Just Do That!
Targeting Behaviors that Represent the Best Savings Opportunities

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Cool Choices
What Cool Choices Did You Make Today?

• What practices are
  – Frequent?
  – New?
  – Best opportunities?

• Data analysis
  – 2,700 participants
  – 10 games in upper Midwest
What Actions Are Reported Most Often?

- Furnace Fan Auto
- Car Stops/Starts
- A/C in Car
- Empty House Temp
- Count Meatless Meals
- Drink Tap Water
- Reduce Car Weight
- Increase CAC Temp
- Don't Idle Car
- Adjust Tire Psu
But Which Actions Are New?
New Energy Practices

- Adjust your refrigerator/freezer...
- Watch 2 hours less TV today
- Calibrate your flat panel TV's...
- Shorten your showers by 1 or 2...
- Set your CAC temp 3 degrees F...
- Line dry clothing
- Enable "automatic power...
- Adjust the power mgmt on your...
- Turn off your computer monitor...

Avg % New
New Driving Practices

- Carpool to work
- Bike instead of driving
- Use A/C over 40 mph/turn off under
- Remove excess weight from vehicle
- Avoid "jack rabbit" sudden stops/starts
- Drive the speed limit on the highway
- Use public transit to get to work
- Reduce idling by 5 minutes
Other New Practices

Prepare a meatless meal

Replace red meat with poultry, fish or vegetables

Avg % New
Best Opportunities?

- Likely to be new
- Substantive savings

New CO2 per capita

New est. annual CO2
# participants in game
Best Opportunities?
Next Best Energy Opportunities

• Adjust thermostat from 68 degrees to 60 degrees when no one is home and/or while sleeping.
• Adjust the power management settings on your home computer to recommended levels.
• Switch your furnace fan setting from continuous to automatic.

About 2/3 CO2 savings of best actions
Next Best Travel Opportunities

• Reduce idling by 5 minutes today.
• Carpool to work with one other person today.

About 2/3 CO2 savings of best actions
We’ll Continue Exploring...

Collaborators Welcome

Thanks!

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