



Learning from the Past to Inform Future Work

Trends in Behavior Based Efficiency Programs

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OUR MISSION

CEE increases the effectiveness of energy efficiency programs by enhancing communications and harmonizing approaches across programs to advance energy efficiency for the public benefit.

Agenda for Today

- ▶ What is the CEE Behavior Program Summary?
- ▶ Results to Date: Trends in Behavior-Based Efficiency Programs



Background

- ▼ Behavioral insights create opportunities to drive energy savings from efficiency programs BUT....



- ▼ They also come with many questions, uncertainties, and challenges.

- ▼ How can we best support the CEE membership to succeed in this space?



CEE Behavior Program Summary

- ▼ **What:** Annual, online survey → Summary Document
- ▼ **Who:** CEE Member Organizations
- ▼ **Purpose:** Serve as a resource for members and help facilitate information exchange among the membership
- ▼ **Available since:** 2010 (members), 2012 (public)



What information do we collect?

Program Details

Organization	Funding
Description	Vendors/Contractors
Program Duration	Sector and Target
Location	Audience

Program Components

Behavior Insights	Gamification <i>(new!)</i>
Strategies	Two-way feedback
Goals	<i>(new!)</i>

Evaluation

Type of Evaluation	Challenges
Data Source/Metrics	

Savings

Claiming Savings	Persistence
Savings Goals	Savings Attribution
Savings Achieved	

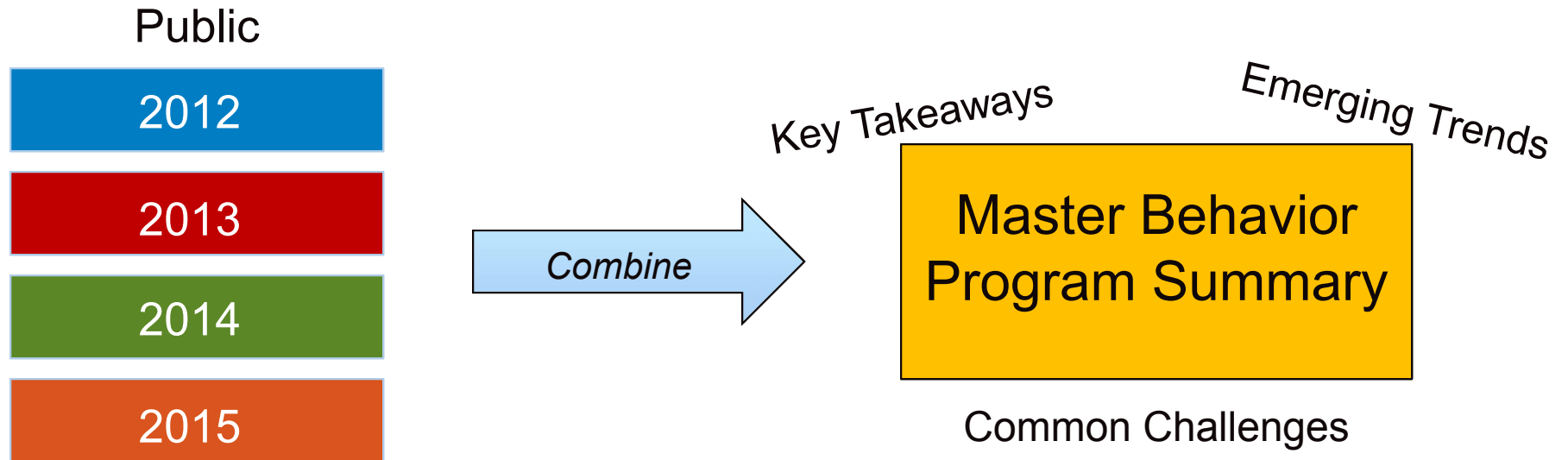
Insights

Key Takeaways

Behavior Research

Regulatory Requirements

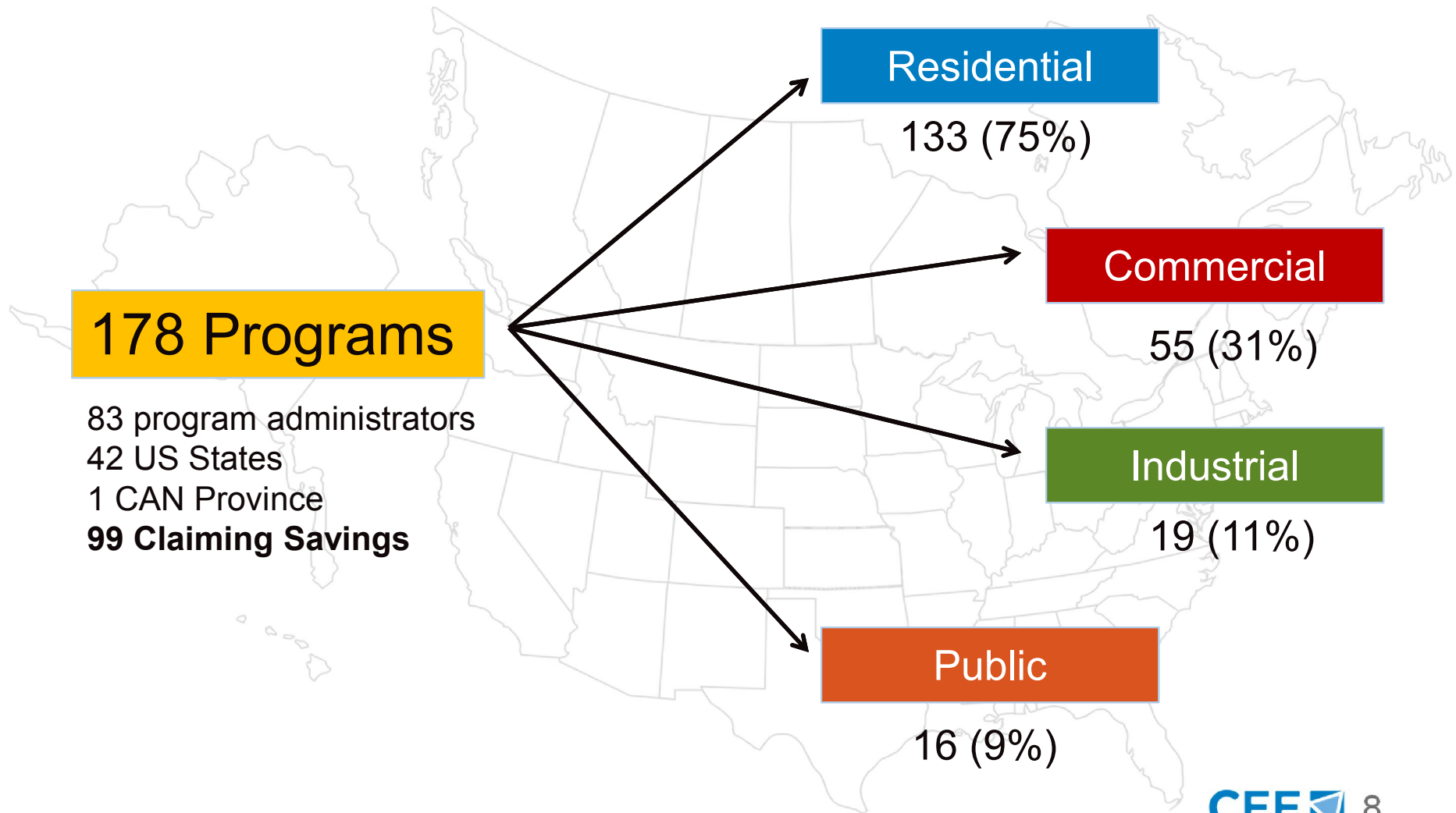
Methodology and Caveats



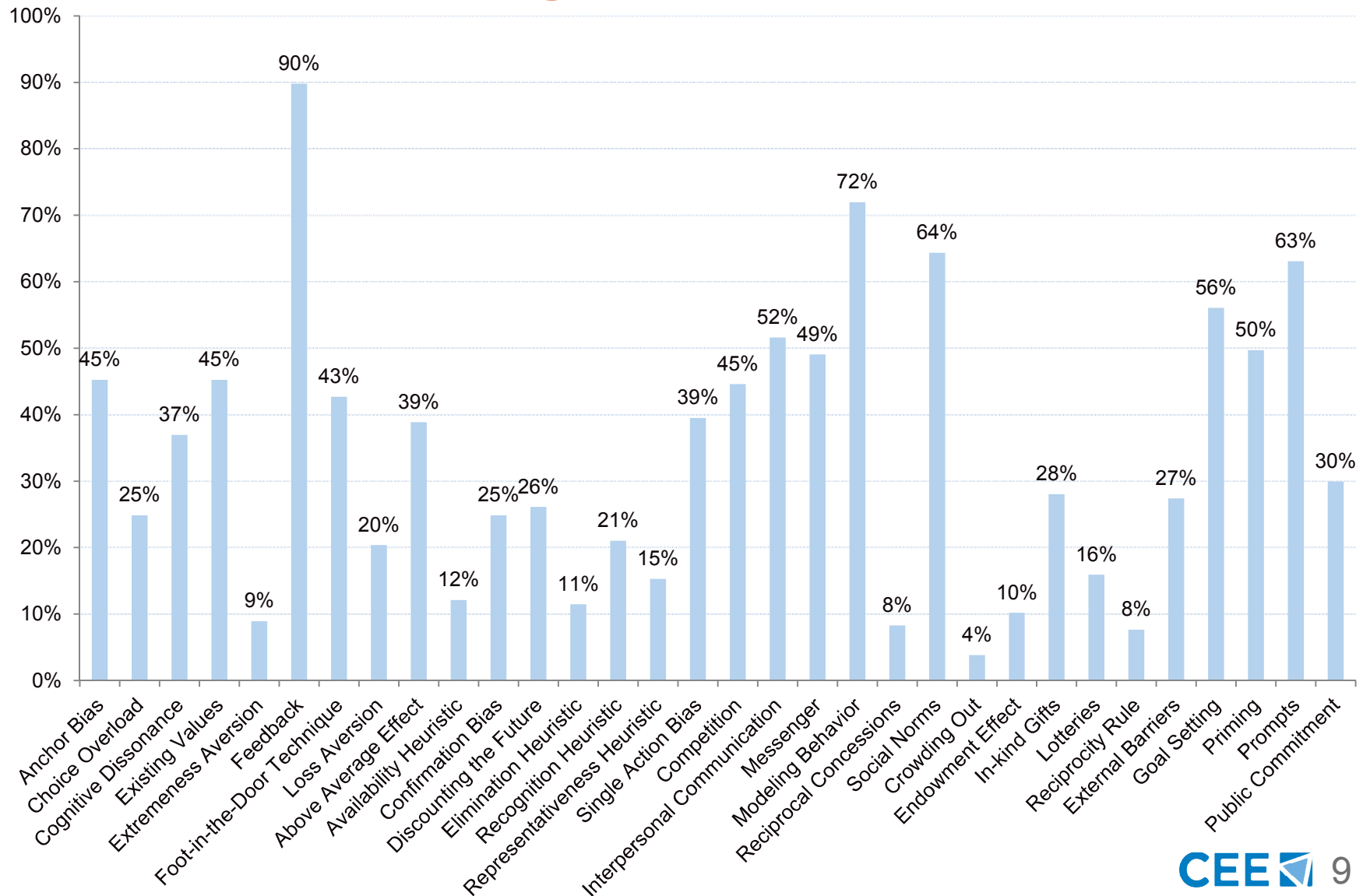
▼ Caveats and Scope

- **NOT** a representative sample
- Select topics

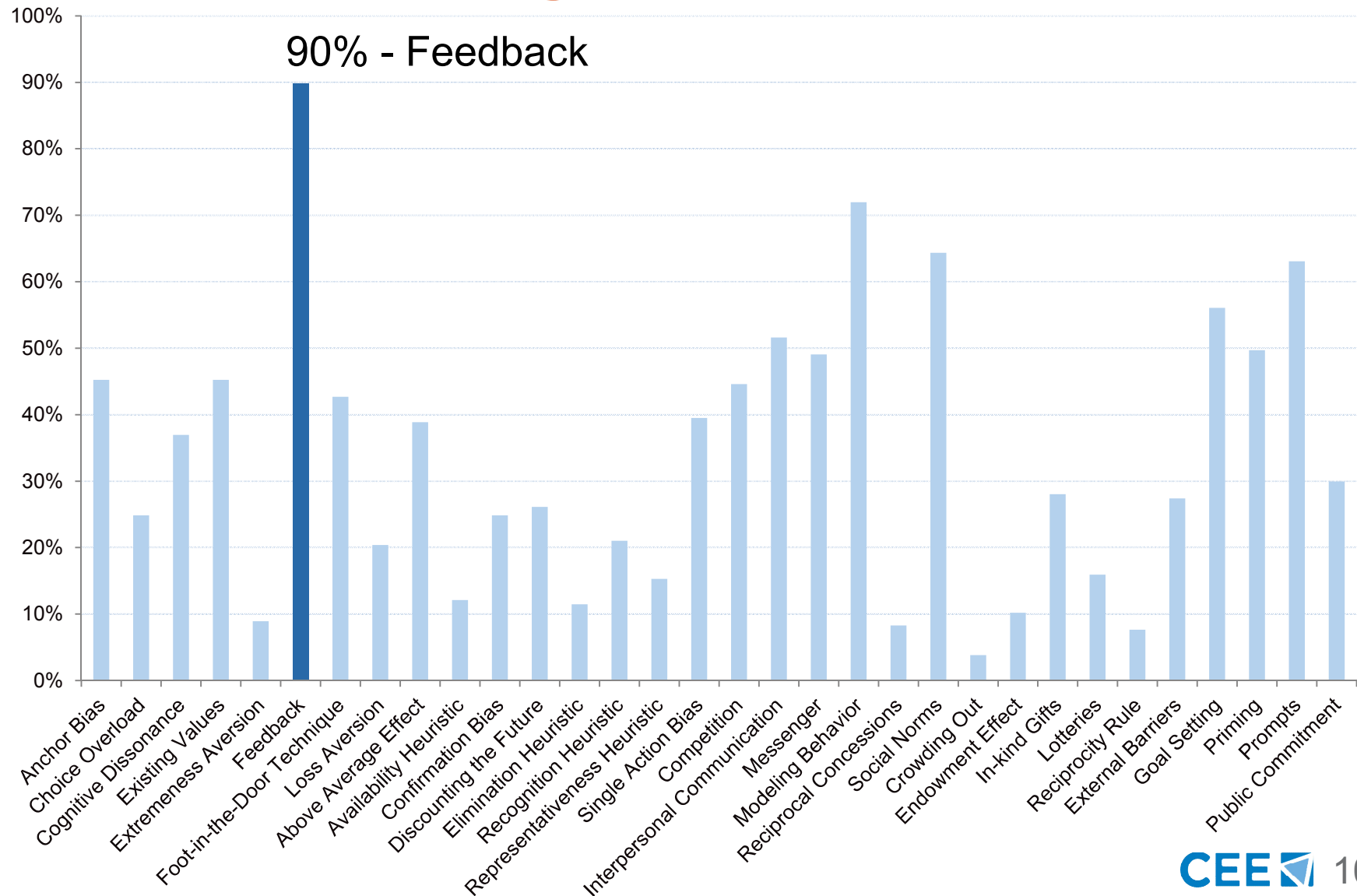
Who is running behavior-based programs?



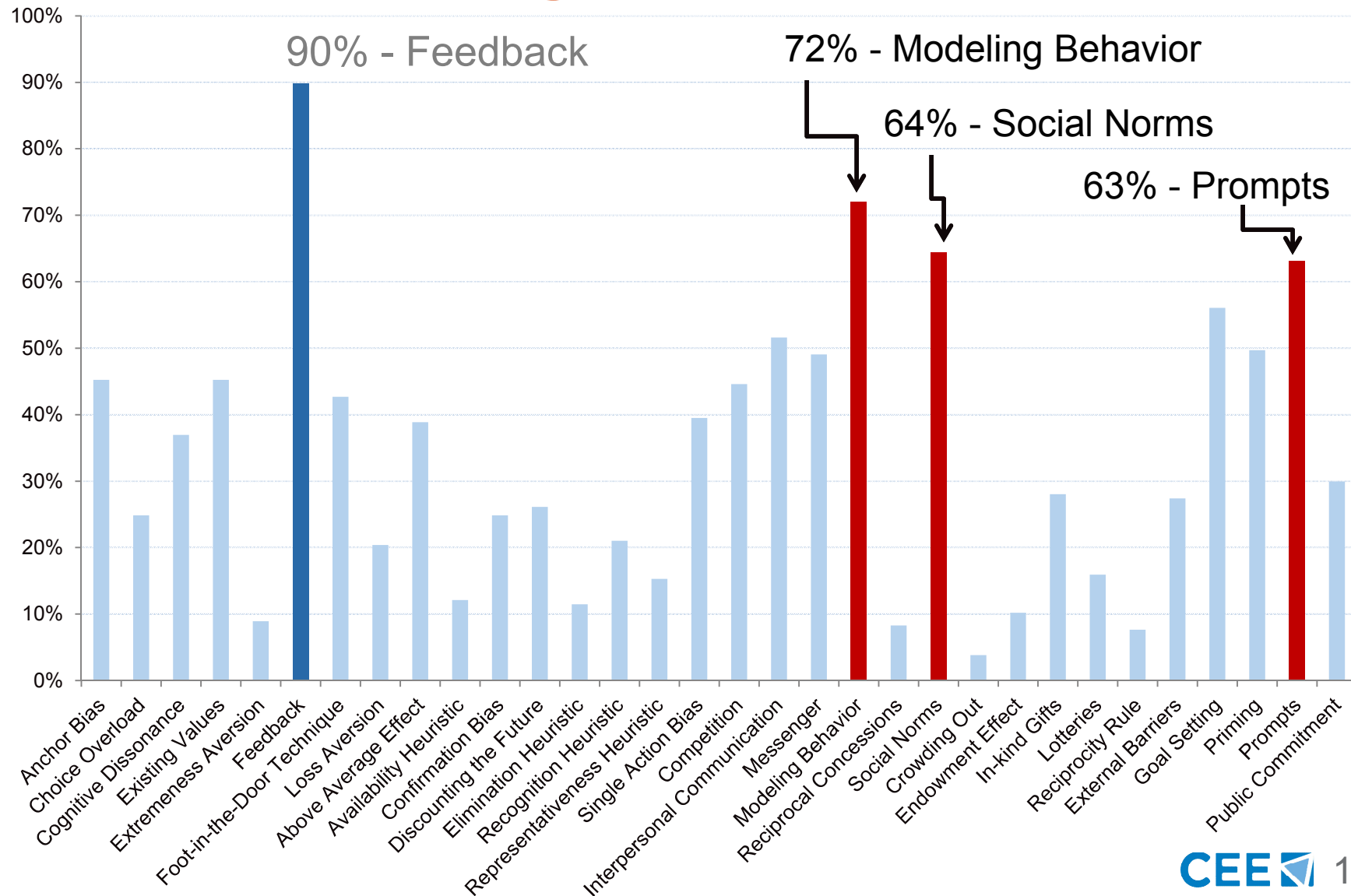
Behavior Insights Used



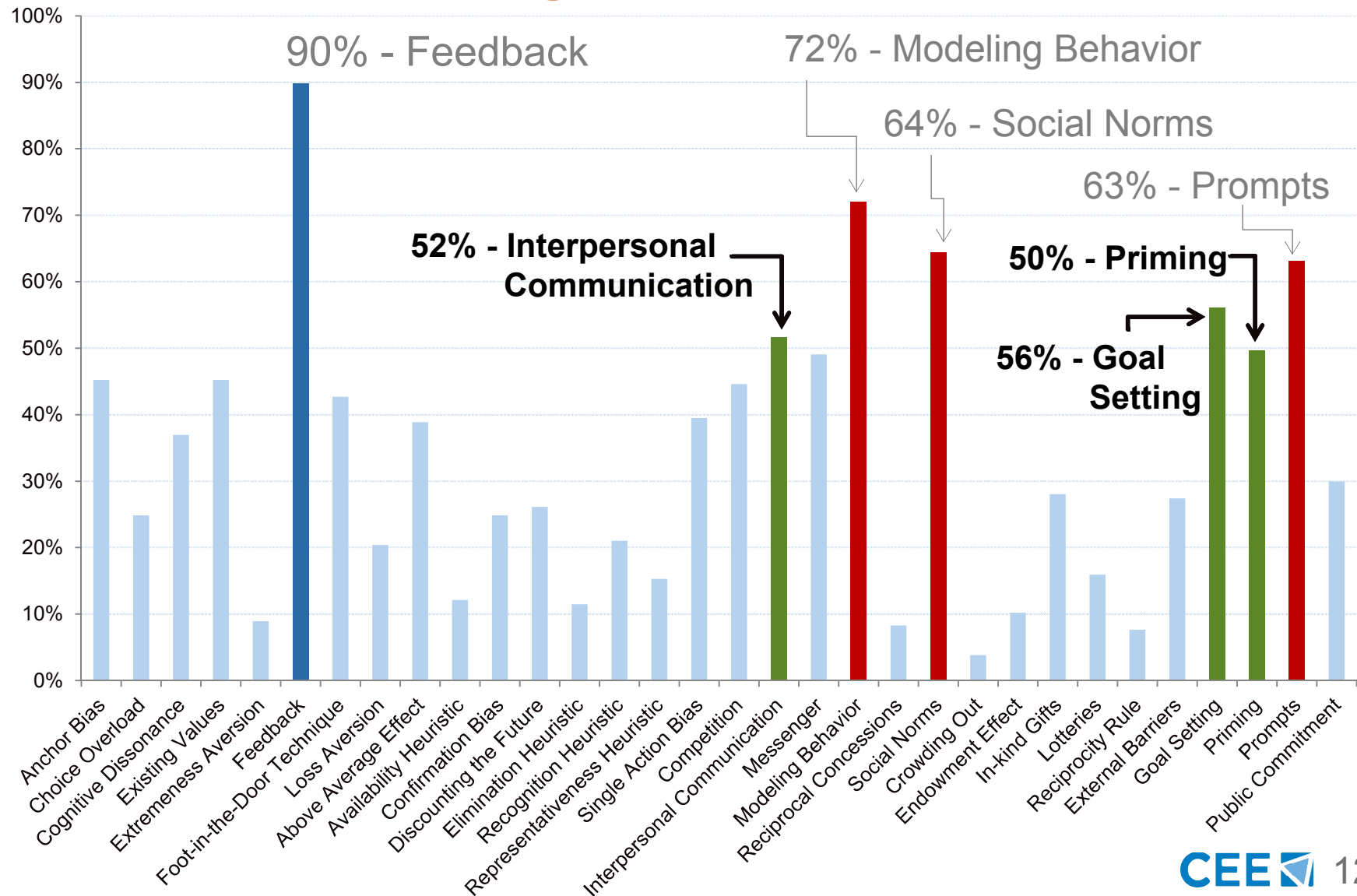
Behavior Insights Used



Behavior Insights Used



Behavior Insights Used



Evaluation

42% Complete
24% Planning/Underway

Type of Evaluation

Impact – 85%
Process – 49%

Design

Experimental – 49%
Non-Experimental – 27%
Quasi – Experimental – 9%

Metrics

Energy Savings – 75%
Customer Satisfaction – 62%
Awareness – 59%
Number of Participants Reached – 40%
Cost Savings – 35%

Challenges

Uncertainty regarding persistence – 31%
Data collection – 30%
Difficulty attributing savings – 26%
Sample Size – 21%



Key Takeaways



Communication &
Marketing

Planning Ahead

Including stakeholders

Managing Data &
Technology

EM&V

Sample Size &
Participation



BENEFITS

Engagement

Visibility

Savings Opportunities

Positive Interactions

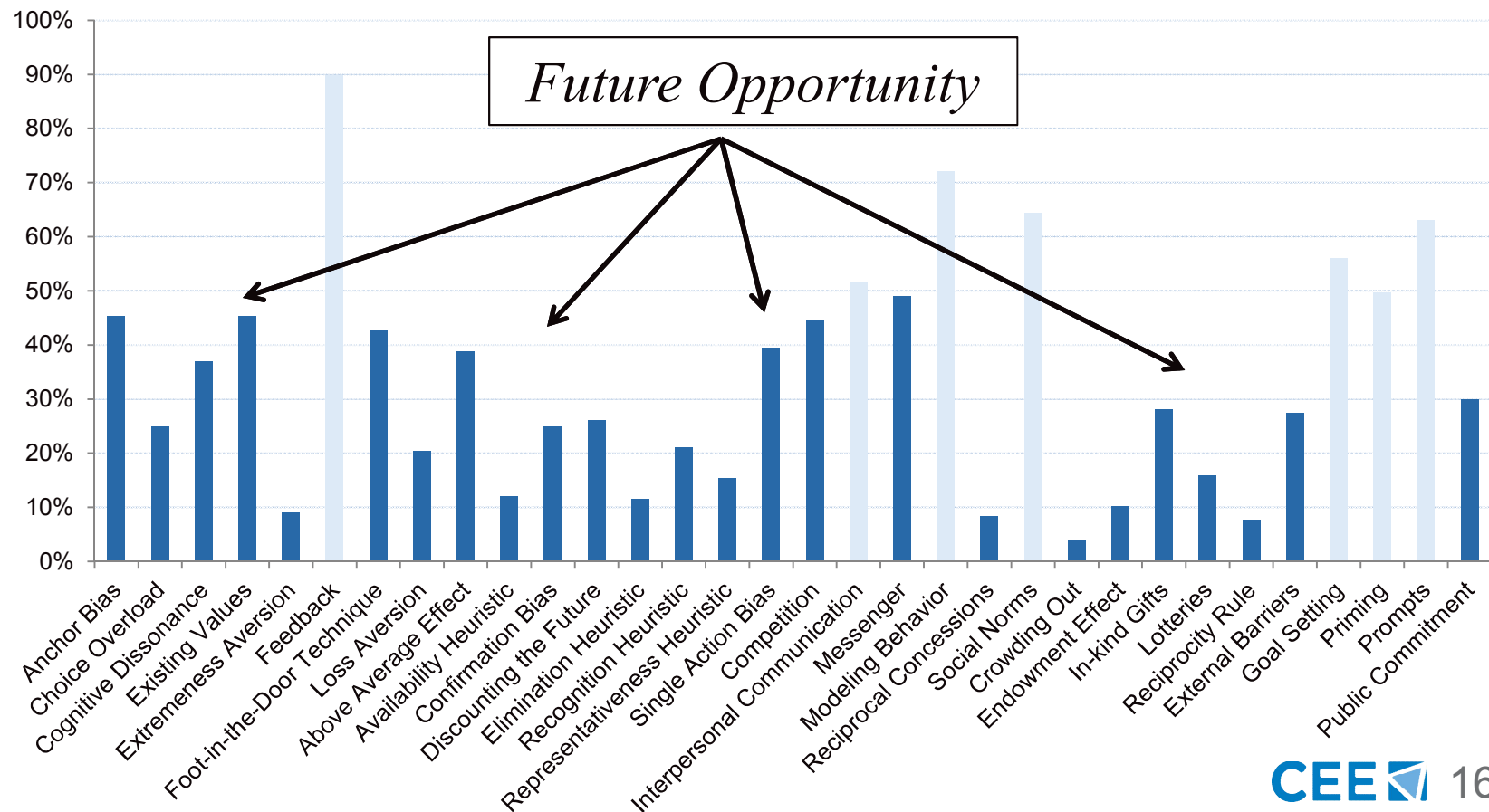


Future Work and Next Steps



Future Work and Next Steps

- ▶ Untapped opportunities to incorporate new insights to enhance programs and drive savings across sectors



Future Work and Next Steps

Key Areas to Watch

- Persistence – measurement, length
- Connected technologies
- Savings attribution



2016 Program Summary

Keep an eye out for the program summary on our public website in spring of 2016!

Contact

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Resources

CEE Behavior Resources

<http://www.cee1.org/behavior>

2015 Public Behavior Program Summary

<http://library.cee1.org/content/2015-cee-behavior-program-summary-public-version/>

