

# Just Do That!

## Targeting Behaviors that Represent the Best Savings Opportunities

Kathy Kuntz  
Cool Choices



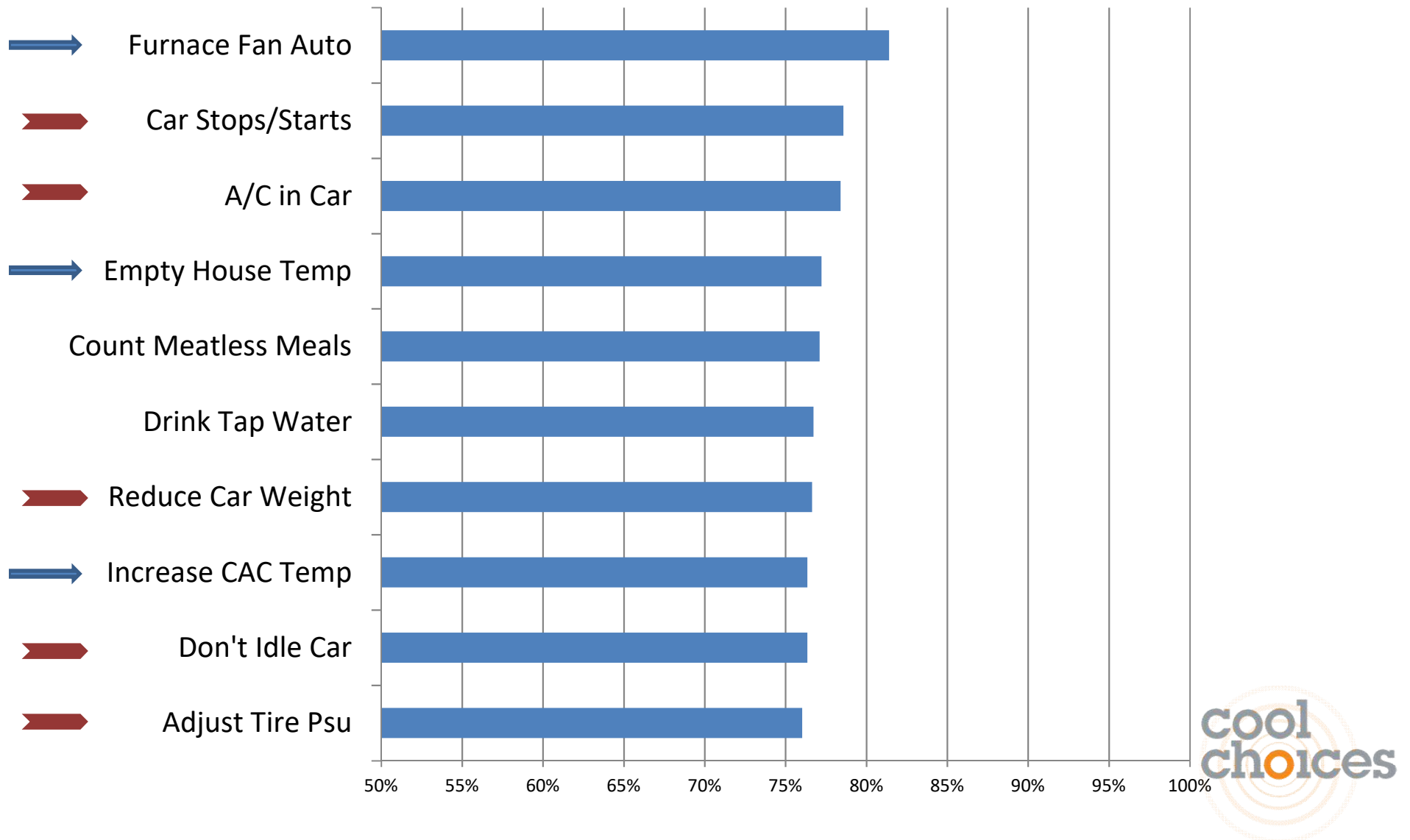
# What Cool Choices Did You Make Today?



- What practices are
  - Frequent?
  - New?
  - Best opportunities?
- Data analysis
  - 2,700 participants
  - 10 games in upper Midwest



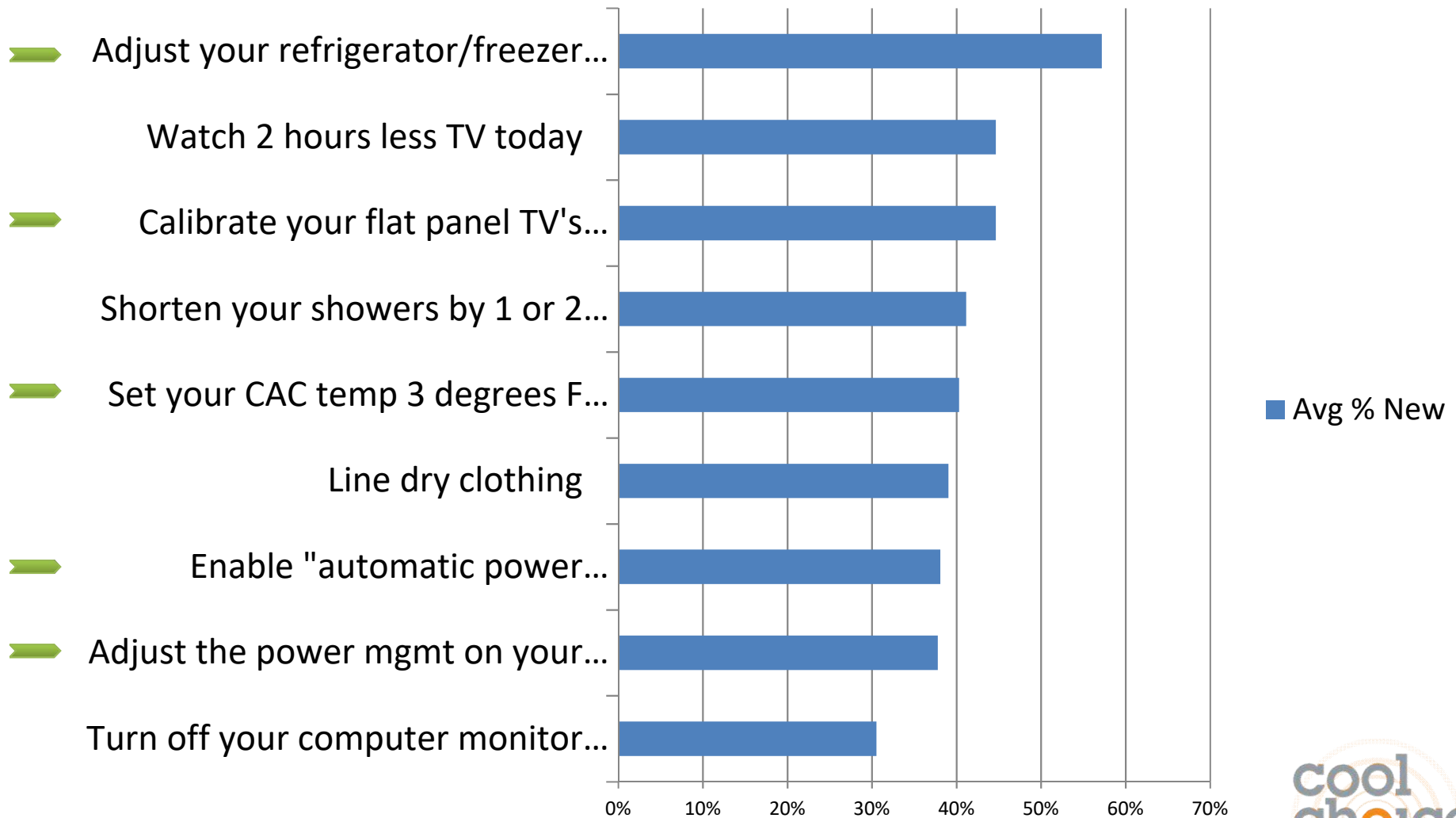
# What Actions Are Reported Most Often?



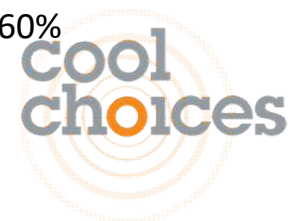
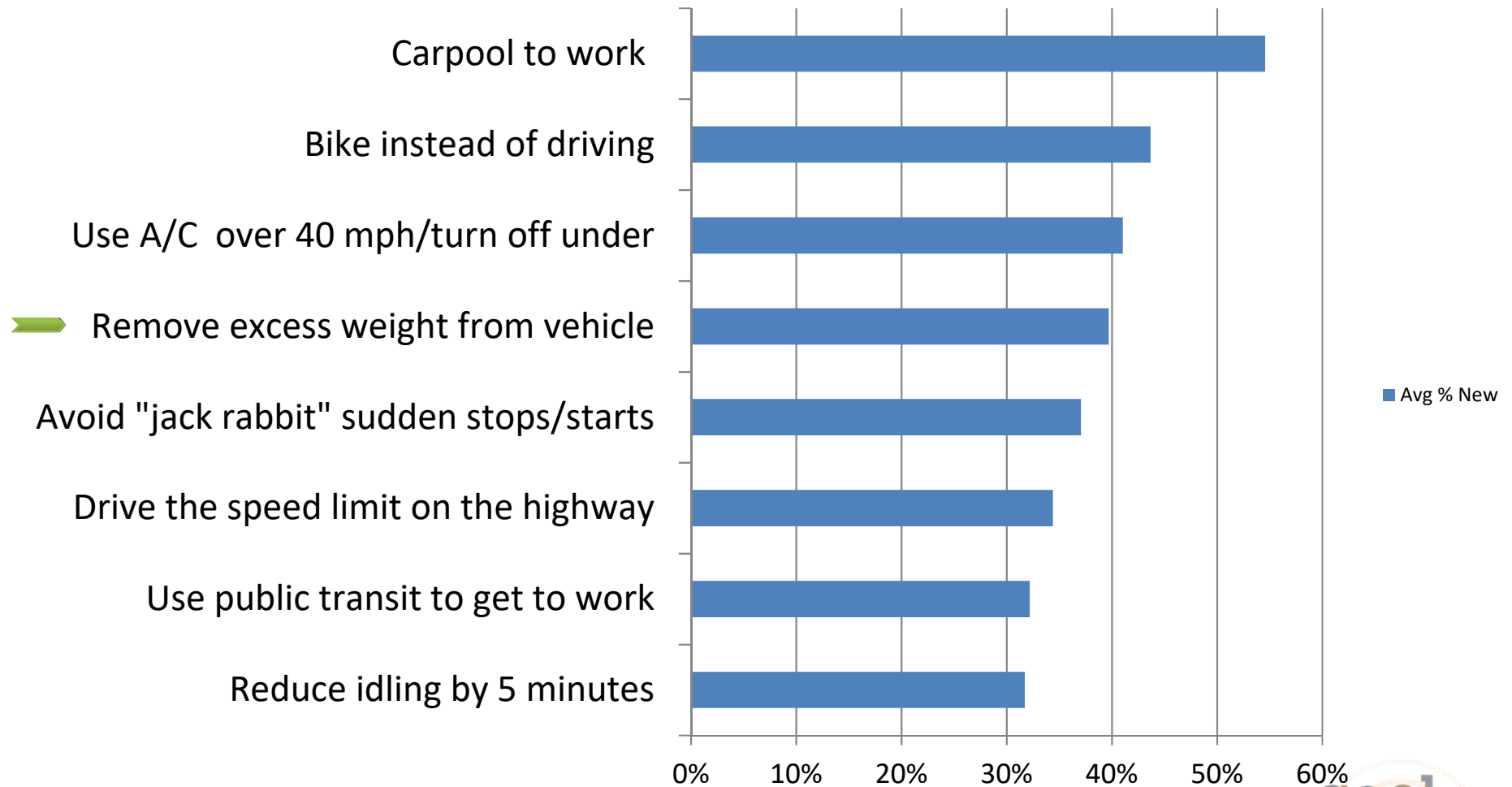
# But Which Actions Are New?



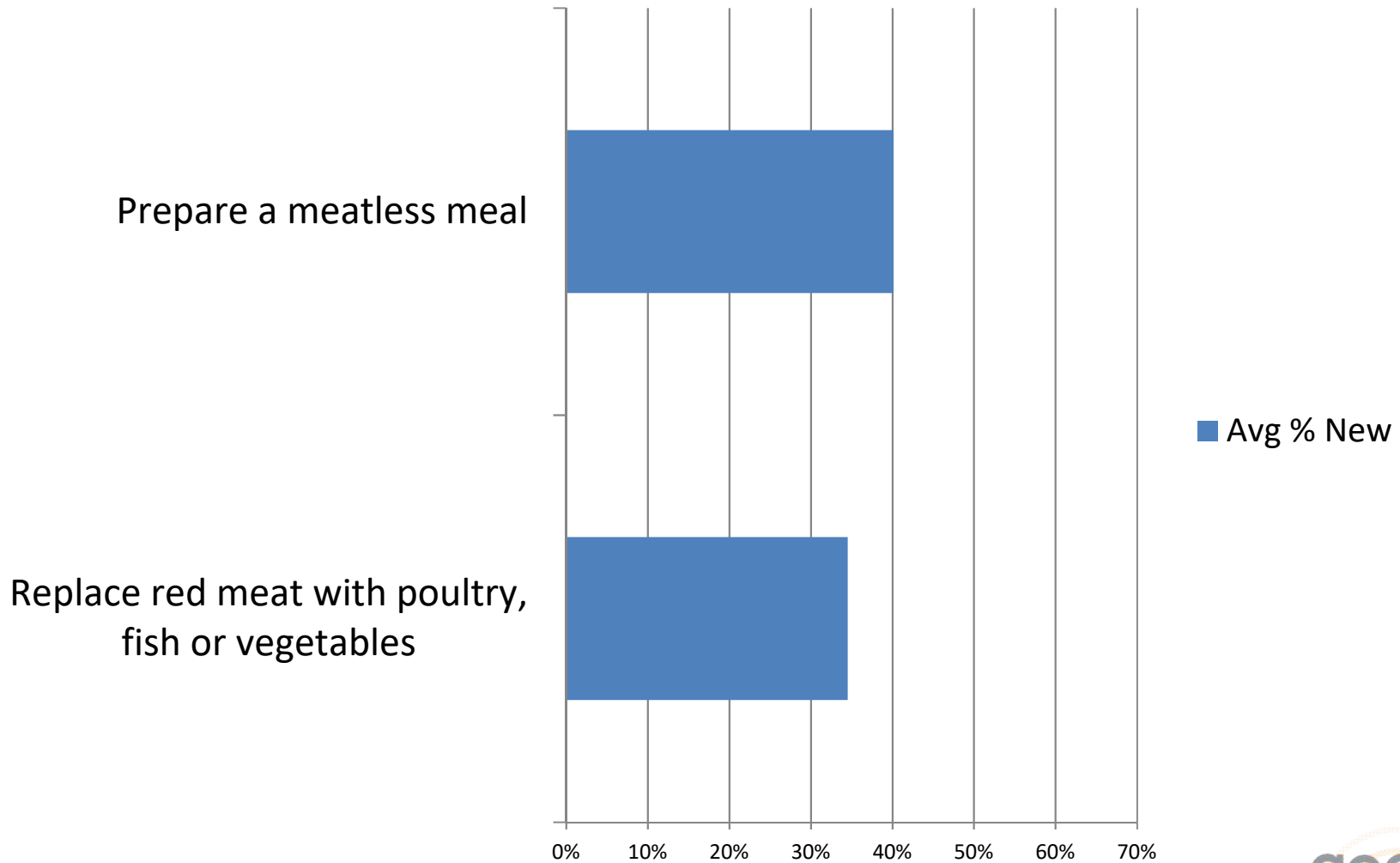
# New Energy Practices



# New Driving Practices



# Other New Practices



# Best Opportunities?



***New CO<sub>2</sub> per capita***

New est. annual CO<sub>2</sub>  
# 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!

[kkuntz@coolchoices.com](mailto:kkuntz@coolchoices.com)

