BC Hydro’s Behavioral Program
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

- FY2009: Pass (Save ≥10%) 38%, Save (Save <10%) 21%, Fail (Not Save) 41%
- FY2014/15: Pass (Save ≥10%) 31%, Save (Save <10%) 31%, Fail (Not Save) 38%
Proud to be a Team Power Smart Member.
**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”
## Energy Savings

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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
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
On the Horizon

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

TEAM POWER SMAR

Jay Kassirer
Cullbridge Marketing & Communications | Tools of Change
(613) 224-3800
kassirer@cullbridge.com
www.cullbridge.com