



Tenant Engagement in Rental Housing

Evaluating a Mixed Methods Approach to Behavior-Driven Energy Efficiency

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Behavioral Science and Energy Efficiency

- Taxonomy of program approaches
 - Cognition programs
 - Calculus programs
 - Social interaction programs
- Program diversity, including a combination of mass media, customer feedback, technological advancements, and gamification
- Growing emphasis on multi-modal approaches and community-based messaging



Takoma Park Multifamily Pilot Program

- Study included 13 buildings, 366 units
 - 8 buildings received all interventions, 239 units
- Interventions sent to all or select buildings:
 - Intro letter (all)
 - Behavioral messaging (all)
 - Event invitations (first all, second select)
 - Game invitation (select)
 - Energy saving devices (select)
 - Holiday light exchange (select)



Messaging

**74°
or more**

SAVE MONEY + **STAY COOL**

74° OR Use the fan for better air circulation

Set your air conditioner to 74 degrees or higher

POWER Smart | TAKOMA PARK

**70°
or less**

SAVE MONEY + **STAY COZY**

70° OR Curtains & door draft stoppers keep the heat in

Set your heat to 70 degrees or less

POWER Smart | TAKOMA PARK

**POWER
down**

TURN OFF | **UN PLUG**

Computers	Cell phones
Televisions	Tablets
Game Consoles	Anything with a light

Shut down with one button. Use a Power Strip.

POWER Smart | TAKOMA PARK



Programs Often Don't Proceed as Planned

- From theory to practice
- Several planned interventions didn't happen
 - In-building tenant champions
 - Competition between buildings



Lessons Learned

1. Tenant engagement
2. Building managers as gatekeepers
3. Trusted community influencers
4. Diversity of communities



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Ir a www.coolchoices.us y enrolar te. Código: TakomaPark
¡Juegas cada día para obtener puntos y forma una equipo para mas diversión!

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ወደ www.coolchoices.us በመሄድ ይመዘገቡ።

ኮድ፡ TakomaPark

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Incorporating Lessons Learned

Neighborhood Energy Challenge

Competition, deadlines, positive peer pressure

- o Most Certified Green Homes/Apartments by March 31, 2016
- \$2,000 grand prize, separate prize for multifamily buildings
- Prize money to benefit residents, not landlord

Tiered engagement levels

- o Residents can achieve **Light Green**, **Medium Green**, or **Dark Green certification**

Face-to-face outreach

- Managers more receptive to canvassing, flyers, leave-behinds, events
- Better understanding of best day & time to reach renters
- Specific role for existing and potential leaders

Segmented outreach

- Translations
- Holiday considerations
- Mailings and leave behinds