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# BECC 2020 Program

All Times Shown in Eastern Standard Time (EST)


Draft 113020

## MONDAY, December 7 — Framing the Discussion

11:30 am–Noon	<p><b>Opening Reception:</b> Meet and connect online with conference attendees. Visit the "help desk" for technical issues.</p> <p><b>Facilitators:</b></p> <ul style="list-style-type: none"> <li>Beth Karlin, See Change Institute</li> <li>Nick Lange, ICF</li> <li>Susan Francke Norris</li> </ul>
Noon–1:00 pm	<p><b>WELCOME, OPENING PLENARY, and KEYNOTE</b>  <b>Juliet Schor, The Sharing Economy and Sustainable Consumption</b></p> <p>The sharing economy was launched in the late 2000s with the promise that it would bring lower eco and carbon footprints. Consumers would share rides, tools, lodging, and food. Majorities of Americans believed the promise, which lent a "green halo" to the sector. A decade later, it's clear that the biggest platforms, such as Airbnb and Uber, have had negative impacts on carbon footprints by inducing private transport and additional travel. But what about more genuine forms of sharing? If consumers did deploy resources more efficiently and act in more generous ways to others, can that be a foundation for sustainability? In this talk, Dr. Schor will report on a decade of research on the "sharing economy," including both the large corporate platforms and smaller community initiatives, and their implications for energy and climate.</p>
1:00–1:15 pm	<p><b>Snapshot Reception – Meet Virtual Poster Presenters</b></p> <ul style="list-style-type: none"> <li>There's a Program that Delivers 90% Take Rates for Residential Deep Energy Efficiency Upgrades? – <i>Stephan Bickel, LibertyHomes</i></li> <li>Changes in Residential Energy Consumption Patterns Following the Outbreak of COVID-19 – <i>Russell Meyer, Oracle / Opower</i></li> <li>Testing Lifestyle Peers as an Alternative to Neighbors in Energy-Used Social Norms Interventions – <i>Kaitlin Raimi, University of Michigan</i></li> <li>Energy Performance Contracting as a Vehicle to Scale Up Behavioral Programming – <i>Todd Rogers, Energy Training Solutions</i></li> <li>The Impacts of Special Environmental Events on Electricity-Saving Behaviors: Evidence from Smart Meter Data of Residential and Non-Residential Consumers – <i>Xingchi Shen, University of Maryland</i></li> </ul>
1:15–2:15 pm	<p><b>Topic Session 1</b></p>
Session 1A	<p><b>Social Science Insights</b>  <b>Moderator:</b> Hale Forester, See Change Institute</p> <ul style="list-style-type: none"> <li><a href="#">Integrated Energy Decision Making: How, When, and Why Adoption and Co-Adoption Happen</a> – <i>Vivek Shastry, The University of Texas</i></li> <li><a href="#">Maximizing Home Energy Retrofit Uptake through Improved Design of Home Energy Reports</a> – <i>Karl Purcell, Sustainable Energy Authority of Ireland</i></li> <li><a href="#">Which Role Does Plastic Packaging Play during Grocery Shopping? A Qualitative Consumer Study at the Point of Sale</a> – <i>Tabea Habermehl, Technical University of Munich</i></li> <li><a href="#">Social Influence in the Adoption of Low Carbon Digital Innovations</a> – <i>Emilie Vrain, Tyndall Centre for Climate Change Research</i></li> <li><a href="#">Political Message Matching and High-Impact Green Behaviors: Context-Specific Considerations and Limitations</a> – <i>Alexandra Scharmer, University of Minnesota</i></li> </ul>
Session 1B	<p><b>Supporting Vulnerable Communities</b>  <b>Moderator:</b> Rita Ballesteros, Consultant, RAB Associates</p> <ul style="list-style-type: none"> <li><a href="#">The Role of Efficacy in Response to Climate Change among Americans of Diverse Racial and Ethnic Identities</a> – <i>Laura Botero, Macalester College</i></li> <li><a href="#">The Journey to Equitable Access: Equipping Underserved Communities with Energy Efficiency Education</a> – <i>Yasmin Abraham, EmpowerMe</i></li> <li><a href="#">COVID-19: Understanding Problems, Building Solid Solutions</a> – <i>Leontina Pinto, ENGENHO</i></li> <li><a href="#">Financial and Attitudinal Impact of Smart Thermostats in Low-Income Housing</a> – <i>Sean Skulley, Fannie Mae Product Development Manager</i></li> </ul>
Panel Session 1C	<p><b>Reimagining Creativity: Inspiring Behavior Change</b>  <b>Moderator:</b> Marda Kim, EcoArts Connections</p> <p><i>Images and storytelling are increasingly used to improve climate change communication, often without the recognition that both of these tools have their foundations in the arts. Other helpful tools that have their roots in the arts include "inviting people in" instead of "pushing information out" to inspire successful attitudinal and behavior change. Learn about ways you might ally with the arts to more efficiently and effectively shift people from awareness to action.</i></p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>Eve Mosher, Artist</li> <li>Xavier Cortada, Artist and Professor of Practice at the University of Miami Department of Art and Art History</li> </ul>
2:15–2:30 pm	<p>Meet the speakers – Stay online to chat with speakers in each session</p>
2:30–3:30 pm	<p><b>Topic Session 2</b></p>
Session 2A	<p><b>Diversity, Equity, and Inclusion</b>  <b>Moderator:</b> Matt Williams, University of Florida</p> <ul style="list-style-type: none"> <li><a href="#">It's All Connected: Creating a Climate, Health, and Equity Mindset</a> – <i>Kathy Kuntz, Dane County Office of Energy &amp; Climate Change</i></li> <li><a href="#">Energy Savings through Tenant Engagement Programs</a> – <i>Stephanie Gonzalez, DCSEU</i></li> <li><a href="#">Teach Your Children Well: Why Do Some Classes Learn More than Others from a Utility-Funded Energy Program?</a> – <i>Mike Soszynski, ADM Associates</i></li> <li><a href="#">Fresno State of Mind: Results from Heat Resilience Research in a Disadvantaged Community</a> – <i>Susan Mazur-Stommen, Indicia Consulting</i></li> </ul>
Session 2B	<p><b>Engaging Citizens, Consumers &amp; Small Businesses in the Energy Transition</b>  <b>Moderator:</b> Kim Wolske, University of Chicago</p> <ul style="list-style-type: none"> <li><a href="#">Understanding Spillover: How an Emphasis on Sustainable Behavior Can Help or Hurt Climate Policy Support</a> – <i>Gregg Sparkman, Princeton University</i></li> <li><a href="#">Consumer Perceptions of Electricity Demand-Side Flexibility Programs</a> – <i>Daniel Sloat, Karlsruhe Institute of Technology</i></li> <li><a href="#">The Problem with Free: How Free Energy Efficiency Services Can Backfire</a> – <i>Chris Hull, Gemini Energy Solutions</i></li> </ul>

Panel Session 2C	<p><b>Future Framing: Considering the Future Today for Tomorrow</b>  <b>Moderator:</b> Katelyn Stenger, University of Virginia</p> <p><i>Why should we envision the future of climate change? What works? Envisioning how current conditions will play out in the future can be a powerful tool for addressing climate change by revealing various pathways to action. Panelists will discuss research investigating how we can frame decisions about the future in a way that influences climate action and how we can expand who gets to envision these futures. They will also discuss applications that align short-term action with long-term climate goals.</i></p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Dr. Elke Weber, Princeton University</li> <li>• Ruth Schmidt, Illinois Institute of Technology</li> <li>• Vanessa Keith, Principal Architect of Studioteka</li> <li>• Patrick Hancock, University of Virginia</li> </ul>
3:30–3:45 pm	Meet the speakers – Stay online to chat with speakers in each session
3:45–4:30 pm	<p><b><i>Raj Patel, Research Professor at the LBJ School of Public Affairs, UT Austin</i></b>  <b><i>Who Are We Talking About When We Talk About Behavior Change?</i></b></p> <p>In light of current events, now is a good time to ask not just what behavior is being changed, but who is involved in designing solutions. By tracing the history of a 10-year documentary film project on food systems and climate, it's possible to see a process in which power shifts from those behind the camera to those in front of it. Raj will share clips from the film and talk through the process, what they learned, and implications for storytelling and our broader efforts toward co-creation of knowledge and solutions for environmental problems.</p>
4:30–5:30 pm	<p><b>Networking Event: BECC eBuddies</b></p> <p><b>Facilitators:</b></p> <ul style="list-style-type: none"> <li>• Sarah Smith, Prism Engineering</li> <li>• Laura Cornish, Uplight</li> </ul>
4:30–5:30 pm	<b>BECC Fellows Meetup</b>

<b>TUESDAY, December 8 — Scaling Up Solutions</b>	
11:00–11:45 am	<p><b>Meditation and Yoga: Natalie Collins (<i>Flow with Natalie</i>)</b></p> <p>This nourishing class begins with a 10- to 15-minute meditation. Then, movement is incorporated through grounding exercises, gentle stretching, and a slow-moving flow sequence to alleviate tension in the body and the mind. This class is appropriate for all levels and can be modified to suit any practitioner's needs. We will finish with a guided relaxation to give the body time to absorb the benefits of the postures and seal up the practice.</p>
11:45 am–Noon	<p><b>Snapshot Reception – Meet Virtual Poster Presenters</b></p> <ul style="list-style-type: none"> <li>• Big Bills, No Money: Behavioral Insights from a Study of Low-income Households with High Energy Usage – <i>Ingo Bensch, Evergreen Economics</i></li> <li>• Exploring Rebound-Reducing Effects of Psychological Intervention Strategies in Heating Energy Consumption of German Households – <i>Anke Blöbaum, Otto-von-Guericke University Magdeburg</i></li> <li>• Fears, Facts, and Falsities: Tracking Renewable Energy Values, Benefits, and Concerns – <i>Ashley DePew University of California, Davis</i></li> <li>• Designing Interactive Dashboards for Energy Literacy through Participatory Data Visualization – <i>Joseph James, Virginia Tech</i></li> <li>• An Analysis of Resilience Planning at the Nexus of Food, Energy, Water, and Transportation Systems in Coastal U.S. Cities – <i>Kristen Raub, University of Vermont</i></li> </ul>
Noon–1:00 pm	<b>Topic Session 3</b>
Session 3A	<p><b>Program Design and Evaluation</b>  <b>Moderator:</b> Hal Nelson, Portland State University</p> <ul style="list-style-type: none"> <li>• <a href="#">Evaluation of Spillovers from Behavioral Interventions in Food, Energy, and Water Conservation: A Systems Perspective – Pranay Kumar, Rutgers University</a></li> <li>• <a href="#">Recommendations for Evaluation Metrics for Asthma Home Visiting Programs: Measuring Environmental Management and Health Outcomes – Brendan Brown, Green &amp; Healthy Homes Initiative</a></li> <li>• <a href="#">So Fast and So Furious: An Online Class is the Key to Revving Up Year-on-Year Energy Savings – Jerrilyn Goldberg, Lawrence Berkeley National Laboratory</a></li> <li>• <a href="#">Addressing One of the Biggest Challenges of Home Energy Assessment Programs – Sam Harms, DNV GL</a></li> <li>• <a href="#">The First Behavior-Based Energy and Water Efficiency Project at a Public School in Uzbekistan: The Start of the Green Schools Program – Temur Akhmedov, Green Building Council of Uzbekistan</a></li> </ul>
Session 3B	<p><b>Getting Beyond Early Adopters</b>  <b>Moderator:</b> Elaine Ulrich, CT Department of Energy and Environmental Protection</p> <ul style="list-style-type: none"> <li>• <a href="#">Trust: The Key to Going Beyond the Early Adopter on Climate Behavior – Darrin Kayser, Edelman</a></li> <li>• <a href="#">Leaping to Consumer Participation with New Engagement Models – Jenna Moonan, Verdant Brand Communications</a></li> <li>• <a href="#">Green Roles at Home: Exploring the Effect of Household Dynamics on Consumption at the Food-Energy-Water (FEW) Nexus – Katelyn Stenger, Rutgers University</a></li> <li>• <a href="#">NEIs/NEBs—Data from 1,000 U.S. and International Studies to Learn the Best/Latest Values for Health NEIs and remaining "Gaps" – Lisa Skumatz SERA</a></li> </ul>
Panel Session 3C	<p><b>How Should We Talk About Climate Change to Motivate Behavior Change? New Insights from Social Science</b>  <b>Moderator:</b> Cynthia Frantz, Oberlin College</p> <p><i>How we talk about climate change—and its solutions—matters for policy support and behavior. Panel members will briefly present new psychological research on 1) focusing on the collective nature of climate change, 2) thinking about the future, 3) emphasizing structural change, and 4) creating a bipartisan vision of decarbonization. Presentations will be followed by a solutions-focused discussion among all attendees about how to use these findings best.</i></p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Min Suh, University of Massachusetts, Amherst</li> <li>• Joel Ginn, University of Massachusetts, Amherst</li> <li>• Deidra Miniard, Indiana University</li> </ul>
1:00–1:15 pm	Meet the speakers – Stay online to chat with speakers in each session

1:15–2:15 pm	<b>Topic Session 4</b>
Session 4A Sponsored by 	<b>Taking Existing Utility Programs to the Next Level</b> <b>Moderator:</b> Steve Menges, National Grid <ul style="list-style-type: none"> <li>• <a href="#">Can the Content of Information Campaigns Influence the Persistence of Treatment Effects? – Corey Lott, Christensen Associates</a></li> <li>• <a href="#">Understanding Urban Energy Patterns: A Behavioral Approach Coupling Buildings and Transportation Modeling – Patricia Romero Lankao, Renewable Energy Laboratory</a></li> <li>• <a href="#">The Power of Customer Intelligence to Redefine Utility Energy Efficiency Program Design – Pauravi Shah, Bidgley</a></li> <li>• <a href="#">Place-Based Energy Audits – Martin Morgan and Katie Olkowski DNV GL</a></li> <li>• <a href="#">How to Make Time-of-Use Programs Successful Using Behavioral Science – Dorcas Thiong'o, Oracle</a></li> </ul>
Session 4B	<b>Toward Zero Carbon, All-Electric Homes</b> <b>Moderator:</b> Owen Howlett, Sacramento Municipal Utility District <ul style="list-style-type: none"> <li>• <a href="#">Towards Building Decarbonization: Lessons from Affordable Housing Pioneers – Sarah Outcault, University of California, Davis</a></li> <li>• <a href="#">The Effect of Rebate and Loan Incentives on Residential Heat Pump Adoption: Evidence from Ohio and North Carolina – Xingchi Shen, University of Maryland College Park</a></li> <li>• <a href="#">A Nationwide Residential Survey Exploring the Factors Behind Consumer Decisions between Electric and Non-Electric Appliances – Minhua Long, EPRI</a></li> </ul>
Panel Session 4C	<b>How to Reach the Hard-to-Reach Around the World</b> <b>Moderator:</b> Sea Rotmann, Users Technology Collaboration Programme by International Energy Agency  <i>An international research collaboration investigated hard-to-reach (HTR) audiences in the residential and non-residential sectors, focusing on five countries (the United States, Canada, New Zealand, Sweden, and the United Kingdom). We found that this HTR audience included more than 50% of energy users—and it is growing fast due to COVID-19. This session will provide insights into the HTR in different parts of the world, their broader contexts and barriers, and why we need to work harder to engage them.</i>  <b>Panelists:</b> <ul style="list-style-type: none"> <li>• Aimee Ambrose, Sheffield Hallam University</li> <li>• Kim O'Sullivan, National Expert - New Zealand</li> <li>• Raúl Castaño-Rosa, University Carlos III de Madrid</li> </ul>
2:15–2:30 pm	Meet the speakers – Stay online to chat with speakers in each session
2:30–3:15 pm	<p style="text-align: center;"><b>Plenary: Passenger Mobility in a Post-COVID World</b></p> <p>Travel behavior, as it relates to transit and shared mobility options, may be on the verge of significant change in the wake of the COVID-19 pandemic. This session discusses the potential trends and behavioral solutions that could be used to ensure that options such as public transit service remain viable travel options. Transportation equity will be an important focus as well, given the disproportionate effect that changes to public and shared transportation services have on low-income communities.</p> <p><b>Moderator:</b> Melanie Zauscher, California Air Resources Board</p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Saar Golde, Chief Data Scientist at Via</li> <li>• Harriet Tregoning, New Urban Mobility Alliance</li> </ul>
3:15–3:30 pm	<p style="text-align: center;"><b>Snapshot Reception – Meet Virtual Poster Presenters</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Thermostat Behavior and Responses to Smart Thermostat Installation – Jacqueline Berger, APPRISE</a></li> <li>• <a href="#">Influencing Dramatic Increases in Electric Vehicle Adoption – Karen Ehrhardt-Martinez, Guidehouse</a></li> <li>• <a href="#">Highly Energy Efficient Mini-Split Heat Pumps Are Not Regularly Operated by Occupants for Maximum Efficiency. Why Not? And How Can We Change This? – Karen Fenaughty, FSEC Energy Research Center</a></li> <li>• <a href="#">Modeling the Effects of Electrification in Buildings – Kevin Jarzomski, U.S. Energy Information Administration</a></li> <li>• <a href="#">Electric Vehicle Diffusion: A Model of Consumer Behavior, Market Barriers, and Policy Pathways – Ari Kornelis, Cadmus</a></li> <li>• <a href="#">Information and Behavioral Interventions to Encourage Sustainable Palm Oil Consumption – Cassandra Sundaraja, University of New England</a></li> <li>• <a href="#">Program Design Features, Outputs, and Outcomes of Four Statewide Programs – Brett Williams, Center for Sustainable Energy (CSE): EV Purchase Incentives</a></li> </ul>
3:30–4:30 pm	<b>Topic Session 5</b>
Session 5A	<b>Electric Vehicles for All</b> <b>Moderator:</b> Scott Hardman, University of California, Davis <ul style="list-style-type: none"> <li>• <a href="#">Electric Vehicles For All: Using Strategic Research to Drive Utility EV Program Participation – Jennifer Canseco, DNV GL</a></li> <li>• <a href="#">Polarized and Motivated? Using the Credibility of Social Norms and Their Relation to Pre-Existing Attitudes to Increase EV Customer Acceptance in Switzerland – Jana Plananska, University of St. Gallen</a></li> <li>• <a href="#">Moving the EV Market Forward: Translating Positive Perceptions into Customer Purchase – Raquel Soat, Guidehouse</a></li> <li>• <a href="#">Understanding Equity Within the Bounds of Electric Vehicle Infrastructure Accessibility – Erin Nobler, National Renewable Energy Laboratory</a></li> </ul>
Session 5B	<b>Race, Ethnicity, Environmental Justice, and Inclusion</b> <b>Moderator:</b> Shamara Collins, ORISE Science Technology and Policy Fellow <ul style="list-style-type: none"> <li>• <a href="#">Addressing Social Injustice in the Context of Climate/Energy Projects – Irina Feygina, Independent Consultant</a></li> <li>• <a href="#">Breaking Down the Conflicts between Underserved Communities' Cultural Values and Utility Program Design – Allison Musvosvi, ILLUME Advising</a></li> <li>• <a href="#">A Customer Insights Study to Understand and Reduce Barriers for Underserved Communities – Ryan Bliss, ADM Associates</a></li> </ul>
Panel Session 5C	<b>Energy Behavior with Smart Thermostats: Reduced Energy and Improved Comfort</b> <b>Moderator:</b> Therese Peffer, University of California, Berkeley  <i>The panelists will explore findings from several field evaluations of smart thermostats in low-income and senior households. They will discuss new design concepts, installation and operation barriers, typical issues (e.g., language), and tested interventions. Their research reveals how users can be motivated to reduce energy consumption. They also explore whether it is necessary to use tailored applications that employ gamification and serious game techniques.</i>  <b>Panelists:</b> <ul style="list-style-type: none"> <li>• Eli Alston-Stepnitz, University of California, Davis</li> <li>• Juana Isabel Mendez, Monterrey Institute of Technology and Higher Studies</li> <li>• Will Baker, Google</li> </ul>
4:30–4:45 pm	Meet the speakers – Stay online to chat with speakers in each session

**Wednesday, December 9 — Organizational Change**

11:00–11:45am	<b>Gentle Flow Yoga with Karen Ehrhardt-Martinez</b>
11:45 am–Noon	Meet and connect with people you know. Visit the "help desk" for technical issues.
Noon–1:00 pm	<b>Topic Session 6</b>
Session 6A	<p><b>Novel Approaches to Things We Thought We Knew</b> Moderator: Nick Lange, ICF</p> <ul style="list-style-type: none"> <li>• <a href="#">Advances in Surveys: Proven and Effective 'Hands-Off' Approaches in a Period of COVID-19 – Dana D'Souza, SERA</a></li> <li>• <a href="#">Personalized Route Tools and Commuter Commitments Increase Uptake of Alternative Transit Modes – Lyndsay Gavin, Duke University</a></li> <li>• <a href="#">Nudge Plus: Incorporating Reflection into Behavioral Public Policy – Sanchayan Banerjee, London School of Economics and Political Science</a></li> <li>• <a href="#">Hemming Ourselves In? Navigating the Opportunities and Pitfalls for Efficiency Programs Integrating Smart/Connected Devices for Efficient Home Energy Management – Daniel Fredman, VEIC</a></li> <li>• <a href="#">SMUD Energy StorageShares: The First Virtual Energy Storage Program in the United States – Jeanne Duvall, Sacramento Municipal Utility District</a></li> </ul>
Session 6B	<p><b>Hard-to-Reach, Hard-to-Serve: Research and Field Applications</b> Moderator: Derek Okada, Southern California Edison</p> <ul style="list-style-type: none"> <li>• <a href="#">Shared Data Metrics and Policy Frameworks to Advance Energy Equity throughout the South – William Bryan, Southeast Energy Efficiency Alliance</a></li> <li>• <a href="#">International Approaches to Better Engaging Hard-to-Reach Energy Users – Elizabeth Terry, National Grid</a></li> <li>• <a href="#">Effectively Serving Hard-to-Reach Markets in the Puget Sound – Jessie Guest, Puget Sound Energy</a></li> </ul>
Panel Session 6C	<p><b>Behavioral Strategies and Deep Measures—Enemies or Friends?</b> Moderator: Mary Sprayregen, Oracle/Opower</p> <p><i>Many states are looking to leverage energy efficiency to meet aggressive GHG reduction goals. But which approaches work best? Can changing human behavior drive significant emissions reductions, or do states need to focus on the built environment? New research and program approaches help illuminate the answer: We must do both. And even better: The two combined are greater than the sum of their parts.</i></p> <p>Panelists:</p> <ul style="list-style-type: none"> <li>• Paul Hibbard, Principal, Analysis Group</li> <li>• Melanie Coen, Senior Analyst - Policy and Evaluation, National Grid</li> <li>• Andy Frank, Founder, Sealed</li> </ul>
1:00–1:15 pm	Meet the speakers – Stay online to chat with speakers in each session
1:15–2:15 pm	<b>Topic Session 7</b>
Session 7A	<p><b>Organizational Change—Communities, Sectors, and Infrastructure, Oh My!</b> Moderator: Lea Lupkin, ICF</p> <ul style="list-style-type: none"> <li>• <a href="#">Impact of COVID-19 on Parking and Travel Activity Behavior: Leveraging Private and Public Data – Christopher Hoehne, National Renewable Energy Laboratory</a></li> <li>• <a href="#">Energy Behavior in Hospitals is Linked to Improved Energy Performance Scores – Kady Cowan, Canadian Coalition for Green Health Care</a></li> <li>• <a href="#">Does Framing Infrastructure Projects as 'Long Term' Change Project Design? – Patrick Hancock, University of Virginia</a></li> <li>• <a href="#">Gamifying a Conference for Improved Sustainability Outcomes – Jonathan Kimball, Independent Consultant; Nicole Powell, National Youth Advocate Program; William L. Heward, The Ohio State University; and Holly Seniuk, Behavior Analyst Certification Board</a></li> <li>• <a href="#">Activating Behavioral Support for Local Solar Development with Community Choice Aggregation – Mathew Roberts, Southeast Ohio Public Energy Council</a></li> </ul>
Session 7B	<p><b>Innovations in Program Design</b> Moderator: Liz Kelley, ILLUME Advising</p> <ul style="list-style-type: none"> <li>• <a href="#">The Role Emotions Play in Shaping How Energy Systems Innovations Are Perceived and Acted Upon – Abraham Tidwell, Pacific Northwest National Laboratory</a></li> <li>• <a href="#">Back to Basics: An Exploration of Energy Efficiency Myths and Ways to Help Residential Consumers Take Bigger Leaps toward More Effective Solutions – Terra Bell and Bruce Manclark, CLEAResult</a></li> <li>• <a href="#">Just Transitions in the Multifamily Residential Sector: Improving Program Outcomes with Artificial Intelligence – Hal Nelson, Res-Intel</a></li> <li>• <a href="#">Mobile App Gamification: Aligning Energy Efficiency Goals with Customer Experiences – Laura Gousha, Mindgrab Technologies and Nicole Hendrickson, Baltimore Gas and Electric Company</a></li> <li>• <a href="#">Pilot to Portfolio: How E-Commerce Made Energy Efficiency Accessible to Michigan Business Owners – Chad Miller, Consumers Energy</a></li> </ul>
Panel Session 7C	<p><b>Meeting the Call: Decision Making and Demand Response</b> Moderator: Margaret Taylor, Lawrence Berkeley National Laboratory</p> <p><i>This session focuses on the residential, commercial, industrial, and agricultural decision making needed to unlock the potential of demand response (DR) to balance deeply renewable grids. Panel members will discuss (1) enrollment and participation assumptions underlying the modeling of DR potential; (2) commercial building participation planning that incorporates operator and occupant preferences; and (3) sub-daily, intra-annual, and interannual visions for aligning farm irrigation with climate change adaptation and grid needs.</i></p> <p>Panelists:</p> <ul style="list-style-type: none"> <li>• Brian Gerke, Lawrence Berkeley National Laboratory</li> <li>• Jeffrey Deason, Lawrence Berkeley National Laboratory</li> <li>• Jingjing Zhang, Lawrence Berkeley National Laboratory</li> </ul>
2:15–2:30 pm	Meet the speakers – Stay online to chat with speakers in each session

2:30–3:15 pm	<p><b>Plenary: Corporations Stepping Up Climate Action: Organizational Behavior, Policy, and Business Motivations</b></p> <p>Former and current executives at major businesses (Google, Facebook, Kilroy Realty) and non-profits (WWF, ClimateVoice) discuss actions that businesses can take and are taking to mitigate climate change. In the absence of federal policy, can businesses step in and take up the slack? Can they exert political pressure to encourage policy change? What is the role of business in this new world?</p> <p><b>Moderator:</b> Mike Vandenbergh, Law Professor at Vanderbilt University; Director of Climate Change Research Network</p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Vaishali Sampat, Manager of Sustainability and Corporate Social Responsibility at Kilroy Realty Corporation</li> <li>• Bill Wehl, Founder and Executive Director at ClimateVoice; Former Director of Sustainability at Facebook and Google</li> <li>• Lou Leonard, Dean at the Falk School of Sustainability &amp; Environment at Chatham University; Former SVP of the Climate and Energy at WWF</li> </ul>
3:15–3:30 pm	<p><b>Snapshot Reception – Meet Virtual Poster Presenters</b></p> <ul style="list-style-type: none"> <li>• Consumer Research: Knowledge is Power – <i>Alex Bradley, C+C</i></li> <li>• Solar Generation: Data Points of Interest – <i>Stephanie Eid, Wisconsin K–12 Energy Education Program</i></li> <li>• How Kids Change the World: Your Allies in Effective Behavior Change – <i>Matt Levine, NTC</i></li> <li>• Mobilizing “Monsters” to Engage A New Audience in Energy Efficiency – <i>Elizabeth Moore, Tennessee Valley Authority</i></li> <li>• Valuing Waste – <i>Imran Sheikh, Western Washington University</i></li> <li>• Socio-Spatial Analysis Tools for Examining Mobility Options and Transportation Behavior – <i>Alana Wilson, National Renewable Energy Laboratory</i></li> </ul>
3:30–4:45 pm	<b>Solutions Sessions</b>
Solutions Session A	<p><b>How to Get There: A Working Session for Climate Change Agents</b></p> <p><b>Moderators:</b> Paul Stern, Social and Environmental Research Institute, and Irina Feygina, Climate Central</p>
Solutions Session B	<p><b>Help Solve a Real-World Climate Action Problem on a University Campus</b></p> <p><b>Moderator:</b> Reuven Sussman, ACEEE</p> <p><i>Daniel Wildcat wants to tap into the collective experience of BECC attendees to help solve a motivational problem with University students. In this session, we will present a conundrum that Dr. Wildcat is facing. Students want sustainable farming and fresh food on campus. But when it comes to picking up a hoe, not so much. Please share your ideas on how to tackle this disconnect between what we want and the needed sweat equity.</i></p> <p><b>Speaker:</b> Daniel Wildcat, Haskell Indian Nations University</p> <p><b>Expert Panelists:</b></p> <ul style="list-style-type: none"> <li>• Christie Manning, Macalester College</li> <li>• Joe Brewer II, University of Kansas</li> </ul>
4:45–5:00 pm	<i>BREAK</i>
5:00–6:00 pm	<b>Networking Event: Games Night</b>
	<p><b>Facilitator:</b></p> <ul style="list-style-type: none"> <li>• Susan Francke Norris</li> </ul>
6:00–8:00 pm	<b>Workshops</b>
Workshop A	<p><b><u><a href="#">Non-Energy Benefits and Public Goods—Understanding and Overcoming the Cost-Effectiveness Challenges of Programs that Address Equity</a></u></b></p> <p><b>Workshop Leader:</b> Molly Podolefsky, Guidehouse</p> <p><i>This workshop is designed to provide program managers, program implementers, utility staff, and other stakeholders the information and tools they need to effectively advocate for equity-focused programs and challenge traditional barriers to cost-effectiveness. We will unpack the problem by exploring the economic concepts of social goods and positive externalities (i.e., NEBs), learning how NEBs are treated differently by various states and jurisdictions, and learning how they tie into cost-effectiveness testing. We will then explore case studies highlighting different methods utilities and stakeholders have used to overcome obstacles to cost-effectiveness for programs with large social benefits.</i></p>
Workshop B	<p><b><u><a href="#">Ten Tips for Enhancing Your Visual Storytelling Skills</a></u></b></p> <p><b>Workshop Leaders:</b> Beth Karlin, See Change Institute, and Arlene Birt, Background Stories</p> <p><i>Come learn how to raise the level of your visual communications! We'll share 10 tips and tricks to make your research, data, and messages more engaging with theory and lots of examples.</i></p>

## THURSDAY, December 10 — Communities and Policy

### Meditation and Yoga: Natalie Collins (*Flow with Natalie*)

11:00–11:45am

This nourishing class begins with a 10- to 15-minute meditation. Then, movement is incorporated through grounding exercises, gentle stretching, and a slow-moving flow sequence to alleviate tension in the body and the mind. This class is appropriate for all levels and can be modified to suit any practitioner's needs. We will finish with a guided relaxation to give the body time to absorb the benefits of the postures and seal up the practice.

11:45 am–Noon

Meet and connect with people you know. Visit the “help desk” for technical issues.



Noon–1:00 pm		Topic Session 8
Session 8A	<p><b>Engaging Communities Big and Small</b> Moderator: Lauren Cheatham</p> <ul style="list-style-type: none"> <li>• <a href="#">Scaling Up Local Climate Action through the Hub to Hood Model – Stephen Sheppard, University of British Columbia</a></li> <li>• <a href="#">Reconsidering the Customer Efficiency Journey – Devren Hobbs, Uplight</a></li> <li>• <a href="#">Tweeling Up with the Joneses: Using Sentiment Analysis to Understand Perceptions of Solar Power – Riana Johnson, ILLUME Advising</a></li> <li>• <a href="#">Carbon Neutrality Together with Energy Citizens – Sanna Tuomela, Micropolis of Oy</a></li> </ul>	
Session 8B	<p><b>Sustainable Mobility Futures: Leveraging Human-Centered Data, Automation, and Pandemic Recovery</b> Moderator: Melanie Zauscher, California Air Resources Board</p> <ul style="list-style-type: none"> <li>• <a href="#">Accelerating Transportation Behavior Change through the Power of Propensity Modeling – Erin Cawley-Morse, C+C</a></li> <li>• <a href="#">Measuring What Matters in Transportation at a Human Scale: A Discussion Paper on New Metrics to Help Guide the Future of Automated, Connected, Efficient, and Shared (ACES) Mobility – Dustin Weigl, National Renewable Energy Laboratory</a></li> <li>• <a href="#">COVID-19 and Beyond: Exploring Behavioral Factors Shaping a New 'Normal' for Local, Regional, and National Mobility, Energy, and Societal Outcomes – Josh Sperling, National Renewable Energy Laboratory</a></li> <li>• <a href="#">They See It Rollin', They Wonderin'—Self-Driving Cargo Bike Sharing to Achieve a Sustainable Mobility Transition – Parissa Chokrai, Otto-van-Guericke University Magdeburg</a></li> </ul>	
Panel Session 8C	<p><b>Maximizing Energy Savings and Mitigating Climate Change through Building Policies and Programs</b> Moderator: Adam Guzzo, U.S. Department of Energy</p> <p><i>Cities are implementing innovative policies and programs to save energy and reduce emissions in the building sector. Local leaders will share successful strategies, discuss lessons learned, and talk next steps as they work to implement these policies and programs in their communities. Participants will also get a preview of the Department of Energy's State and Local Planning for Energy (SLOPE) Platform, a tool to enable more data-driven energy planning and decision making.</i></p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Nicole Ballinger, Seattle Office of Sustainability &amp; Environment</li> <li>• Rajiv Ravulapati, City of St. Louis</li> <li>• Lindsey-Paige McCloy, New York City Mayor's Office of Sustainability</li> <li>• David Epley, Department of Energy &amp; Environment, Government of the District of Columbia</li> </ul>	
1:00–1:15 pm		Meet the speakers – Stay online to chat with speakers in each session
1:15–2:15 pm		Topic Session 9
Session 9A	<p><b>Emerging Trends in Mobility</b> Moderator: Jyot Chadha, New Urban Mobility Alliance</p> <ul style="list-style-type: none"> <li>• <a href="#">Using Data to Unlock Multimodal Transportation and Enable a New Mobility Paradigm – Emily Goldfield, Rocky Mountain Institute</a></li> <li>• <a href="#">Shifting Transportation Behaviors through the Oahu Commute Challenge – Lauren Reichelt, Blue Planet Foundation</a></li> <li>• <a href="#">Preference for Mobility as a Service (MaaS) Using a Stated Choice Experiment – Emma Cassar, University of East Anglia</a></li> <li>• <a href="#">Analyzing Factors that Influence Bicycle Commuting Behavior in the 50 Largest U.S. Cities – Emma Coleman, Virginia Tech</a></li> <li>• <a href="#">Ticket to Drive Efficiently: Assessing the Impact of an E-Bus Operator Behavior Change Program on Efficient Driving Behaviors – Jordan Folks, Opinion Dynamics</a></li> </ul>	
Panel Session 9B	<p><b>Applying Behavioral Insights to Energy Efficiency Policies and Programs: Where Do We Stand?</b> Moderator: Elisabetta Cornago, International Energy Agency</p> <p><i>Energy ministries, regulators, and utilities have been leveraging behavioral insights to foster energy savings and to increase the uptake of energy efficient technologies. A forthcoming IEA and Users TCP report provides an environment scan of behavioral insights applications to demand-side energy policy. This panel discussion will gather experts from government, regulatory agencies, and non-profits to reflect on the challenges to upscaling BI-based policy initiatives, and on the most critical behavioral barriers to energy efficiency investments.</i></p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Karl Purcell, Sustainable Energy Authority of Ireland</li> <li>• Kira Ashby, Consortium for Energy Efficiency</li> </ul>	
2:15–2:30 pm		Meet the speakers – Stay online to chat with speakers in each session
2:30–3:15 pm		Small Group Facilitated Topical Discussion Sessions
3:15–4:15 pm		Topic Session 10
Session 10A	<p><b>Behavior to Increase Adoption of Renewables</b> Moderator: Zachary Eldredge, U.S. Department of Energy</p> <ul style="list-style-type: none"> <li>• <a href="#">Understanding the Nexus between Income Inequality and Solar PV Adoption Inequity – Eric O'Shaughnessy, Clean Kilowatts</a></li> <li>• <a href="#">How is Solar Energy Represented in the Media and What Should Be Changed? – Chelsea Mullens, The University of Melbourne</a></li> <li>• <a href="#">Perceptions of Who Adopts Solar in Rural America – Jacqueline Tidwell, University of Georgia</a></li> <li>• <a href="#">Worth a Thousand Words: New Opportunities with Virtual Reality and Wind Energy – Zana Cranmer, Bentley University</a></li> </ul>	
Session 10B	<p><b>Designing Interventions Across the Globe</b> Moderator: Ellen Steiner, Opinion Dynamics</p> <ul style="list-style-type: none"> <li>• <a href="#">New Horizons: How Energy Efficiency is Laying the Foundation for Grid Services – Brian Kealoha, Leidos/Hawaii Energy</a></li> <li>• <a href="#">Social and Behavior Change as a Method to Facilitate Connections – Kimberly Boland, Millennium Challenge Corporation</a></li> <li>• <a href="#">The Energy Code Stepping-Stone to Decarbonization – David Kaiser, Former Building Code Official</a></li> </ul>	
Session 10C	<p><b>Cities on the Frontiers of Sustainability</b> Moderator: Anna Ebers Broughel, Tetra Tech</p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Behavioral Insights for the European Green Deal – Hendrik Bruns, European Commission</a></li> <li>• <a href="#">SHIFTing to Sustainable Behaviors: Local Lessons in Behavior Change Marketing Campaigns – Jensen Morgan, City of Fort Collins</a></li> <li>• <a href="#">Lifting Lives by Engaging People in Energy – Anne Draddy, City of Ballimore</a></li> <li>• <a href="#">Communities on the Frontier of Sustainability – Don Sampson, Climate Change Project Director, Affiliated Tribes of Northwest Indians</a></li> </ul>	

4:15–4:30 pm	Meet the speakers – Stay online to chat with speakers in each session
4:30–5:15 pm	<p style="text-align: center;"><b>Closing Plenary and Closing Remarks</b>  <b>Bob Doppelt: Building Resilience for Transformative Change</b></p> <p>From historic and ongoing racism and violence against people of color, to the Covid 19 pandemic, economic distress, and more, society today is experiencing profound interlinked individual and collective traumas. The climate emergency is aggravating these traumas and generating many new and surprising ones as well. Left unaddressed, the accelerating traumas will threaten the health, safety, and security of every adult and child-and block our ability to reduce the climate emergency to manageable levels. At the same time, if resilience education and skills-training becomes universal, the climate emergency can become a powerful catalyst for constructive change. This closing plenary will discuss how conference participants can enhance their resilience in ways that lead to positive personal and collective transformation.</p>

<b>Acknowledgments</b>		
<p><u>Convening Directors</u>  <b>Steven Nadel</b>, ACEEE  <b>Carl Blumstein</b>, Director, CIEE, University of California, Berkeley  <b>James Sweeney</b>, Environmental and Energy Policy Analysis Center, Stanford University</p> <p><u>Conference Co-Chairs</u>  <b>Reuven Sussman</b>, ACEEE  <b>Therese Pepper</b>, CIEE, University of California, Berkeley  <b>Naomi Baum</b>, ACEEE</p> <p><u>Communications Coordinator</u>  <b>Maxine Chikumbo</b>, ACEEE</p> <p><u>Founding Chair</u>  <b>Linda Schuck</b>, CIEE, University of California, Berkeley</p> <p><u>Conference Management</u>  <b>Cara Lee Mahany Braithwait</b>, Manager  <b>Kris Chitwood</b>, Registrar</p>	<p><u>Program Committee</u>  <b>Chair: Chris Jones</b>, CoolClimate, University of California, Berkeley  <b>Shawn Bodmann</b>, DNV-GL  <b>Lauren Cheatham</b>  <b>Cindy Franz</b>, Oberlin College  <b>Scott Hardman</b>, University of California, Davis  <b>Darrin Kayser</b>, Edelman  <b>Liz Kelley</b>, ILLUME Advising  <b>Arien Korteland</b>, BC Hydro  <b>Nick Lange</b>, ICF  <b>Lea Lupkin</b>, ICF  <b>Steve Menges</b>, National Grid  <b>Hal Nelson</b>, Portland State University  <b>Derek Okada</b>, Southern California Edison  <b>Varun Rai</b>, University of Texas, Austin</p>	<p><b>Jennifer Robinson</b>, EPRI  <b>Nicole Sintov</b>, Ohio State University  <b>Ellen Steiner</b>, Opinion Dynamics  <b>Elaine Ulrich</b>, CT Department of Energy and Environmental Protection  <b>Matt Williams</b>, University of Florida  <b>Kim Wolske</b>, University of Chicago  <b>Melanie Zauscher</b>, California Air Resources Board</p> <p><u>Social Committee</u>  <b>Chair: Beth Karlin</b>, See Change Institute</p>