



# Behavior, Energy, & Climate Change Conference (BECC)

Nov. 9 online | Nov. 13-16 in Washington, DC | [beccconference.org](https://beccconference.org)

## BECC 2022 AGENDA

### Engaging All Voices

*Last updated September 16, 2022*

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# BECC 2022 at a Glance

*All times in U.S. Eastern Time.*

## Wednesday, November 9: Virtual Opening Day

<b>11:30 AM</b>	Virtual Opening Reception
<b>12:00 PM</b>	Opening Session
<b>1:15 PM</b>	Inequity in Income-Qualified Programs
<b>2:15 PM</b>	Driving Vehicle Electrification to a More-Equitable Future
<b>3:15 PM</b>	Tailoring Energy Programs to Diverse Populations
<b>4:00 PM</b>	Adoption of Renewables in International Contexts
<b>5:00 PM</b>	Closing

## Sunday, November 13

<b>1:00 PM - 5:00 PM</b> <i>Times vary, see detailed agenda</i>	Pre-Conference Workshops
<b>6:00 PM - 7:00 PM</b>	New Professionals Reception
<b>7:00 PM - 8:00 PM</b>	Opening Reception

## Monday, November 14

<b>8:00 AM - 10:00 AM</b>
Opening Plenary and Keynote
<b>10:30 AM - 12:00 PM</b>
Lightning: Energy Justice by Design
Utility Challenges of Grid Electrification
New Developments in Evaluation
City-Level Policies to Incentivize Green Travel Choices
<b>1:30 PM - 3:00 PM</b>



Lightning: Charging the Way to the EV Future
HERS 2.0+
Ambitious Home Upgrades: Why and How We Do It
Behavior-Informed Policy: From Local to National
Utility Insights on Equitably Engaging Energy Users
<b>3:30 PM - 5:00 PM</b>
Bundling Renewables and Electrification with Building Upgrades
Race and Invisible Taxes
Next-Gen Engagement Strategies
The Psychology of Climate Change Mitigation and Adaptation
Solutions Session
<b>5:15 PM - 6:45 PM</b>
Poster Reception

## Tuesday, November 15

<b>8:00 AM - 10:00 AM</b>
Spotlight Session 1
Spotlight Session 2
<b>10:30 AM - 12:00 PM</b>
Lightning: Social Science Insights
Climate Urbanism and Just Transitions
Customers as the Gateway to Decarbonization
Home Energy Score / Assessments
Equitably Implementing Initiatives in Hard-to-Reach Communities
<b>1:30 PM - 3:00 PM</b>



Lightning: Municipalities, Universities, Schools, and Hospitals (MUSH)
Systems Approach to Valuing Equity in Organizations and Communities
Electric Vehicle Adoption
Local Control of Energy
Behavioral Strategies in Virtual Technical Training Programs
<b>3:30 PM - 5:00 PM</b>
The Community Solar Pathway to Success: Strategies for Driving Equitable Distribution and Meaningful Benefits
Energy Insecurity
Social Science of Changing Behavior in Building
Tying It All Together: Organizations, Occupants, and Operators
Solutions Session: City of Minneapolis, Switching from Gas to Induction Ranges
<b>5:15 PM - 6:15 PM</b>
BECC Film Festival

## Wednesday, November 16

<b>8:30 AM - 10:00 AM</b>
Achieving Higher Demand Response Savings
Behavioral Insights for Efficient Energy Services
Overcoming Barriers to EV Adoption
Values and Affect in Climate and Energy Programs
The Good, the Bad, and the Ugly of Carbon Policy
<b>10:30 AM - 12:00 PM</b>
Closing Plenary



# BECC 2022 Detailed Agenda

Confirmed speakers only. Document will be updated as additional speakers are confirmed.

## Wednesday, November 9: Virtual Opening Day

11:30 AM

### Virtual Opening Reception

Kickstart your virtual BECC experience and join us for this informal networking session. Grab your favorite beverage or a snack, mingle with colleagues, and make new connections.



12:00 PM - 1:00 PM

Virtual Opening Keynote

1:00 PM - 1:15 PM

Break

1:15 PM - 2:00 PM

### Panel Discussion: Inequity in Income-Qualified Programs: Empowering Stakeholders to Co-create Solutions

Moderator: Mekha Abraham, Project Manager, TRC / Oregon Multifamily Energy Program

Panelists:

- Dan Elliott, Senior Policy Analyst, Oregon Housing and Community Services
- Quinn Parker, CEO, Encolor
- Sepideh Rezaia, Principal Consultant, Unrooz Solutions
- Nicole Wroblewski, Associate Director, TRC



2:00 PM - 2:15 PM

Break/Meet the Speakers



**2:15 PM - 3:00 PM**

**Driving Vehicle Electrification to a More-Equitable Future**

Emissions Impact of Electric Vehicle Adoption on Disadvantaged Communities	Xinwei Li	University of California, Davis
Gasoline-Burdened Families: Who They Are, What They Drive, and How They Can Be Transitioned to EVs	Janelle London	Coltura
Getting Electric Vehicles into Rural, Low-Income, and BIPOC Communities	Nick Neverisky	VEIC

**3:00 PM - 3:15 PM**

Break/Meet the Speakers

**3:15 PM - 4:00 PM**

**Tailoring Energy Programs to Diverse Populations**

Hello Alexa, Is It TOU You're Looking For?	Julie Hayes	Julie Hayes Consulting
Averting Disaster: The Impact of Luck-Based and Merit-Based Inequalities	Eugene Malthouse	University of Warwick
Ctrl-Shift-Demand: Using Behavioral Engagement to Help Customers Control and Shift their Energy Use during Peak Periods	Russell Meyer	Oracle/Oopwer
Understanding Underserved Municipalities, Universities, Schools, and Hospitals (MUSH) Customers: Qualitative Insights	Sea Rottman	See Change Institute
Designing Better Buildings with and for Older Adults: Building Interfaces and Safety in Senior Living Communities	Shelby Ruiz	Washington State University

**4:00 PM - 4:45 PM**

**Adoption of Renewables in International Contexts**

Willingness to Invest in PV Battery Systems - Which Factors Promote and Which Inhibit Investment? A Representative Study of German Homeowners	Jessica Berneiser	Fraunhofer Institute for Solar Energy Systems ISE
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Behavior Change in Energy Adoption: How Can Off-Grid Products Gain Adoption Beyond Early Adopters?	Laura Botero	RTI International
Living Labs for Efficient Grid-Interactive Affordable Housing in India	Craig Burton	GBPN.org and Monash University
Building Understanding of the Equity Solar Market: Lessons Learned from the Solar on Multifamily Affordable Housing Program	Jamie Orose	Center for Sustainable Energy
Overcoming Energy Poverty in Mexico through Solar Energy: An S4 Framework	Citlaly Perez	Tecnologico de Monterrey
<b>4:45 PM - 5:00 PM</b>		
Break/Meet the Speakers		
<b>5:00 PM - 6:00 PM</b>		
Closing Plenary/Closing Remarks		



# Sunday, November 13

**1:00 PM - 4:00 PM**

## **Pre-Conference Workshop**

### ***Engaging All Voices in the Face of High Conflict, Apathy, or Perceived Non-urgent Issues***



This workshop will cover equitable and inclusive community engagement (EIE) solutions that can be tailored for your organization's equity needs and goals, measurably elevate service to your vulnerable customers, and help you avoid or mitigate business risks and litigation. Participants will learn principles, strategies, and skills to conduct EIE under conditions of high conflict and around issues that communities that have been historically underserved may perceive with apathy and as non-urgent.

**Presented by DNV**

**1:00 PM - 5:00 PM (exact time TBD)**

## **Pre-Conference Workshop**

### ***Energy Management Systems: Behavior and Organizational Change Strategies to Optimize Energy and Carbon Performance***

Building robust energy and carbon management into an organization's DNA requires far more than monitoring energy use and identifying energy- and carbon-saving opportunities. This workshop will employ resources from the U.S. Department of Energy's 50001 Ready program, which recognizes facilities/organizations that practice 50001-based energy management systems. Facilitated by national 50001 Ready experts, the workshop has the practical goal of helping participants identify post-workshop action items, whether they are directly implementing energy management systems at their organizations or supporting others in doing so.

**6:00 PM - 7:00 PM**

## **New Professionals Reception**

*Details coming soon*

**7:00 PM - 8:00 PM**

## **Opening Reception**

Enjoy wine and dessert while meeting fellow conference goers and participate in a fun activity to help you build your network and impact! It's a great opportunity to make early connections with colleagues old and new and hear great tips on how to get the most out of your time at BECC!





# Monday, November 14

**7:00 AM - 8:00 AM**

## Yoga

Need to stretch, breathe, and get your blood flowing? Join us for a sunrise yoga session each morning of the conference, led by Karen Ehrhardt-Martinez. Class begins promptly at 7:00 AM, so please arrive 5-10 minutes early. Beginners welcome.



**7:30 AM - 8:30 AM**

Continental Breakfast

**8:30 AM - 10:00 AM**

## Welcome and Opening Keynote: Changing Collective Behavior to Fight Racism and Solve Climate Change

Debra Gore-Mann, President and CEO, The Greenlining Institute

Debra Gore-Mann is president and CEO of the Greenlining Institute, an organization working at the intersections of the climate, economic, and racial justice movements toward a future where race is never a barrier to opportunity. As BECC's opening keynote speaker, Ms. Gore-Mann will be speaking about changing collective behavior to fight racism and solve climate change.



**10:00 AM - 10:30 AM**

Break

**10:30 AM - 12:00 PM**

## Lighting: Energy Justice by Design

Moderator: Alaura Carter, Climate Reality Project (invited)

Beyond Tips: Leveraging Utility Funding to Combine Conservation Education & Outreach for Low-Income Households

Amy Brown

Energy Outreach Colorado

Marine Renewable Energy: Identifying Opportunities to Promote Environmental Justice and Community Buy-in

Mariah Caballero

Vanderbilt University, Peabody College

Applying Behavioral Insights to Close Energy Equity Gaps and Bring Clean Tech Solutions to Scale

Kelsey Gohn

Behavioral Insights Team



Equity, Empowerment, and Engagement in Minnesota	Jeannette LeZaks	Slipstream
Empowering Community Engagement in Energy - Building Hawaii's Energy Equity Hui	Denise Nakamura	Hawaii Energy
<b>Utility Challenges of Grid Electrifications</b> Moderator: Zachary Eldredge, US Department of Energy (invited)		
Rate Design Still Matters: Managing the Transportation Electrification Revolution with Price Signals	Brendan Baatz	Gabel Associates
Natural Gas Decarbonization: What You Don't Know That Changes the Equation	Thomas Manjarres	WEC Energy Group
Renewable Energy & Offsets	Ted Peterson	Dominion Energy
<b>New Developments in Evaluation</b> Moderator: Sharyn Barata, Opinion Dynamics		
Apples to Apples: A Meta-Analysis of Home Energy Reports and the Case for More Consistent Reporting	Eileen Hannigan	ILLUME Advising
Smart Thermostats: Could We Be Saving More?	Melissa Kosla	ADM Associates, Inc.
The Road to New Metrics: Evaluating Utility Programs Based on GHG Emissions	Barb Ryan	Applied Energy Group
<b>Panel Discussion: City-Level Policies to Incentivize Green Travel Choices</b> Moderator: Allen Greenberg, USDOT/FHWA Panelists: <ul style="list-style-type: none"> <li>Cheryl Cort, Policy Director, Coalition for Smarter Growth</li> <li>Michael Grant, Vice President, ICF</li> <li>Allen Greenberg, Senior Policy Analyst, USDOT/FHWA</li> </ul>		
		
<b>12:00 PM - 1:30 PM</b>		
Lunch		
<b>12:00 PM - 1:30 PM</b>		
Fellows Lunch		
<b>1:30 PM to 3:00 PM</b>		



<b>HERS 2.0+</b> Moderator: Dan Fredman, Oracle		
NYSEG and RG&E Behavior Program AB Testing	Katie Desimone	AVANGRID
Beyond the One-Year Measure Life: Applying Behavioral Persistence Research to Utility HER Programs	Beth Fitzjarrauld	E Source
Providing Homeowners Objective Information on the Rebound Effect	William Hughes	Guidehouse Insights
Marked as Spam: Understanding the Impacts and Drawbacks of Digital-Only HER Programs	Riana Johnson	ILLUME Advising
<b>Lightning: Charging the Way to the EV Future</b> Moderator: Bill LeBlanc, ESource (invited)		
Identifying Opportunities to Facilitate Efficient Charging and Driving Behaviors for Plug-In Hybrid Vehicles	Alex Filipowicz	Toyota Research Institute
Equity in Transportation Decarbonization: Impact of Race, Ethnicity, and Income on Access to Electric Vehicles in California	Eleanor Hennessy	Stanford University
Assessing the Expansion and Impacts of Electric Vehicle Charging Station Network	Bandana Kar	DOE Building Technology Office
Stressing the Need for Reliable Electric Vehicle Chargers by Addressing Unsuccessful and Critical Charging Sessions	Vaishnavi Karanam	Institute of Transportation Studies at UC Davis
Fast-Charging Facilities in Communities: A Contextual Approach	Muhammad Talal Khalid	University of Illinois Urbana-Champaign
Electric Vehicles and the Consumer	Erin D'Amato	Uplight
Increasing EV Charging Infrastructure in India	Raquel Soat	RMI (Rocky Mountain Institute)
Do Public EV Charging Investments Increase EV Ownership? Effects on Neighboring Households	Jim Stewart	Cadmus
<b>Ambitious Home Upgrades: Why and How We Do It</b> Moderator: Jonathan Cohen, U.S. Department of Energy		
Automating the Smart Home for Scalable Behavioral Savings	Will Baker	Google Nest



Building the Bridge to a Whole-Home Approach: DTE's Energy Efficiency Assistance Program	David Becker	ICF
End-of-Life Planning for your HVAC System vs. Decision Making under Duress	Kristin Heinemeier	Frontier Energy, Inc.
Re-imagining Solarize: A Community-Oriented Bulk Buy Program with Dramatic Results	Julie Roth	City of Ann Arbor, Office of Sustainability and Innovations
<b>Behavior-Informed Policy: From Local to National</b>		
The Local Energy Transition: Perspectives on Community Energy Management in Wisconsin	Mikhaila Calice	University of Wisconsin-Madison
Carrot Cake for Everyone: Local Governments Accelerating Climate Action	Kathy Kuntz	Dane County Office of Energy & Climate Change
Variegated Risk Perceptions and Policy Preferences Among Multi-Level U.S. Climate Adaptation Governance Actors	Melissa Tier	Princeton University
<b>Panel Discussion: Utility Insights on Equitably Engaging Energy Users</b> Moderator: Kira Ashby, Consortium for Energy Efficiency (CEE) Panelists: <ul style="list-style-type: none"> <li>Jeffrey Feinberg, Income Qualified Assistance Program Advisor, Snohomish PUD</li> <li>Sofia Jenssen, Program Assistant, Center for Equity and Energy Behavior at CEE</li> <li>Anne-Marie Peracchio, Managing Director of Marketing and Energy Efficiency, New Jersey Natural Gas (NJNG)</li> <li>Tracy Scott, Director of Energy Programs, Energy Trust of Oregon</li> </ul> 		
<b>3:00 PM - 3:30 PM</b>		
Break		
<b>3:30 PM - 5:00 PM</b>		
<b>Bundling Renewables and Electrification with Building Upgrades</b>		
Behavior-Based Programs - Residential Programs	Alex Bradley	C+C
Motivations for and Barriers to Coadoption of EVs and Solar	Stephen Bull	University of Delaware



Using Technology Value Mapping to Unlock Market Potential of Co-Locating Solar PV, Battery Storage, and Electric Vehicle Adoption	Ashok Sekar	NREL
Changing Contractor Behavior in the Age of Decarbonization	Ellen Steiner	Opinion Dynamics
<b>Race and Invisible Taxes</b> <b>Moderator: Paula Glover, Alliance to Save Energy (invited)</b>		
How Does the Presence of Racial Historical Context Affect the Prevalence of Colorblind Ideology in Distributive Justice Decision Making for Climate Adaptation?	Bethany Gordon	University of Washington
Charged Up on Policy: Lessons in History Guide Future Legislation of Charging Infrastructure Planning	Taylor Patterson	University of Washington
Equitably Decarbonizing the Bryant Neighborhood - Resident-Centered, Just Climate Action	Missy Stults	City of Ann Arbor
<b>Next-Gen Engagement Strategies</b> <b>Moderator: Travis Niles, Rare (invited)</b>		
Accelerating Adoption of Community Solar	Tom Cooper	Pacific Consulting Group
Filling the Void: How to Communicate on Climate in a World of Distrust	Darrin Kayser	Edelman
Making Shift Happen: Using Behavior Determinants Analyses for Successful Environmental Behavior Change	Susan Schneider	Root Solutions
<b>The Psychology of Climate Change Mitigation and Adaptation</b>		
Psychological Effects of Municipal Resilience Planning on Citizens	Jess Lasoff-Santos	University of Michigan
Social Distance of Climate Change	Deidra Miniard	Indiana University Bloomington
Climate Change Mitigation Narratives in America and Motivation to Take Action	Greg Sparkman	Boston College
<b>5:15 PM - 6:45 PM</b>		
Poster Reception		
<b>7:00 PM</b>		
Social Event		



## Tuesday, November 15

### 7:00 AM - 8:00 AM

Continental Breakfast

#### Yoga

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### 8:00 AM - 10:00 AM

#### Spotlight Sessions or Plenary Session

*Session details coming soon*

### 10:00 AM - 10:30 AM

Break

### 10:30 AM - 12:00 PM

#### Lightning: Social Science Insights

Reducing Greenhouse Gas Emissions: Using Community-Based Social Marketing to Identify Targets for Behavior Change	Patricia Aloise-Young	Colorado State University
Naturalness in Decision Making: Predicting Support of Eco-Technology	Sarah Coffin	University of Colorado Boulder
Save Carbon, Save Forest, or Save Nothing: Comparing Effectiveness of Environmental Messaging on Household Energy Behavior	Hannah Curcio	Colorado State University
Information-Incentive Interactions and Consumer Demand for Energy Efficiency	Anjali Narang	Cornell University
Testing Energy Social Norms in a Post-Soviet Environment: Results from a Large-Scale Randomized Field Experiment in Moldova	Marcos Pelenur	The Behavioral Insights Team
Impact of Transit Incentives on Ridership during the Covid-19 Pandemic	Cecilia Shang	ideas42



<b>Lightning: Social Science Insights</b>		
Examining Energy Equity and the Underlying Socioeconomic Conditions in the Context of Urban Heat Island to Address Energy Justice	Bandana Kar	DOE Building Technology Office
Intersections of Disadvantaged Communities and Renewable Energy Potential: Data Set and Analysis to Inform Equitable Investment Prioritization in the United States	Elizabeth Ross	National Renewable Energy Laboratory
Equity Implications for Electrification of Multifamily Complexes in California	Hal Nelson	Res-Intel
Learnings from Community Engagement: A Heat Resilience Project in Fresno	Susan Mazur-Stommen	Indicia Consulting
<b>Customers as the Gateway to Decarbonization</b>		
Trust, Competence, and Innovation: Understanding Customers' Energy and Smart Home Brand Perceptions	Beth Karlin	See Change Institute
What We Can Learn from the Loyalty Industry for Cultivating Trust in the Grid of the Future	Lea Lupkin	ICF
Pilots, Pilots, Pilots: How OG&E Is Breaking Ground (Again)	Abigail Nguyen	Applied Energy Group
<b>Home Energy Score / Assessments</b>		
Is Mandatory Disclosure Really Mandatory? An Evaluation of the Home Energy Score Program	Elise Breshears	Michigan State University
Remote Home Energy Assessments: Current Status and How Behavioral Science Can Be Applied	Emma Cooper	ACEEE
Connecticut Department of Energy Home Energy Score Initiative	John Karyczak	Avangrid
MyHEAT: A Behavioral Tool to Boost Residential Energy Efficiency Program Engagement	Ian Maddock	MyHEAT Imagery Inc.
<b>12:00 PM - 1:30 PM</b>		
Lunch		



**1:30 PM to 3:00 PM**

**Lightning: Municipalities, Universities, Schools, and Hospitals (MUSH)**

Decarbonization: Resources and Recognition Opportunities from DOE	Mariana Egea-Casaldue	U.S. Department of Energy
Toward Net-Zero-Carbon University Campuses for Climate Change Mitigation and Resilience	Heba Elsharkawy	Kingston University
Vintage to Vogue: A Case Study Roadmap for Decarbonizing Existing Building Stock	Vinay Ghatti	Willdan
Engaging All Voices: How Top-Down and Bottom-Up Stakeholder Engagement Increases Success of Utility Savings in School Districts	Auriane Koster	Fusebox (powered by Pierce Energy Planning)
Decarbonizing Alberta Municipalities: Energy Management, Equity, and Behavioral Change	Prashant Patel	CLEAResult Consulting Inc.

**Systems Approach to Valuing Equity in Organizations and Communities**

Saving Energy and Dismantling White Male Privilege: Increasing Engagement in SEM Through an Intersectional Approach	Kim Levan	Energy 350, Inc.
Using Systems Thinking to Create Organizational Change for Sustainable Equitable Outcomes	Victor Yagi	Seattle City Light
Bringing Community Perspectives to Community Solar: Expanding Equitable Community Solar by Centering Industry and Community Priorities	Zahra Thani	Solstice Initiative

**Electric Vehicle Adoption**

Building on What Is Already Working: An Examination of Latent Consumer Classes among New York's EV Incentive Program Participants	Francis Alvarez	Center for Sustainable Energy
Resilience in the ZEV Market during COVID-19	Meghna Eluganti	Center for Sustainable Energy
Are Electric Vehicles (EV) and Solar Photovoltaics (PV) Independent or Interdependent? An Integrated EV-PV Modeling Framework	Shivam Sharda	Lawrence Berkeley National Laboratory





<b>Local Control of Energy</b>		
Stanford Shines: A Decade-Long Decarbonization Journey... and We've Just Gotten Started	Lincoln Bleveans	Stanford University
Beyond Rates: Communicating the Benefits of Community Energy when Rates Are Higher	Rebecca Ford	See Change Institute
Consumer Energy Priorities and Support for Local Community Energy Choice	Hale Forster	See Change Institute
<b>Panel Discussion: Behavioral Strategies in Virtual Technical Training Programs</b> Moderator: Graziella Siciliano, DOE Panelists: <ul style="list-style-type: none"> <li>•</li> <li>• Anne Joiner, Stillwater Energy</li> <li>• Howard O'Kelly, Energy Manager, Dassault Systemes</li> <li>• Michael Socks, VEIC</li> <li>• Mike Umbriani, Energy Manager, InterContinental Times Square</li> </ul>		
<b>3:00 PM - 3:30 PM</b>		
Break		
<b>3:30 PM - 5:00 PM</b>		
<b>Energy Insecurity</b>		
Energy Services for All: Opportunities and Challenges to Taking a "Community-First" Approach to Homelessness	Gabrielle Clowdus	Settled
Energy Burdens, Energy Equity, and Efficiency Deserts	Karen Ehrhardt-Martinez	ICF
Inclusive Eco Financing: Who Is Participating and Why?	Anne Arquit Niederberger	Enervee
<b>Social Science of Changing Behavior in Buildings</b>		
Nudging Energy-Saving Behaviors in Tertiary Buildings	Rabab Akkouche	Mines Paristech
Testing Energy Labeling in Rental Listings	Jacqui Bauer	RentLab
Long-Term Behavior Change in Energy: Lessons from Success in Health and Tech	Nehan Naim	SUNY-ESF



## Tying It All Together: Organizations, Occupants, and Operators

Organizational Behavior Insights from 50001-Ready Technical Assistance Cohorts

Heidi Fuchs

Lawrence Berkeley National Laboratory

4DStock: Adding an Organizational Dimension to a 3D Building Stock Model

Kathryn Janda

University College London

Communication Breakdown: The Disconnect between Building Operators and Occupants

Krissy Govertsen

Northeastern University

### Panel Discussion: The Community Solar Pathway to Success: Strategies for Driving Equitable Distribution and Meaningful Benefits

Moderator: Nicole Steele, Senior Advisor for Energy Justice & Workforce, U.S. Department of Energy

Panelists:

- Michelle Moore, Groundswell
- Kerry O'Neill, Inclusive Prosperity Capital
- Ajulo E. Othow, Esq., EnerWealth Solutions

### Solutions Session – Help Solve a Real-World Problem for the City of Minneapolis: Encouraging Switching from Gas to Induction Cooktops

**Moderator:** Dr. Reuven Sussman, American Council for an Energy-Efficient Economy

We're gathering thought leaders from across industries and sectors to solve a real-world climate issue: encouraging homeowners to replace their gas stoves with induction cooktops. The City of Minneapolis is working to shift residential energy use from gas to electricity to support its goal of carbon-free energy, but it's challenging to encourage homeowners to switch to new induction cooktops. At this year's solutions session, participants will collaborate to develop an evidence-based solution to this problem, leveraging what we know about human behavior and the factors that motivate it.



**5:15 PM - 6:15 PM**

### Film Festival

Hosted by: Bill LeBlanc, President, LeBlanc Energy Innovation

The BECC FilmFest is often described as “the most fun you’re allowed to have at a conference,” and it also provides an opportunity to see the creative side of our business. Through a series of short videos and commercials about energy, the environment, and new forms of transportation collected from all over the world, Bill LeBlanc provides a montage along with his unique style of delivering learning and comedy combined.



**6:30 PM**

Networking Dinners



## Wednesday, November 16

### 7:00 AM - 8:00 AM

#### Yoga

Need to stretch, breathe, and get your blood flowing?  
Join us for a sunrise yoga session each morning of the conference, led by Karen Ehrhardt-Martinez. Class begins promptly at 7:00 AM, so please arrive 5-10 minutes early. Beginners welcome.



### 7:30 AM - 8:30 AM

Continental Breakfast

### 8:30 AM to 10:00 AM

#### Behavioral Insights for Efficient Energy Services

Leveraging Behavior Science and Artificial Intelligence (AI) to Drive Complex Outcomes

Carla Giannattasio

Oracle

Operational Energy Savings through Virtual Commissioning and Interval Meter Data

Brandon Mark

Avangrid

An Additional Benefit of Increasing Energy Efficiency Participation: Decreasing Late Payments

Meghan O'Connor

Eversource

Why Demand Response Pre-enrollment is the Most Effective Recruiting Strategy

Martin Skelton

Avangrid

#### Overcoming Barriers to EV Adoption

Once Consumers Adopt an Electric Vehicle, Do They Go Back? How Many, Why, and What Are the Policy Implications?

Rubal Dua

KAPSARC

Driving Equitable Solutions to Increase EV Adoption in Multifamily Communities

Angelica Pereira,  
Kyle Rodriguez

E Source

The Race to Zero-Emission Freight: Hurdles to Electrification in the Heavy-Duty Trucking Sector

Claire Sugihara

Plug-in Hybrid and Electric  
Vehicle Research Center

#### Values and Affect in Climate and Energy Programs

The Environmentalist Behavior Scientist: Identifying and Creating Opportunities For Action

Jessica Ghai

Boston University



Now We're Talking: Improving Programs through Multilingual Customer Engagement Strategies	Tabitha Munson	ILLUME Advising
The Effects of Aesthetic Distortion on Consumer Disposal Decisions	Calvin Spanbauer	Princeton University
<b>Panel Discussion: Achieving Higher Demand Response Savings</b> Moderator: Colin Gibbs, Sense Panelists: <ul style="list-style-type: none"> <li>Emilie Tullis, Head of Partnerships, OhmConnect</li> <li>George Zavaliagos, VP Technology &amp; Data Science, Sense</li> </ul>		
<b>Panel Discussion: The Good, the Bad, and the Ugly of Carbon Policy</b> Moderator: Amy Schmidt, American Chemistry Council Panelists: <ul style="list-style-type: none"> <li>Jeff Hansbro, Advocacy Director, Dupont</li> <li>Josh Jacobs, Director of Sustainability, WAP Sustainability</li> </ul>		
<b>10:00 AM - 10:30 AM</b>		
Break		
<b>10:30 AM - 12:00 PM</b>		
<b>Closing Keynote: New Methods toward Achieving Energy Justice</b> Dr. Tony G. Reames, Deputy Director for Energy Justice, U.S. Department of Energy  Dr. Reames will discuss the role of the Department of Energy's Justice40 Initiative in shaping the equitable deployment of federal investments. As lead of the Department's new Office of Energy Justice Policy Analysis, Dr. Reames will share emerging research to measure, track, and target energy poverty at the national level. His remarks explore how such methods can account for energy-limiting behavior and the relationship to household energy usage. Join us to learn more about the value of data-driven methods within energy justice scholarship as we pursue just and equitable decarbonization pathways.		



# Our Keynote Speakers

## Opening Keynote

*Debra Gore-Mann, President and CEO, The Greenlining Institute*

BECC is proud to have Debra Gore-Mann as the opening keynote speaker at the 2022 BECC Conference. Ms. Gore-Mann is the president and CEO of The Greenlining Institute, an organization working at the intersections of the climate, economic, and racial justice movements toward a future where race is never a barrier to opportunity. At BECC, she will speak about changing collective behavior to fight racism and solve climate change. We're thrilled to be hearing from such an esteemed expert in racial equity, transforming individual and collective behaviors, and ethically leading mission-driven organizations.



## Closing Keynote

*Dr. Tony G. Reames, Deputy Director for Energy Justice, U.S. Department of Energy*

BECC is proud to have Dr. Tony G. Reames, Deputy Director for Energy Justice at the U.S. Department of Energy, as our closing keynote speaker. Dr. Reames leads the Department's new Office of Energy Justice Policy and Analysis in the Office of Economic Impact and Diversity. Dr. Reames was previously an associate professor of environment and sustainability at the University of Michigan, where he established the Urban Energy Justice Lab and the Energy Equity Project, focusing on research and solutions to the production and persistence of racial, income, and geographic energy-related disparities. Dr. Reames also served as a commissioned officer in the U.S. Army Corps of Engineers and worked in both the private and public sectors as a licensed professional engineer.



# Networking Opportunities

## Opening Reception

**Sunday 5:00 PM - 6:00 PM**

Enjoy wine and dessert while meeting fellow conference goers and participate in a fun activity to help you build your network and impact. It's a great opportunity to make early connections with colleagues old and new and hear some great tips on how to get the most out of your time at BECC!



## Morning All-Levels Running

**Monday - Wednesday 6:30 AM - 7:15 AM**

Roll out of bed and start your day on the right foot – and then your left foot (repeat). Not in shape? Not a problem! All levels of running (in)ability are welcome. Meet for prompt departure from the main hotel entrance at 6:30 AM. Depending on turnout, we may do some self-sorting of groups for distance and/or pace.



## Yoga

**Monday - Wednesday 7:00 AM - 7:45 AM**

Need to stretch, breathe, and get your blood flowing? Join us for a sunrise session of yoga each morning of the conference, led by Karen Ehrhardt-Martinez. Class begins promptly at 7:00 AM, so please arrive 5-10 minutes early. Beginners welcome.



## BECC Breakroom

**Monday - Wednesday**

Come relax in our BECC Breakroom. This is a TECH-FREE ZONE - no computers or phones, please. What can you do instead? Rest, talk, meditate, color, write a note to a friend or colleague, or just be. It's a great place to let your mind rest and wander and maybe even meet somebody new!



## Poster Reception

**Monday 5:15 PM - 6:15 PM**

Grab a beverage and an appetizer while you mingle, network, and learn from BECC 2022 poster presenters. Learn about cutting-edge work in an informal setting.



## BECC Evening Social

**After the Poster Session**

Join the best and brightest BECC attendees for (no-host) drinks and lively conversation following Monday night's poster reception. Grab dinner on your own and join us at (location TBD) for a drink. Don't miss it!





## Film Festival

**Tuesday 5:15 PM - 6:15 PM**

Lights! Camera! Behavior change! The BFF is what critics have called “the most entertaining hour of the entire conference.”

You’ll laugh, you’ll cry, you’ll have a drink. Then you’ll relax and enjoy some of the best content relating to climate change and energy efficiency, ever.



## Networking Dinners

### After the Film Festival

Back by popular demand, we’ve made reservations at several restaurants less than a mile from the conference hotel for Tuesday night! Options vary by price and cuisine, so you’re sure to find something you like. All dinners are no-host and restaurants have agreed to split checks. Signups coming soon.



# Topic Pathways

We've created equity, transportation, social science, utilities/renewables, technology, and design/evaluation topic tracks to help you decide among our 50+ conference sessions. Choose your own adventure!

*Jump to...*



**Equity**



**Utilities and Renewables**



**Transportation**



**Technology**



**Social Science**








**Design and Evaluation**



**Equity**

Wednesday, November 9

1:15 PM - 2:00 PM	<p><b>Panel Discussion: Inequity in Income-Qualified Programs: Empowering Stakeholders to Co-create Solutions</b></p> <p>Moderator: Mekha Abraham, Project Manager, TRC/Oregon Multifamily Energy Program</p> <p>Panelists:</p> <ul style="list-style-type: none"> <li>• Dan Elliott, Senior Policy Analyst, Oregon Housing and Community Services</li> <li>• Quinn Parker, CEO, Encolor</li> <li>• Sepideh Rezania, Principal Consultant, Unrooz Solutions</li> <li>• Nicole Wroblewski, Associate Director, TRC</li> </ul>	    





**8:30 AM - 10:00 AM**

**Welcome and Opening Keynote**

Debra Gore-Mann is president and CEO of the Greenlining Institute, an organization working at the intersections of the climate, economic, and racial justice movements toward a future where race is never a barrier to opportunity. As BECC's opening keynote speaker, Ms. Gore-Mann will speak about changing collective behavior to fight racism and solve climate change.



**10:30 AM - 12:00 PM**

**Lightning: Energy Justice by Design**

Moderator: Alaura Carter, Climate Reality Project (invited)

Beyond Tips: Leveraging Utility Funding to Combine Conservation Education & Outreach for Low-Income Households	Amy Brown	Energy Outreach Colorado
Marine Renewable Energy: Identifying Opportunities to Promote Environmental Justice and Community Buy-in	Mariah Caballero	Vanderbilt University, Peabody College
Applying Behavioral Insights to Close Energy Equity Gaps and Bring Clean Tech Solutions to Scale	Kelsey Gohn	Behavioral Insights Team
Equity, Empowerment, and Engagement in Minnesota	Jeannette LeZaks	Slipstream
Empowering Community Engagement in Energy - Building Hawaii's Energy Equity Hui	Denise Nakamura	Hawaii Energy

**3:30 PM - 5:00 PM**

**Race and Invisible Taxes**

Moderator: Paula Glover, Alliance to Save Energy (invited)

How Does the Presence of Racial Historical Context Affect the Prevalence of Colorblind Ideology in Distributive Justice Decision Making for Climate Adaptation?	Bethany Gordon	University of Washington
Charged Up on Policy: Lessons in History Guide Future Legislation of Charging Infrastructure Planning	Taylor Patterson	University of Washington
Equitably Decarbonizing the Bryant Neighborhood - Resident-Centered, Just Climate Action	Missy Stults	City of Ann Arbor



<b>10:30 AM - 12:00 PM</b>		
Climate Urbanism and Just Transitions		
Examining Energy Equity and the Underlying Socioeconomic Conditions in the Context of Urban Heat Island to Address Energy Justice	Bandana Kar	DOE Building Technology
Intersections of Disadvantaged Communities and Renewable Energy Potential: Data Set and Analysis to Inform Equitable Investment Prioritization in the United States	Elizabeth Ross	National Renewable Energy Laboratory
Equity Implications for Electrification of Multifamily Complexes in California	Hal Nelson	Res-Intel
Learnings from Community Engagement: A Heat Resilience Project in Fresno	Susan Mazur-Stommen	Indicia Consulting
<b>1:30 PM - 3:00 PM</b>		
<b>Systems Approach to Valuing Equity in Organizations and Communities</b>		
Saving Energy and Dismantling White Male Privilege: Increasing Engagement in SEM through an Intersectional Approach	Kim Levan	Energy 350, Inc.
Using Systems Thinking to Create Organizational Change for Sustainable Equitable Outcomes	Victor Yagi	Seattle City Light
<b>3:00 PM - 5:00 PM</b>		
<b>Energy Insecurity</b>		
Energy Services for All: Opportunities and Challenges to Taking a “Community-First” Approach to Homelessness	Gabrielle Clowdus	Settled
Energy Burdens, Energy Equity, and Efficiency Deserts	Karen Ehrhardt-Martinez	ICF
Inclusive Eco Financing: Who Is Participating and Why?	Anne Arquit Niederberger	Enervee



Wednesday, November 16

**8:30 AM - 10:00 AM**

**Behavioral Insights for Efficient Energy Services**

Operational Energy Savings Through Virtual Commissioning and Interval Meter Data	Brandon Mark	Avangrid
Leveraging Behavior Science and Artificial Intelligence (AI) to Drive Complex Outcomes	Carla Giannattasio	Oracle
An Additional Benefit of Increasing Energy Efficiency Participation - Decreasing Late Payments	Meghan O'Connor	Eversource
Why Demand Response Pre-enrollment Is the Most Effective Recruiting Strategy	Martin Skelton	Avangrid

**10:30 AM - 12:00 PM**

**Closing Plenary: New Methods toward Achieving Energy Justice**

Dr. Tony G. Reames, Deputy Director for Energy Justice, U.S. Department of Energy

Dr. Reames will discuss the role of the Department of Energy's Justice40 Initiative in shaping the equitable deployment of federal investments. As lead of the Department's new Office of Energy Justice Policy Analysis, Dr. Reames will share emerging research to measure, track, and target energy poverty at the national level. His remarks explore how such methods can account for energy-limiting behavior and the relationship to household energy usage. Join us to learn more about the value of data-driven methods within energy justice scholarship as we pursue just and equitable decarbonization pathways.



## Transportation

Wednesday, November 9: Virtual Opening Day

**2:15 PM - 3:00 PM**

**Driving Vehicle Electrification to a More-Equitable Future**

Getting Electric Vehicles into Rural, Low-Income, and BIPOC Communities	Nick Neverisky	VEIC
Emissions Impact of Electric Vehicle Adoption on Disadvantaged Communities	Xinwei Li	University of California, Davis



Gasoline-Burdened Families: Who They Are, What They Drive, and How They Can Be Transitioned to EVs	Janelle London	Coltura
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Monday, November 14

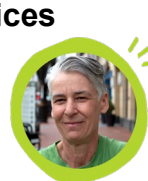
**10:30 AM - 12:00 PM**

**Panel Discussion: City-Level Policies to Incentivize Green Travel Choices**

Moderator: Allen Greenberg, USDOT/FHWA

Panelists:

- Cheryl Cort, Policy Director, Coalition for Smarter Growth
- Michael Grant, Vice President, ICF
- Allen Greenberg, Senior Policy Analyst, USDOT/FHWA



**1:30 PM to 3:00 PM**

**Lightning: Charging the Way to the EV Future**

Moderator: Bill LeBlanc, ESource (invited)

Equity in Transportation Decarbonization: Impact of Race, Ethnicity, and Income on Access to Electric Vehicles in California	Eleanor Hennessy	Stanford University
Assessing the Expansion and Impacts of Electric Vehicle Charging Station Network	Bandana Kar	<b>DOE Building Technology Office</b>
Stressing the Need for Reliable Electric Vehicle Chargers by Addressing Unsuccessful and Critical Charging Sessions	Vaishnavi Karanam	Institute of Transportation Studies at UC Davis
Fast-Charging Facilities in Communities: A Contextual Approach	Muhammad Talal Khalid	University of Illinois Urbana-Champaign
Electric Vehicles and the Consumer	Erin D'Amato	Uplight
Increasing EV Charging Infrastructure in India	Raquel Soat	RMI (Rocky Mountain Institute)
Do Public EV Charging Investments Increase EV Ownership? Effects on Neighboring Households	Jim Stewart	Cadmus
Identifying Opportunities to Facilitate Efficient Charging and Driving Behaviors for Plug-in Hybrid Vehicles	Alex Filipowicz	Toyota Research Institute



Tuesday, November 15

**1:30 PM to 3:00 PM**

**Electric Vehicle Adoption**

Resilience in the ZEV Market during COVID-19	Meghna Eluganti	Center for Sustainable Energy
Are Electric Vehicles and Solar Photovoltaics Independent or Interdependent? An Integrated EV-PV Modeling Framework	Shivam Sharda	Lawrence Berkeley National Laboratory

Wednesday, November 16

**8:30 AM to 10:00 AM**

**Overcoming Barriers to EV Adoption**

The Race to Zero-Emission Freight: Hurdles to Electrification in the Heavy-Duty Trucking Sector	Claire Sugihara	Plug-in Hybrid and Electric Vehicle Research Center
Driving Equitable Solutions to Increase EV Adoption in Multifamily Communities	Angelica Pereira, Kyle Rodriguez	E Source
Once Consumers Adopt an Electric Vehicle, Do They Go Back? How Many, Why, and What Are the Policy Implications?	Rubal Dua	KAPSARC



**Social Science**

Monday, November 14

**3:30 PM - 5:00 PM**

**The Psychology of Climate Change Mitigation and Adaptation**

Psychological Effects of Municipal Resilience Planning on Citizens	Jess Lasoff-Santos	University of Michigan
Social Distance of Climate Change	Deidra Miniard	Indiana University Bloomington
Climate Change Mitigation Narratives in America and Motivation to Take Action	Greg Sparkman	Boston College



Tuesday, November 15

**10:30 AM - 12:00 PM**

**Lightning: Social Science Insights**

Reducing Greenhouse Gas Emissions: Using Community-Based Social Marketing to Identify Targets for Behavior Change	Patricia Aloise-Young	Colorado State University
Motivations for and Barriers to Co-adoption of Rooftop Photovoltaics and Electric Vehicles	Stephen Bull	University of Delaware
Naturalness in Decision Making: Predicting Support of Eco-Technology	Sarah Coffin	University of Colorado Boulder
Save Carbon, Save Forest, or Save Nothing: Comparing Effectiveness of Environmental Messaging on Household Energy Behavior	Hannah Curcio	Colorado State University
Information-Incentive Interactions and Consumer Demand for Energy Efficiency	Anjali Narang	Cornell University
Testing Energy Social Norms in a Post-Soviet Environment: Results from a Large-Scale Randomized Field Experiment in Moldova	Marcos Pelenur	The Behavioral Insights Team
Impact of Transit Incentives on Ridership during the Covid-19 Pandemic	Cecilia Shang	ideas42

**3:30 PM - 5:00 PM**

**Social Science of Changing Behavior in Buildings**

Nudging Energy-Saving Behaviors in Tertiary Buildings	Rabab Akkouche	Mines Paristech
Testing Energy Labeling in Rental Listings	Jacqui Bauer	RentLab
Long-Term Behavior Change in Energy: Lessons from Success in Health and Tech	Nehan Naim	SUNY-ESF

Wednesday, November 16

**8:30 AM to 10:00 AM**

**Values and Affect in Climate and Energy Programs**

The Effects of Aesthetic Distortion on Consumer Disposal Decisions	Calvin Spanbauer	Princeton University
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The Environmentalist Behavior Scientist: Identifying and Creating Opportunities For Action	Jessica Ghai	Boston University
Now We're Talking: Improving Programs through Multilingual Customer Engagement Strategies	Tabitha Munson	ILLUME Advising

### Panel Discussion: The Good, the Bad, and the Ugly of Carbon Policy

Moderator: Amy Schmidt, American Chemistry Council

Panelists:

- Jeff Hansbro, Advocacy Director, Dupont
- Josh Jacobs, Director of Sustainability, WAP Sustainability
- Luke Leung, Skidmore, Owings, and Merrill, Principal



## Utilities and Renewables

Wednesday, November 9: Virtual Opening Day

**3:15 PM - 4:00 PM**

### Tailoring Energy Programs to Diverse Populations

Hello Alexa, Is It TOU You're Looking For?	Julie Hayes	Julie Hayes Consulting
Averting Disaster: The Impact of Luck-Based and Merit-Based Inequalities	Eugene Malthouse	University of Warwick
Ctrl-Shift-Demand: Using Behavioral Engagement to Help Customers Control and Shift their Energy Use during Peak Periods	Russell Meyer	Oracle/Opower
Understanding Underserved Municipalities, Universities, Schools and Hospitals (MUSH) Customers: Qualitative Insights	Sea Rottman	See Change Institute
Designing Better Buildings with and for Older Adults: Building Interfaces and Safety in Senior Living Communities	Shelby Ruiz	Washington State University

**4:00 PM - 4:45 PM**

### Adoption of Renewables in International Contexts



Willingness to Invest in PV Battery Systems - Which Factors Promote and Which Inhibit Investment? A Representative Study of German Homeowners	Jessica Berneiser	Fraunhofer Institute for Solar Energy Systems ISE
Behavior Change in Energy Adoption: How Can Off-Grid Products Gain Adoption Beyond Early Adopters?	Laura Botero	RTI International
Living Labs for Efficient Grid-Interactive Affordable Housing in India	Craig Burton	GBPN.org and Monash University
Building Understanding of the Equity Solar Market: Lessons Learned from the Solar on Multifamily Affordable Housing Program	Jamie Orose	Center for Sustainable Energy
Overcoming Energy Poverty in Mexico through Solar Energy: An S4 Framework	Citlaly Perez	Tecnologico de Monterrey

Monday, November 14

**10:30 AM - 12:00 PM**

**Utility Challenges of Grid Electrifications**

Moderator: Zachary Eldredge, U.S. Department of Energy (invited)

Rate Design Still Matters: Managing the Transportation Electrification Revolution with Price Signals	Brendan Baatz	Gabel Associates
Renewable Energy & Offsets	Ted Peterson	Dominion Energy
Natural Gas Decarbonization: What You Don't Know That Changes the Equation	Thomas Manjarres	WEC Energy Group

**1:30 PM - 3:00 PM**

**HERS 2.0+**

Moderator: Dan Fredman, Oracle

Beyond the One-Year Measure Life: Applying Behavioral Persistence Research to Utility HER Programs	Beth Fitzjarald	E Source
NYSEG and RG&E Behavior Program AB Testing	Katie Desimone	AVANGRID
Marked as Spam: Understanding the Impacts and Drawbacks of Digital-Only HER Programs	Riana Johnson	ILLUME Advising
Providing Homeowners Objective Information on the Rebound Effect	William Hughes	Guidehouse Insights





**3:30 PM - 5:00 PM****Bundling Renewables and Electrification with Building Upgrades**

Behavior-Based Programs - Residential Programs	Alex Bradley	C+C
Changing Contractor Behavior in the Age of Decarbonization	Ellen Steiner	Opinion Dynamics
Using Technology Value Mapping to Unlock Market Potential of Co-locating Solar PV, Battery Storage, and Electric Vehicle Adoption	Ashok Sekar	NREL

Tuesday, November 15

**10:30 AM - 12:00 PM****Home Energy Score / Assessments**

Remote Home Energy Assessments: Current Status and How Behavioral Science Can Be Applied	Emma Cooper	ACEEE
MyHEAT: A Behavioral Tool to Boost Residential Energy Efficiency Program Engagement	Gillian Ward	MyHEAT Imagery Inc.
Connecticut Department of Energy Home Energy Score Initiative	John Karyczak	Avangrid
Is Mandatory Disclosure Really Mandatory? An Evaluation of the Home Energy Score Program	Elise Breshears	Michigan State University

**1:30 PM - 3:00 PM****Local Control of Energy**

Stanford Shines: A Decade-Long Decarbonization Journey ... and We've Just Gotten Started	Lincoln Bleveans	Stanford University
Beyond Rates: Communicating the Benefits of Community Energy When Rates Are Higher	Rebecca Ford	See Change Institute
Consumer Energy Priorities and Support for Local Community Energy Choice	Hale Forster	See Change Institute



**3:30 PM - 5:00 PM**

**Panel Discussion: The Community Solar Pathway to Success: Strategies for Driving Equitable Distribution and Meaningful Benefits**

Moderator: Nicole Steele, Senior Advisor for Energy Justice & Workforce, U.S. Department of Energy

Panelists:

- Michelle Moore, Groundswell
- Kerry O'Neill, Inclusive Prosperity Capital
- Ajulo E. Othow, Esq., EnerWealth Solutions

Wednesday, November 16

**8:30 AM - 10:00 AM**

**Behavioral Insights for Efficient Energy Services**

Leveraging Behavior Science and Artificial Intelligence (AI) to Drive Complex Outcomes	Carla Giannattasio	Oracle
Operational Energy Savings through Virtual Commissioning and Interval Meter Data	Brandon Mark	Avangrid
An Additional Benefit of Increasing Energy Efficiency Participation, Decreasing Late Payments	Meghan O'Connor	Eversource
Why Demand Response Pre-enrollment Is the Most Effective Recruiting Strategy	Martin Skelton	Avangrid



## Technology

Monday, November 14

**1:30 PM to 3:00 PM**

**Ambitious Home Upgrades: Why and How We Do It**

Moderator: Jonathan Cohen, U.S. Department of Energy

Automating the Smart Home for Scalable Behavioral Savings	Will Baker	Google Nest
Building the Bridge to a Whole-Home Approach: DTE's Energy Efficiency Assistance Program	David Becker	ICF



End of Life Planning for your HVAC System vs. Decision-Making Under Duress	Kristin Heinemeier	Frontier Energy, Inc.
Re-imagining Solarize: A Community-Oriented Bulk Buy Program with Dramatic Results	Julie Roth	City of Ann Arbor, Office of Sustainability and Innovations

Tuesday, November 15

<b>10:30 AM - 12:00 PM</b>		
<b>Customers as the Gateway to Decarbonization</b>		
Trust, Competence, and Innovation: Understanding Customers' Energy and Smart Home Brand Perceptions	Beth Karlin	See Change Institute
What We Can Learn from the Loyalty Industry for Cultivating Trust in the Grid of the Future	Lea Lupkin	ICF
Pilots, Pilots, Pilots: How OG&E Is Breaking Ground (again)	Abigail Nguyen	Applied Energy Group
<b>1:30 PM - 3:00 PM</b>		
<b>Panel Discussion: Behavioral Strategies in Virtual Technical Training Programs</b> Moderator: Graziella Siciliano, DOE Panelists: <ul style="list-style-type: none"> <li>Anne Joiner, SEM Engineer, Stillwater Energy</li> <li>Howard O'Kelly, Energy Manager, Dassault Systemes</li> <li>Michael Socks, Senior Energy Consultant, VEIC</li> <li>Mike Umbriani, Energy Manager, InterContinental Times Square</li> </ul>		



## Design and Evaluation

Monday, November 14

<b>10:30 AM - 12:00 PM</b>		
<b>New Developments in Evaluation</b> <b>Moderator: Sharyn Barata, Opinion Dynamics</b>		
Apples to Apples: A Meta-Analysis of Home Energy Reports and the Case for More Consistent Reporting	Eileen Hannigan	ILLUME Advising
Smart Thermostats: Could We Be Saving More?	Melissa Kosla	ADM Associates, Inc.
The Road to New Metrics: Evaluating Utility Programs Based on GHG Emissions	Barb Ryan	Applied Energy Group



## 1:30 PM to 3:00 PM

### Behavior-Informed Policy: From Local to National

The Local Energy Transition: Perspectives on Community Energy Management in Wisconsin	Mikhaila Calice	University of Wisconsin-Madison
Carrot Cake for Everyone: Local Governments Accelerating Climate Action	Kathy Kuntz	Dane County Office of Energy & Climate Change
Variegated Risk Perceptions and Policy Preferences Among Multi-Level U.S. Climate Adaptation Governance Actors	Melissa Tier	Princeton University

### Panel Discussion: Utility Insights on Equitably Engaging Energy Users

Moderator: Kira Ashby, Consortium for Energy Efficiency (CEE)

Panelists:

- Jeffrey Feinberg, Income Qualified Assistance Program Advisor, Snohomish PUD
- Sofia Jenssen, Program Assistant, Center for Equity and Energy Behavior at CEE
- Anne-Marie Peracchio, Managing Director of Marketing and Energy Efficiency, New Jersey Natural Gas (NJNG)
- Tracy Scott, Director of Energy Programs, Energy Trust of Oregon



## 3:30 PM - 5:00 PM

### Next-Gen Engagement Strategies

Moderator: Travis Niles, Rare (invited)

Accelerating Adoption of Community Solar	Tom Cooper	Pacific Consulting Group
Filling the Void: How to Communicate on Climate in a World of Distrust	Darrin Kayser	Edelman
Making Shift Happen: Using Behavior Determinants Analyses for Successful Environmental Behavior Change	Susan Schneider	Root Solutions



Tuesday, November 15

**1:30 PM to 3:00 PM**

**Municipalities, Universities, Schools, and Hospitals (MUSH)**

Decarbonization: Resources and Recognition Opportunities from DOE	Mariana Egea-Casaldue	U.S. Department of Energy
Toward Net-Zero-Carbon University Campuses for Climate Change Mitigation and Resilience	Heba Elsharkawy	Kingston University
Vintage to Vogue: A Case Study Roadmap for Decarbonizing Existing Building Stock	Vinay Ghatti	Willdan
Engaging All Voices: How Top-Down and Bottom-Up Stakeholder Engagement Increases Success of Utility Savings in School Districts	Auriane Koster	Fusebox (powered by Pierce Energy Planning)
Decarbonizing Alberta Municipalities: Energy Management, Equity, and Behavioral Change	Prashant Patel	CLEAResult Consulting Inc.

**3:30 PM - 5:00 PM**

**Tying It All Together: Organizations, Occupants, and Operators**

Organizational Behavior Insights from 50001-Ready Technical Assistance Cohorts	Heidi Fuchs	Lawrence Berkeley National Laboratory
4DStock: Adding an Organizational Dimension to a 3D Building Stock Model	Kathryn Janda	University College London
Communication Breakdown: The Disconnect between Building Operators and Occupants	Krissy Govertsen	Northeastern University

Wednesday, November 16

**8:30 AM to 10:00 AM**

**Panel Discussion: Achieving Higher Demand Response Savings**

Moderator: Colin Gibbs, Sense

Panelists:

- Emilie Tullis, Head of Partnerships, OhmConnect
- George Zavaliagkos, VP Technology & Data Science, Sense



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