

behavior, energy & climate change
becc



2015 Behavior, Energy & Climate Change Conference

A conference focused on understanding the behavior and decision-making of individuals and organizations and using that knowledge to accelerate our transition to an energy-efficient and low-carbon future

Sunday, October 18

9:00 AM –
5:00 PM

Pre-Conference Workshops (see back page for list)

7:00 PM –
9:00 PM
Regency
A-B-C

Kick-Off Program and Dessert Reception

Registration 6:00 – 9:00 PM

Reception sponsored by **ILLUME**

Libations sponsored by **OPOWER**

Monday Morning, October 19

7:00–8:15 **Continental Breakfast and Registration**

8:30 –
10:00 **Opening Plenary**

Regency
A-B-C

Welcome:
BECC Conference Directors and Co-Chairs

Keynote: The Emerging Alliance of Religion and Ecology

Mary Evelyn Tucker, Director, Forum on Religion and Ecology, Yale University

The Forum on Religion and Ecology is the largest international multireligious project of its kind. With its conferences, publications, and website, it is engaged in exploring religious worldviews, texts, ethics, and practices to broaden understanding of the complex nature of current environmental concerns. The forum recognizes that religions need to be in dialogue with other disciplines (e.g., science, economics, education, and public policy) in seeking comprehensive solutions to both global and local environmental problems.

10:00–10:30 **Morning Break**

Sponsored by **Itron**

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convened by



Monday Morning

10:30–12:00 Concurrent Sessions 1	
Golden State	<p><u>1A - Lightning Session: Using Data to Draw New Insights</u> Moderator: Sharyn Barata, Itron, Inc.</p> <ul style="list-style-type: none"> • Utility Program Response Modeling: A Three-Stage Approach – Siddharth Patel, Stanford University • Customer Attrition Patterns: Who Drops Out from SCE's Care Program? – V. Melanie Edel, Southern California Edison • Prioritization among Different Goals in Energy Decisions: A Fuzzy Logic Approach with Evidence from Asian Households – Constantinos Spandagos, The Hong Kong University of Science and Technology • Engaging with a Thermostat: Using Seasonal and Connectivity-Based Differences in Residential Thermostat Use to Maximize Savings – Monica Curtis, Wisconsin Energy Conservation Corporation • Decision Modes' Influence on Energy Choices in the US and Switzerland – Karoline Gamma, Columbia University • Building User Audit Capturing Behavior, Energy, and Culture – Julie Kriegh, University of Washington • Statistical Analysis vs. Modeling...Let's Get Ready to Rumble – Mark Gately, Tendril • Information Impact on Consumer Behavior Change – Kazuyoshi Hidaka, Tokyo Institute of Technology
Regency E	<p><u>1B - How Do We Make Decisions?</u> Moderator: Jennifer Hampton, Navigant Consulting</p> <ul style="list-style-type: none"> • Giving the Future a Chance – Elke Weber, Columbia University • The Neuroeconomics of Energy-Efficient Purchases – Nik Sawe, Stanford University • Assessing Basic Consumer Attitudes about Energy – Amy Moors, University of Michigan
Carmel	<p><u>1C - Best Practices in Program Design</u> Moderator: Bruce Cenicerros, Sacramento Municipal Utility District</p> <ul style="list-style-type: none"> • What Makes a Difference? Get the Most from an Online Audit and Feedback Program – Patrice Ignelzi, Applied Energy Group • Insights into the Hard-to-Reach Moderate-Income Residential Market – Jennifer Cathcart, Vermont Energy Investment Corporation • Tenant Engagement in Rental Housing: Evaluating a Behavioral Approach to Energy Savings – Lauren Ross, American Council for an Energy-Efficient Economy • Learning from the Past to Inform Future Work: Trends in Behavior-Based Efficiency Programs – Claire McIlvennie, Consortium for Energy Efficiency
Big Sur	<p><u>1D - City Opportunities for Energy Savings in Commercial Buildings</u> Moderator: Alison Schwabe, McKinstry</p> <ul style="list-style-type: none"> • City-Level Estimates of Behavior-Based Energy Savings Opportunities in Commercial Buildings – Karen Ehrhardt-Martinez, Human Dimensions Research • Incentives for Technology Adoption: Evaluating Performance in the DOE Better Buildings Challenge – Omar Asensio, University of California, Los Angeles • Using Open Data to Predict Energy Usage: Intensity in New York City – Theodore Love, Green Energy Economics Groups
Regency F	<p><u>1E - Smart Thermostats and Technologies</u> Moderator: Mary Sutter, Opinion Dynamics</p> <ul style="list-style-type: none"> • Impact of Smart Technology on Consumer Welfare: Evidence from a Large Randomized Smart Grid Experiment – Matthew Harding, Duke University • A Demand Response Double Play: Residential Peak Time Rebate and Smart Thermostat Programs – George Jiang, Itron • Smart Thermostats: Results from a Multi-Pilot Research Collaborative – Jennifer Robinson, Electric Power Research Institute • Getting Smarter? Evidence of Savings from the Nest Thermostat – Debbie Brannan, Navigant Consulting
Regency D	<p><u>1F - Discussion Panel: Can New Mobility Services Lead to Energy/GHG Savings?</u> Moderator: Regina Clewlow, Stanford University Panelists:</p> <ul style="list-style-type: none"> • Jonathan Hall, Uber • Emily Castor, Lyft • Matt George, Bridj • Sean Walcott, RideScout • Brendon Harrington, Google
12:00–1:30 Lunch – Regency A-B-C	
<p>Lunch Session: Growing BECC Communities – Tahoe, 2nd Floor (Limit 50) This special lunch session will discuss how and why to organize your own local BECC group. Moderator: Kathy Kuntz, Cool Choices Panelists:</p> <ul style="list-style-type: none"> • Lindsey Maser, City of Portland • Susan Mazur-Stommen, Indicia Consulting • Karen Ehrhardt-Martinez, Human Dimensions Research Associates 	
12:00–1:30 Student Lunch – Capitol View, 15 th Floor	

Monday Afternoon

1:30–3:00 Concurrent Sessions 2

2A - Lightning Session: Transportation Behavior

Moderator: Jacob Ward, US Department of Energy

Golden State

- **EV Rate Adoption Tactics: What Matters Most to Customers?** – Calder Silcox, Pacific Gas and Electric Company
- **Bay Area Bike-to-Work Day: Promoting Transportation Behavior Change** – Jeff Ang-Olson, ICF International
- **Automated Vehicles and Sustainability: The Route Requires Smart Planning** – David Miller, Stanford University
- **Effect of Policies for Vehicle Manufacturers in Nash Equilibrium** – Alan Jenn, Carnegie Mellon University
- **Intergenerational Differences in Driver's Licensing Delay** – Calvin Thigpen, University of California, Davis
- **Fuel-Related Emissions Savings from EVs Relative to All-Gas Vehicles** – Peter Sopher, Environmental Defense Fund
- **Climate Initiatives Program Evaluation** – Stefanie Hom, MTC
- **BEVs: Who Buys, Might Buy, and What Can Induce Them To Buy? Findings from Data-Mining Analysis of New Car Buyers' Profiles** – Rubal Dua, KAPSARC

Regency E

2B - Scaling Up Community Solar

Moderator: Brad Langley, Tendril

- **A Prosperous Marriage? Combining Community Solar and Demand Response** – Jill Cliburn, Cliburn and Associates
- **Smart in Going Solar? SmartSolar Lays It Out** – Michael Denevan, Community Energy Services Corp
- **Solarize Connecticut: A Community-Based Approach to Expanding Residential Solar** – Brian Keane, SmartPower

Carmel

2C - Designing Programs for Success

Moderator: Therese Peffer, University of California, Berkeley

- **TIPs for Success: The Target Behavior, Intervention, and Population Model** – Meghan Bean, Research Into Action
- **A Behavioral Program in New York: Changing Recycling and Energy Behaviors** – Lisa Heidell, Skumatz Economic Research Associates
- **Socio-Demographics and Sustainability Value Propositions in DSM Programs** – Alexander Novie, DNV GL
- **If You Build It, They Will Come, Again and Again: Effective Tools for Engaging Customers to Leverage Smart Meter Data Analytics and Energy Efficiency** – Kevin Duffy, ICF International

Regency F

2D - From Behavior to Culture Change

Moderator: Cindy Frantz, Oberlin

- **Co-Designing with Office Workers to Reduce Energy Consumption and Improve Comfort** – David Keyson, TU Delft
- **The Persistence and Proliferation of Pro-Environmental Conservation Behaviours Post-Intervention: An Evaluation of the Start Green Behavioural Intervention Program** – Sarah Barnett-Burns, University of Toronto
- **David, Goliath, and Finding Nemo: The Art and Science of Storytelling for EE** – Sabrina Cowden, Milepost Consulting

Big Sur

2E - Water

Moderator: Cathleen Chavez-Morris, Los Angeles Department of Water and Power

- **Saving Water Through Behavior Changing Technologies** – Todd Levin, Argonne National Laboratory
- **Water Meters to Promote Residential Water Conservation** – Joseph Schmitt, Action Research
- **Whetting Customer Appetite for Energy Savings in California's Fourth Year of Drought** – Martha Thompson, Evergreen Economics
- **Behavioral Water Efficiency: Drought Relief or a Way of Life?** – Weston McBride, WaterSmart Software

Regency D

2F - Discussion Panel: Where Are the People? New Considerations for Climate Policy

This panel brings a focus on behavior to the problems of state-level climate policy by considering how large-scale GHG reduction policies can involve people themselves as shapers of behavior and emissions, versus working at cross purposes to them. The panel builds on research just completed for the California Energy Commission. The Advanced Residential Energy and Behavior Analysis (AREBA) project posed the question, "Where are the people?" and asked, "If the energy user is ignored or misrepresented, what are the consequences?" The panel has three components: (1) AREBA findings, (2) presentation of policy-critical questions, and (3) a focused discussion by a panel of policy experts and advocates.

Moderator: David Hungerford, California Energy Commission

Panelists:

- Anthony Eggert, ClimateWorks
- Loren Lutzenhiser, Portland State University
- Andrew McAllister, California Energy Commission
- Alan Sanstad, Lawrence Berkeley National Laboratory

3:00-3:30 Afternoon Break

Sponsored by



Monday Afternoon

3:30–5:00 **Concurrent Sessions 3**

Golden State

3A - Lightning Session: Innovations in Program Design

Moderator: Chris Jones, University of California, Berkeley

- What Works for Utilities with Home Energy Reports and Which Groups to Target Next – Ryan Austin, E Source
- How Can We Optimize Home Energy Report Reduction to Fit with Portfolio Needs? – Hannah Arnold, Opinion Dynamics
- From Games to Collaborative Transformation: The Fun, Social, and Easy Way to Build a Movement – Raj Shukla, Cool Choices
- Greater Behavior Change with Hardware-Free Appliance Level Feedback – Bruce Townson, Ecotagious
- A Data-Driven Approach to Plug Load Energy Reduction Programs – Moira Hafer, Stanford University
- Switch It! Change It! Save It! Lessons from a Social Marketing Campaign to Reduce Residential Energy Use – Nick Schwab, Center for Social and Behavioral Research
- Doing Good or Undoing Harm: Framing Voluntary Contributions to Climate Change Mitigation – Julia Blasch, ETH Zurich
- Default Bias, Follow-On Behavior, and Welfare in Residential Electricity Pricing Programs – Annika Todd, Lawrence Berkeley National Laboratory

Regency E

3B - Organizational Behavior

Moderator: Inês Azevedo, Carnegie Mellon University

- Understanding Behavioural Factors which Influence Organizational Decision Making – Daniel Alford, Department for Energy and Climate Change
- Behind the Curtain: The Relationship between Behavior and Operational Savings – Greg Wikler, Navigant Consulting
- A Model for Measuring Behavioral Change in Universities: The Michigan Experience – Robert Marans, University of Michigan
- Corporate Priority Action Items: A Lesson in Middle-Out Behavior Change – Lara Buluc, US Forest Service

Big Sur

3C - Accelerating the Adoption of Electric Vehicles

Moderator: Tom Turrentine, University of California, Davis

- Paving a Path to Smart Charging: PG&E and BMW Explore How Managed Charging and Second Life Batteries Can Support the Grid While Reducing the Cost of Electric Vehicles – David Almeida, Pacific Gas and Electric Company
- Expanding Electric Vehicle Access – Georgina Arreola, Center for Sustainable Energy
- New Car Dealers and Retail Innovation in the US Plug-In Electric Vehicle Market – Eric Cahill, University of California, Davis
- Does Public Charging Infrastructure Sell Electric Vehicles? – Gil Tal, University of California, Davis

Regency F

3D - How Do You Evaluate This?

Moderator: Alex Dunn, Research into Action

- Alternatives to Randomized Control Trials: Addressing the Growing Pains of Opt-Out Programs – Brian Arthur Smith, Pacific Gas and Electric Company
- Strategic Energy Management: Keys to Behavioral and Operational Change – Ryan Kroll, Michaels Energy
- Savings Beyond the Tracking Sheet: Measuring Behavioral Change at a Community Level in Ohio's Community Energy Savers Pilot – Courtney Henderson, Illume Advising
- A Framework for Organizational Culture and Behavior Change – Sarah Smith, Prism Engineering

Carmel

3E - Walking the Talk: Attitudes and Behavior Influence Policy

Moderator: Annalisa Schilla, California Air Resources Board

- Valuing NIMBY Concerns about Wind Farms in Massachusetts – Julian Lamy, Carnegie Mellon University
- Reaching Customers at a Critical Moment: The Impact of Exposure to Total Lifecycle Cost Information during Online Product Search – Lucy Morris, Pacific Gas and Electric Company
- The Influence of Consumer Trust on the Willingness to Pay for Improvements in Building Energy Rating Levels in Ireland – Geertje Schuitema, University College Dublin

Regency D

3F - Discussion Panel: What's in a Frame? Behavior Frameworks, Definitions, and What We Really Mean by Behavior-Based Programs

Moderator: Kira Ashby, Consortium for Energy Efficiency


The term "behavior-based program" means different things to different people. Yet how behavior is defined can affect whether energy efficiency programs can claim savings from behavior-based efforts and, as a result, the extent to which they can employ these approaches. This panel will highlight several distinct behavioral frameworks and definitions and illustrate how these frameworks relate both to each other and to the broader social science research on which they are based.

Panelists:

- Jane Peters, Research Into Action
- Susan Norris, Pacific Gas and Electric Company
- Michael Li, US Department Of Energy
- Dian Grueneich, Precourt Energy Efficiency Center, Stanford University

5:30–7:00

Poster Reception (Regency A-B-C)

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Tuesday Morning

8:30–10:00 Concurrent Sessions 4	
Golden State	<p><u>4A - Lightning Session: Marketing</u> Moderator: Maria Vargas, US Department of Energy</p> <ul style="list-style-type: none"> • The Key to Success That Everyone Misses: A Strong Brand – Roya Kazemi, GreenNYC • Top Ten Best Practices to Engage and Educate Shoppers @ Retail – Mitch Moore, Center for Sustainable Energy • Customers Know Best When It Comes to Behavior Change: Are You Listening? – Brian Borchers, Direct Options • Bridging the Gap between Awareness and Action: Making Energy Efficiency Matter – Ashley Nicholls, KSV • But I'm Not Like the Joneses: Improving Customer Satisfaction with Home Energy – Amy Meyer, Navigant Consulting • Don't Show Me the Money: Why Not to Choose Financial Messaging to Influence Your Low-Income Customers – Erin Sherman, Opower • Putting Data to Work: Five Steps for Data-Driven Customer Engagement – Kristen Karls, Tendril • It's Not Green. It's Red, White, and Blue: Military Energy Messaging – Laura Michael, Booz Allen Hamilton • Using Street Teams to Drive Behavior Change – Erin Cawley-Morse, C+C
Regency E	<p><u>4B - Innovations and Impacts of Strategic Energy Management</u> Moderator: Ingrid Rohmund, Applied Energy Group</p> <ul style="list-style-type: none"> • Validating the Effectiveness of Strategic Energy Management Programs – Anna Kelley, Cadmus • Energy Management Practices in Ontario Hospitals – John Maiorano, University of Toronto • Energy Strategies in Retail: Who Does What with Data and Analytics? – Kathryn Janda, University of Oxford
Big Sur	<p><u>4C - International Perspectives on Behavior Policy</u> Moderator: Margaret Taylor, Stanford University</p> <ul style="list-style-type: none"> • Are Current Energy Efficiency Policies Promoting a Change in Behavior and Sufficiency? – Alan Meier, Lawrence Berkeley National Laboratory • How Might Citizen Engagement Affect Energy Policy Design? – Robert Marchand, University of Sheffield • A Tale of Two Countries: Influencing Energy Use Behavior in Non-US Markets – Joe Lopes, DNV GL • Improving the Energy Efficiency of the Housing Stock: Evidence From the UK and New Zealand – Aimee Ambrose, Sheffield Hallam University
Regency D	<p><u>4D - Perspectives on Implementing National, State, and Utility Policy</u> Moderator: Michael Li, US Department of Energy</p> <ul style="list-style-type: none"> • Achieving Ambitious Energy Efficiency Targets: Emerging Opportunities for Existing Buildings – Jan Berman, Pacific Gas and Electric Company • Quantifying and Benchmarking Behavioral Opportunity for Energy Resource Programs – Amanda Dwelley, Illume Advising • 111(d) as an Impetus for State Energy Efficiency – Mary Shoemaker, American Council for an Energy-Efficient Economy • Why 25 Years of an Evolving Energy Code Do Not Make More of a Difference – Charles Withers, Florida Solar Energy Center
Regency F	<p><u>4E – Segmentation: Learning from Users</u> Moderator: Susan Norris, Pacific Gas and Electric Company</p> <ul style="list-style-type: none"> • Who Are the “Low Users” and What Can We Learn From Them? – Reuben Deumling, Lawrence Berkeley National Laboratory • Hispanics and Energy: An Insight into Beliefs and Behaviors – Catalina Lamadrid, Inova Energy Group • Hit “Run” to Go Back to the Schedule! – Joana Abreu, Fraunhofer USA SCE
Carmel	<p><u>4F - Driving Energy Reductions in Commercial Buildings</u> Moderator: Jennifer Amann, American Council for an Energy-Efficient Economy</p> <ul style="list-style-type: none"> • Rock the Watt: Lessons Learned From a Conservation Campaign at Pacific Northwest National Laboratory – Kathleen Judd, Pacific Northwest National Laboratory • Understanding Motivations and Barriers of Small Business Decision Makers: A More Effective Approach to Developing Targeted Communications – Pamela Wellner, Center for Sustainable Energy • Institutional Change in Energy Management of Federal Government and Commercial Buildings – Hayes Jones, US Department of Energy
10:00-10:30 Morning Break	
Sponsored by 	

Tuesday Morning

10:30–12:00 Concurrent Sessions 5

Golden State	<p><u>5A - Lightning Session: Technology</u> Moderator: Ed Wisniewski, Consortium for Energy Efficiency</p> <ul style="list-style-type: none"> • How to Accelerate Behavioral Program Innovation – Josh Schellenberg, Nexant • Affecting Lighting-Related Behaviors in a Connected World – Kevin Price, Evergreen Economics • How Can We Utilize Smart Grid Data? Policies That Foster Innovative Residential Customer Engagement Programs – Olivia Patterson, Opinion Dynamics • Short People Need Hotter Water – Gary Klein, Gary Klein and Associates • An Unlikely Match: What Behavior Programs Can Learn from Online Dating – Masumi Izawa, Cadmus • Engaging Women for Grassroots Behavior Change in Clean Cooking – Genevieve Smith, University of California, Berkeley • It's Automatic! Overcoming Behavioral Barriers with Technological Developments to Increase Energy Savings – Gomathi Sadhasivan, DNV GL • Eliminating Behavioral Waste without Requiring Behavioral Change – Troy Sherman, Evolve Technologies
Carmel	<p><u>5B - Innovations in ICT to Change Behavior</u> Moderator: Joey Barr, WeatherBug Home</p> <ul style="list-style-type: none"> • Testing a Social Media Prototype for Commercial Building Energy and Operations – David Lehrer, Center for the Built Environment, University of California, Berkeley • When Altruism Begins at Home: It Takes a Community of Energy Users – Michael Legatt, Electric Reliability Council of Texas • Transforming Customer Engagement through Demand Response – Matt Duesterberg, OhmConnect • Electricity Prepayment, Conservation, and Behavioral Change – Nat Treadway, DEFG
Regency F	<p><u>5C - Renewables</u> Moderator: Stephanie Johnson, US Department of Energy</p> <ul style="list-style-type: none"> • A Qualitative Assessment of TPO System Impacts on the Home Sales Process – Timothy Treadwell, Center for Sustainable Energy • Solar Home Resale in the Phoenix Metro Region: Owning vs. Leasing Models – Jason O'Leary, Arizona State University • Residential Solar: Contagion and Seeding in Behaviors with Thresholds – D. Cale Reeves, The University of Texas at Austin • Peer Effects within Homeowner Adoption of Solar-PV Panels: A Case-Control Study – Andrew Stryker,
Regency E	<p><u>5D - Smart Homes</u> Moderator: Rebecca Ford, University of Otago</p> <ul style="list-style-type: none"> • Engaging Consumers on Energy Efficiency: Data, Delivery, and Results – Amena Ali, WeatherBug by Earth Networks • Further Integrating IHDS into the DSM Customer Offering – Candice Churchwell, Nexant • An Energy Feedback Research Platform for Residential Conservation – Kevin Trinh, Ryerson University • Top Smart Thermostats for Usability and Customer Preference – Karen Herter, Herter Energy Research Solutions
Regency D	<p><u>5E - What Is the Best Way to Talk about Climate Change?</u> Moderator: Linda Schuck, University of California, Berkeley, Energy and Climate Institute</p> <ul style="list-style-type: none"> • Crafting Climate Change Communications: Do Local and Adaptation Frames Help? – Kim Wolske, University of Michigan • What Is the Best Way to Talk about Climate Change? The Latest Learning – Kirra Krygsman, ecoAmerica • Using Augmented Reality to Inform Environmental Decision Making – Steven Isley, National Renewable Energy Laboratory • The Art of Change: Inspiring Attitude and Behavior Shifts through Collaborations with the Arts – Marda Kim, EcoArts Connection
Big Sur	<p><u>5F – Reaching Scale through State and National Energy Efficiency Programs</u> Moderator: Lauren Ross, American Council for an Energy-Efficient Economy</p> <ul style="list-style-type: none"> • Leveraging Behavioral Science to Optimize Energystar.gov as an Agent of Behavior Change – Julie Colehour, C+C • Updates from CT on Community Outreach in 169 Towns – Samantha Sojka, Eversource Energy • Integrated Marketing Campaign to Motivate Consumers to Manage Their Energy Use – Jeff Blanton, Center For Sustainable Energy
<p>12:15–1:30 Lunch – Regency Ballroom A-B-C</p>	

Tuesday Afternoon

1:30–3:00 Concurrent Sessions 6

Golden State

6A - Lightning Session: Engaging Social Networks

Moderator: Rick Diamond, Lawrence Berkeley National Laboratory

- Maximizing ROI in Door-to-Door Outreach – Mark Kammerer, Puget Sound Energy
- Using Community-Based Social Marketing to Promote Energy Conservation in Hawaii – Joey Schmitt, Action Research
- Energy Culture Change at the US Army Garrison Presidio of Monterey – Jay Tulley, US Army Garrison Presidio of Monterey
- PG&E Customers Step Up and Power Down – Kirstin Pinit, Empower Efficiency
- Mobilizing Communities for Climate Solutions: Lessons from a Large-Scale Cross-Sector Climate Initiative in L.A. – Meighen Speiser, ecoAmerica
- Renewable Energy Education: Does It Impact Students' Perception of Climate Change? Does Environmental Education Alter Students' Attitudes towards the Environment? – Nirav Patel, Cornell University
- If You Build It, Will They Separate? A Natural Experiment on Food Waste Separation Behavior – Sally Geislar, University of California, Irvine

Regency F

6B - Latest in Energy Efficiency Marketing: Driving Behavior Change

Moderator: David Thayer, Pacific Gas and Electric Company

- Banding Together to Solve the Problem Most Americans Don't Think They Have – Suzanne Shelton, Shelton Group
- What Inspires Action? Understanding Energy Performance Feedback: Commercial and Multifamily Sectors – Nicole Ballinger, City of Seattle
- What They See Matters – Jeff Cappella, Resource Media

Carmel

6C - Targeting Programs for Diverse Audiences

Moderator: Sylvia Bender, California Energy Commission

- Electricity Impacts of Coordinated, Purposeful Behavior – Alan Meier, Lawrence Berkeley National Laboratory
- Who is Participating in Energy Efficiency Programs–And Who is Not? – Marti Frank, Evaluation + Strategy for Social Innovation
- Measure, Support and Repeat: The Eight-Year Story of a +20% Emissions Reduction in Employee Households across Four US States – Nicholas Lange, Vermont Energy Investment Corporation

Big Sur

6D - Strategic Energy Management

Moderator: Christopher Payne, Lawrence Berkeley National Laboratory

- Peer Learning: The Strategic Energy Management Classroom – Ross Lancaster, Ecova
- Organizational Change in Industry through Strategic Energy Management – Peter Therkelsen, Lawrence Berkeley National Laboratory
- Business Sustainability Challenge: Not Your Grandma's Energy Efficiency Program – Amy McLean Salls, United Illuminating
- Positive and Normative Messages in Real Time Energy Management – Gabriel Wolf, EnerNOC

Regency E

6E - Practical Applications of Behavioral Science

Moderator: Beth Karlin, US Department of Energy

- A Tale of Two Views on Behavioral Potential – Mithra Moezzi, Portland State University
- Learning from How People Use Heat at Home to Reduce UK CO₂ Emissions – Matthew Lipson, Energy Technologies Institute
- How to Help the "Behaviour Changers" Better Change Behavior – Sea Rotmann, EIA DSM Task 24
- Now or Never? The Importance of Immediate Energy Use Feedback – Verena Tiefenbeck, ETH Zurich

Regency D

6F - Discussion Panel: Leveraging the Unique Structures of Faith Communities to Promote Climate Justice

Moderator: Kristin Heinemeier, University of California, Davis

Church-ladies and their casseroles: Faith communities play a unique and essential role in promoting sustainable practices. The moral imperative that religion has always used so effectively to encourage "good" behavior naturally makes religion a critical force in the campaign for climate justice. This session brings together three environmentalists to discuss the unique contributions that faith communities can make in encouraging personal sustainable choices, community-based movements, and advocacy in the public sphere: a Lutheran pastor and scholar, a building scientist, and a community organizer. They will discuss how the intrinsic motivations of faith communities can serve a critical role in a secular civic program to promote community-wide sustainability.

Panelists:

- Rev. Daniel Smith, Ph.D.
- Chris Granger, Cool Davis
- Lynne Nittler, Unitarian Universalist Church Of Davis

3:00 – 3:30 Afternoon Break

Sponsored by 

<p>Spotlight Panels 3:30–5:15</p>	<p>Mission Critical, Mission Possible (Regency A-B-C)</p> <p>For the US military, energy efficiency is not just about money or sustainability—it is a mission-critical priority. Smarter use of resources enhances energy security, expands military capability, and saves lives. Many Department of Defense organizations have recognized the importance of behavior change as a key component within their larger energy strategies. This panel discussion will bring together experts who led the research, design, implementation, and evaluation of behavior change campaigns in the Navy and Marine Corps.</p> <p>Moderated by Darrin Kayser, Booz, Allen, & Hamilton</p> <ul style="list-style-type: none"> • CAPT. James Goudreau, Director of Policy and Partnerships, Navy Energy Office • Col. James Caley, Director, US Marine Corps Expeditionary Energy Office • CAPT. William Whitmire, US Marine Corps Installations West 	<p>The Future of Transportation (Regency D-E-F)</p> <p>This session frames a picture of future transportation options mostly enabled by mobility automation and changes in expectations and behavior. Expectations include demand for freight transportation that is cheap and fast. Behavior change includes an urban / suburban shift from longer commutes being less undesirable. The panel will discuss tradeoffs between fast and efficient routes and drivecycles, and preference for right sized, alternative and on-demand vehicles versus “mobile lounges.”</p> <p>Moderated by Susan Shaheen, Co-Director, Transportation Sustainability Research Center, UC Berkeley</p> <ul style="list-style-type: none"> • Austin Brown, Senior Policy Analyst, Executive Office of the President, Office of Science and Technology Policy • Bill Van Amburg, Senior Vice President, CALSTART
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5:30–7:00 **Film Festival (Regency A-B-C)** Sponsored by

Wednesday Morning

8:30 – 10:00 **Concurrent Sessions 7**

Golden State	<p><u>7A - Lightning Session: Commercial and Industrial</u> Moderator: Gene Rodrigues, ICF International</p> <ul style="list-style-type: none"> • What Do Small Businesses Actually Think of Business Energy Reports? – Laura Cornish, EnerNOC • Changing Industrial Energy Behavior via Education – Mersiha McClaren, Research Into Action • Integration of Environmental Sustainability into Business Decision-Making Frameworks – Jennifer Wang, Stanford University • Paying Tomorrow for Energy Efficiency Today – Daniel Bresette, Alliance to Save Energy • Leadership in Sustainable Operations – Michele Parker, US Forest Service • Market Adoption of a Simple-to-Understand HVAC Quality Management System – Edward Smyth, DNV GL • Retrocommissioning: Technology Enabling Behavior – Carl Samuelson, Michaels Energy • Shared Energy Manager: A Municipal Approach – Aron Jarr, Franklin Energy
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Regency E	<p><u>7B - New Approaches to Consumer Engagement</u> Moderator: Jim Parks, Sacramento Municipal Utility District</p> <ul style="list-style-type: none"> • Accelerating the Discovery and Application of Behavioral Insights through Adaptive Evaluation of Smart Grid Programs – Matthew Gee, University of Chicago • Behavioral Effects of the DTE Energy Insight Smart Phone App – Carly Olig, Navigant Consulting • Energy Savings from Business Energy Feedback: Evidence from Two Randomized Control Trials – James Stewart, Cadmus
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Carmel	<p><u>7C - To Drive or Not to Drive...And How to Drive</u> Moderator: Angela Sanguinetti, University of California, Davis</p> <ul style="list-style-type: none"> • “Actual Results Will Vary”: A Behavioral Foundation for Eco-Driving Research – Ken Kurani, University of California, Davis • Social Influence, Past Experience, and Commute Mode Choice – Matt Biggar, Stanford University • Smart Driving Pilot Program Evaluation – Ursula Vogler, Metropolitan Transportation Commission • Increasing Cycling Participation in Low-Density Suburbs – Beth Savan, University of Toronto
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Regency F	<p><u>7D - Understanding Different Models of Behavior</u> Moderator: Laurie ten Hope, California Energy Commission</p> <ul style="list-style-type: none"> • Beyond the Customer: Market Barriers to Adoption of Efficient HVAC Technologies – Sarah Outcault, Western Cooling Efficiency Center • Energy Is Human: Six Truths to Understanding Our Relationship with Energy – Sarah Gibson, Brand Cool • Analyzing Energy User Behavior and Consumption through the Lens of Social Practice Theory – Ronnie Lipschutz, University of California, Santa Cruz • Domestic Comfort Practices and Energy Use: Case Studies of Fourteen Households – Mia Hui Ben, University of Cambridge
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Regency D	<p><u>7E - Where Are the Opportunities and What Are Customers Most Likely to Adopt?</u> Moderator: Anne Dougherty, Illume Advising</p> <ul style="list-style-type: none"> • Who Me? A High User? – Jeannette LeZaks, Seventhwave • Wisdom: A Data Platform for Learning from Smart Meter Data – Chin-Woo Tan, Convergence Data Analytics • Characterizing Customer Preferences: How the Nacho Doritos Method Works for Electricity Service Plans – Ellen Pettrill, Electric Power Research Institute
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10:00 – 10:30 **Morning Break**

<p>10:30–Noon Regency A-B-C</p>	<p>CLOSING PLENARY: Profiles in Leadership - Behavior, Energy, and Climate Change Moderator: Ralph Cavanagh, Natural Resources Defense Council</p> <ul style="list-style-type: none"> • Carla Peterman, California Public Utilities Commission • Brad Liljequist, The International Living Future Institute • Reuben Sarkar, US Department of Energy
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Workshops

Sunday, October 18 – Pre-Conference Workshops

- 9:00 am – 5:00 pm – **Behavior Program Evaluation 101**, Alexandra Dunn, Research Into Action and Anne Dougherty, Illume Advising
- 1:30 pm – 5:00 pm – **Social Marketing Workshop: Behavior Change 201**, Wendy Reed and Peter Mitchell, Salter>Mitchell
- 1:30 – 5:30 pm – **Reframing Energy for the 21st Century: A Human Systems Approach**, Sea Rotmann, IEA-DSM Task 24; John A. “Skip” Laitner, Association for Environmental Studies and Sciences (AESS); and Beth Karlin, UC Irvine

Wednesday, October 21 – Post-Conference Workshops

- 1:00 pm – 5:00 pm – **Shaping the Transportation Revolution Roundtable**, Jacob Ward, US Department of Energy, Vehicle Technologies Office and Margaret Taylor, Stanford University and Lawrence Berkeley National Laboratory
- 12:30 pm – 3:30 pm – **Designing Enduring Organizational Change: A Participatory Roundtable**, Rick Diamond, Christopher Payne, Lauren Demates, and Anna Scodel, Lawrence Berkeley National Laboratory
- 12:30 pm – 3:30 pm – **Want Change? Make It a Game!**, Kathy Kuntz and Raj Shukla, Cool Choices
- 12:30 – 3:30 pm – **How to Build, Execute and Evaluate a Customer Engagement Program**, Laura Orfanedes, Fiveworx; Linda Dethman, Research into Action; and Jamie Lalos, Fiveworx

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