

Lindsey Roark, Rising Sun Center for Opportunity

Poster Title: Scaling Up Community-Based Energy Efficiency Programs With Pay-For-Performance

Abstract: To meet California's climate change initiative goals within AB32, the California Public Utilities Commission recently mandated that utilities transition from deemed energy efficiency (EE) measures, to that of pay-for-performance (p4p). While the shift is intended to boost innovation and efficacy, many smaller companies and organizations running deemed measures programs run the risk of not being able to compete with larger for-profit companies within the upcoming p4p market. Rising Sun Center for Opportunity, an Oakland-based non profit has been running a deemed measure EE program throughout the Bay Area for the past 18 years that focuses on delivering EE measures to hard-to-reach populations. Rising Sun defines hard-to-reach as those that are low-to-moderate income, seniors, renters, and non native English speakers. In an effort to scale up their efforts, Rising Sun has partnered with Home Energy Analytics (HEA), a web-based customer engagement software company that uses smart metering analysis to help residential consumers take control of their utility bills. Continuing to focus on their target population of hard-to-reach, Rising Sun is currently piloting an outreach and marketing campaign that is inclusive and relatable to encourage potential clients to sign up and engage with the HEA platform. Through my poster presentation, I will be showcasing the results of our first year promoting and working with clients through the HEA, p4p framework as well as how effective it is at helping our hard-to-reach populations. Further, I will be assessing the success of different behavior change strategies such as prompts, energy consumption feedback, social norming and diffusion on different demographics. The overarching goal I intend to answer through my poster presentation is: is p4p the best way to scale up small community-based energy efficiency programs?