

## Don't Deny, Encourage! A Primer on Randomized Encouragement Designs

Sébastien Houde, University of Maryland, Catherine Wolfram, University of California, Berkeley and Annika Todd, Lawrence Berkeley National Laboratory

Wednesday, December 10th

1:00 pm – 4:00 pm

Fee: \$40

Workshop is limited to 25 participants

In this workshop, participants will learn:

- What is a randomized encouragement design
- A simple introduction to the statistical theory behind randomized control trials
- How to implement randomized encouragement designs
- Examples and case studies of real-world randomized encouragement designs
- Alternative approaches to randomized encouragement designs.

### Who should attend:

Program managers in utilities, Public Service Commission staff and commissioners, public servants involved in program design and evaluation, academic researchers involved in the design and implementation of field experiments, and small non-profits interested in having their programs evaluated

### About the presenters:



**Catherine Wolfram** is the Cora Jane Flood Professor of Business Administration at the Haas School of Business and Co-Director of the Energy Institute at Haas, UC Berkeley. She received an AB in Economics from Harvard University and a PhD in Economics from MIT. Before joining the faculty at UC Berkeley, she was an assistant professor of economics at Harvard University. Her research focuses on the economics of energy markets. She has studied the impact of environmental regulation on energy markets and the effects of electricity industry privatization and restructuring around the world. She is currently implementing several RCTs to evaluate energy efficiency programs. Wolfram is a Research Associate at the National Bureau of Economic Research.



**Dr. Annika Todd** is a Senior Scientific Engineering Associate in the Electricity Markets and Policy Group at Lawrence Berkeley National Laboratory. Annika is an experimental and behavioral economist, and conducts research and analysis on Energy Efficiency, Demand Response, and Smart Grid topics, including Smart Grid Investment Grant (SGIG) Dynamic Pricing Projects, Evaluation, Measurement and Verification of Energy Efficiency Programs, and Technical Assistance to States on Energy Efficiency Programs.

Annika's research has included investigating the effect of prices and behavior-based factors on energy consumption through large-scale field experiments, including the effect of dynamic pricing, smart sensor technology, high frequency feedback, competition, micro-raffle incentives, information overload, and social incentives, as well as evaluating the overall impact of behavior-based energy efficiency programs.

Previously, Annika was a postdoctoral researcher at the Precourt Energy Efficiency Center at Stanford, working as part of a team that received a \$6 million grant to carry out experimental behavioral research from the U.S. Department of Energy's Advanced Research Projects - Energy (ARPA-E). She was also a co-chair of the Behavior, Energy & Climate Change (BECC) conference in 2010.

Annika has a PhD in Economics from Stanford University, and holds a BA in Molecular and Cell Biology as well as a BA in Economics from the University of California, Berkeley. She has extensive experience in experimental design, behavioral theory and models, statistical analysis and econometric techniques, behavioral financial markets, and game theoretic analysis.



**Sébastien Houde** is an Assistant Professor at the University of Maryland in the Department of Agricultural and Resource Economics. He received his PhD from Stanford University. His research at Stanford was funded by the Precourt Energy Efficiency Center at Stanford and the U.S. Department of Energy's Advanced Research Projects - Energy (ARPA-E). His research focuses on investigating different policy tools used to manage energy demand, with a particular emphasis on non-price instruments. He has designed several large field experiments to investigate the role of energy information on consumer behavior. He has also advised large corporations, such as Google and Sears Holding Corporation, as well of technology start-ups on the design of experiments.