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Paving the Way for a Richer Mix of Residential Behavior Programs



Prepared for:

The California Investor-Owned Utilities: Pacific Gas & Electric, Southern California Edison, San Diego Gas & Electric, and Southern California Gas

CALMAC Study ID: SCE0334.01

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The logo for Cadmus, consisting of the word "CADMUS" in white, uppercase, sans-serif font, centered within a dark blue rectangular box.

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Anne Dougherty
Opinion Dynamics Corp.



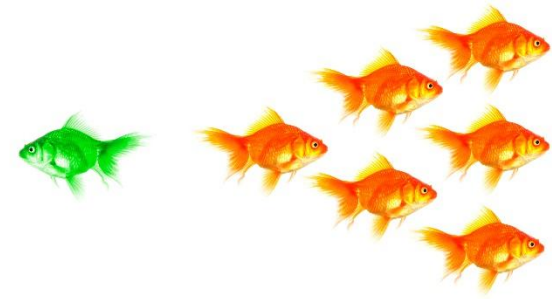
Opinion Dynamics

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5 Behavioral Concepts



Social Norms – “Everybody is doing this!”

Cognitive Dissonance – “If you are concerned about X, this is a great idea for you.”
“Everyone that is concerned about X is doing this.”

Certainty Bias – Apply in the Renewable Energy Field. Once capital investment is made, the return on that investment is known.

Choice Overload – People often choose to do nothing, when presented with a long list of options.

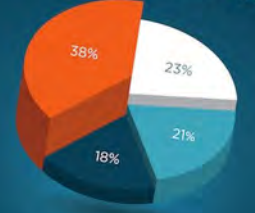
Loss Aversion – The pain of loss is greater than the joy of gain, for equal sized changes.

Choice Overload

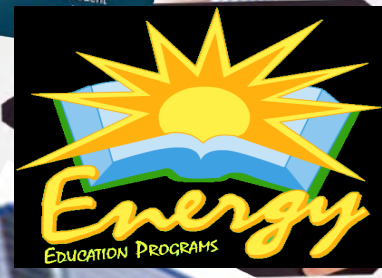


Personnel

2015 BUDGET REQUEST



Choice Overload



DEADLINE

Payroll

Operations



Choice Overload





Best Option



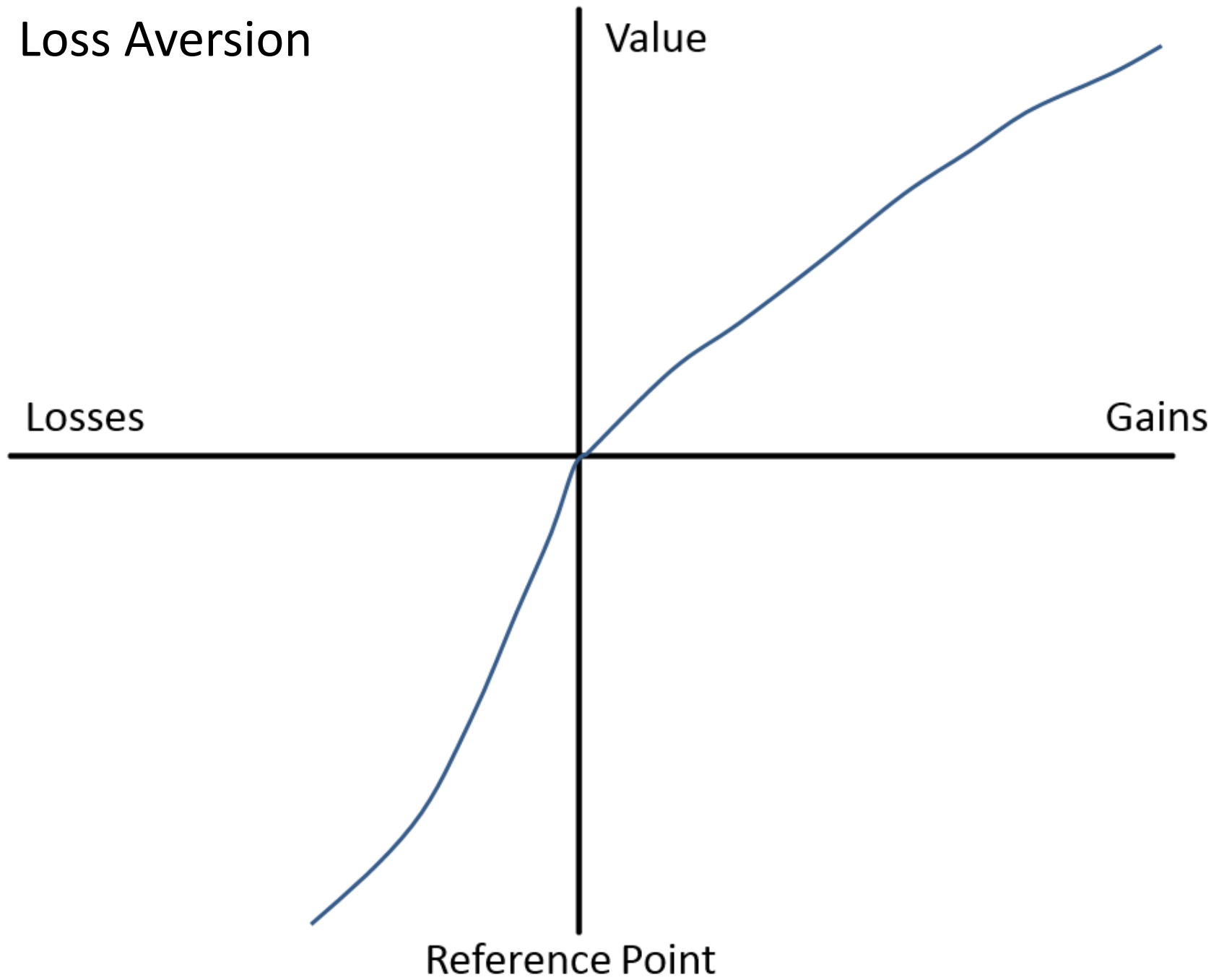
Inbound Calls





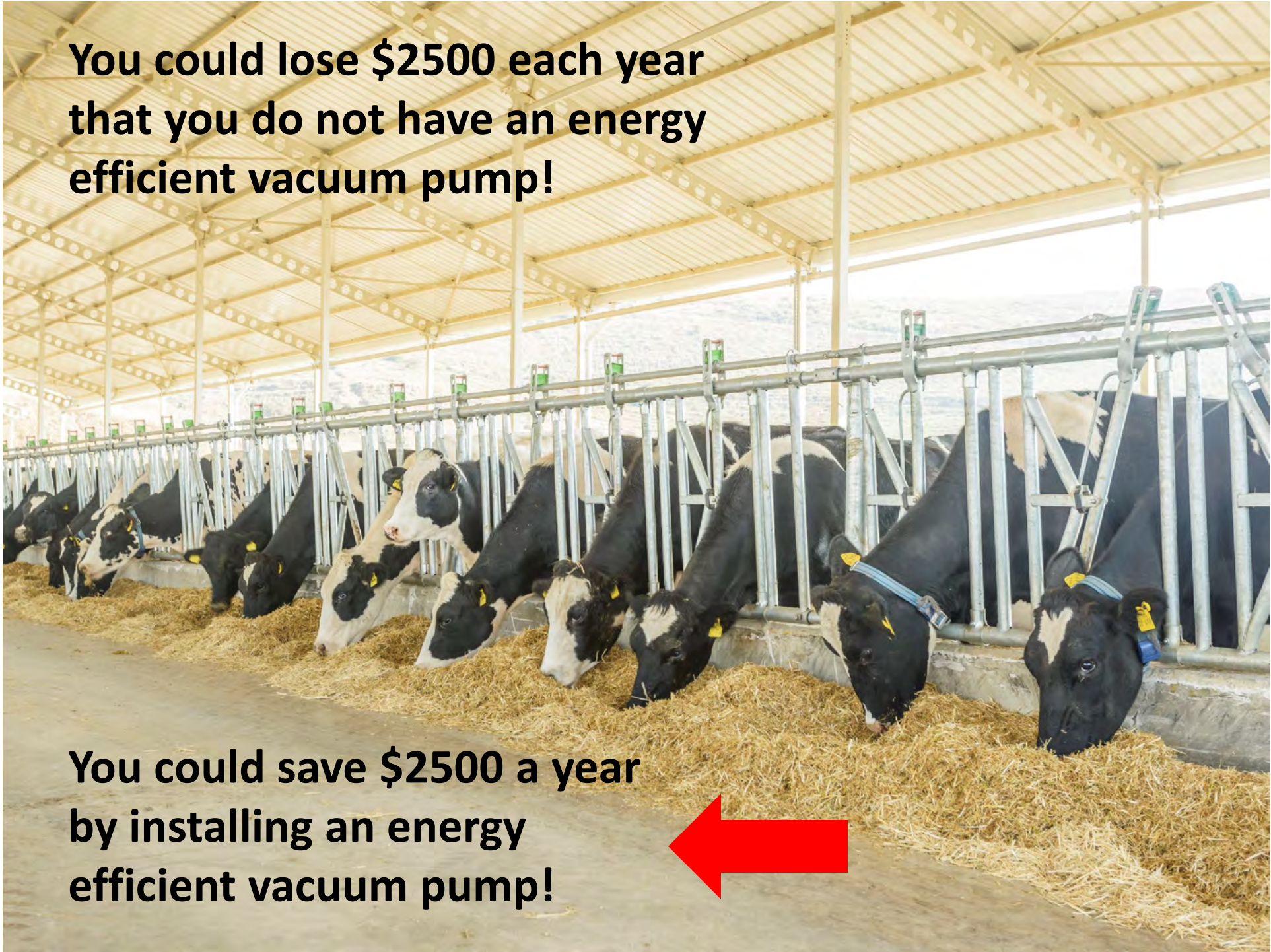
Best Option

Loss Aversion



**You could lose \$2500 each year
that you do not have an energy
efficient vacuum pump!**

**You could save \$2500 a year
by installing an energy
efficient vacuum pump!**





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