

11/8/12



November 11–14, 2012
Sacramento, CA

2012 BEHAVIOR, ENERGY & CLIMATE CHANGE CONFERENCE

A conference focused on understanding the behavior and decision making of individuals and organizations and using that knowledge to accelerate our transition to an energy-efficient and low-carbon future

SUNDAY, NOVEMBER 11	
7–9 PM (Registration 6–9 PM)	KICK-OFF PROGRAM & DESSERT RECEPTION (Regency Ballroom)
MONDAY MORNING, NOVEMBER 12	
7:30–8:30	Continental Breakfast & Registration
8:30 AM – 10:15 AM	BEHAVIOR, ENERGY & CLIMATE CHANGE CONFERENCE Opening Plenary (Regency Ballroom) Keynote: <u>Culture, Ideology and a Social Consensus on Climate Change</u> Andrew Hoffman , Professor of Sustainable Enterprise, University of Michigan <i>Professor Hoffman is a leader in using organizational, network and strategic analyses to assess the implications of environmental issues for business. He has published nine books and over ninety articles and book chapters on this topic.</i>
10:15–10:45	Morning Break



MONDAY MORNING, NOVEMBER 12

10:45–
12:15

Concurrent Sessions 1

Session 1A
Golden State

LIGHTNING SESSION: PROGRAM DESIGN & EVALUATION

Moderator: Valerie Richardson, DNV KEMA

- **What Really Motivates Behavior Change?** – Michelle Katchuck, University of Hawaii
- **Successes in Energy-Efficiency Education Targeted to Low-Income Households** – Jamie Drakos, The Cadmus Group
- **Are Savings from Behavior Programs Ready for TRM Prime Time?** – Scott Dimetrosky, Apex Analytics LLC
- **Impact of Information on Energy Consumptive Behavior: Testing and Measuring Innovative Approaches** – Ben Huntington, DNV KEMA Energy and Sustainability & Lisa McNally, Pacific Gas & Electric Company
- **Energy Efficiency and Rebound Effects: Unveiling the Puzzle** – Mohammad Halimi, State University of New York
- **Residential Feedback: What Are the Opportunities for Natural Gas?** – Meredith Tondro, Gas Technology Institute
- **Choice Neutral Defaults and Residential Energy Use** – Katrina Jessoe, University of California, Davis

Session 1B
Regency D

ENGAGING DIVERSE COMMUNITIES IN BEHAVIOR CHANGE

Moderator: Kira Ashby, Consortium for Energy Efficiency

- **Ecodistricts: Powered by Community Capacity** – Christine Mondor, evolveEA
- **Take Charge Challenge - Changing Efficiency from Sacrifice to “We Win”!** – Dorothy Barnett, Climate + Energy Project
- **Relovilles and Retrofits: Big Homes and Energy Conscious Homeowners in Alpharetta, Georgia** – Susan Mazur-Stommen, American Council for an Energy-Efficient Economy

Session 1C
Regency E

ENGAGING BUILDING OCCUPANTS

Moderator: Obadiah Bartholomy, Sacramento Municipal Utility District

- **Bill Confusion** – Lucas Davis, Haas School of Business, University of California, Berkeley
- **Engaging Building Occupants: LEED’s Pilot Credit** – Lonny Blumenthal, US Green Building Council
- **Field Evaluation of Programmable Thermostats: Does Usability Really Matter?** – Olga Sachs, Fraunhofer CSE
- **Occupant Behavior Effects in California Deep Energy Retrofits** – Brennan Less, Lawrence Berkeley National Laboratory

Session 1D
Carmel

GAMIFICATION I

Moderator: John Wilson, Energy Foundation

- **Can Games Change Energy Behavior and Reduce Consumption?** – James K. Scarborough, Stanford University
- **Gaming as an Energy Efficiency Behavior Tool** – Eric Senunas, Zema Good
- **Vermontivate!** – Nicholas Lange, Vermont Energy Investment Corp.
- **Design for Behavior Change: Technology-Based Interactive Software for Energy Reduction Using a Transdisciplinary Process Combining Innovation Methodology and Behavior Change Theory** – June Flora, Stanford University

Session 1E
Big Sur

UNIQUE APPROACHES TO EMPLOYEE ENGAGEMENT

Moderator: Cathy DuBois, Kent State

- **Using ‘Design Thinking’ in the Development of Engagement Strategies for Sustainability** – David DuBois, The Social Design Group
- **Using Segmentation Strategies to Create Targeted Climate Change Messaging for Office Workers** – David Lehrer, University of California, Berkeley
- **Finding the ‘Tipping Point’ in Changing Organizational Behavior** – Grant Ricketts, Tripos Software, Inc.

Session 1F
Regency F

EFFECTIVE CBSM APPROACHES TO REDUCING WASTE

Moderator: Mica Estrada, California State University, San Marcos

- **Marketing, Peer Modeling, and Prompts: Examining Validity and Persistence in Waste Reduction/Recycling Programs** – Sheryl Bunn, former Director of Community Environmental Services
- **Rocky Mountain National Park Waste Audit and Recycling Behavioral Change Intervention Initiative** – Elliot Dale, Colorado State University
- **Using Social Marketing Prompts, Feedback, and Incentives to Change Trash Behaviors – It Really Works!** – Juri Freeman, Skumatz Economic Research Associates

12:15
–1:30

Lunch (Regency Ballroom)

MONDAY AFTERNOON, NOVEMBER 12

1:30–3:00	Concurrent Sessions 2	
Session 2A Golden State	<p><u>LIGHTNING SESSION: MANAGEMENT & BUSINESS</u> Moderator: John A. “Skip” Laitner, Economic and Human Dimensions Research Associates</p> <ul style="list-style-type: none"> • How Workplace Behavior Can Save Energy and Other Stories – Kathryn Thomsen, The Cadmus Group • How E-Procurement Systems Influence Purchasing Outcomes – Andrew Weber, Lawrence Berkeley National Laboratory • Integrating Sustainability Metrics Into Operational and Strategic Decision-Making – Shengyin Xu, Minnesota Historical Society • Solutions for Increasing Energy Smart Action in Commercial Organizations – Hannah Arnold, Opinion Dynamics Corporation • Effective Carbon Mitigation for Every Business – Thomas Bowman, Bowman Global Change • A Cost-Effective Energy Efficiency Solution for Smaller Businesses – Heidi Perry, ThinkEco • Employee Energy Efficiency Challenge – Paul Markowitz, Vermont Energy Investment Corporation 	
Session 2B Regency E	<p><u>HOME ENERGY REPORTS</u> Moderator: Janice Berman, Pacific Gas & Electric Company</p> <ul style="list-style-type: none"> • Connecting Feedback Type to Specific Changes in Energy Use Practices – Karen Ehrhardt-Martinez, Garrison Institute • The Halo Effect: Using Behavior to Upgrade Technology – Arhan Gunel, Opower • Tendril’s Behavioral Approach Results in Sustained Savings of 9.2% and Weekly Engagement in a 2.5 Year, Real-Time, Home Energy Monitoring, Customer Study – Paul Cole, Tendril • New Insights for Home Energy Reports: Persistence, Targeting Effectiveness, and More – Bruce Cenicerros, Sacramento Municipal Utility District 	
Session 2C Regency D	<p><u>INTEGRATING BEHAVIOR INTO EVALUATION</u> Moderator: Patrice Ignelzi, EnerNOC</p> <ul style="list-style-type: none"> • What Are “Best Practices” for Measuring Impacts and Retention from Behavioral Programs? – Lisa Skumatz, Skumatz Economic Research Associates • Weatherization Experiences Project—A Social Network Analysis – Erin Rose, Oak Ridge National Laboratory • Identifying Energy Savings Drivers of Home Energy Reports – Brian Arthur Smith, Pacific Gas & Electric Company • The Paradox of Residential Behavior Program Impacts: Precise, Yet Unknown – Ryan Firestone, Navigant Consulting 	
Session 2D Carmel	<p><u>HOW DIFFERENT UNDERSTANDING OF CLIMATE CHANGE AFFECTS POLICY AND COMMUNICATION</u> Moderator: Adrienne Alvord, Union of Concerned Scientists</p> <ul style="list-style-type: none"> • Are Americans Ready to Adapt to the Climate’s Change? – Meighen Speiser, ecoAmerica • Speaking with One Voice About Uncertain Futures: How We Frame Scientific Disagreement Affects Public Trust in Climate Change Science – Rebecca Neel, Arizona State University • Lessons from the Climate Access Case Challenge – Cara Pike, The Resource Innovation Group 	
Session 2E Regency F	<p><u>WHAT’S GOING ON INSIDE THE HOME?</u> Moderator: Panama Bartholomy, Office of the Speaker, California Assembly</p> <ul style="list-style-type: none"> • Closing the Loop: Improving Home Energy Audits by Incorporating Household Behavior – Mithra Moezzi, Portland State University • What Kind of Occupants Do ZNE Buildings Require? – Loren Lutzenhiser, Portland State University • The Behaviors Behind the Impacts – Vikki Wood, Sacramento Municipal Utility District • Why Do Comparable Households Use Different Amounts of Energy? – Matthew Lipson, Department of Energy and Climate Change 	
Session 2F Big Sur	<p><u>COMBINING ELECTRIC VEHICLES WITH SOLAR PV</u> Moderator: Joshua Cunningham, California PEV Collaborative</p> <ul style="list-style-type: none"> • Adapting Control Theory Approach for the Modeling of Pro-Environmental Consumers – Kadir Bedir, PHEV Research Center at University of California, Davis • Who Buys Electric Cars? Lessons from the 2011 Californian EV Market – Gil Tal, ITS University of California, Davis • Can Renewable Electricity Accelerate Electric Vehicle Demand – Ken Kurani, University of California, Davis • “Will Electric Vehicle Buyers Want Green Electricity?” – Jonn Axsen, Simon Fraser University 	
3:00–3:30	Afternoon Break	
Spotlight Panels 3:30–5:00	<p><u>Hollywood, Media and Messaging</u> Moderator: Linda Schuck, California Institute for Energy & Environment</p> <ul style="list-style-type: none"> • Storytelling for Change, Erica Priggen, Executive Producer, Free Range Studios • Inspiring Hollywood’s Writers and Producers to Create Storylines that Change Lives, Sandra de Castro Buffington, Director, Hollywood, Health and Society, USC Annenberg Norman Lear Center • Turning a Movie into a Movement: The Story of Staff and Online Media Activism, Allison Cook, Director of Special Projects, The Story of Stuff <p style="text-align: right;">(Regency D, E & F)</p>	<p><u>Conservative Thinking On Energy And Climate</u> Moderator: Jim Sweeney, Stanford University</p> <ul style="list-style-type: none"> • Energy and the Republican Party: Conservative Values in Action, Drexel Kleber, Founder of “EnerGOP.us” • Conservative Perspectives on Energy and Climate, Connie Roser-Renouf, Center for Climate Change Communication, George Mason University • Where the Conservative Movement is Heading on Energy and Climate Policy, Alex Bozmoski, Energy and Enterprise Initiative <p style="text-align: right;">(Regency A, B & C)</p>
5:15–6:30	<p>Film Festival (Regency A, B & C) Bill LeBlanc, Senior Advisor, E Source</p>	
6:30–7:30	<i>Dinner Break</i>	
7:30–9:00	Participant-Organized Sessions <i>(check bulletin board by registration desk for rooms)</i>	

TUESDAY MORNING, NOVEMBER 13

7:30–8:30	Continental Breakfast & Registration	
Spotlight Panels 8:30–10:00	<u>SOCIAL MEDIA AND REAL WORLD BEHAVIOR</u> <ul style="list-style-type: none"> Jason Hreha, founder of Dopamine (UX Design) Matt Kresse, designer, Stanford Persuasive Tech Lab Dave Miller, doctoral student at Stanford University Department of Communication (Regency D, E & F) 	<u>THE FASCINATING FIELD OF NEUROECONOMICS</u> Moderator: Carrie Armel, Stanford <ul style="list-style-type: none"> How Does Your Brain Make Simple and Complex Choices? – Antonio Rangel, Associate Professor of Economics, California Institute of Technology Leveraging Neuroeconomic Tools to Explore Environmental Valuation – Brian Knutson, Associated Professor of Psychology & Neuroscience, Stanford University (Regency A, B & C)
10:00–10:30	Morning Break	
10:30–12:00	Concurrent Sessions 3	
Session 3A Golden State	<u>LIGHTNING SESSION: POLICY & PLANNING</u> Moderator: Kristinn Leonhart Vazquez, U.S. Environmental Protection Agency <ul style="list-style-type: none"> How Quantifying Efficiency Distorts CA Programs – Sam Borgeson, University of California, Berkeley Exploring the Interplay of Values and Use of Media on Public Opinion of Nuclear Energy – Sara Yeo, University of Wisconsin-Madison ecoENERGY Efficiency – Robert Blain, Natural Resources Canada A New Regulatory Framework to Support Pursuit of Behavioral Programs – Philip Mosenthal, Optimal Energy, Inc. Which Types of Interventions Work the Best in Changing Energy Using Behaviors? – Flavia Tsang, RAND Europe Unlocking the “Power” of Big Data: Analyzing Energy Consumption Across 50 Million U.S. Households – Barry Fischer, Opower 	
Session 3B Regency F	<u>MODELS & TRANSDISCIPLINARY RESEARCH</u> Moderator: Laurie ten Hope, California Energy Commission <ul style="list-style-type: none"> Saving Waste: Identifying Wasted Energy by End Use – Bill Norton, Opinion Dynamics Corporation Examining Drivers to Energy Savings Growth; Leveraging Modeling Techniques in Human Development to Examine the Predictors of Program Success – Anne Dougherty, Opinion Dynamics Corporation Promising Options for Deep and Widespread Residential Energy Savings – Marilyn Cornelius, Stanford University 	
Session 3C Carmel	<u>CONSPICUOUS & NON-CONSPICUOUS TRAVEL CHOICES</u> Moderator: Tom Turrentine, University of California, Davis <ul style="list-style-type: none"> Conspicuous Conservation, Green Signaling, and the Prius: Theory and Empirical Evidence – Alison Sexton, University of Minnesota Segmenting the Private Consumer Market for Electric Vehicles: How Will this Help Accelerate Their Adoption? Geertje Schuitema, Aarhus University No One Wants to Carry Grocery Bags on the Bus – Laura Schewel, University of California, Berkeley Travel Multitasking: Relationships to Mode Choice and Value of Time – Alex Malokin, University of California, Davis 	
Session 3D Regency D	<u>GAMIFICATION IN THE WORKPLACE</u> Moderator: Susan Mazur-Stommen, American Council for an Energy-Efficient Economy <ul style="list-style-type: none"> It’s Iterative: Using Evaluations to Create Stronger Games – Kathy Kuntz, Cool Choices Graphic Design and Energy Efficiency? Make It Beautiful to Change Behavior! – Rebecca Nelson, Milepost Consulting The Green League Game: A Tool for Employee Learning & Engagement – Lauren Olson, Michigan State University 	
Session 3E Regency E	<u>DESIGNING ENDURING ORGANIZATIONAL CHANGE – A PARTICIPATORY ROUNDTABLE</u> Moderator: Rick Diamond, Lawrence Berkeley National Laboratory <i>In this interactive roundtable, the organizers will first present eight basic principles of enduring organizational change and the “Roles, Rules, and Tools” model for implementing those principles, illustrated by 2-3 case studies drawn from the public and private sector.</i>	
Session 3F Big Sur	<u>BRINGING ON THE SOLAR NATION</u> Moderator: Merrilee Harrigan, Alliance to Save Energy <ul style="list-style-type: none"> Information Search and Peer Effects in Adopters of Residential Solar PV – Varun Rai, University of Texas Austin West Village: How UC Davis Is Creating the Largest Zero Net Energy Development in the U.S. – Benjamin Finkel, University of California, Davis 	

TUESDAY AFTERNOON, NOVEMBER 13

12:00– 1:45	<p>Lunch & Keynote: <u>Effective Use of Behavior Change Tools</u> (Regency Ballroom)</p> <p>Doug McKenzie-Mohr, Founder of Community-Based Social Marketing, Author of <u>Fostering Sustainable Behavior</u> Wesley Schultz, Professor of Psychology, California State University, San Marcos</p> <p><i>One of the biggest challenges for outreach and behavior change programs lies in choosing the most effective tools, methods and techniques. This session provides an overview of effective program strategies, along with guidance for practitioners in selecting the most effective tool given their audience, context and targeted behavior.</i></p>
1:45– 3:15	<p>Concurrent Sessions 4</p>
Session 4A Golden State	<p><u>LIGHTNING SESSION: COMMUNITY-BASED PROGRAMS</u> Moderator: Joshua Brock, San Diego Gas & Electric Company</p> <ul style="list-style-type: none"> • Behavior Change—Informal Science Communication Collaborations – Carleen Cullen, Cool the Earth • EnergySmart Social Marketing: Lessons from Boulder County – Beth Beckel, Boulder County • Girls Learning Environment and Energy (GLEE): Outcomes of an Experimental Community Trial of Energy Reduction – Hilary Boudet, Stanford University • Get in the Game: Score Against Energy Waste – Chris Schultz-Buechner, Wisconsin Energy Conservation Corporation • Community-Based Social Marketing: The Homeowner Workshop Model – Colin Clark, Ecology Action • Sitka’s Power Supply “Traffic Light” US Forest Service Partnership – Lara Polansky, US Forest Service • Size Matters: Why Small Towns are Key to Community Based Energy Efficiency – John Tabori, The Town of University Park, MD
Session 4B Carmel	<p><u>BEHAVIORAL THEORY INTO PRACTICE</u> Moderator: Rachel Henschel, National Grid</p> <ul style="list-style-type: none"> • Refining the aK-A-B Model for Greater Behavior Change – Katherine Randazzo, Opinion Dynamics Corporation • The Hawthorne Strategy: A Field Experiment – Daniel Schwartz, Carnegie Mellon University • Rapid Behavioral Experimentation: A Better Approach to Testing – Zeke Hausfather, C3 Energy
Session 4C Regency D	<p><u>BEST PRACTICES IN BEHAVIOR PROGRAM EVALUATION</u> Moderator: Sharyn Barata, Itron</p> <ul style="list-style-type: none"> • EM&V for Residential Behavior-Based Efficiency Programs – Annika Todd, Lawrence Berkeley National Laboratory • Feedback Programs: Evaluation Lessons for the Next Wave – Mitchell Rosenberg, DNV KEMA • Evaluating Travel Behavior Policy Interventions: Where the Best Evidence is the Enemy of the Good, Jillian Anable, The Centre for Transport Research, University of Aberdeen
Session 4D Regency F	<p><u>NEW MARKETING INSIGHTS</u> Moderator: Maria Vargas, U.S. Department of Energy</p> <ul style="list-style-type: none"> • Ya Want Fries With That CFL? Applying Cross-Selling to Efficiency – Steven Meyers, EnerPath • The Climate Access Practitioner Network: Sharing What Works – Meredith Herr, The Resource Innovation Group • The Gender Gap on Climate Change – David Sleeth-Keppler, Strategic Business Insights • Refining the Nudge – Cheryl Winch, The Cadmus Group
Session 4E Big Sur	<p><u>HEALTH AND BEHAVIOR CHANGE</u> Moderator: Michelle Vigen, American Council for an Energy-Efficient Economy</p> <ul style="list-style-type: none"> • Climate Change and 12-Step Framework of Alcoholics Anonymous – Julie Hayes, Milepost Consulting • Focusing on the Process of Health Behavior Change: The Individual and Family Self Management Theory – Polly Ryan, RN, PhD, University of Wisconsin-Milwaukee • Using Change Talk in Integrative Health Coaching – Janet Solie, Physician Assistant Integrative Health Coach, Health Coach Advantage
Session 4F Regency E	<p><u>EDF CLIMATE CORPS: BREAKING DOWN BARRIERS TO ENERGY EFFICIENCY</u> Moderator: Sitar Mody, Corporate Partnerships, Environmental Defense Fund</p> <ul style="list-style-type: none"> • Jaxon Love, Shorenstein Realty Services • Arthur Peterson, Boeing Company • Jen Snook, Independent Consultant
3:15– 3:45	<p>Afternoon Break</p>

TUESDAY AFTERNOON, NOVEMBER 13

3:45– 5:15	Concurrent Sessions 5
Session 5A Golden State	<p><u>LIGHTNING SESSION: FEEDBACK AND RESPONSE AS A BEHAVIOR TRIGGER</u> Moderator: Kathy Kuntz, Cool Choices</p> <ul style="list-style-type: none"> • Applying Iterative Design to the Eco-Feedback Design Process – Jon Froehlich, University of Maryland, College Park • Experimentation with Feedback: How Do We Know What to Do? – Dulane Moran, Research Into Action • Makahiki: A Serious Game Engine for Sustainability – Yongwen Xu, University of Hawaii at Manoa • Creating Habits That Will Last With Hourly Pricing – Mary Klos, Klos Energy Consulting • Effective Behavior Change through the Use of Real Time Data and Cross-Store Competition – James Russell, PEI
Session 5B Regency D	<p><u>SOCIAL MARKETING: REAL WORLD LESSONS</u> Moderator: Nicole Sintov, University of Southern California</p> <ul style="list-style-type: none"> • Making It Easy to Engage: Translating Complex Research to Inspire Behavior Change – Zach Anderson, Milepost Consulting • It's A Good Place to Be: The NW's Collaborative EE Messaging Behavior – Elaine Blatt, Northwest Energy Efficiency Alliance • Green Energy Match: Aligning Economic Development and Energy Savings – Andrea Divine, WattzOn
Session 5C Regency F	<p><u>INNOVATIVE GOV'T INITIATIVES</u> Moderator: Annmarie Rodgers, California Air Resources Board</p> <ul style="list-style-type: none"> • Retrofit 30 Million Homes by 2020? There is a Behavioral Blueprint – Stephen Bickel, D&R International • Voluntary Actions: Behavioral Measures in Local Climate and Energy Action Plans – Betty Seto, DNV KEMA • Developing a Broader Policy Understanding of Energy Behavior – Tim Chatterton, University of the West of England
Session 5D Big Sur	<p><u>PEER-TO-PEER CAPACITY BUILDING</u> Moderator: Joe Kantenbacher, University of California, Berkeley</p> <ul style="list-style-type: none"> • A Field Experiment of a Team-Based Approach for Achieving Measurable Energy Savings – Marsha Walton, New York State Energy Research & Development Authority • Pete Street™, Where Neighbors Get Energy Savings™: A Viral, Volunteer-Driven Model that Engages Neighborhoods in Continuous Energy Savings – Dan Curry, Clean Energy Durham
Session 5E Regency E	<p><u>SEGMENTATION</u> Moderator: Mitchell Rosenberg, DNV KEMA</p> <ul style="list-style-type: none"> • Let There Be Light: Moving from Behavior-Blind Customer Segmentation to Informed Segment Creation to Drive Key Utility Business Outcomes – Nancy Hersch, Opower • Segmentation: Using Revealed Actions & Behaviors to Predict Participation – Amanda Dwelley, Opinion Dynamics Corporation • Segmenting the Multi-Family Market to Achieve Greater Savings – Linda Dethman, The Cadmus Group
Session 5F Carmel	<p><u>THE ART AND SCIENCE OF FILM & BEHAVIOR CHANGE: AN EMERGING AGENDA</u> Moderator: Mia Yamauchi, California Institute for Energy & Environment</p> <ul style="list-style-type: none"> • Affect to Action: The Use of Narrative and Framing in Issue-Based Film – Beth Karlin, Transformational Media Lab, University of California, Irvine • On Decision-Making: Towing the Line Between Entertainment and Engagement in Documentary Film Production – Crystal Murphy, Chapman University • Strategies for Effectively Measuring the Influence of Documentary Films – Alex Campolo, Harmony Institute
5:15– 6:00	Free time & poster setup
6:00– 8:00	POSTER PRESENTATIONS & RECEPTION (Regency Ballroom)

WEDNESDAY MORNING, NOVEMBER 14

7:30– 8:30	Continental Breakfast & Registration
8:30– 10:00	Concurrent Sessions 6
Session 6A Regency A	<p><u>LIGHTNING SESSION: PEOPLE-POWERED TRANSPORT</u> Moderator: Johanna Partin, C40 Cities</p> <ul style="list-style-type: none"> • The Joy of Biking – Zanna Worzella, BikeArlington • Using Theories of Behavior Change to Explain Teenagers' Attitudes to Cycling – Jillian Frater, University of Canterbury • Green Culture: Low Driving 200-Apartment Communities – Steve Raney, Cities21 • How to Develop a Regional Youth Outreach Program – Hannah Kapell, Alta Planning and Design • Marin County's Safe Routes to Schools (SR2S) – David Parisi, Parisi Associates Transportation Consulting • Simple, Green, and Viral: A Walk to Work Day Pilot – Elizabeth Stampe, Walk San Francisco
Session 6B Regency B	<p><u>RESEARCH TO INFORM POLICY</u> Moderator: Jeanne Clinton, California Public Utility Commission</p> <ul style="list-style-type: none"> • The California Behavioral Gap Analysis – Edward Vine, Lawrence Berkeley National Laboratory • Domestic Appliances: Ever-Growing Efficiencies Versus Ever-Changing Behaviors – Aurelia Esteve, EDF R&D • Digging Deeper into Program and Non-Program Appliance Purchaser Difference – Jane Peters, Research Into Action
Session 6C Regency C	<p><u>USING REAL-TIME DATA TO CHANGE BEHAVIOR</u> Moderator: David Hungerford, California Energy Commission</p> <ul style="list-style-type: none"> • SMUD's Residential Summer Solutions: Real-time Energy Feedback with Dynamic Rates and AC Automation – Karen Herter, Herter Energy Research Solutions • A Study in Persistence: Analysis of Customer Behavior in a Four-Year Dynamic Pricing Experiment – Neil Lessem, The Brattle Group • Consumer Acceptance of Playing an Active Role in the Smart Grid: A Three-Country Study – John Thogersen, Aarhus University • "Connected" Technologies and Behavioral Approaches in Efficiency Programs – Kira Ashby, Consortium for Energy Efficiency
Session 6D Regency D	<p><u>EMPLOYEES AS COMMUNITY CATALYSTS</u> Moderator: Kevin Cooney, Navigant Consulting</p> <ul style="list-style-type: none"> • The Green Business Challenge, a Business Outreach and Engagement Model – Jenny Lybeck, Port of San Diego • From Planning to Action: Involving Employees In Your Climate Action Plan – Ryan Bell, Alameda County • Energy Efficiency: Engaging Employees and Communities to Make an Impact – Amy Morsch, Center for Climate and Energy Solutions
Session 6E Regency E	<p><u>COOPERATION, COLLECTIVE ACTION & CLIMATE CHANGE ETHICS</u> Moderator: Melissa Riley, San Francisco Public Library</p> <ul style="list-style-type: none"> • Collective Action and Environmental Behavior – Mark Lubell, University of California, Davis • Gracious Guilt and Piggish Pride: Effects of Emotions on Cooperation – Samantha Neufeld, Arizona State University, Global Institute of Sustainability • Confucius, Keynes and Christ: Is There a Larger Role for Ethics in Driving Climate-Friendly Behavior Change? – Max Wei, Lawrence Berkeley National Laboratory
Session 6F Regency F	<p><u>COORDINATING CALIFORNIA'S STATEWIDE ENERGY & BEHAVIOR CHANGE CAMPAIGNS</u> Moderator: Jonathan Parfrey, Climate Resources, Los Angeles</p> <ul style="list-style-type: none"> • Behavior Change Research in the Context of California's GHG Reduction Goals – Annalisa Schilla, California Air Resources Board • Energy Upgrade California: Taking it to the Next Level – Siobhan Foley, California Center for Sustainable Energy • The "Californians Are Cool" Campaign – Chris Jones, University of California, Berkeley

10:00–10:30	Morning Break
10:30–12:00	Concurrent Sessions 7
Session 7A Regency A	<p><u>LIGHTNING SESSION: FEEDBACK & THERMOSTATS</u> Moderator: Gene Rodrigues, Southern California Edison</p> <ul style="list-style-type: none"> • Social Sharing and Engagement Around Community Energy Monitoring – Tawanna Dillahunt, Carnegie Mellon University • Thermostat Wars and Other Tales from the Field – Therese Pepper, California Institute for Energy and Environment, University of California • Defining Devices: A Revised Typology of Energy Feedback Technology – Cassandra Squiers, University of California, Irvine • Designing Local Energy Technologies for Everyday Life – James Pierce, Carnegie Mellon University • Realistic Thermostat Energy Modeling Based on a Field Study – Bryan Urban, Fraunhofer Center for Sustainable Energy Systems • Energy Saving Campaign and Its Effect After Fukushima Disaster in Japan – Aya Mikami, Osaka Gas, Japan • Nest Learning Thermostat’s Auto Schedule Feature Reduces Residential Energy Usage – Yoky Matsuoka, Nest Labs • Information From The Integrated Home – Context Aware Smart Home Energy Manager – Wendy Foslien, Honeywell
Session 7B Regency B	<p><u>SMART TRAVEL CHOICES</u> Moderator: Amanda Eaken, Natural Resources Defense Council</p> <ul style="list-style-type: none"> • Approaches to Reducing GHG Emissions from Transportation in the San Francisco Bay Area – Brenda Dix, Metropolitan Transportation Commission • Making Transportation Simple – Elizabeth Floyd, Arlington Transportation Partners • Large Sample Ecodriving Experiment Preliminary Results – Tai Stillwater, PHEV Center, University of California, Davis • Conversations and Coaching: Lessons from Two Projects in Western Australia – Kevin Luten, UrbanTrans ANZ
Session 7C Regency C	<p><u>NEW MARKETING TACTICS</u> Moderator: Rob Bordner, Energy Market Innovations</p> <ul style="list-style-type: none"> • But I’m Not a Salesman: Contractor Sales Training Success Stories – Elizabeth Stuart, Lawrence Berkeley National Laboratory • Moving Beyond Traditional Media to Encourage Behavior Change – Kim Burke, E Source • Engagement Marketing – Tactics Beyond Traditional Mass Media Reach and Frequency – Nick Cavarra, Incite
Session 7D Regency D	<p><u>COMMUNICATING SCIENTIFIC INFORMATION</u> Moderator: Sylvia Bender, California Energy Commission</p> <ul style="list-style-type: none"> • Development of the Motivational Interview – Sarah Jo Chadwick, Stanford University, ARPae • Primed for Action? The Potential Role of Priming in Renewable Energy Acceptance – Caroline Noblet, University of Maine • Gaps in Biofuels Support: the Polarizing Effects of Political Media Use – Michael Cacciatore, University of Wisconsin-Madison
Session 7E Regency E	<p><u>ENGAGING FAITH-BASED GROUPS IN CLIMATE ACTION</u> Moderator: Shayna Hirshfield, City of San Jose</p> <ul style="list-style-type: none"> • Rediscovering Christianity’s Ecological Roots – Pastor Dan Smith, Graduate Theological Union • Political and Market Mobilization for Energy Efficiency in Two Interfaith Organizations – Dina Biscotti, University of California, Davis • Interfaith Power & Light: Motivating Action Through Faith, Fellowship, and Friendly Competition – Susan Stephenson, Interfaith Power & Light
Session 7F Regency F	<p><u>OBERLIN: AN IN-DEPTH CASE STUDY</u> Moderator: John Petersen, Oberlin College</p> <ul style="list-style-type: none"> • Outside the Urban Glow: Metrics of Sustainability for Towns and Small Cities – Thomas Cook, Oberlin College • Socially Contextualized Framework for Physical Sustainability Metrics – Rumi Shammin, Oberlin College • Reconnecting Individual Decisions to Community: The Bioregional Dashboard – John E. Petersen, Oberlin College • Harnessing the Power of Core Social Motives to Make Transformation Happen – Cynthia McPherson Frantz, Oberlin College
POST-CONFERENCE EVENTS	
<p><u>DESIGNING FOR BEHAVIOR CHANGE (1:30-4:30)</u> Moderator: Marilyn Cornelius, Stanford</p> <p><u>2012 TRANSPORTATION DEMAND MANAGEMENT INSTITUTE (TDMI) LECTURE PANEL (1:30-3:00)</u> Moderator: Kevin Luten, UrbanTrans (Australia)</p> <ul style="list-style-type: none"> • Jessica Roberts, Alta Planning • Lisa Buchanan, Steer Davies Gleave • Aaron Gaul, Smart Commute Brampton-Caledon TMA • Elizabeth Floyd, Arlington Transportation Partners <p><u>ENERGY UPGRADE CALIFORNIA (EUC): THE STATEWIDE TRANSITION AND TAKING IT TO THE NEXT LEVEL (1:30-3:30)</u></p>	

ACKNOWLEDGEMENTS

Convening Directors

Carl Blumstein, CIEE, University of California
James Sweeney, PEEC, Stanford
Steven Nadal, ACEEE

Conference Co-Chairs

Christopher Jones, CIEE, University of California
Susan Mazur-Stommen, ACEEE
Frances Natasha Sprei, PEEC, Stanford

Program Manager

Mia Yamauchi, CIEE, University of California

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Linda Shuck, CIEE, University of California

Organizing Committee

Stacy Angel, US Environmental Protection Agency
Kira Ashby, Consortium for Energy Efficiency
Sharyn Barata, Itron, Inc.
Kevin Cooney, Navigant Consulting
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