



# “Connecting” Behavior Change to Energy Savings through Two- Way Technology

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# Presentation Overview

- ▼ **Overview of CEE**
- ▼ **Introduction to Connected and Behavior**
- ▼ **Sample Program Approaches**
  - HōM™ Energy Manager
  - eGauge, Efficiency Vermont
- ▼ **Closing Thoughts**



The slide features a background of four large, overlapping blue geometric shapes: a triangle at the top left, a triangle at the bottom left, a triangle at the bottom right, and a large quadrilateral in the center. The central quadrilateral is a lighter shade of blue and contains the text.

## OUR MISSION

CEE increases the effectiveness of energy efficiency programs by enhancing communications and harmonizing approaches across programs to advance energy efficiency for the public benefit.

# Opportunity: Connected Technology + Behavior

- ▶ Leverage behavior insights in new ways to provide a more engaging interaction for consumers
  - ▶ Target messaging to households' use and most promising savings opportunities
  - ▶ Evaluate and measure if energy use is changing
  - ▶ Measure for how long energy savings persists
- ↑ Energy Savings
- Demonstrate savings*



# Program Examples

▶ HōM™ Energy Manager

Duke Energy

▶ eGauge

Efficiency Vermont



# HōM™ Energy Manager

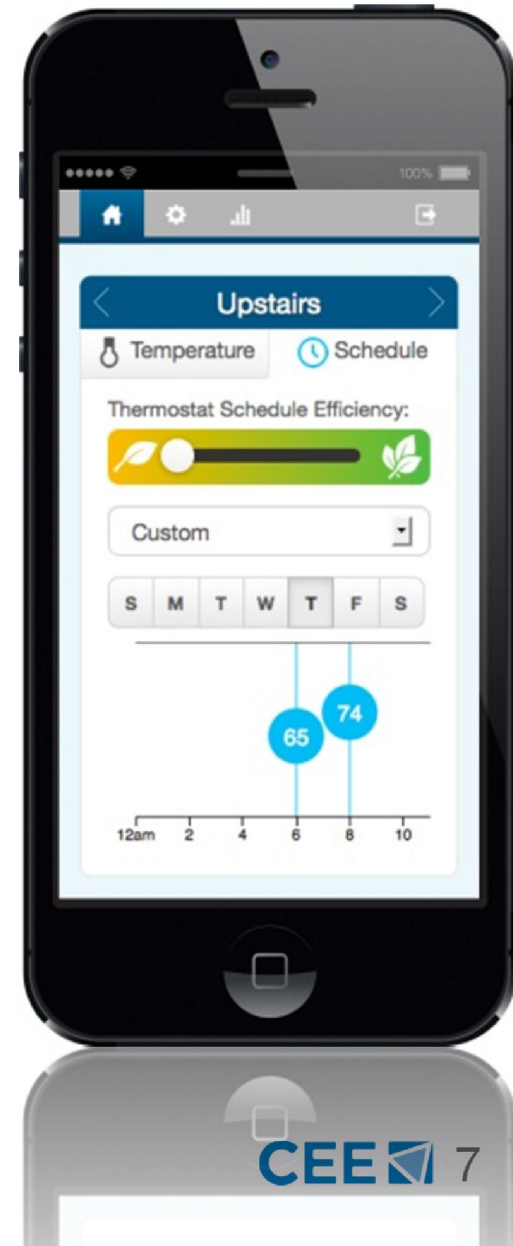
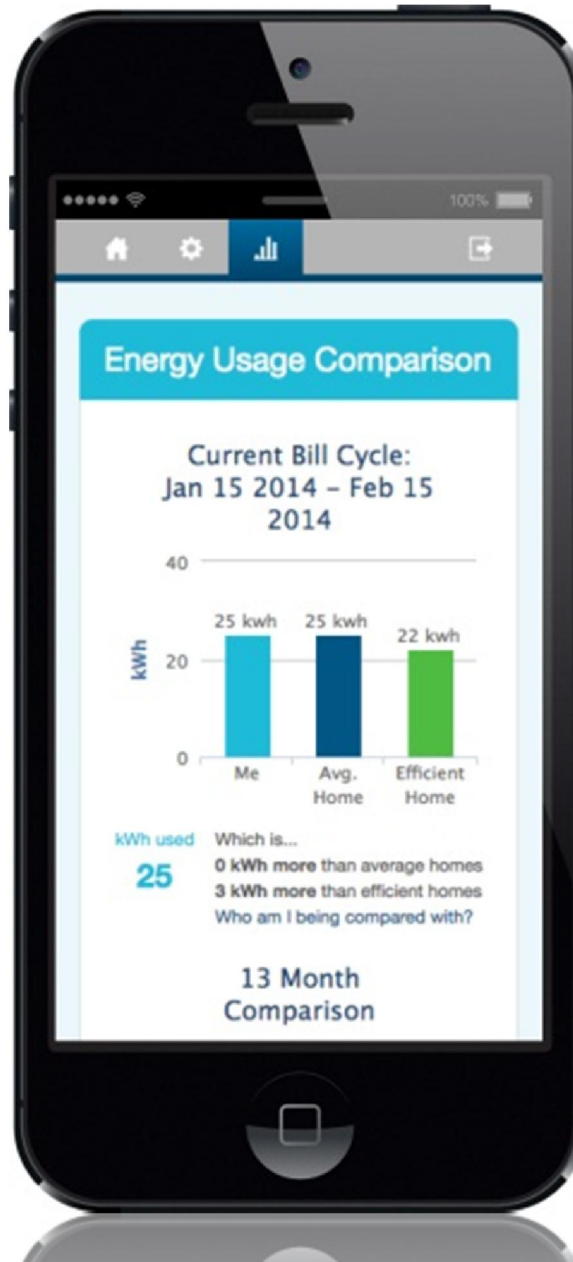
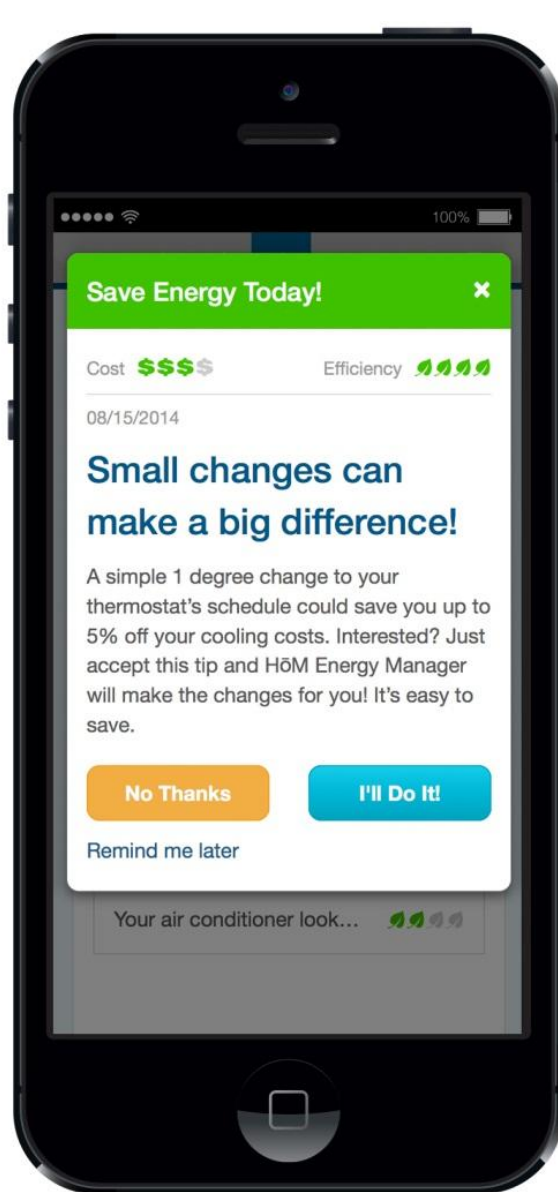
**Duke Energy** (both EE and DR)

- ▶ **Date:** launched June 2, 2014
- ▶ **Technology:** AMI meters
- ▶ **Interface:** web portal and app (via phone, computer, tablet)
- ▶ **Information provided:** tstat settings, schedule, tips, comparisons to similar households
- ▶ **Participants:** residential customers (nearly 1,000 installs)





▼ **Behavior Insights:** social norms, illusory superiority, anchoring, prompts, choice overload



# eGauge

## Efficiency Vermont

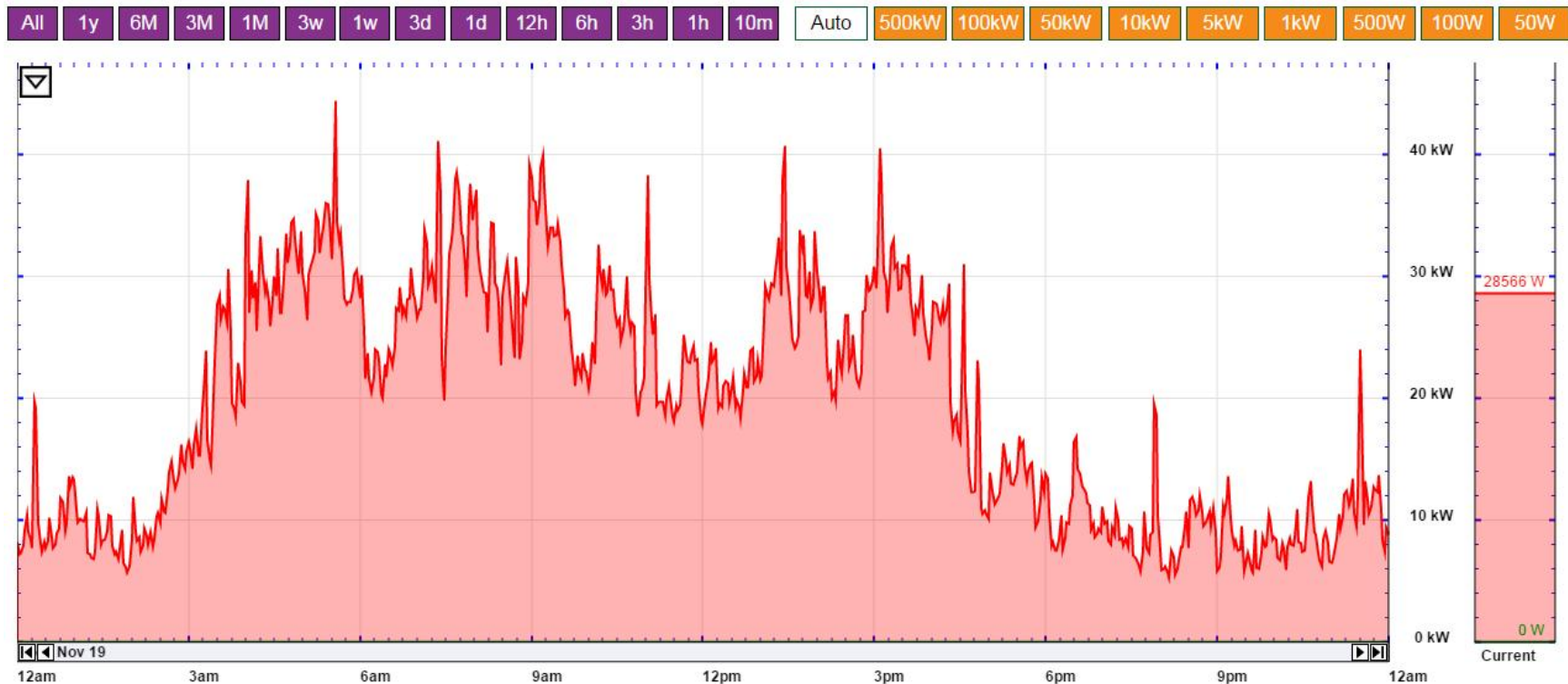
- ▶ **Technology:** eGauge meter
- ▶ **Interface:** publicly-viewable web portal
- ▶ **Information provided:** submetered energy use
- ▶ **Participants:** schools
- ▶ **Precursors:** participation in EVT program(s), energy audit, building benchmark assessment, questionnaire about goals for eGauge
- ▶ **Evaluation challenges:** difficult to parse out eGauge impact from EVT program participation





# eGauge

## Efficiency Vermont



### ▶ Behavior Insights

▶ Prompts

▶ Anchoring

# Overall Takeaways

- ▼ Managing expectations
- ▼ Technology → installation → related challenges
- ▼ Consider potential growth opportunities → technological needs of your program in the future?
- ▼ Privacy concerns may vary by sector
- ▼ Information alone is insufficient, but these technologies can help us determine which messages are most effective



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