



Impact of Information on Energy Consumptive Behavior: Testing and Measuring Innovative Approaches

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DNV KEMA's Role

- **Help ensure meaningful results for PG&E**
 - Create a framework for evaluating the success of 15 unique pilots
- **Work with implementers to tighten up their pilot design**
 - Strengthen Pilot Goals
 - Recommend Appropriate Performance Metrics
 - Link Data Collection to Metrics
- **Prioritize Evaluation Activities**
 - Activities in context of available resources, time, budget

Pilot Snapshots

- **Sierra Business Council – Small Business/Muni**
 - *How does “energy use feedback” influence small business customers’ decision-making about energy use?*

- **Sustainable Napa County – Small Business/Muni**
 - *To what extent does O&M education change small commercial building occupants’ energy consumption?*

- **Chico Energy Pioneers – Residential**
 - *Does comprehensive household energy information influence behavior?*

- **Redwood Coast Energy Authority – Residential**
 - *Does neighborhood competition, local energy champions, and household comparisons impact energy use?*

Performance Metrics and Evaluation Activities

■ Cross-Cutting Research Question

- *What information is most influential in getting people to change their energy consumptive behaviors and.....**TAKE ACTION?***

■ Performance Metrics

- Number/Type of:
 - Energy saving actions taken
 - New policies or procedures adopted
- Percent of:
 - Participants that were influenced by different types of information to take energy saving actions
 - Participants that changed their behavior and/or invested in energy efficiency projects
- Energy savings achieved

■ Evaluation Activities

- Qualitative & quantitative results are equally important
- Participant surveys and/or in-depth interviews
- Energy savings analysis

Lessons Learned & Next Steps

▪ **Lessons Learned**

- Establish your research question
- Make sure you have right metrics in place
- Collect the data that you need for evaluation

▪ **Next Steps**

- Results of all 15 pilots will be shared with local governments
- Review outcomes to shape programs to enhance energy savings

▪ **Value Added to PG&E**

- **Sierra Region** - Refine energy management tools based on immediate customer feedback
- **Napa** - Verify deemed/estimated O&M savings
- **Humboldt & Chico** - Inform outreach strategies for residential energy upgrades