



Delivering More Savings: A Custom Approach to Energy Saver Kits

Behavior, Energy & Climate
Change Conference
December 9, 2014

How many of these do people need?



Does anyone actually want these?



Which would you eat more of?

Static kit



Custom kit

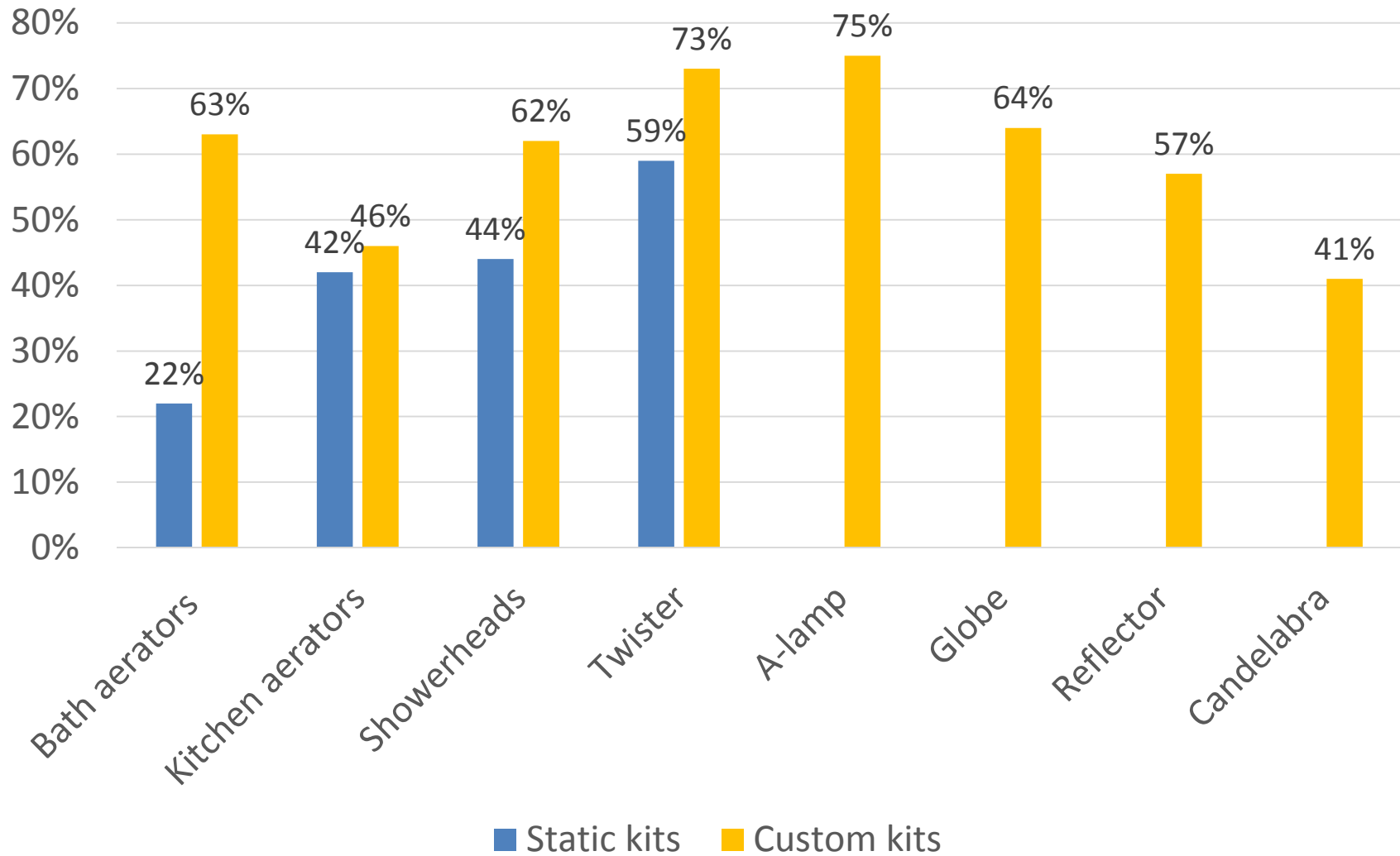


higher install rates
=
more satisfied customers
3 times the energy savings per kit!

A custom kit could contain...



Results: higher install rates



Conclusions & what's next

- Provide options and choice!
 - Maximizes savings
 - Improves customer satisfaction
- In 2015, we're replacing CFLs with LEDs (A-lamps and reflectors only)
 - Will be surveying again to gauge install rates for all devices and customer satisfaction



Thanks for listening!

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