

Persistence of Energy Efficiency Behaviors over Time

Evidence from a Community- Based Program

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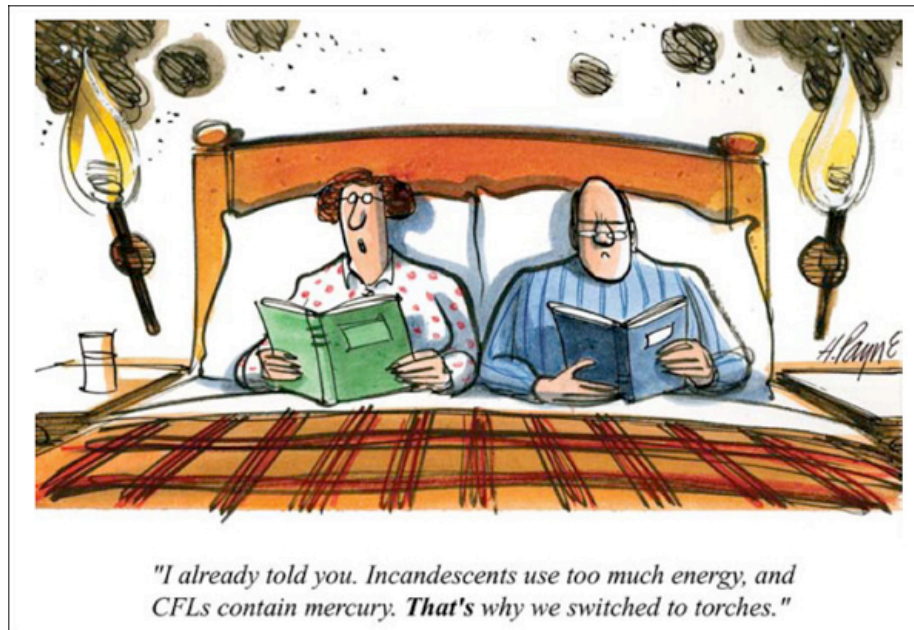


ENERGY MARKET INNOVATIONS

Presented at the Behavior, Energy, and Climate Change Conference - Sacramento, 2013

Why Care about Behavior Persistence?

- As opposed to one-time purchases,
- Low- or no-cost behaviors are repeated frequently
- Must be sustained over time to be effective
- How do we know if behavior change “sticks”?








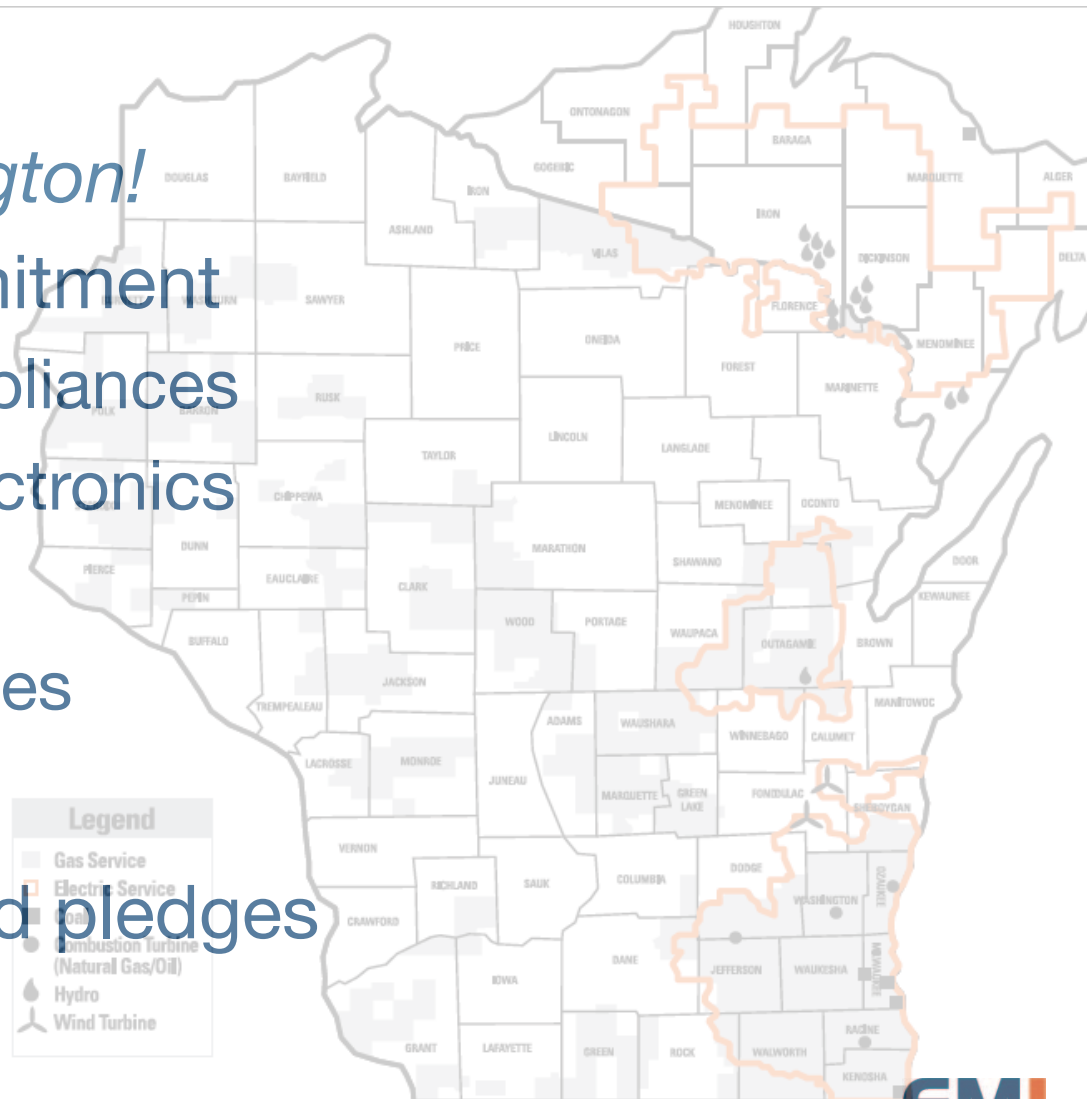
Takeaway

- We Energies used a simple pledge card commitment =>
- Despite limited program follow-up and no financial incentives...
- Sustained energy efficient actions over 18 months.



Program Description

- *Way to Save, Burlington!*
- Pledge card - commitment
 -  Use EE lighting/appliances
 -  Turn off/unplug electronics
 -  Turn off lights
 -  Water-saving devices
 -  Thermostat setting
- Contests – increased pledges



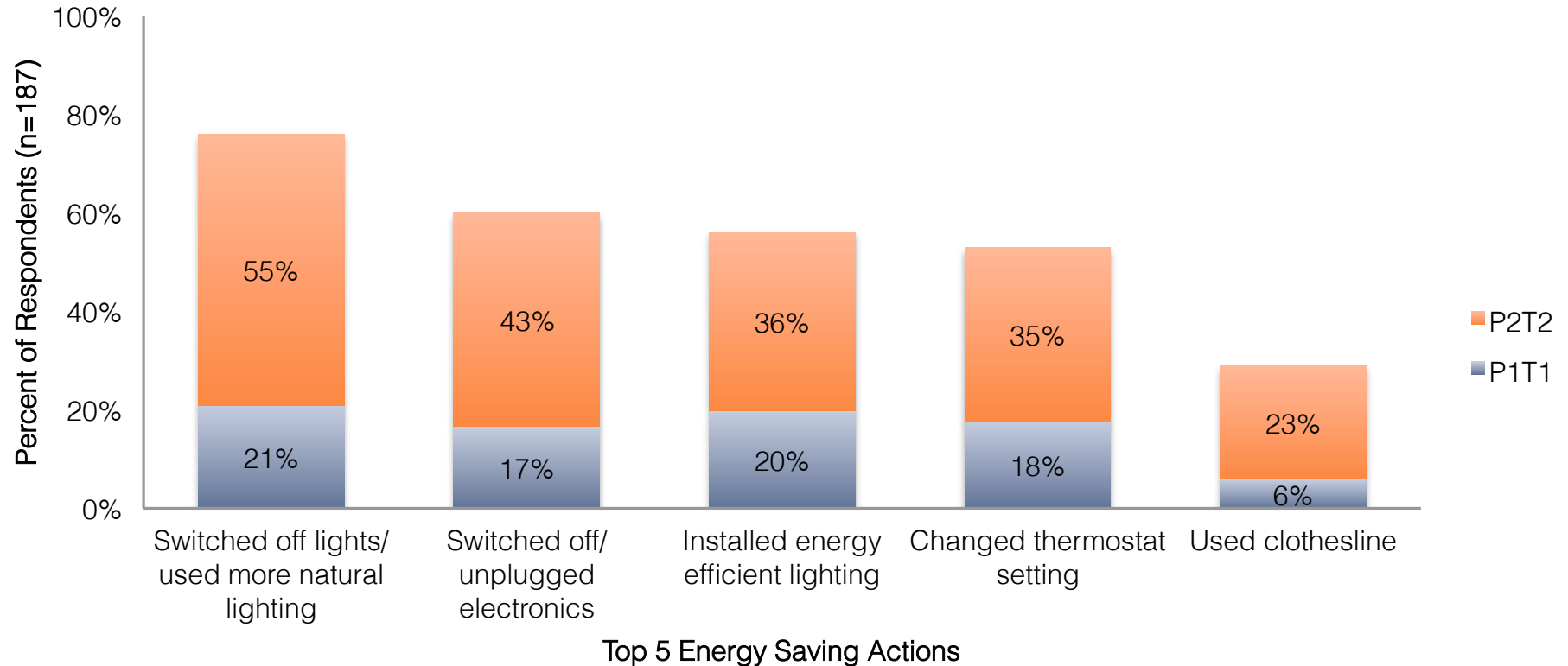
Methods

- Process evaluation
 - Longitudinal survey of participants over 4 time points: Nov 2011 – June 2013
 - Two sample groups

Sample Group	Time 1 (Nov-11)	Time 2 (Jun-12)	Time 3 (Nov-12)	Time 4 (Jun-13)
Phase 1	X	X	X	X
Phase 2		X	X	X

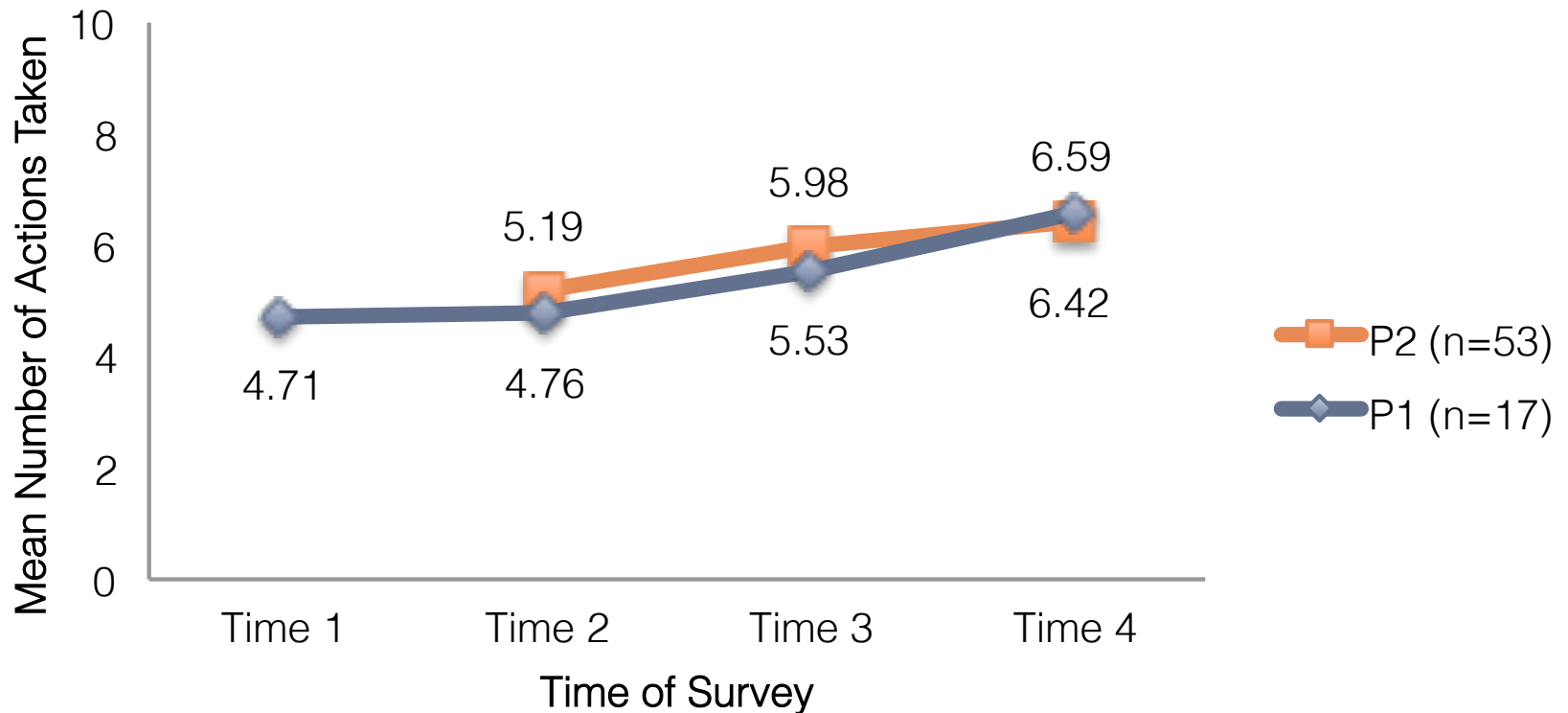
- Impact evaluation
 - Compared energy usage with control community
 - General population surveys for both communities

Types of Actions – Top 5



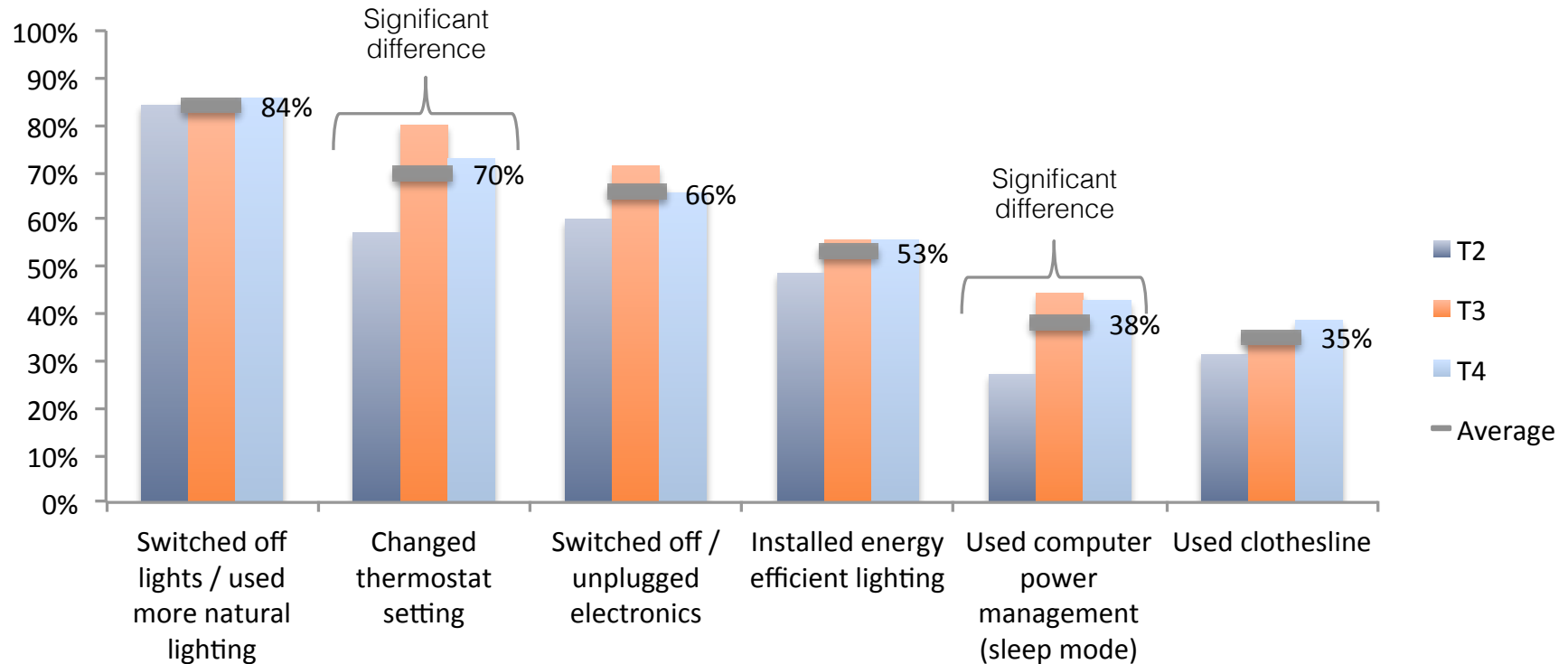
Number of Actions over Time

- Significant increase in actions from Time 2 to Time 4



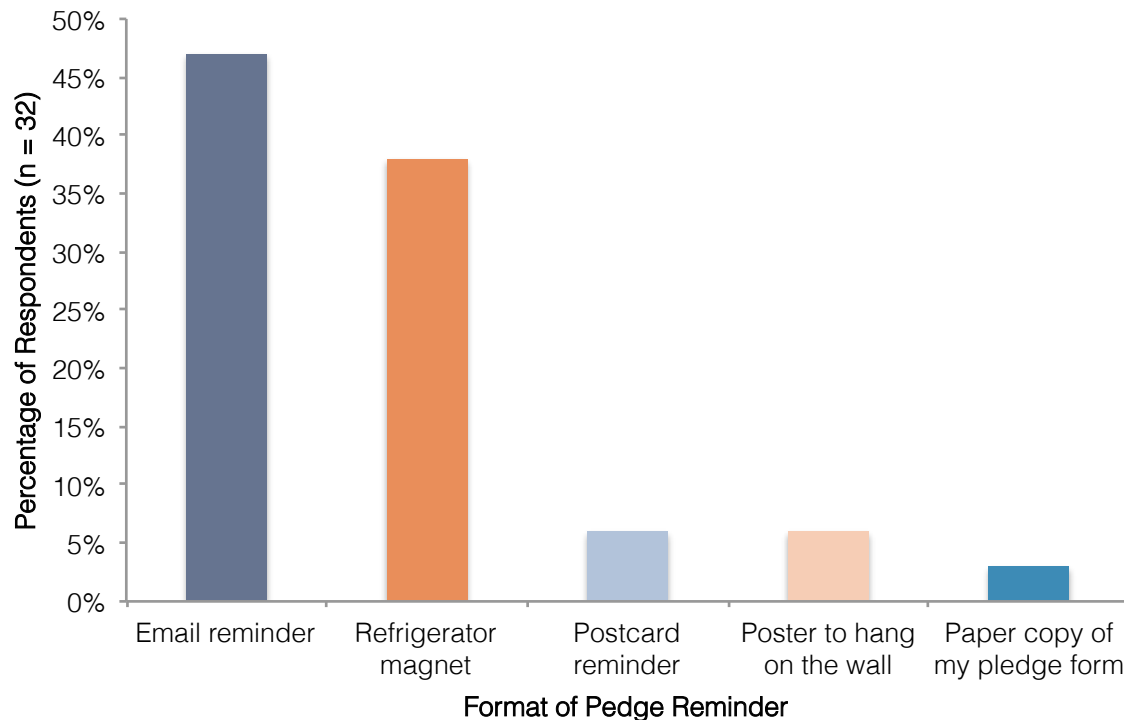
Types of Actions over Time

- Significant increase in:
 - Changing thermostat setting
 - Using computer power management



Pledge Recall

- The program did not provide pledge reminders
- Recalled pledging? = more actions taken (5.1 vs. 3.7).
- Recalled content of pledge? = more pledged actions (80% vs. 67%).
- Type of reminder desired:



Summary

- Pledge cards increase residential EE behavior, especially for those who can remember their pledge
- Actions increased over time, sustained even after 18 months
- Probably worked best for customers already highly motivated

Q & A

See BECC conference paper for more detail:

<http://escholarship.org/uc/item/2nhoh4nb>

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