

Author: Sam Harms, DNV GL,

Presentation Title: Addressing one of the biggest challenges with Home Energy Assessment programs

Abstract: One of the biggest challenges with Home Energy Assessment programs is converting audit recommendations into energy efficiency actions. This paper examines two novel approaches for working with auditors to increase the "conversion rate" for their recommendations. The first approach used smart thermostat data analytics to provide auditors with a report on the relative "leakiness" of the homes they audited. The other approach, developed within a multi-faceted behavior theory context, required auditors to have structured face-to-face conversations with homeowners. These conversations were designed to address known behavioral barriers and increase the adoption of the recommended measures. This paper will provide a high-level description of these two methods, assess their level of success in increasing conversion rates, and make recommendations concerning their future adoption.