

Let's Make our Energy Work for Us!

STEP UP AND
POWER DOWN

Pitch Perfect

Engaging Residential Customers with
Pacific Gas & Electric's Step Up and Power Down Initiative

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STEP UP AND
POWER DOWN

There is not one perfect pitch

- Behavior science gives us tools and techniques
- Continuous improvement moves us closer



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What is Step Up and Power Down? A new way to interact socially with energy efficiency



- Partnership between cities and PG&E (3-city pilot)
- CBSM approach
 - Encourage conservation behaviors
 - Increase engagement in PG&E programs
 - Support local Climate Action Plans



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Psychology of the Pitch

Social
Pressure

Loss
Aversion

Reciprocity

F.A.C.S. &
Mimicry



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empower efficiency^{LLC}



Pitch Perfection

Pitch A		Pitch B (stronger)
We want to educate and empower you about your energy use and help you save money.	➔	We want to help you stop energy waste in your home. Let's make your energy work for you!
Do you know about Woodland, Step Up and Power Down?	➔	Have your friends told you about Woodland, Step Up and Power Down?
LED light bulbs will last for more than 11 years.	➔	If you install LEDs you won't replace another bulb until your kid turns 25!
Running a second refrigerator may be wasting energy in your home.	➔	If you take your old fridge to the dump, they will charge you \$10; if you have PG&E recycle it for you, they will PAY YOU \$50!



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Tips for “Perfecting” the Pitch

1. Assess the person before you engage
2. Break down barriers and boost motivation
3. Get them to take a first step on the spot



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Thank
You!

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