

Abstract #: 262

Author Name: Anne Dougherty

Author Company: ILLUME Advising, LLC

Second Author's Name: Joe Plummer, Minnesota Department of Energy Resources

Abstract Title: Quantifying and Benchmarking Behavioral Opportunity for Energy Resource Programs

Abstract Text:

“Behavioral” programs have become a valuable part of program portfolios. However, states and program administrators are looking to move beyond home energy reports for new and more sophisticated ways of engaging customers. In this presentation, the authors will discuss an in-depth literature review and benchmarking analysis conducted for the State of Minnesota’s Department of Energy (DER) and the US Department of Energy (DOE) that systematically categorized and benchmarked behavioral programs based on their success generating energy savings. Expanding beyond home energy reports and feedback, the team used the ACEEE taxonomy of Utility Implemented Behavioral Programs to identify residential and commercial resource programs that have successfully demonstrated energy savings. This work reviewed 170 program evaluations with three primary goals: (1) to develop a working definition of behavioral efforts that is not restricted to similar feedback programs, (2) to identify, enumerate, catalogue, and benchmark success metrics associated with behavioral efforts, and (3) to determine best practices associated with the measurement, evaluation, and claiming of behavioral program. In this presentation, the authors will highlight and discuss behavioral program classes that have demonstrated the greatest potential for energy savings, discuss the program classes that have potential to serve as resource programs but require more systematic research, and make a call for rethinking how certain program classes are used in the portfolio to generate deeper savings in other programs. The authors will then close with a summary of key resources for attendees interested in learning more about these programs.