

Moving Beyond Traditional Media to Change Behaviors

Kim Burke

BECC 2012



E Source

We often take
for granted
the very things
that most deserve
our gratitude.

– *Cynthia Ozick*

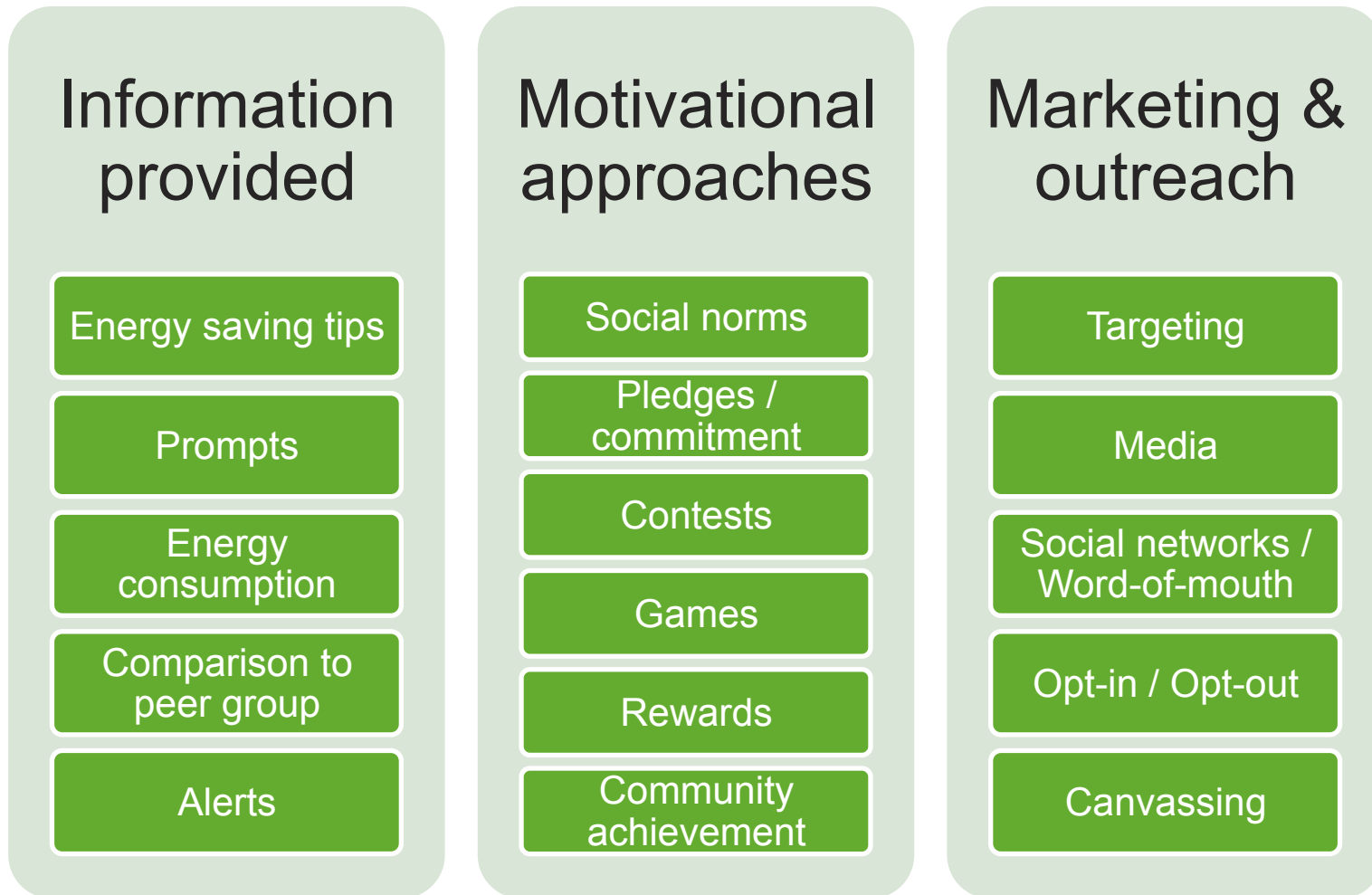


Courtesy: practicalowl



Courtesy: EatLA.com

Behavioral Program Components



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PG&E Winter Gas Savings Tracker

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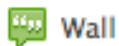


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Winter Gas Savings Program Tracker

Click **WGSP** link below for details



Wall



Info



Winter Gas Savings



Like & Lower

Pacific Gas & Electric Company ▸ Winter Gas Savings

Energy/Utility

Winter Gas Savings Tracker: Log In



Now through January 31, when you reduce your gas usage you can save two ways with our Winter Gas Savings program. First, you'll save on your monthly gas costs. Second, you'll get a bonus credit of up to 20% on your PG&E bill.

Our NEW Progress Tracker uses daily SmartMeter™ data to show you how current usage compares to your goal. You can track how you are progressing throughout the Winter Gas Savings season. Sign in below to get started!

Please enter the first ten digits of the account number and zip code from your energy bill to login.

Courtesy: PG&E

PG&E Winter Gas Savings Tracker

Winter Gas Savings: Your Progress

Save 10% from your past winters' gas usage, and get 20% bill credit this winter.

[Learn more about Winter Gas Savings >>](#)

Great job! You're on track to earn a 20% bill credit. Keep saving!

No credit

Partial credit **1.82** therms/day

Full credit **1.72** therms/day

Your goal **What you're using**

83 days left Be sure to stay under your goal until this program is complete. Keep saving!

[How this works >>](#)

Like 11 people like this. Be the first of your friends.

What's a therm?
A therm is a unit of energy used to measure how much natural gas you're using. Roughly speaking, one therm is the energy used to run a central gas furnace for about 1.8 hours.

Tips to Save More
Lower the temperature by 1° F (if it's set between 60° and 70° F) and you can save as much as 5% on heating costs.

MyEnergy: See what you're using
[Log in](#) [Sign up >>](#)

Let's talk
[Post on our wall >>](#)

Questions about the Winter Gas Savings Program? [E-mail us](#)

Winter Gas Savings: Your Progress

Save 10% from your past winter's gas usage, and get 20% bill credit this winter.

[Learn more about Winter Gas Savings >>](#)

Showing:

You're tracking above your prior use but you still have time to save gas and money. Try for a partial credit or beat your goal for a 20% credit.

No credit

Partial credit **25.80** therms/day

Full credit **50.51** therms/day

Your goal **What you're using**

101 days left Be sure to stay under your goal until this program is complete. Keep saving!

[How this works >>](#)

Like John Oldham and 11 others like this.

What's a therm?
A therm is a unit of energy used to measure how much natural gas you're using. Roughly speaking, one therm is the energy used to run a large household furnace (100,000 BTU) for one hour, or to run a gas dryer for five hours. The average PG&E residential customer uses about 74 therms per month in peak winter months of December and January.

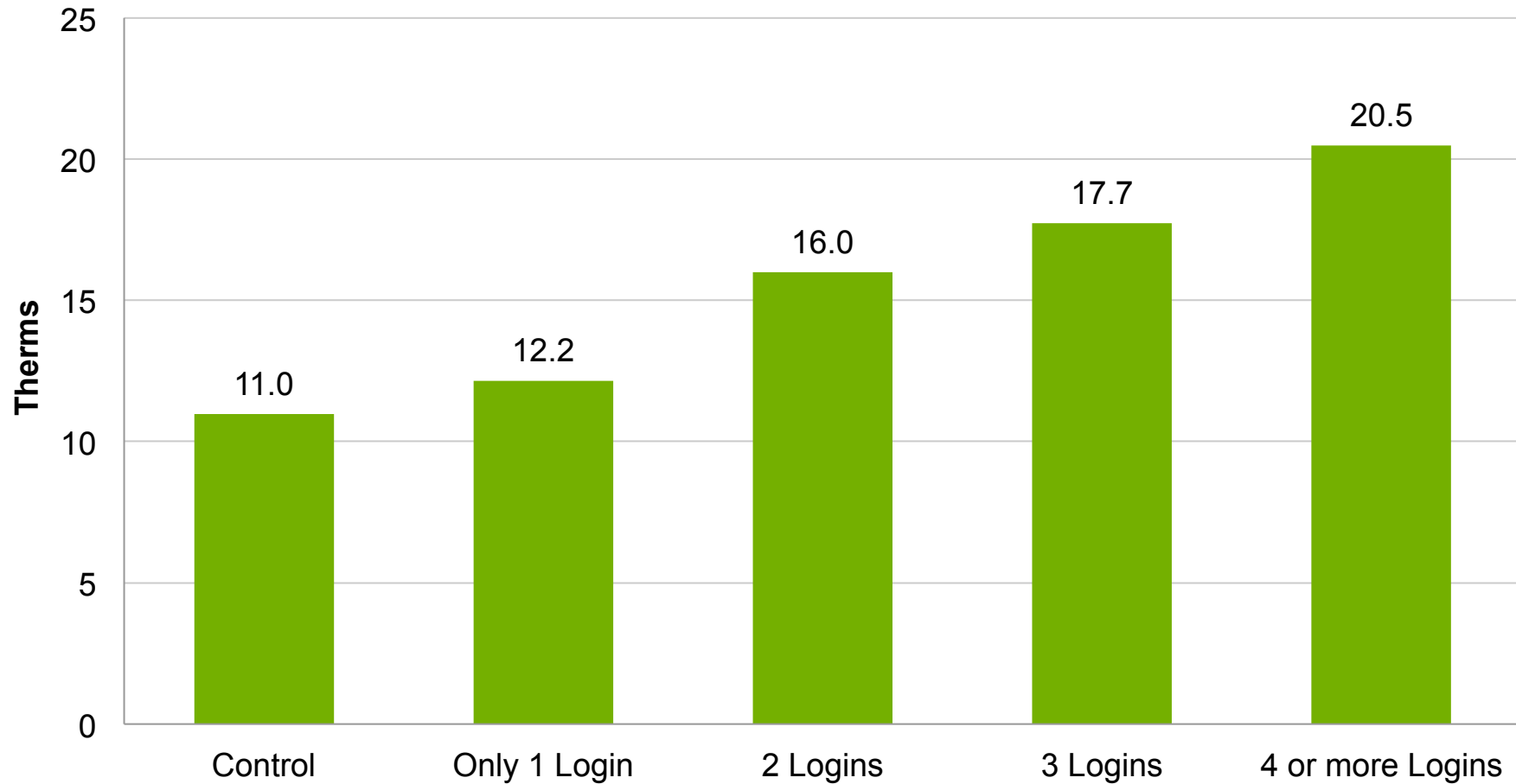
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MyEnergy: See what you're using
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Greater engagement = greater savings

Average therms saved



© E Source [data from PG&E]



San Diego Biggest Energy Saver



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Be San Diego's Biggest Energy Saver And Win Great Prizes!



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Vantage Username:

Vantage Password:

Login with Vantage

To log into Biggest Energy Saver, use your Tendril Vantage username and password.
[Forgot your Vantage username or password?](#)



Step 1: Sign Up

Use your Tendril Vantage username and password to register and compete for prizes.

[What's My Vantage Login? >>](#)



Step 2: Save Energy

Waste less energy in September, October, and November to be San Diego's Biggest Energy Saver.



Step 3: Win Prizes

One gift card every day! One tablet every month! A laptop computer for the Biggest Energy Saver.

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SDG&E is bringing a local Biggest Energy Saver competition to our customers on behalf of a national campaign to empower Americans with their energy usage data.



Reduce Your Use and the San Diego Energy Challenge

Reduce Your Use Day Rewards

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Earn Points & Badges
Compete with or against your friends and neighbors to discover new badges and move up in the Leaderboards.

Courtesy: SDG&E

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Parenting in a Celebrity-Driven Society.

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SDG&E Launches Reduce Your Use Rewards Program

JUNE 8, 2012 BY SUZETTE VALLE LEAVE A COMMENT



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SDG&E LAUNCHES REDUCE YOUR USE DAY REWARDS San Diego Energy Challenge Also Kicks Off This Summer. Offering Incentives for Saving Energy While Supporting Local Schools SAN DIEGO, June 6, 2012 – San Diego Gas & Electric (SDG&E) today announced the launch of Reduce Your Use day rewards. Starting this summer, most SDG&E residential and small [...]

FILED UNDER: FAMILY ACTIVITIES TAGGED WITH: ENERGY CONSERVATION, FAMILY, SAN DIEGO, SDG&E

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SDG&E San Diego Energy Challenge- Conserve Energy, Save Money, Win Prizes & Help Your Local Middle School!

SEPTEMBER 13, 2012 BY TERRI 2 COMMENTS

I recently had the incredible opportunity of touring the SDG&E Energy Innovation Center with a group of amazing bloggers, and have some exciting information to share with San Diego residents, along with some great energy saving tips for all!

But first, allow me to share a few highlights of my tour...

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Grab my Button!

Here in the Eco-Crazy Mom household we are participating in both **Reduce Your Use** and the **San Diego Energy Challenge** and loving it! I am absolutely amazed at all of the data, surveys, tips and information available through **"My Account"**, and am still finding new ways to save and reduce our energy use every day. If you are in San Diego, and want to see me on your leader board (and compete, hehe), make sure you are friends with me on Facebook via my personal Facebook page at <http://www.facebook.com/TerriBabin>.

I personally invite **you** to join in on the fun, and discover new ways you can reduce your use, earn prizes, and help your local middle school all at the same time!

Courtesy: EcoCrazy Mom

ComEd Online Games

www.comedgames.com/arcade

ComEd **SMART HOME**
Level I: Fall with the Smiths

1:00 SCORE: 000000

Appliance Categories
Look for and tap the higher energy using appliances to earn more points!

<p>Category 1 On average uses under 500W of energy</p>	<p>Category 2 On average uses 500-1000W of energy</p>
<p>Category 3 On average uses 1000-1999W of energy</p>	<p>Category 4 On average uses 2000-3999W of energy</p>

Start Game

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ComEd **SMART HOME**
Level I: Fall with the Smiths

0:33 SCORE: 005700

HEADS UP!

Julie Says:
Yo Adrian! I'm getting back to high school shape with the new treadmill.

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Courtesy: ComEd



Save **POWER** *from* 4

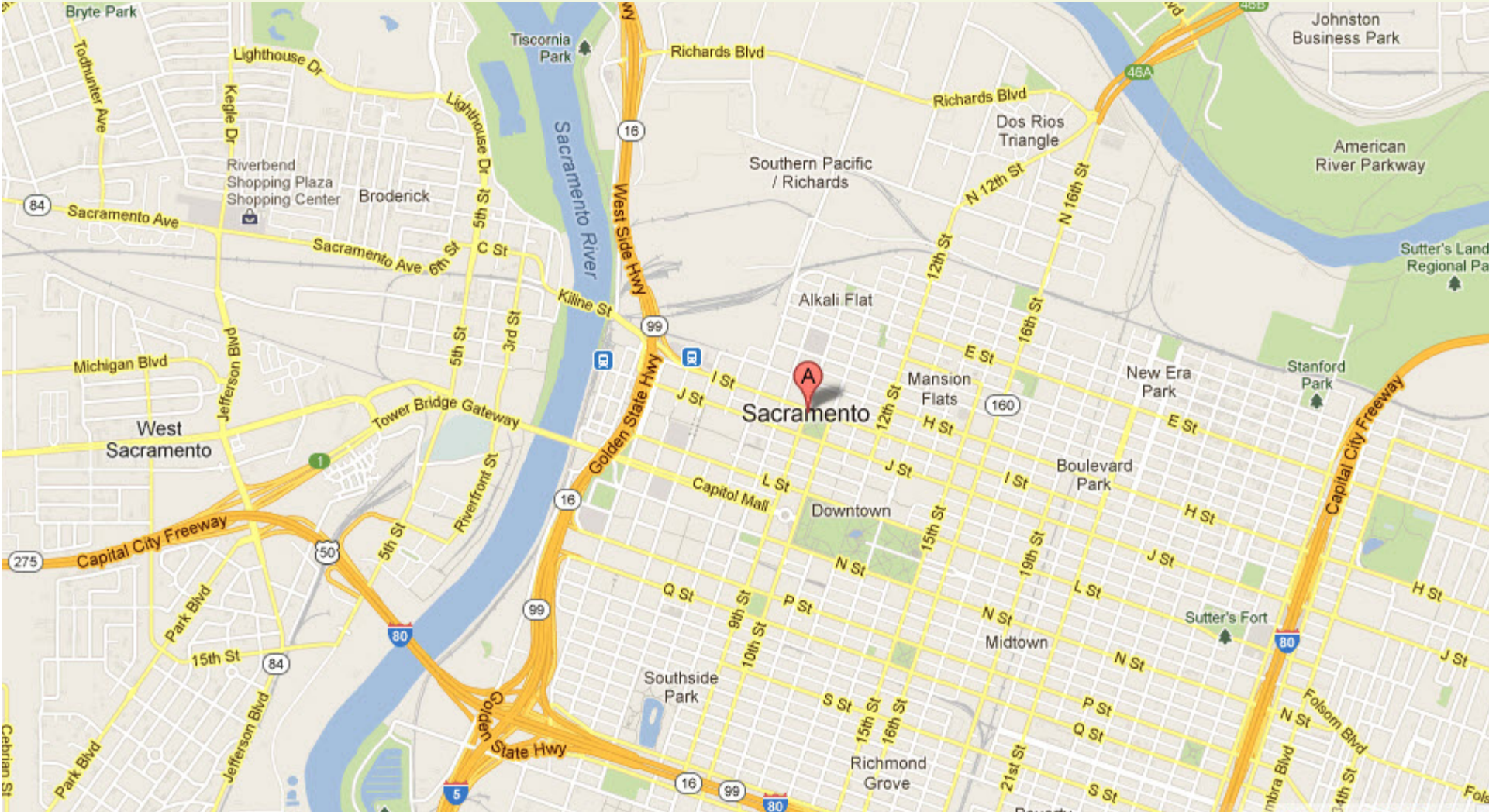
where do we go from here?

Manage expectations



Courtesy: Dilbert by Scott Adams

Go where your customers are



Be creative, have fun!



For More Information

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