### Sunday, November 17

**9:00 AM–5:00 PM**

**Preconference Workshops** *(see page 9 for details)*

**5:30–6:45 PM**

**Young Professionals Reception**

**7:00–9:00 PM**

**Kickoff Program and Dessert Reception**

**Registration 6:00–9:00 PM**

### Monday, November 18

**7:00–8:15 AM**

**Continental Breakfast and Registration**

**8:15–10:00 AM**

**OPENING PLENARY**

**Keynote:** Phil Sharp, Fellow, The Center on Global Energy Policy at Columbia University's School of International and Public Affairs; former President, Resources for the Future

**10:00–10:30 AM**

**Morning Break**

**10:30 AM–12:00 PM**

**Concurrent Sessions**

**Lightning Session: Design and Evaluation**

*Moderator: Susan Norris, Pacific Gas and Electric Company*

- **Building Better Teams: An Overview of Prosocial Behavior for Cooperative Groups and Why It Matters in Our Action Against Climate Change** – Julia Fiebig, Ball State University
- **Acknowledging the Gorilla in the Room: Time to Shake Up and Sharpen Our Understanding of Energy and Conservation Behaviors** – Nicholas Janusch, California Energy Commission
- **You Can't Build a Great Building on a Weak Foundation: How a Shortage of Skilled Trade-Workers Impacts Your Energy Efficiency Programs' Ability to Scale Up** – Andrew Mielcarek, ILLUME Advising
- **Energy-Saving Tweaks: The Sequel – How Long Do They Persist?** – Carly Olig, Navigant
- **Breaking the Mold: Collaborating with Implementation Partners to Build Scalable Programs That Reach New Customers** – Pam Goertzen, Summerhill
- **Product Design Lessons Learned the Hard Way: Why Don't We Apply Behavior Principles to Ourselves?** – Morgan Hood, Vermont Energy Investment Corporation
- **Mining Your Data for Actionable Insights** – Sarah Gibson, Verdant Brand Communications (formerly Brand Cool)
Cows, Hobos and Spots: Unique Approaches to Sustainability
Moderator: TBD
- How to Measure People’s Shower Length Without Being a Stalker – Cynthia Frantz, Oberlin College
- Personal and Contextual Dimensions of Undergraduates’ Environmentally Responsible Behavior in Green and Conventional Residence Halls – Erin Hamilton, Texas Tech University
- Scaling Up Participatory Thermal Sensing Programs Across the University of California System – Kiernan Salmon, University of California, Davis
- Huge Energy and Dollars Savings in University Labs – Gail Lee, University of California, San Francisco

Utility Bills and Changing Behavior
Moderator: Jim Steward, Cadmus
- Using Prepayment Plans to Save Energy and Reduce Emissions – an Evaluation of Results in the Midwest – Matthew Wisnfske, Cadmus
- Behavioral Drivers of Prepaid Electric Service – Nat Treaday, DEFG
- Prepay Electricity Programs: Potential Energy Savings but at What Cost to the Consumer? – Jeannette LeZaks, Slipstream

Telling the Climate Change Story
Moderator: Invited
- Change for Climate – Mobilizing One Million Residents Living in Oil Country – Andrea Soler, The City of Edmonton
- The Power of Minnesota: Using Film for Narrative Storytelling, Community Conversations, and Digital Engagement – Dan Thiede, University of Minnesota
- Electrification Market – Keith Dennis, National Rural Electric Cooperative Association

Barriers to Clean on Demand Transportation
Moderator: Lina Fedirko, ClimateWorks Foundation
- Understanding the Role of Incentives in Enabling Use of Higher–Occupancy Options in Shared Mobility Modes: A City-Level Analysis – Allen Greenberg, Federal Highway Administration
- Letting Go of the Wheel: The Nature and Role of Consumer Trust in Autonomous Vehicle Adoption Decisions – Nicole Sintov, The Ohio State University
- Rethinking Our Streets for Future Mobility – Beth Ferguson, University of California, Davis
- Is It Ok to Get in a Car with a Stranger? Risks and Benefits for Ride–Pooling in Shared Automated Vehicles – Angela Sanguinetti, University of California, Davis Consumer Energy Interfaces Lab

Energy and Inclusion in the Energy Industry Evolution
Moderator: Lauren Casentini, Resource Innovations
- Designing Resident–Centric Programs: Lessons Learned on Low–Income Program Design and Implementation – Srinidhi Sampath Kumar, California Housing Partnership
- Qualifying the Lived Experience of Energy Poverty in Toronto, Canada – Runa Das, Royal Roads University
- Climate Change Resiliency in the U.S. Forest Service – Lara Buluc, USDA Forest Service

12:00–1:30 PM Lunch
12:00–1:30 PM Fellows Lunch
1:30–3:00 PM Concurrent Sessions

Lightening: Mobility & Electric Vehicles
Moderator: Invited
- Leading from the Sales Floor: How Hawaii’s EV Expert Certification Program Is Driving Change – Lauren Reichelt, Blue Planet Foundation
- Characteristics of Lower–Income Participants in California’s Clean Vehicle Rebate Project – James Tamerius, Center for Sustainable Energy
- Why and How Utilities Need to Scale Up Their Electric Vehicle Marketing Efforts – Shelby Kuerndz, E Source
- Addressing EV Range Anxiety by Going Beyond the Meter – James Cater, Eversource Energy
- It’s a DC Fast Charger, Not a Vacuum Cleaner – Christine White, Frontier Energy
- Using Location-Based Services Data for Calculating the Greenhouse Gas Emissions of Communities in Minnesota’s Metropolitan Region – Mauricio Leon, Metropolitan Council of the Twin Cities
- Understanding Consumer Misconceptions of Plug-in Electric Vehicles – Raquel Soot, Navigant
- Electrifying Potential in Uber and Lyft: The Emission Benefits of Electric Vehicles in Ride–Sharing Platforms – Alan Jenn, University of California
### Concurrent Sessions

#### 1:30–3:00 PM

**Deep Dives for Scaling Sustainability**

*Moderator: Cindy Frantz, Oberlin College*

- **Expanding the Pie: Identifying Opportunities to Address Impacts from Procurement** – Karen Cook, County of Alameda
- **Making Behavior Change Meaningful, Accessible, and Appealing for a Diverse Campus** – Lauren Hennessy, Stanford University
- **Super Size Me: Preparing the Way to Scale Energy Efficient Behavior to a Million Servicemembers and Civilians** – Eileen Westervelt, U.S. Army Corps of Engineers
- **Identify Organizational Barriers and Opportunities in Clean Energy Technology Adoption for Large Institutions** – Liyang Wang, Lawrence Berkeley National Laboratory

#### 2B

**We’d Better Be Ready: Building Resilient Communities**

*Moderator: Steve Menges, National Grid*

- **Next-Generation Remote Sensing and Analysis for Societal Resilience** – Dan Staley, Arbor Drone
- **Fires, Floods, and Superstorms, Oh My! – How Efficiency and Resiliency Are Bridging the Gap to Climate Solutions** – Terra Bell, CLEAResults
- **Resiliency and Energy Efficiency: The Dynamic Duo to Increase Measure Uptake?** – Jennifer McWilliams, DNV GL

#### 2C

**Science Behind Motivations, Framing and Targeting**

*Moderator: Rob Buchanan, Xcel Energy*

- **Insights from the Regulated Price Plan Pilot Project in the Province of Ontario** – Dave Thomson, BEworks
- **Loss Aversion and Energy Efficiency Escrows** – Joel Hicks, George Mason University
- **Goal-Oriented Hope and Sustainable Technology Adoption by Smallholder Farmers** – Shira Bukchin, Tel Aviv University
- **Exploring the Relationships Between Mindfulness and Household Energy Use** – Nischal Neupane, University of Massachusetts, Amherst

#### 2D

**Electrification**

*Moderator: Smita Gupta, Itron*

- **Strategic Electrification in the New Energy Economy** – Neil Veilleux, Cadmus
- **Berkeley’s Building Energy Saving Ordinance – What’s Next for Decarbonization?** – Bill Romain, City of Berkeley
- **Customer Barriers to Residential Building Electrification as a Means to Reduce Greenhouse Gas Emissions** – Donna Whitsett, EMI Consulting
- **Using Network Analysis to Facilitate and Measure Behavior Change and Market Scaleup** – Daniel Kaufman, Industrial Economics

#### 2E

**This.Is. How. We. Do. It. – Reading and Remediing Behavior in the Real World**

*Moderator: Sharay Barata, Opinion Dynamics*

- **Utility Marketplace and Partnership: Utilization of Instant Rebate Platform for Incentive Distribution and Customer Engagement** – Roshini Das, City of Sacramento
- **Customer Engagement Enhancements Through Data** – Thomas Mcateer, CMC Energy
- **Energy Efficiency and Flexibility: How Behavioral Change Can Be Triggered with Smart Meters: Lessons from Germany** – Karin Kugler, Discovery GmbH

### 3:00–3:30 PM

**Afternoon Break**

### 3:30–5:00 PM

#### Equity Spotlight

#### Transportation Spotlight

### 5:15–6:30 PM

**American Forest Foundation Solutions Session—Preregistration Required**

### 6:30–8:00 PM

**Poster Reception**

*Refreshments sponsored by*
Tuesday, November 19

7:30–8:30 AM  Continental Breakfast and Registration

8:30–10:00 AM  Concurrent Sessions

**Lightning: Campuses and Communities**
Moderator: Matt Williams, University of Florida
- Sustainability and Climate Action in Organizations and Communities – Using Online Tools and Community Organizing to Scale and Inspire Action – Lisa Allieri, Community Climate Solutions
- Developing Common Metrics – Moving Multiple Organizations to Action – Jon-Paul D’Aversa, MORPC
- Scaling Up Community Based Social Marketing Research with Student Research Teams – Bridget Flynn, Oberlin College
- Climate Change Needs Behavior Change: Seven Key Behaviors to Reduce U.S. Household Emissions – Kate Williamson, RARE
- Building Capacity Through Resource Efficiency – Haven Bills, Southface Institute
- Data-Driven Change: Designing Your Energy Lifestyle (DYEL) – Kira Smiley, Stanford University
- Utilizing University Resources to Build the Capacity of Local Organizations: A Case Study from the University of Florida – Fiona Hogan, University of Florida

**Measuring Non-Energy Impacts**
Moderator: Ellen Steiner, Opinion Dynamics
- DSM Task 24 and CEE: Learnings from an International Behavior Change Collaboration – Sea Rotmann, Sustainable Energy Advice (SEA)
- Findings from a Benefit-Cost Analysis of Residential Asthma Interventions Using Medicaid Data – Brendan Brown, Green and Healthy Homes Initiative
- Scaling Up to Better Engage and Serve a Full Customer Market – Mike Maroney, TRC Energy Services

**You Down With IOT? Yeah, It Knows Me! – Making Connected Devices about People (In a Good Way)**
Moderator: Jennifer Robinson, EPRI
- Smart for All: Smart Thermostats in Lower Income Multifamily – Ben Adams, MaGrann Associates
- Made in the Shade: Advocating for Automation of Shading in Existing Buildings – Cathy Higgins, New Buildings Institute
- A Rising Tide Lifts All Ships: Results and Insights from Novel Behavior-Based Smart Home Efficiency Programs – Daniel Fredman, Vermont Energy Investment Corporation

**Social and Cultural Contexts**
Moderator: Loic Trottier-LeBosse, Environment and Climate Change Canada (invited)
- Can We Move Beyond the Status Quo? Communicating Climate Change Adaptation in Coastal Communities – Krysta Sutton, Dalhousie University
- Recessions or Polarization: How Economic Downturns and Partisanship Influence Climate Change Skepticism in the US – Abhishek Sambatur, DePauw University

**Scalable Solutions for Small and Medium Businesses**
Moderator: Anna Ebers Broughel, Tetra Tech
- A Scalable Solution for SMB Behavioral Energy Efficiency – Lea Lupkin, ICF
- The Energy Needs and Wants of Small and Medium Business Customers – Nathan Shannon, Smart Energy Consumer Collaborative

**Charging Into the Future**
Moderator: Gil Tai, University of California, Davis
- What Vehicles Are Electric Vehicles Replacing? – Brett Williams, Center for Sustainable Energy
- The Electric Vehicle Charger Installation Process: Insights from Service Providers and Site Hosts – Amy Lastuka, Center for Sustainable Energy
- Facilitating Electric Vehicle Adoption with Energy Cost Calculators – Angela Sanguinetti, University of California, Davis Consumer Energy Interfaces Lab
- An Inferential Study of the Potential Consumer Value of Free Charging – Michael Maness, University of South Florida

10:00–10:30 AM  Morning Break
Concurrent Sessions

**4A**

**Lightning: Electrification and Renewables**
Moderator: Maria Vargas, U.S. Department of Energy
- Visualizing Floating Wind Farms and the Scale of a Whale – Sara Guiltinan, Bureau of Ocean Energy Management
- Catching the Wave: Lessons Learned from a Heat Pump Water Heater Pilot Program – Martin Bond, Community Energy Services Corporation
- Plugging into an Electric Future – Gomathi Sadhasivam, DNV GL
- Beneficial Load Growth Through Electrification: Making BE Part of the DSM Portfolio – Bob Dibella, ICF
- The Solar Technical Assistance Team (Stat) Experience: Lessons in Designing, Executing, and Evaluating an Energy–Sector Technical Assistance Program – Alison Holm, National Renewable Energy Laboratory
- The Seduction of Induction – Susan Cortelli, Sacramento Municipal Utility District
- Attitudes to Renewable Energy Technologies: A Survey of Irish Households – Sanghamitra Mukherjee, University College Dublin
- "Urban Energy Commons,” Shared Renewable Generator Sizing and Electricity Consumption Behavior Change – Craig Burton, University of Melbourne
- Soft Costs Knowledge Pathways in the US Solar Photovoltaic Ecosystem – Erik Funkhouser, University of Texas at Austin

**4B**

**The Power of Partnerships: Collaborations for Sustainability**
Moderator: Invited
- The Odd Couple: The Surprising Success of BC’s Utility and Local Government Partnerships – Robyn Wark, BC Hydro
- Let’s Link Up: Water-Energy Nexus Programs – Melody Seesangrir, Irvine Ranch Water District
- Leveraging the Brand: Partnering with Energy STAR Increases Customer Satisfaction – Wesley Schultz, California State University
- Developing A Cleveland Metro Region Environmental Dashboard: A Partnership Between Oberlin College and the Great Lakes Science Center to Scale-Up Behavior Change and Community-Based STEM Education – John Petersen, Oberlin College

**4C**

**Engaging with New Technologies**
Moderator: Michael Frischmann, EcoMetrics
- Bill Alerts: A Tool to Reduce Energy or Empower Customers – Nik Sawe, Stanford University
- Driving Equitable Adoption of Smart Meter Customer Portals by Making Them the Centerpiece of Local STEM Education – Nathan Nathan, STEMHero
- Scaling Up Energy Feedback Messaging – Frederick Paige, Virginia Tech

**4D**

**Shared Understandings of Change: Social Influence at Different Scales**
Moderator: Liz Kelley, ILLUME Advising
- Using Neuroscience to Predict Consumer Social Media Engagement and Energy–Efficient Purchases – Nik Sawe, Stanford University
- Social Norms and Political Leader Influence on Climate Policy Support – Jennifer Cole, University of Colorado Boulder

**4E**

**Life Circumstances and Travel Behavior – Equity to Families**
Moderator: Lauren Cheatham
- Life Course as a Contextual System to Investigate the Effects of Life Events, Gender and Generation on Travel Mode Usage – Ling Jin, Lawrence Berkeley National Laboratory
- Issues and Opportunities Integrating TNCs Into Transportation Services for Older Adults and People with Disabilities – Jeremy Halpern, University of California, Berkeley
- New Potential for Paratransit? The Benefits and Limitations of Using E-Hailing Services to Provide ADA Paratransit Rides – Madeleine Parker, University of California, Berkeley

**4F**

**Optimizing Performance with Strategic Energy Management**
Moderator: Bruce Ceniceros, ACT (invited)
- Beyond kWh: The Non–Energy Benefits and Skills at the Heart of a Successful Energy Manager Program – Allison Donnelly, ERS

12:00–1:00 PM Lunch
1:00–2:30 PM  Concurrent Sessions

**Lightning: Equity and Resilience**
Moderator: Kathy Kuntz
- **Evaluating Transition Programs for Low–Carbon Resilience That Engages Communities at Neighbourhood Scale: Do They Work?** – Stephen Sheppard, Collaborative for Advanced Landscape Planning
- **Success! Adding Mentorship to Home Upgrades Combats Energy Poverty in Alberta** – Yasmine Abraham, Community Power
- **Jumpstarting Adaptation Projects in Your Organization: A Replicable Half–Day Workshop Model** – Sarah Church, County of Alameda
- **Using Energy Affordability Analysis to Drive Participation in Low-Income Programs** – Kara Rodgers Marshall, Eversource Energy
- **A Method for Analyzing Air Quality–Related Health Risk Inequality in Southern California and Application to Energy Efficiency Projects Across California** – Stefani Penn, Industrial Economics
- **Shaping the Future of Energy Efficiency for Affordable Housing** – Shelley Beaulieu, TRC Energy Services
- **Digging Deeper: Avoiding Pitfalls in Measuring the Non–Energy Benefits of a Low–Income Multifamily Retrofit** – Sarah Outcault, University of California, Davis Energy & Efficiency Institute
- **Expanding the Role of Human Behavior in Climate Change Adaptation: Proposed Framework and Practices** – Jennifer Carman, University of Michigan

**Scaling Up Behavior Programs in Organizations**
Moderator: Chris Jones, University of California, Berkeley
- **Using Gamification at Universities and Beyond to Massively Scale Up Sustainability** – Ryan Bell, University of California Office of the President
- **Gamification and Behavior Change Strategies to Fuel Energy Conservation and Efficiency** – Kellie Carlson, Port of San Diego
- **Engaging in a Culture of Sustainability: Exploring a New Role of Organizational Culture in Reducing Carbon Footprints** – Nicholas Palaschuk, University of Waterloo

**Distributed Energy Resources**
Moderator: Obadiab Bartholomy, Sacramento Municipal Utility District
- **Addressing Integration Challenges of High Shares of Solar Photovoltaics with Battery Storage, Electric Vehicles and Time-Varying Electricity Pricing** – Marius Schwarz, ETH Zurich
- **Energizing Your Savings Hourly Pricing And The Solar Net Metering Customer** – Araceli Martinez, Elevate Energy
- **How Opower Uses Data and Research to Design the Ideal DER Customer Experience** – Karina van Schwartenburg, Oracle/Opower
- **Reuse and Recycle: Preparing California for a Sustainable Battery–Reliant Energy Future** – Bridget Clark, University of California

**Human-Centric Programs: Design and Measurement**
Moderator: Hal Nelson Portland State University
- **Empathy, Ethnography, Engagement: Accelerating Change Through Human–Centered Design** – Bill LeBlanc, E Source
- **Beyond the Rct: Leveraging Meter–Based Savings Methods to Drive Behavioral Energy Efficiency** – Jeff Soplop, ICF
- **Going Beyond Customer Experience Improvements: Leveraging Journey Mapping to Deliver Added Evaluation Results** – Courtney Henderson, ILLUME Advising
- **Be More Than a Fly on the Wall: How to Use Mobile Participant Diaries to Experience Programs with Customers in Real Time** – Lisa Obeor, ILLUME Advising

**Mobility Choices**
Moderator: Andy Duval, National Renewable Energy Laboratory
- **Development of an Integrated Model System of Transport and Residential Energy Consumption** – Shivam Sharda, Arizona State University
- **Using Behavioral Insights to Nudge Greener, Happier and Healthier Commutes** – Ashley Willans, Harvard Business School
- **Adding Carbon to the Equation in Online Flight Searches to Promote Lower–Emissions Air Travel** – Angela Sanguinetti, University of California, Davis Consumer Energy Interfaces Lab

**Beyond Climate and Cash – What Really Motivates Energy Efficiency and Renewable Energy Adoption?**
Moderator: Arien Korteland, BC Hydro
- **Energy Efficiency: Reducing Emissions and Improving Health in the Midwest** – Nick Hromalik, Midwest Energy Efficiency Alliance
- **Multifamily Opportunities and Challenges to Energy, Environmental and Equity Outcomes** – Sean Denniston, New Buildings Institute
- **Does Self–Interest Attract More Sunlight? A Field Experiment on Solar Adoption** – Marten Ovaere, Yale University

2:30–2:45 PM  Break
2:45–4:15 PM

**Concurrent Sessions**

### Lightning: Residential Programs
**Moderator:** Gene Rodrigues, ICF
- **Using YouTube to Fight Climate Change** – Levi Hildebrand, One Island Media
- **We Are 100: Community Stories to Inspire Action on Climate Change** – Kamal Kapadia, Blue Planet Foundation
- **Gas Savings from HER Programs** – Beth Fitzjarrald, E Source
- **Transforming Markets At Scale with Utility Choice Engine Platforms** – Anne Arquit Niederberger, Enervee
- **Household Energy Efficiency Adoption Behaviour: Integrating Findings from Choice Experiments into Energy Models** – Antoine Durand, Fraunhofer ISIT
- **Is Efficacy the Key for Effective Climate Communication?** – Christie Manning, Macalester College
- **Information is Power: Transforming the Real Estate Market** – Samantha Caputo, Northeast Energy Efficiency Partnerships

### Cities and Buildings of the Future
**Moderator:** Laurie ten Hope, California Energy Commission
- **What's in a Name? Megaprojects and the New Language of Efficiency at Scale** – Bruce Manclark, CLEAResult
- **Changing the Status Quo: Opportunities for High-Impact Interventions Throughout the Building Industry** – James Geppner, Erase40.Org
- **Transitioning to Highly Sustainable Office Buildings: The Role and Experience of Occupants and Managers** – Manuel Riemer, Wilfrid Laurier University

### What Works for Utility Programs
**Moderator:** TBD
- **Can High Bill Alerts Help Utility Customers to Save Energy? Evidence from a Large Randomized Experiment** – James Stewart, Cadmus
- **How Behavioral Solutions and an Effective Customer Engagement Approach Can Help Make TOU Programs Successful** – Moiz Kapadia, Opower/Oracle
- **Now and Then: A Decade of Behavioral Approaches in Efficiency Programs** – Jennifer Smith, Consortium for Energy Efficiency
- **Knowledge Save Power: Driving Behavioural Change with Energy Made Visible** – Maya Papineau, Carleton University

### Engaging for Change in Difficult to Reach Communities
**Moderator:** Invited
- **Income Eligible Digital User Experience** – Kevin Dick, Delta Institute
- **Putting the Brakes on Burning: Using Effective Marketing Techniques to Raise Awareness and Improve Regional Air Quality** – Jose Villa, Sensis
- **Behavioral Program: New Ways to Engage With Customers** – Maria Liza Legaspi, Southern California Gas Company
- **Party of One: How and Why to Create Personalized Program Designs to Scale BEE Savings** – Monty Prekeris, Tendril

### A Whole New World? New Thinking for Big Problems
**Moderator:** Nick Lange, Vermont Energy Investment Corporation
- **Giving Occupants Control of Their Thermal Comfort to Enable Deep HVAC Savings** – David Lehrer, Center for the Built Environment
- **Seeing the Light: Transforming the Adoption of Triple Pane Windows** – Enoch Lenge, Eversource Energy
- **Sustainable Consumer Finance Decisions: A First Look at Behavioral Drivers and Design Options** – Erin Sherman, Ideas42
- **Advanced Nuclear Technology and the American Public** – Kenton Kirby, The Breakthrough Institute

### Solar and Energy Efficiency for Low Income Households
**Moderator:** Pat Aloise-Young, Colorado State University
- **An Open Market Opportunity for Savvy Companies, Sean Gallagher, SEIA
- **Unlocking the Solar Market: Expanding Access to Low- and Moderate–Income Communities** – Shubha Jaishankar, Allegheny Science and Technology
- **Next-Level Sustainability: Affordable Housing’s Role in an Equitable Clean Energy Future – Heat Pumps: Scaling Electrification of Multifamily Buildings** – Shah Ruchi, Tenderloin Neighborhood Development Corporation
- **Next-Level Sustainability: Affordable Housing’s Role in an Equitable Clean Energy Future** – Rebecca Schaaf, Stewards of Affordable Housing for the Future

4:15 – 4:30 PM

**Break**

4:30–6:00 PM

**Community Spotlight**

**Organizational Behavior Spotlight**

6:15–7:15 PM

**Cinema Festival**

*Sponsored by*
### Wednesday, November 20

**7:30–8:30 AM  Continental Breakfast and Registration**

**8:30–10:00 AM  Concurrent Sessions**

#### 7A
**Lightning: Commercial Programs**

**Moderator:** Derek Okada, Southern California Edison

- **How Do We Affect the Behavior Needed to Study Behavior? Or: Getting the Best Response Rate to Surveys Is Still More Complicated Than You Think** – Ryan Bliss, ADM Associates
- **Competition, Collaboration, Transformation! The Boma Quebec Energy Challenge** – Genevieve Gauthier, Econoler
- **Fractals: Reshape Energy Efficiency Programs for Business Customers by Putting Building Operators at the Center** – Kady Cowan, Independent Electricity System Operator
- **Motivating – and Monetizing – Behavior Changes Through the Carbon IRA Framework** – Jason Makans, Pearl Street

#### 7B
**Renewables for All**

**Moderator:** TBD

- **Equal Access to Sunshine: Barriers & Opportunities for PV in Disadvantaged Communities** – Tabitha Harrison, AEA
- **Are We Approaching Equity in the US Residential Solar Market? Income and Demographic Trends of Residential Solar Adopters** – Naim Darghouth, Lawrence Berkeley National Laboratory
- **Distributed Solar and Environmental Justice: Exploring the Demographic and Socioeconomic Trends of Residential PV Adoption in California** – Boris Lukianov, Physicians, Scientists and Engineers for Healthy Energy
- **Energy Justice and Equity in Solar Development: How Solstice Is Developing and Piloting an Alternative Credit Metric to Qualify Community-Shared Solar Customers** – Avni Pravin, Solstice Initiative

#### 7C
**The Interface of Technology and Behavior**

**Moderator:** John Tideman, MyHEAT

- **Lessons Learned from a Smart Home Demonstration in New York City** – Bethany Spam, National Renewable Energy Laboratory
- **Classification of Household Behavior in Ownership and Usage of Energy Efficient Appliances and Analysis of Relationship of Household Classes with Socioeconomic Variables and Consumption** – Arijit Sen, University of Maryland
- **How Is Behavior Influenced Through Energy Feedback Messaging?** – Wendell Grinton, Virginia Tech

#### 7D
**How’s It Gonna Be? – Insight into Handling an Uncertain Future**

**Moderator:** Michael Li, U.S. Department of Energy (invited)

- **What-If Modeling to See Energy Futures Under Climate Change: The Case of Air Conditioning** – Mithra Moezzi, Portland State University
- **Agent-Based Modeling of Energy Transactions Within a Micro-Grid Network Enhanced by Blockchain: Incorporating the Major Psychological Decision-Making Theories** – Constantine Spandagos, Hong Kong University of Science and Technology
- **Scaling Up Requires A Paradigm Shift for Data Access** – Robert King, Smart Energy Water
- **Market Intelligence? Eliciting Expert Opinions from Non–Expert Stakeholders** – Sarah Outcault, University of California, Davis Energy & Efficiency Institute

#### 7E
**International Perspectives on Electric Vehicle Markets**

**Moderator:** Scott Hardman, University of California, Davis

- **Effectiveness of China’s Plug-in Electric Vehicle Subsidy** – Rubai Dua, KAPSARC
- **The Characteristics of Commitment: A Comparison of Interest and Intention in Electric Vehicle Adoption** – Karen Ehrhardt-Martinez, Navigant
- **Touchpoints for E-Mobility: Vehicle Purchase Process Understanding for a More Efficient Promotion of Electric Vehicles** – Jana Plananska, University of St.Gallen

#### 7F
**Invited Session**

Presented by: Beth Karlin, University of California, Irvine

**10:00–10:30 AM  Morning Break**

**10:30 AM–12:00 PM  CLOSING PLENARY**

**Youth Action**

**Moderator:** TBD

**Panelists:**

- **TBD**
## Pre- and Post-Conference Workshops

**Sunday, November 17**

8:30am – 12:00pm | Leading High-Functioning and Resilient Sustainability Office: Making a Real Difference via Practical and Effective Leadership  
Fahmida Ahmed Bangert, Stanford University and Chris Jones, University of California Berkeley

1:00pm – 4:30pm | Visual Storytelling: Putting Data into Context  
Instructors: Arlene Birt, Minneapolis College of Art and Design

8:30am – 4:30pm | Behavioral Program Success: 10 Pitfalls to Avoid & Best Practices to Scale Up  
Julie Colehour, C+C and Hal Nelson, Res-Intel

8:30am – 4:30pm | Play the Game: Energy Efficiency Can Be Fun—Seriously!  
Dr. Catherine Cooremans, University of Lausanne and Dr. Clemens Rohde, Fraunhofer Institute

8:30am – 4:30pm | Behavior-Centered Design Challenge: Green Residential Energy  
Kevin Green, Erik Thulin, and Katie Williamson, Center for Behavior & the Environment, Rare

8:30am – 4:30pm | Behavior Change 101  
Nick Lange, VEIC, Dr. Beth Karlin and Dr. Sea Rottman, See Change Institute

**Wednesday, November 20**

- TBD

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### Acknowledgments

**Convening Directors**  
Steven Nadel, ACEEE  
Carl Blumstein, Director, CIEE, University of California, Berkeley  
James Sweeney, Environmental and Energy Policy Analysis Center, Stanford University

**Conference Co-Chairs**  
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**Cindy Frantz**  
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**Arien Korteland**  
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**Steve Menges**  
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**Program Committee**  
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