinion Dynamics Segmenting the Multi-Family Market to Achieve Greater Savings – Linda Dethman, The Cadmus Group 	
5F Regency F	<u>THE ART AND SCIENCE OF FILM & BEHAVIOR CHANGE: AN EMERGING AGENDA</u> Moderator: Beth Karlin, UC Irvine <ul style="list-style-type: none"> On Decision-Making: Towing the Line Between Entertainment and Engagement in Documentary Film Production – Crystal Murphy, Chapman University Strategies for Effectively Measuring the Influence of Documentary Films – Brian Abelson, Harmony Institute Topic – Speaker, Organization 	
5:15-6:00	Free time & poster setup	
6:00-8:00	POSTER PRESENTATIONS & RECEPTION (Regency Ballroom)	

WEDNESDAY MORNING, NOVEMBER 14

7:30 - 8:30	Continental Breakfast & Registration
8:30-10:00	Concurrent Sessions 6
6A Regency A	<p><u>LIGHTNING SESSION: PEOPLE-POWERED TRANSPORT</u> Moderator: Johanna Partin, C40 Cities</p> <ul style="list-style-type: none"> • The Joy of Biking – Zanna Worzella, BikeArlington • Using Theories of Behavior Change to Explain Teenagers' Attitudes to Cycling – Jillian Frater, University of Canterbury • Green Culture: Low Driving 200-Apartment Communities – Steve Raney, Cities21 • How to Develop a Regional Youth Outreach Program – Hannah Kapell, Alta Planning and Design • Marin County's Safe Routes to Schools (SR2S) – David Parisi, Parisi Associates Transportation Consulting • Simple, Green, and Viral: A Walk to Work Day Pilot – Elizabeth Stampe, Walk San Francisco
6B Regency B	<p><u>RESEARCH TO INFORM POLICY</u> Moderator: Jeanne Clinton, California Public Utility Commission</p> <ul style="list-style-type: none"> • Digging Deeper into Program and Non-Program Appliance Purchaser Difference – Jane Peters, Research Into Action • The California Behavioral Gap Analysis – Edward Vine, LBNL • Domestic Appliances: Ever-Growing Efficiencies Versus Ever-Changing Behaviors – Aurelia Esteve, EDF R&D
6C Regency C	<p><u>USING REAL-TIME DATA TO CHANGE BEHAVIOR</u> Moderator: David Hungerford, California Energy Commission</p> <ul style="list-style-type: none"> • SMUD's Residential Summer Solutions: Real-time Energy Feedback with Dynamic Rates and AC Automation – Karen Herter, Herter Energy Research Solutions • A Study in Persistence: Analysis of Customer Behavior in a Four-Year Dynamic Pricing Experiment – Neil Lessem, The Brattle Group • Consumer Acceptance of Playing an Active Role in the Smart Grid: A Three-Country Study – John Thogersen, Aarhus University • "Connected" Technologies and Behavioral Approaches in Efficiency Programs – Kira Ashby, Consortium for Energy Efficiency
6D Regency D	<p><u>EMPLOYEES AS COMMUNITY CATALYSTS</u> Moderator: Kevin Cooney, Navigant</p> <ul style="list-style-type: none"> • The Green Business Challenge, a Business Outreach and Engagement Model – Cody Hooven, Port of San Diego • From Planning to Action: Involving Employees In Your Climate Action Plan – Ryan Bell, Alameda County • Energy Efficiency: Engaging Employees and Communities to Make an Impact – Amy Morsch, Center for Climate and Energy Solutions
6E Regency E	<p><u>COOPERATION, COLLECTIVE ACTION AND CLIMATE CHANGE ETHICS</u> Moderator: Pending</p> <ul style="list-style-type: none"> • Collective Action and Environmental Behavior – Mark Lubell, UC Davis • Gracious Guilt and Piggish Pride: Effects of Emotions on Cooperation – Samantha Neufeld, Arizona State University - Global Institute of Sustainability • Confucius, Keynes and Christ: Is There a Larger Role for Ethics in Driving Climate-Friendly Behavior Change? – Max Wei, LBNL
6F Regency F	<p><u>COORDINATING CALIFORNIA'S STATEWIDE ENERGY & BEHAVIOR CHANGE CAMPAIGNS</u> Moderator: Jonathan Parfrey, Climate Resources, LA</p> <ul style="list-style-type: none"> • Behavior Change Research in the Context of California's GHG Reduction Goals - Annalisa Schilla, California Air Resources Board • Energy Upgrade California: Taking it to the Next Level - Siobhan Foley, California Center for Sustainable Energy • The "Californians Are Cool" Campaign– Chris Jones, University of California, Berkeley

10:00-10:30	Morning Break
10:30-12:00	Concurrent Sessions 7
7A Regency A	<p><u>LIGHTNING SESSION: FEEDBACK & THERMOSTATS</u> Moderator: Gene Rodrigues, Southern California Edison</p> <ul style="list-style-type: none"> • Social Sharing and Engagement Around Community Energy Monitoring – Tawanna Dillahunt, Carnegie Mellon University • Thermostat Wars and Other Tales from the Field – Therese Pepper, CIEE • Defining Devices: A Revised Typology of Energy Feedback Technology – Cassandra Squiers, University of California, Irvine • Designing Local Energy Technologies for Everyday Life – James Pierce, Carnegie Mellon University • Realistic Thermostat Energy Modeling Based on a Field Study – Bryan Urban, Fraunhofer Center for Sustainable Energy Systems • Energy Saving Campaign and Its Effect After Fukushima Disaster in Japan – Aya Mikami, Osaka Gas, Japan • Nest Learning Thermostat's Auto Schedule Feature Reduces Residential Energy Usage – Yoky Matsuoka, Nest Labs • Information From The Integrated Home – Context Aware Smart Home Energy Manager – Wendy Foslien, Honeywell
7B Regency B	<p><u>SMART TRAVEL CHOICES</u> Moderator: Amanda Eaken, NRDC (invited)</p> <ul style="list-style-type: none"> • Approaches to Reducing GHG Emissions from Transportation in the San Francisco Bay Area – Brenda Dix, Metropolitan Transportation Commission • Making Transportation Simple – Elizabeth Floyd, Arlington Transportation Partners • Large Sample Ecodriving Experiment Preliminary Results – Tai Stillwater, PHEV Center, UC Davis • Conversations and Coaching: Lessons from Two Projects in Western Australia – Kevin Luten, UrbanTrans ANZ
7C Regency C	<p><u>NEW MARKETING TACTICS</u> Moderator: Rob Bordner, EMI Consulting</p> <ul style="list-style-type: none"> • But I'm Not a Salesman: Contractor Sales Training Success Stories – Megan Billingsley, Lawrence Berkeley National Lab • Moving Beyond Traditional Media to Encourage Behavior Change – Kim Burke, E Source • Engagement Marketing – Tactics Beyond Traditional Mass Media Reach and Frequency – Nick Cavarra, Incite
7D Regency D	<p><u>COMMUNICATING SCIENTIFIC INFORMATION</u> Moderator: Sylvia Bender, CEC</p> <ul style="list-style-type: none"> • Development of the Motivational Interview – Sarah Jo Chadwick, Stanford University, ARPae • Primed for Action? The Potential Role of Priming in Renewable Energy Acceptance – Caroline Noblet, University of Maine • Gaps in Biofuels Support: the Polarizing Effects of Political Media Use – Michael Cacciatore, University of Wisconsin-Madison
7E Regency E	<p><u>ENGAGING FAITH-BASED GROUPS IN CLIMATE ACTION</u> Moderator: Shayna Hirshfield, City of San Jose</p> <ul style="list-style-type: none"> • Rediscovering Christianity's Ecological Roots – Pastor Dan Smith, Graduate Theological Union • Political and Market Mobilization for Energy Efficiency in Two Interfaith Organizations – Dina Biscotti, University of California, Davis • California Interfaith Power and Light – Susan Stephenson, Interfaith Power and Light
7F Regency F	<p><u>OBERLIN: AN IN-DEPTH CASE STUDY</u> Moderator: John Petersen, Oberlin College</p> <ul style="list-style-type: none"> • Outside the Urban Glow: Metrics of Sustainability for Towns and Small Cities – Thomas Cook, Oberlin College • Socially Contextualized Framework for Physical Sustainability Metrics – Rumi Shammin, Oberlin College • Reconnecting Individual Decisions to Community: The Bioregional Dashboard – John E. Petersen, Oberlin College • Harnessing the Power of Core Social Motives to Make Transformation Happen – Cynthia McPherson Frantz, Oberlin College
1:30-4:30	<p>POST-CONFERENCE EVENTS</p> <ol style="list-style-type: none"> 1. EDF Climate Corps: Breaking Down Barriers to Energy Efficiency 2. Designing for Behavior Change 3. 2012 Transportation Demand Management Institute (TDMI) Lecture Panel 4. Energy Upgrade California: Taking it to the Next Level

ACKNOWLEDGEMENTS

Conference Co-Chairs

Christopher Jones, CIEE, University of California
Susan Mazur-Stommen, ACEEE
Frances Natasha Sprei, PEEC, Stanford University

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Mia Yamauchi, CIEE, University of California

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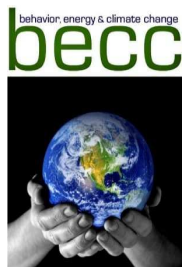
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Rick Diamond, Lawrence Berkeley National Laboratory
Anne Dougherty, Opinion Dynamics
Cathy DuBois, Kent State University
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Beth Karlin, UC Irvine
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November 11 – 14, 2012
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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

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