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BEHAVIOR

Perla Sandoval & Pat Aloise-Young

A Formative Evaluation of Behavior Change Elements within a
Colorado Weatherization Assistance Program



Food for thought



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*Has your organization **PLANNED** its behavior change strategy
or
Has it **EMERGED** over time?*



CO Weatherization Assistance Program

DOE

- Department of Energy
- \$\$ → states & Sets service standards

CEO

- Colorado Energy Office
- Oversees WAP & Funded current project

ERC

- Energy Resource Center
- Nonprofit delivers WAP services in Denver



Method

Staff Interviews (14)

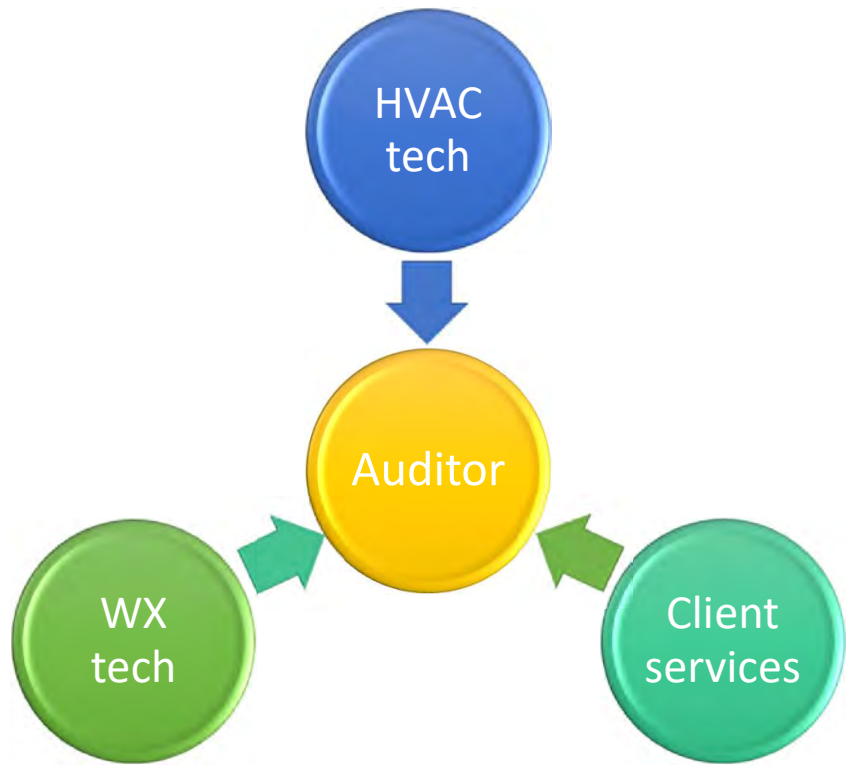


Additional Procedures

- Surveys of previous ERC clients
- In home interviews with previous ERC clients
- Literature Review
- ERC written materials
- EOC campaign materials
- Shadow energy audits
- Energy data for previous ERC clients
- Data on services delivered to previous ERC clients



Perceived Responsibility for Behavior Change





What Behaviors Does the Organization Promote?

Adjust Thermostat

Turn down water heater temperature

Use drapes & blinds to control heat

Change furnace filters

Keep windows closed

Hang clothes

Take shorter showers

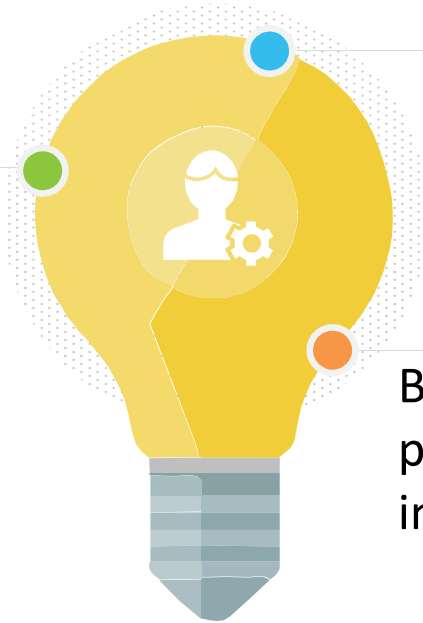
Low-flow showerheads





Consistency is key

- ✓ Every person within the organization is responsible for the behavior change mission



Everyone needs to know about all the behaviors the organization is promoting

Behavior change needs to be promoted during every client interaction

Thank You



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Contact

Pat Aloise-Young
Patricia.Aloise-Young@Colostate.edu
(970) 491-6941

Perla Sandova
pk sandov@rams.colostate.edu



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