



TEAM POWER SMART

BC Hydro's Behavioral Program

Jay Kassirer
BECC, Dec. 2014



A Low Involvement Product

support for

VS

engagement with

New Rates, Loyalty Program

- Residential Inclining Block
- Team Power Smart
 - Opt-in loyalty program (builds engagement)
 - Special offers, events, contests (e.g. Earthopoly, Science World social)
 - Regular communications
 - Online Member's Tool Box

Connecting with Existing Passions

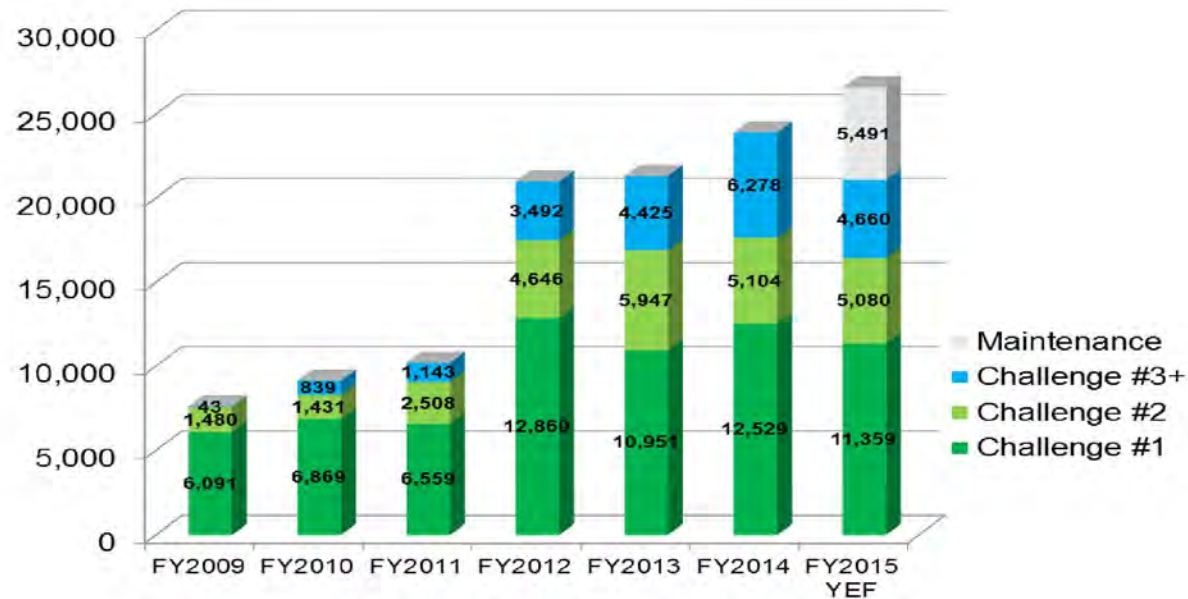


Goal Setting and Challenges

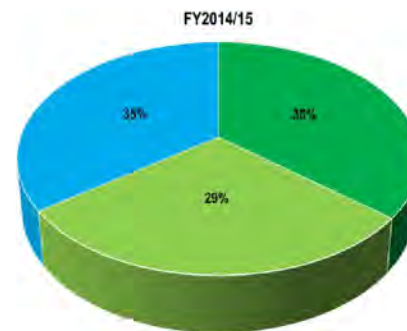
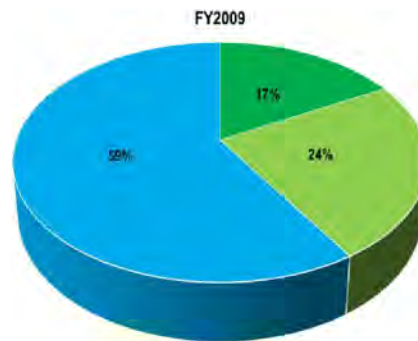
**JOIN TEAM POWER SMART
AND TAKE THE CHALLENGE**



Challenge Participation



- Pass (Save $\geq 10\%$)
- Save (Save $< 10\%$)
- Fail (Not Save)





Elements of Engagement

Affiliation

Feeling related to: connection, intimacy, identification, kinship or relationship, closeness, loyalty, ownership.

"This is who I am"

Enjoyment

Feeling good: satisfaction, functional benefits, hedonistic emotions

"I like this"

Resonance

Feeling attracted to: involvement, relevance, sharing values, wanting to learn about

"This is right for me"



**THANK YOU
FOR HELPING TO
PRESERVE BC**

JOIN TEAM POWER SMART AT BCHYORO.COM
AND DO EVEN MORE TO PRESERVE...

See the other side for details.

**TEAM POWER SMART
MEMBERS ARE
SMARTER WITH
THEIR POWER.**

BChydro 
powersmart

TEAM POWER SMART

TEAM POWER SMART

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power

TEAM POW

Energy Savings

FY	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015 YEF	Total
GWh	1.8	5.2	3.4	8.6	7.1	9.6	10.3	46.0

FY2010, 2011 and 2012 validated through Impact Evaluation

Lessons Learned

- Cash incentives: competence vs control
- Various levels of motivators and barriers
- Sometimes you will want to promote more than a few behaviors at first
- Three components of engagement
- Further details: SMQ Sept. 2014



Cullbridge™ Marketing and

BECC Conference 2014

Recent Changes

- Smart meters introduced
- Increased focus on segmentation and individualization in communications
- Challenge incentive reduced to \$50
- Maintenance incentive of \$25 introduced

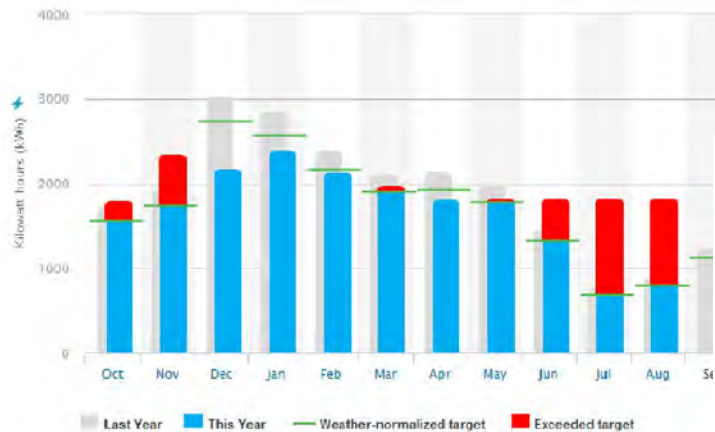
Recent Changes

- New tracking option highlights progress relative to challenge goal

MEMBER TOOL BOX

Your 10% Reduction Challenge Progress
October 1, 2013 to September 30, 2014

Usage Progress Help



Overall electricity use
vs. previous 12 months

↓ 3%

Share on Facebook

MEMBER TOOL BOX

Your 10% Reduction Challenge Progress
March 1, 2014 to February 28, 2015

Usage Progress Help



Overall electricity use
vs. previous 12 months

↓ 12%

Not so good Fantastic

You have
127 days
left in your challenge.

Your 12-month target is:
11,310 kWh

On the Horizon

- Smart homes
- Increasing standardization e.g. Green Button
- Open source data analysis and reporting
- Online gaming

Thank you

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TEAM POWER SMART



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