“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
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

- HoM™ 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
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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