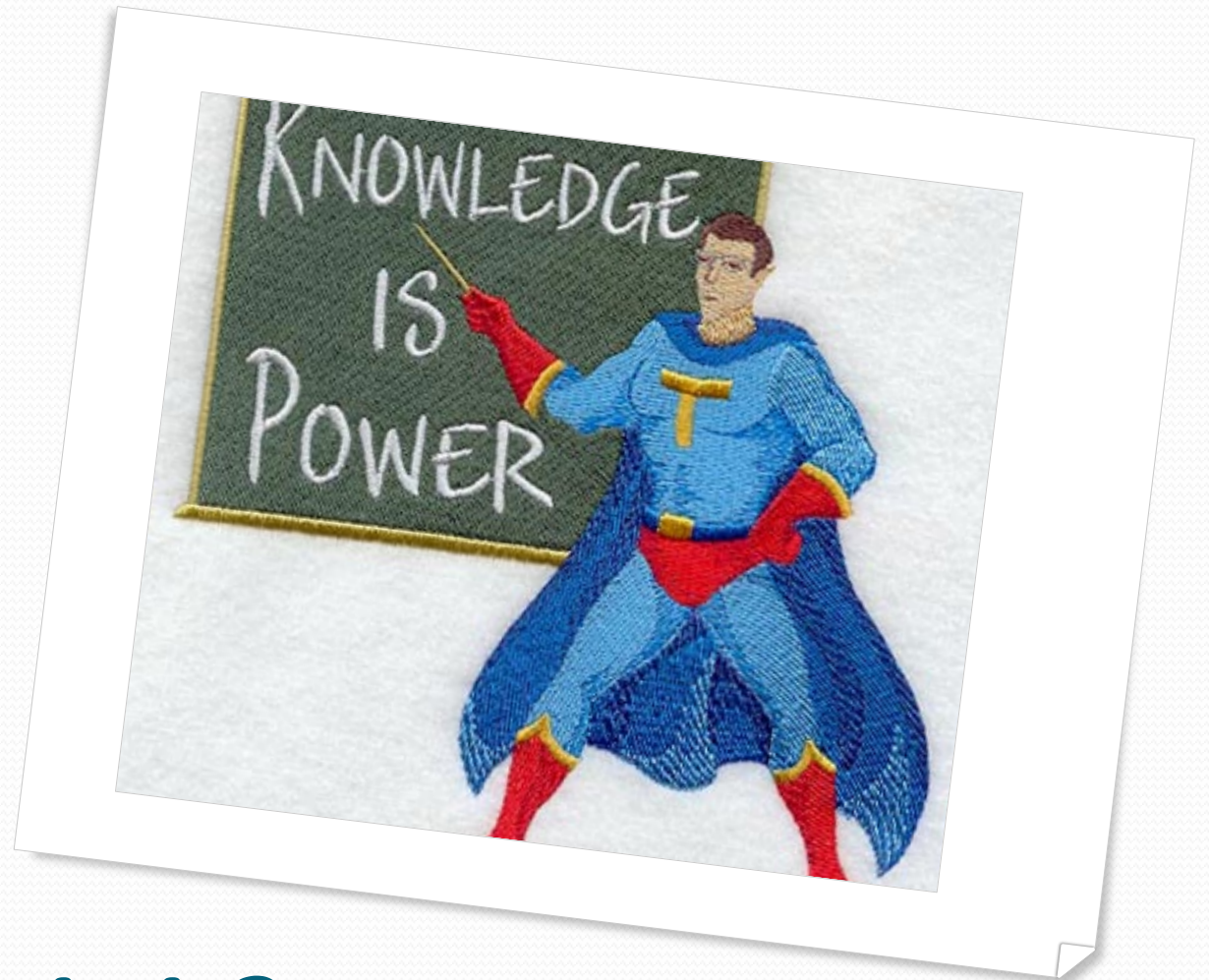


# A Review of the In-Home Energy Education provided as part of California's Low Income Energy Efficiency Program

Carol M. Edwards, Ph.D., Edwards Consulting  
Steven J. Westberg, Ph.D., Hiner & Partners, Inc.,

**Behavior Energy Climate Change Conference**

**November 2013**



*...Or is it?*

If information and knowledge helps reduce consumption can we consider it an anti-power?



# Energy Education Study: Background and Methods

# Background

## Energy Savings Assistance Program

### What



California Rate Payer Funded  
Serves Low Income Customers  
Provided via Investor Owned Utilities

- Pacific Gas & Electric
- Southern California Edison
- Southern California Gas
- San Diego Gas & Electric

Oversight via California Public Utilities  
Commission

### Purpose



- ✓ Reduce financial burden of energy bills
- ✓ Assist with provision of measures customers may not be able to afford
- ✓ Health, comfort and safety
- ✓ Assist in reduction of GHG for State

# Background

## Energy Education Study



- ✓ Prior research identified problems that physical energy efficiency improvements alone can't solve



- ✓ Delivery Practices – How it is delivered
- ✓ Content of Materials – What is delivered
- ✓ Focus on initial assessment visit

### Purpose

Identify best practices and potential improvements for the energy education component of the ESA program

### Areas of Focus

# Background

## Energy Education Study: Research Questions

### Delivery Practices

- ✓ How is Energy Ed intended to be delivered?
- ✓ How is Energy Ed actually delivered?
- ✓ What aspects stand out & needs improvement?
- ✓ What training is provided to contractors?
- ✓ What works well and what needs improvement?

### Content and Materials

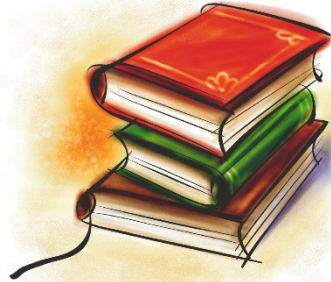
- ✓ What materials or content is provided?
- ✓ What resonates with customers? What is ignored?
- ✓ What new content would be most effective? Appealing?

# Study Design & Methods

## Research Component

### Secondary Research

- Materials Review
- Review of other programs
- Interviews with Program staff
- Interviews with other stakeholders



### Customer Research

- In-Home Interviews (30)
- Focus Groups (6)
- Telephone Survey (500)



© Can Stock Photo - csp12901812

### Contractor Research

- In Depth Interviews (15)
- Online survey (170)





# Results

# Customer Perspective

- ✓ Saving money is main motivator
  1. Physical aspects of home are most obvious so energy efficiency improvements are most desired
  2. Value of education not readily apparent to some
  3. Larger households face cooperation challenges
  
- ✓ At time of the visit, customer is a willing and motivated learner



# Setting Up for Success

- ✓ Hiring Assessor/Educators – personalities
- ✓ Training Assessor/Educators – rigorous and comprehensive
- ✓ Information Provided – something new and something familiar
- ✓ Comprehensive Content – something for everyone
- ✓ Leave-Behinds – guidebooks get used and shared in the household; include graphics, *prioritize information*, value-add info (safety, light bulbs, other utility or community resources)<sub>11</sub>

# Ideas for ... Delivery



- Maximize the benefit of in-person education
  - Flexible and customized for each household
  - Show rather than tell
  - Ensure all household members are present
- Deliver education throughout the visit while conducting the assessment, not just during a sit-down discussion

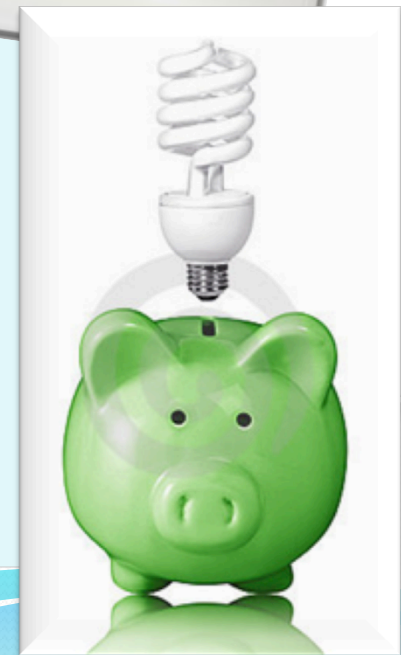
# Ideas for ... Content & Materials

- Interactive tool to calculate energy costs
- “Customized” single-page “checklist of tips”
  - Larger households
  - Young children
  - Elderly
- Calendar with Tip of the Month
- Web: Videos (especially for non-English speakers), online training course with incentives



# More Ideas for ... Content & Materials

- Overcome problems of forgetting
  - Follow-up quarterly newsletter
  - Appliance magnets w/ tips
  - Custom “Top 5” List
- Specialized help for larger households
  - Version of guidebook geared toward younger people
  - Involve all household members in training
  - Teach the “Energy Bank”



# Additional information:

Full report available at:

[www.energydataweb.com](http://www.energydataweb.com)

## Study Team Contact Information:

Carol Edwards (Southern California Edison) [carol.edwards@sce.com](mailto:carol.edwards@sce.com)

Steve Westberg (Hiner & Partners) [swestberg@hinerpartners.com](mailto:swestberg@hinerpartners.com)

Brenda Gettig (SDG&E & SCG) [BGettig@semprautilities.com](mailto:BGettig@semprautilities.com)

Mary ODrain (Pacific Gas & Electric) [mjob@pge.com](mailto:mjob@pge.com)

Syreeta Gibbs (CPUC, Energy Division) [syreeta.gibbs@cpuc.ca.gov](mailto:syreeta.gibbs@cpuc.ca.gov)

Valerie Richardson (KEMA, DNV) [Valerie.Richardson@dnvkema.com](mailto:Valerie.Richardson@dnvkema.com)