



Perla Sandova & Pat Aloise-Young

A Formative Evaluation of Behavior Change Elements within a Colorado Weatherization Assistance Program

Food for thought





Has your organization PLANNED its behavior change strategy or

Has it EMERGED over time?

CO Weatherization Assistance Program

DOE

- Department of Energy
- \$\$ → states & Sets service standards

CEO

- Colorado Energy Office
- Oversees WAP & Funded current project

ERC

- Energy Resource Center
- Nonprofit delivers WAP services in Denver

Method

Staff Interviews (14)



Additional Procedures

- Surveys of previous ERC clients
- In home interviews with previous ERC clients

- Literature Review
- ERC written materials
- EOC campaign materials
- Shadow energy audits
- Energy data for previous ERC clients
- Data on services delivered to previous ERC clients

Perceived Responsibility for Behavior Change





Adjust Thermostat

Turn down water heater temperature

Use drapes & blinds to control heat

Change furnace filters

Keep windows closed

Hang clothes

Take shorter showers

Low-flow showerheads

Behaviors	P1	P2	Р3	P4	P5	P6	P7	P8	P9	P10
Thermostat		Set back thermostat				Set back thermostat				
Water heater		Turn down H20 heater temp				Turn down H20 heater temp				
Drapes & blinds		Open & close drapes in winter				Open drapes during day				
Furnace filters						Change filters				
Windows		Keep windows & doors closed								
Hang Clothes						Hang clothes				
Showering						Shorter showers				
Showerheads		Use low flow showerheads								

Behaviors	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10
Thermostat	Set back thermostat				Program thermostat			Turn down thermostat		
Water heater								Turn down H20 heater temp		Turn down H20 heater temp
Drapes & blinds					Close blinds					
Furnace filters	Change filters									
Windows										
Hang Clothes										
Showering	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1									
Showerheads										

P1	P2	P3	P4	P5	P6	P7	P8	P9	P10
Set back thermostat	Set back thermostat		Turn down thermostat	Program thermostat	Set back thermostat		Turn down thermostat	Set back thermostat	
	Turn down H20 heater temp		Turn down H20 heater temp		Turn down H20 heater temp		Turn down H20 heater temp	Turn down H20 heater temp	Turn down H20 heater temp
	Open & close drapes in winter		Blinds open during day	Close blinds	Open drapes during day	100 mm m m m m m m m m m m m m m m m m m		Open drapes during day	
Change filters					Change filters			Change filters	
	Keep windows & doors closed		Keep windows closed						
					Hang clothes				
					Shorter showers	111 111 111 111 111 111 111 111 111 11			
	Use low flow showerheads								

Consistency is key

✓ Every person within the organization is responsible for the behavior change mission

Everyone needs to know about all the behaviors the organization is promoting

Behavior change needs to be promoted during every client interaction





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