Addressing the affordability gap through behavior change & education

BECC 2014
Myriam Tourneux
Home energy affordability gap

Bill > 6% gross income (478,996 Marylanders)
Below 50% FPL: 38%; 200% FPL: 8%

Can Behavior change solve the issue?

<table>
<thead>
<tr>
<th>Recommended Temperature</th>
<th>Our clients</th>
</tr>
</thead>
<tbody>
<tr>
<td>68°F IN WINTER</td>
<td>72.8°F</td>
</tr>
<tr>
<td></td>
<td>68.9°F</td>
</tr>
</tbody>
</table>

Who do we work with and for?

- Senior
- Woman
- Renter
- Disabled
- Worker
- In Crisis
- Transient
- Budget billing
- Single parent
Challenges & barriers

**Availability** *(crisis, daycare, several jobs)*
**Focus** on other primary needs *(rent, food, medication)*
**Transportation** *(no car, medical and disabling condition(s))*
**Literacy** *(incl. computer)*
**Lack of** energy education
Education and energy “boring”, not “sexy”
**Defiance** toward landlords and utility companies
“Can I access your service?”

- Go where clients are already going
  - In-person workshops at partners’ locations (*implementation*)

- Remote access
  - Educational game (*implementation*)
  - Smartphone friendly
  - [www.wattwatchersmaryland.org](http://www.wattwatchersmaryland.org)

- Go where people live
  - Community-programs (*pilot*)
  - Affordable housing
“Why should I care?”

Empowerment

“Those who do feel powerless are not informed because the reality is you have all the power and all the control “, Leslie Broadway
By the way, this is an education program…

• Fun as a group, demonstration (in-person)
• Audience-driven (in-person)
• Gamification (online)

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• Family project (online & in-person)
By the way, you will save money…

TAKE A SHOWER
NOT A BATH.
A bath uses up to 6 times more water than a 5-minute shower.

TAKE ADVANTAGE OF FREE PROGRAMS IN YOUR COMMUNITY
Learn more at fuelfundmaryland.org.
SAVE UP TO $400 PER YEAR AND FORGET THE FIRST AID KIT.
Set your water heater at 120°F
Impact evaluation (RCT)

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Program Design ← Evaluation Design
Key Words

Access | Empowerment | Credibility | Partners | RCT | Benefits | Fun

INDIVIDUALS
Thank you!

Fuel Fund of Maryland
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