



# Changing Behaviors in Resource-Constrained Households: Low-Income Energy-Efficiency Education

Behavior, Energy, and Climate Change  
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# Low-Income Energy Education Program Designs

## Low-Income Weatherization

- Pamphlet
- Auditor Review and Participant Commitment
- Energy Education Specialist

## Workshops (and kits)

## In-home Education (and kits)

## Neighborhood Ambassadors

## Mailings (and kits)

# Evaluation Results

Method		Recalled Education	Took Action
<b>Low-income Wx</b>	Pamphlets	51%	
	Education Specialist	90%	54%
	Auditor Review and Commitment	76%	77%
<b>Workshops with Kits</b>	Kit Measure installation		90% - 62%
	Behavioral Change		45% - 13%
<b>Mailed Kits and Materials</b>	Kit Measure installation		75%
	Behavioral Change		47%

- Neighborhood ambassador program in Ontario: Participants netted 90kWh savings over non-participants.

# From Our Research...

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- In person
  - Creating a connection with participants
    - Treating families with respect
  - Engaging and knowledgeable energy educators
    - Culturally appropriate
  - On-going
- Consider cost-effectiveness