

# BECC 2022 THE BEHAVIOR, ENERGY & CLIMATE CHANGE (BECC) CONFERENCE

Engaging All Voices The Capital Hilton | 1001 16th Street NW | Washington, DC 20036 November 9 online | November 13-16 in Washington DC

www.beccconference.org

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# **Greetings from the Conference Chair**

Hello,

On behalf of the BECC Organizing Committee, it is my pleasure to welcome you back to our first in-person BECC conference in three years and our first-ever dual conference (including a virtual opening day)!

BECC has always been more than just a place to learn about research and share projects. It is a hub of climate action and a community of like-minded people seeking to make the world a better place. As pressures and challenges of global climate change increase, so do the disparate impacts and the political repercussions. Now, more than ever, we need the support of our community to help us tackle these problems with optimism, hope and positivity. This is why we decided to bring us all together again – to provide the inspiration and mental fortitude that we need to press forward.

Over the past three years issues of inequality and environmental injustice have been more clearly exposed than ever. Hence, we've chosen as this year's conference theme, *Engaging All Voices*. The theme is highlighted not only in the opening and closing keynote talks, but also with rich content spread throughout the in-person and virtual opening day.

We also examined ourselves and our systems within the organizing committee and have recently hired a diversity, equity and inclusion advisor to join us and help us fundamentally change how we do things, as part of an ongoing process.

Organizing BECC is truly a collaborative endeavor and although ACEEE may be our local Washington, DC, co-convener this year, we could not have put on the conference without our West Coast co-convening partners, CIEE/CITRIS and the Stanford Center for Economic Analysis. Indeed, everyone on the organizing committee worked tirelessly to put on this year's conference and we hope you enjoy it.

Cheers,

**Dr. Reuven Sussman** BECC co-chair Director, Behavior and Human Dimensions Program American Council for an Energy-Efficient Economy



beccconference.org

# **Organizing Committee**



Therese Peffer CIEE, UC Berkeley



Chris Jones CoolClimate Network, UC Berkeley



Beth Karlin See Change Institute



James Sweeney Stanford University



Reuven Sussman ACEEE



Naomi Baum ACEEE



Pamela Fann, CDP, CDT Integrated Solutions



Miriam Aczel CIEE, UC Berkeley

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# **BECC 2022 Schedule at a Glance**

all times in Eastern Standard Time (EST)

### Wednesday, November 9: Virtual Opening Day

11:30 AM	12:00 PM	1:15 PM	2:15 PM	3:15 PM	4:00 PM	5:00 PM
Virtual Opening Reception	Motivation to Act Sustainably	Inequity in Income- Qualified Programs	Driving Vehicle Electrification to a More- Equitable Future	Tailoring Energy Programs to Diverse Populations	Adoption of Renewables in International Contexts	Closing Session: Local Energy Shark Tank! Exploring the Benefits, Barriers, and Enablers of Local Energy Climate Action

### Sunday, November 13

<b>1:00 PM - 5:00 PM</b> (times vary, see detailed agenda)	7:00 PM - 9:00 PM
Pre-Conference Workshops	Opening Dessert Reception

### Monday, November 14

8:30 AM - 10:00 AM	10:30 AM - 12:00 PM	1:30 PM - 3:00 PM	3:30 PM - 5:00 PM	5:15 PM - 6:45 PM	7:00 PM
Opening Plenary and Keynote: Changing Collective Behavior to Fight Racism and Solve Climate Change	Lightning: Energy Justice by Design		Poster Reception	Evening on Social	
	Utility Challenges of Grid Electrifications	HERS 2.0+	Race and Invisible Taxes		
	New Developments in Evaluation	Ambitious Home Upgrades: Why and How We Do It	Next-Gen Engagement Strategies		
	City-Level Policies to Incentivize Green Travel Choices	Behavior-Informed Policy: From Local to National	The Psychology of Climate Change Mitigation and Adaptation	_	
		Utility Insights on Equitably Engaging Energy Users			

## **Tuesday, November 15**

8:30 AM - 10:00 AM	10:30 AM - 12:00 PM	1:30 PM - 3:00 PM	3:30 PM - 5:00 PM	5:15 PM - 6:45 PM	7:00 PM
Plenary Session: IRA: Participant- Centered Program Design with Federal Funds	Lightning: Social Science Insights	Lightning: The Community Municipalities, Solar Pathway Universities, Schools, and Hospitals (MUSH) Hospitals (MUSH) Driving Equitable Distribution and Meaningful Benefits		BECC Film Festival	Net- working Dinners
	Climate Urbanism and Just Transitions	Systems Approach to Valuing Equity in Organizations and Communities	Energy Insecurity		
	Customers as the Gateway to Decarbonization	Electric Vehicle Adoption	Social Science of Changing Behavior in Building		
	Home Energy Score / Assessments	Local Control of Energy	Tying It All Together: Organizations, Occupants, and Operators	-	
	Panel: Equitably Implementing Initiatives in Hard-to- Reach Communities	Behavioral Strategies in Virtual Technical Training Programs	Solutions Session: City of Minneapolis, Switching from Gas to Induction Ranges		

## Wednesday, November 16

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

# BECC 2022 On Demand

With BECC on demand, you don't need to be in five places at once to access all the best conference content. Revisit your favorite moments and catch up on the sessions you miss with our on-demand library, which includes session audio synced with slide presentations, reference materials, and presenter handouts.

Order today for the special conference attendee rate of only \$159. See the BECC On Demand representative near the registration desk for details.



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# **General Information**

### **About BECC**

The Behavior, Energy, and Climate Change Conference (BECC) is the premier conference focused on understanding human behavior and decision making and using that knowledge to accelerate the transition to a low-carbon future. Since 2007, BECC has fostered understanding individual and organizational behavior and decision making related to energy usage, greenhouse gas emissions, climate change, and sustainability.

BECC is more than just a conference – it is a fun social community that is passionate and excited about mitigating climate change. The event prides itself on innovative ways to encourage socializing and networking while providing the highest-quality presentations and content.

### Acknowledgements

Thank you to our conference committees and other supporters!

#### **Convening Directors**

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

#### **Conference Co-Chairs**

Naomi Baum, ACEEE Therese Peffer, CIEE, University of California, Berkeley Reuven Sussman, ACEEE

**Diversity, Equity, & Inclusion Advisor** Pamela Fann, Integrated Solutions, LLC

#### **Founding Organizers**

Cara Lee Mahany-Braithwait Linda Schuck, CIEE, University of California, Berkeley

#### **Conference Management**

Nann Philips, CMP, CMM, DES, PMED – Event Producer, Scurry Street Meetings & Events Candace Wallner – Event Manager

#### **Program Committee**

Christopher Jones (Chair), CIEE, University of California, Berkeley Lauren Cheatham, Roblox Hale Forester, See Change Institute Scott Hardman, University of California, Davis Liz Kelley, Illume Advising

### **Contact Us**

Behavior, Energy, & Climate Change (BECC) Conference 529 14th Street NW, Ste. 600 Washington, DC 20045 info@beccconference.org

#### Program Committee (continued)

Arien Korteland, BC Hydro Lea Lupkin, Sense Cara Lee Mahany-Braithwait Steven Menges, National Grid Hal Nelson, Portland State University Derek Okada, Southern California Edison Ammar Qusaibaty, U.S. Department of Energy Jennifer Robinson, Electric Power Research Institute (EPRI) Nicole Sintov, Ohio State University Ellen Steiner, Opinion Dynamics

#### Social Committee

Beth Karlin, See Change Institute Christine Obee, Prism Engineering Darrin Kayser, Edelman Hale Forster, See Change Institute Karen Ehrhardt-Martinez, ICF Lea Lupkin, Sense Liz Kelley, Illume Advising Nick Lange, ICF Rebecca Ford, See Change Institute Rita Ballesteros Sarah Smith, Prism Engineering

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#### Let's Connect!

Share your conference experience and join the conversation using #BECC2022!

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# **Mobile App**

The BECC mobile app is the best way to navigate what is happening at the conference. Download the BECC 2022 mobile app now!

- 1. Go to the Google Play or Apple App Store and download the Webex Events App (Socio) app.
- 2. Search for "BECC" in the Webex app and choose "BECC 2022".
- 3. Log in using the same email address you used when you registered for the event.

To visit the app online, just go to <u>bit.ly/BECC2022app</u>.

It's easy to use the BECC app on a laptop or desktop computer. If you have any questions please contact us!

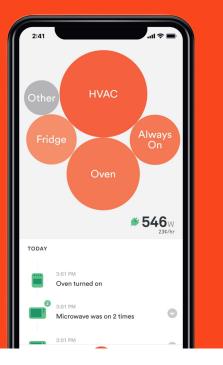
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# GET REAL ABOUT DEMAND FLEXIBILITY.

Real-time home intelligence.



# the Energy Coalition Proud Marketing Partner of BECC 2022

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# Making energy cleaner and more equitable, one community at a time.

The Energy Coalition is creating the building blocks for a new energy economy with public agencies, nonprofits, businesses, and educators.

Program Design & Project Implementation
 Education & Workforce Development
 Marketing & Outreach
 Policy & Master Planning

energycoalition.org

WE'D LOVE TO MEET YOU! COME CHAT WITH OUR TEAM AT THE CONFERENCE.



# Virtual Opening Keynote: Motivation to Act Sustainably

### Dr. Linda Steg, Professor of Environmental Psychology, University of Groningen

#### Wednesday, November 9 at 12:00 PM EST

Human behavior causes environmental problems, which can be reduced when people act more sustainably. In this session, Dr. Steg will discuss which factors motivate sustainable behavior and explain why people don't always act sustainably and how consistent sustainable actions can be promoted.

Dr. Linda Steg is professor of environmental psychology at the University of Groningen. She studies factors influencing sustainable behavior, the effects and acceptability of strategies aimed at promoting sustainable behavior, and public perceptions of technology and system changes. She is lead author of the IPCC special report on 1.5°C and AR6 and participates in various interdisciplinary and international research programs in which she collaborates with practitioners working in industry, governments, and NGOs.

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

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

#### Monday, November 14 at 8:30 AM EST | Presidential Ballroom

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: New Methods toward Achieving Energy Justice**

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

#### Wednesday, November 16 at 10:30 AM EST | Presidential Ballroom

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.



# **Pre-Conference Workshops**

Boost your BECC 2022 experience with a pre-conference workshop!

At this year's conference, we've invited cutting-edge thought leaders to host your choice of three preconference workshops where you can get hands-on training, learn new skills, and meet fellow BECC 2022 attendees before the main conference begins. These workshops are included with your full conference registration, but you must RSVP to save your spot. Seating is limited.

All pre-conference workshops will take place on Sunday, November 13, 2022, at the Capital Hilton.

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

#### 1:00 PM – 4:00 PM | Federal AB

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**

### **ISO 50001-Based Energy Management Systems: Behavior and Organizational Change Strategies to Optimize Energy and Carbon Performance**

#### 1:00 PM – 5:00 PM | South American AB

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 ISO 50001-based energy management systems. Facilitated by national 50001 Ready experts, the workshop will highlight the behavioral and organizational change strategies promoted by the ISO 50001 standard with the goal of helping participants identify ideas to enhance their energy programs, whether they are directly implementing energy management systems at their organizations, or training and supporting others to do so.

#### Presented by Berkeley Lab





# **Detailed Agenda**

### Wednesday, November 9: Virtual Opening Day

To join the virtual conference, go to bit.ly/BECC2022app.

11:30 AM EST • 8:30 AM PT

#### **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 EST • 9:00 AM - 10:00 AM PT

#### Virtual Opening Keynote: Motivation to Act Sustainably

Linda Steg, Professor of Environmental Psychology, University of Groningen

Human behavior causes environmental problems, which can be reduced when people act more sustainably. Dr. Steg will discuss which factors motivate sustainable behavior and explain why people don't always act sustainably and how consistent sustainable actions can be promoted.

1:15 PM - 2:00 PM EST • 10:15 AM - 11:00 AM PT

#### Panel Discussion: Inequity in Income-Qualified Programs: Empowering Stakeholders to Co-create Solutions Virtual Opening Keynote: Motivation to Act Sustainably

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 Rezania, Principal Consultant, Unrooz Solutions • Nicole Wroblewski, Associate Director, TRC

2:15 PM - 3:00 PM EST • 11:15 AM - 12:00 PM PT

#### 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

3:15 PM - 4:00 PM EST • 12:15 PM - 1:00 PM PT

#### **Tailoring Energy Programs to Diverse Populations**

Moderator: Shawn Bodmann, DNV

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

# Topic Pathways Legend

- 4 equity
- a- transportation
- social science
- utilities & renewables
- 🎃 technology
- 🖬 design & evaluation





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Understanding Underserved Municipalities, Universities, Schools, and Hospitals (MUSH) Customers: Qualitative Insights • Sea Rotmann • 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 EST • 1:00 PM - 1:45 PM PT

#### 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

5:00 PM - 6:00 PM EST • 2:00 PM - 3:00 PM PT

#### Closing Session: Local Energy Shark Tank! Exploring the Benefits, Barriers, and Enablers of Local Energy Climate Action

Moderator: Rebecca Ford, CSO at See Change Institute and Research Director of the UK's Energy **Revolution Research Consortium** 

Sharks: Juma Crawford, Oakland Fund for Public Innovation; others TBD

Pitches: Mari Rose Taruc, Local Clean Energy Alliance; Josh Brock, Calpine Energy Solutions; Arthur Bart-Williams, Grid Alternatives

How can local energy programs and projects reduce carbon emissions, build resilient communities, overcome fuel poverty, manage network constraints, and grow the local economy? What barriers do these programs and projects face? And how can barriers be overcome to enable successful solutions to scale? Join this dynamic discussion, where three local energy advocates will share insights into how their approaches are helping drive positive change, and two commentators will respond. reflecting on how they simultaneously address climate change and engage all voices. We'll then host a Q&A discussion with the audience to explore the benefits, barriers, and enablers of local energy climate action.



# 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

#### Presented by DNV

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.

Federal AB

#### 1:00 PM - 5:00 PM

#### Pre-Conference Workshop ISO 50001-Based Energy Management Systems: Behavior and Organizational Change Strategies to Optimize Energy and Carbon Performance

#### Presented by Berkeley Lab

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 ISO 50001-based energy management systems. Facilitated by national 50001 Ready experts, the workshop will highlight the behavioral and organizational change strategies promoted by the ISO 50001 standard with the goal of helping participants identify ideas to enhance their energy programs, whether they are directly implementing energy management systems at their organizations or training and supporting others to do so.

#### 7:00 PM - 9:00 PM

#### **Opening Dessert 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!

#### Topic Pathways Legend

- 4 equity
- a transportation
- social science
- ✓ utilities & renewables
- 🚵 technology
- design & evaluation





## Monday, November 14

#### 6:30 AM - 7:15 AM

#### Morning All-Level Running

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/lobby at 6:30 AM. Depending on turnout, we may do some selfsorting of groups for distance and/or pace.

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

#### All-Level Vinyasa 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. Mats will be provided. Beginners welcome.

Hotel lobbv

Presented by **ICF** 

7:00 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

#### Lightning: Energy Justice By Design

Moderator: Alaura Carter, Climate Reality Project

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 • Maddie Koolbeck • Slipstream

Empowering Community Engagement in Energy - Building Hawaii's Energy Equity Hui • Denise Nakamura • Hawaii Energy

#### **Topic Pathways Legend**

- 4 equity
- a transportation
- social science
- utilities & renewables
- 👜 technology
- design & evaluation

See mobile app



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Congressional





#### **Utility Challenges of Grid Electrifications**

Moderator: Zachary Eldredge, US Department of Energy

Advancing Residential Decarbonization: A User-Centered Approach to Understanding Occupant Values, Perceptions, and Motivations for Electrification • Chrissi Antonopoulos • Pacific Northwest National Laboratory

Natural Gas Decarbonization: What You Don't Know That Changes the Equation • Thomas Manjarres • WEC Energy Group

Renewable Energy & Offsets • Ted Peterson • Dominion Energy

#### New Developments in Evaluation

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

#### Solutions Session: Use Behavioral Approaches to Improve Consumer Uptake of Inflation Reduction Act Incentives

Moderator: Reuven Sussman, ACEEE

Presenters: Sarah Truitt, NREL • Stacey Rothgeb, NREL

We need your help! Tax incentives and rebates alone are not enough to maximize the impact of the Inflation Reduction Act (IRA). The IRA will help overcome financial barriers to climate action, which are possibly the biggest barriers, but other factors also limit climate mitigation behavior and energy conservation. During this workshop, attendees will suggest how IRA provisions can be maximized with behavioral insights. Workshop sponsor, NREL, and workshop moderator, Dr. Sussman, will compile your suggestions for states, local governments, and the US Department of Energy to inform their rollout of the IRA. Your contributions will make a difference.

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

#### 12:00 PM - 1:30 PM

Main Lunch Fellows lunch (BECC Fellows only)

1:30 PM - 3:00 PM

#### HERS 2.0+



Beyond the One-Year Measure Life: Applying Behavioral Persistence Research to Utility HER Programs • Beth Fitzjarrald • E Source

Providing Homeowners Objective Information on the Rebound Effect • William Hughes • Guidehouse Insights





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Presidential

Congressional



Marked as Spam: Understanding the Impacts and Drawbacks of Digital-Only HER Programs • Eileen Hannigan • ILLUME Advising

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

Moderator: Bill LeBlanc, LeBlanc Energy Innovation

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 • Yu Wu • Cadmus

#### 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 • DTE Energy

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

#### **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

beccconference.org

3:00 PM - 3:30 PM

As of 11/01/22. Latest info at bit.ly/BECC2022app

# Federal B



Federal A





As of 11/01/22. Latest info at bit.ly/BECC2022app

Bundling Renewables and Electrification with Building Upgrades

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

#### Race and Invisible Taxes

Moderator: Paula Glover, Alliance to Save Energy

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

#### **Next-Gen Engagement Strategies**

Moderator: Travis Niles, Rare

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

#### Fostering Equity in Transportation Electrification for Entrepreneurs and Communities: A Fireside Chat

In this fireside chat, Anne Dougherty, founder of ILLUME, engages KIGT founder & CEO, Paul Francis, in a discussion of his path to building KIGT, the first and only African-American-led utilityapproved original equipment manufacturer of Level 2 EV Smart Chargers. Anne will chat with Paul about his vision for equitable transportation electrification and the barriers we need to overcome to achieve that vision.

The Psychology of Climate Change Mitigation and Adaptation

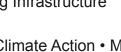
Psychological Effects of Municipal Resilience Planning on Citizens • Jess Lasoff-Santos • University of Michigan

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** 

beccconference.org

A Letter to Future Generations: Examining the Effectiveness of an Intergenerational Framing Intervention • Stylianos Syropoulos • University of Massachusetts



Senate



South American A



17





3:30 PM - 5:00 PM

Federal B

#### 5:15 PM - 6:45 PM

#### **Poster Reception**

Upper Lobby/ Capital Terrace

Changes to the Architect's Workflow for a Decarbonated Future • Handi Chandra Putra • Cove Tool, Inc. • 310

Promoting a Clean Energy Future for Diverse Communities • Kris Licciardello • PECO • 340

What Do We Learn about the Effects of Energy Efficiency Programs with Randomized Experiments on Self-Selected Samples? • Marco Aguirre • Johns Hopkins University • 370

Menu-of-Nudges Approach to Reduce Car Use • Joanna Graichen • Land Transport Authority Singapore • 325

Modeling the Carbon Emissions of Financing Policies of Major Financial Institutions • Kim Levan • Princeton University • 330

For the Environment or for One's Own Job Security? Motivation to Save Energy at the Workplace • Wen Wei Chong • University of Bamberg • 320

The Role for Technological and Social Innovations in Rapidly Decarbonizing China's Transport • Emily Cruz • Lawrence Berkeley National Laboratory • 350

From Apathy to Agency: How Cultivating Emotional Resilience and Waking up from the Illusion of Separateness Motivates Us to Care for Our Planet • Thomas Bonner • Energy 350, Inc. • 375

Centering Diversity and Inclusion to Tackle the Climate Crisis • Pablo Pereira Doel • SecondMuse • 305

The "Greta Thunberg Effect" on Showering in Halls of Residence • Nina Khanna • University of Surrey • 345

What Do Climate Nonprofits Need to Know About Behavior Change? • Caroly Shumway • Center for Behavior and Climate • 360

Engaging the Owner Occupier towards a Net Zero Future via a Persona Modelling Framework • John Rowlatt • IESD, DeMontfort University • 315

Overnight Incentive: How TOU Pricing Can Motivate Painless EV Adoption • Grace Sauter • Guidehouse • 380

9:00 PM

**BECC Evening Social** 

*Blackfinn 1620 I Street, NW just one block from the hotel!* 

# Tuesday, November 15

#### 6:30 AM - 7:15 AM

#### Morning All-Level Running

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/lobby at 6:30 AM. Depending on turnout, we may do some self-sorting of groups for distance and/or pace.

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

#### All-Level Vinyasa 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. Mats will be provided. Beginners welcome.

Hotel lobbv

Presented by

7:00 AM - 8:30 AM

Continental breakfast

8:30 AM - 10:00 AM

# Plenary Session: IRA: Participant-Centered Program Design with Federal Funds

Moderator: Mark Kresowik, Senior Policy Director, ACEEE

Panelists: Dan Burgess, Director, Maine Energy • Dr. Henry McKoy, Director, Department of Energy's Office of State and Community Energy Programs • Melanie Santiago-Mosier, VP for Climate, Energy and Equity, Green and Healthy Homes Initiative (GHHI)

The Inflation Reduction Act (IRA) and Infrastructure Investment and Jobs Act (IIJA) have created unprecedented opportunities, with tens of billions of dollars available for energy efficiency programs. Realizing the full potential benefits of that federal funding will require thoughtful design of programs to make it easy for households and businesses to participate. Please join us in welcoming Dr. Henry McKoy, Director of the Department of Energy's Office of State and Community Energy Programs, an invited leader from a state energy office, and Ms. Melanie Santiago-Mosier, VP for Climate, Energy and Equity with the Green and Healthy Homes Initiative (GHHI), for a lively discussion of how federal and state agencies can collaborate to develop programs with implementers and other stakeholders that center the lived experience of participants, particularly those who are most overburdened and underserved in our communities. The Office of State and Community and Energy Programs will oversee billions in funding for weatherization, efficiency, and electrification, with most of those resources flowing through state energy offices to be implemented by companies and organizations like GHHI.

10:00 AM - 10:30 AM

Break



- 4 equity
- 🚑 transportation
- social science
- ✓ utilities & renewables
- 🖮 technology
- design & evaluation

See mobile app

Congressional



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

#### **Lightning: Social Science Insights**

Moderator: Wendy Todd, DNV

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 • Elizabeth Bennett • The Behavioral Insights Team

Impact of Transit Incentives on Ridership during the Covid-19 Pandemic • Cecilia Shang • ideas42

#### **Climate Urbanism and Just Transitions**

Moderator: Nick Lange, ICF

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

#### **Customers as the Gateway to Decarbonization**

Trust, Competence, and Innovation: Understanding Customers' Energy and Smart Home Brand Perceptions • Dan Burak • Uplight

What We Can Learn from the Loyalty Industry for Cultivating Trust in the Grid of the Future • Lea Lupkin • Sense

Pilots, Pilots, Pilots: How OG&E Is Breaking Ground (Again) • Abigail Nguyen • Applied Energy Group

#### Home Energy Score / Assessments

Moderator: Steve Menges, National Grid

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 • Reuven Sussman • ACEEE

Connecticut Department of Energy Home Energy Score Initiative • Shubha Jaishankar • Eversource

MyHEAT: A Behavioral Tool to Boost Residential Energy Efficiency Program Engagement • Ian Maddock • MyHEAT Imagery Inc.





South American A





#### Panel Discussion: Equitably Implementing Initiatives in Hard-to-Reach Communities

Moderator: Courtney Henderson, Town of Truckee

Panelists: Hale Forster, See Change Institute • Steve Frisch, Sierra Business Council • Tony Pastore, Central Coast Community Energy

#### 12:00 PM - 1:30 PM

Lunch

1:30 PM - 3:00 PM

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

Decarbonization: Resources and Recognition Opportunities from DOE • Mariana Egea-Casalduc • 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

Moderator: Jeremy Madsen, Build It Green

Saving Energy and Dismantling White Male Privilege: Increasing Engagement in SEM Through an Intersectional Approach • Kim Levan • Energy 350, Inc.

Bringing Community Perspectives to Community Solar: Expanding Equitable Community Solar by Centering Industry and Community Priorities • Zahra Thani • Solstice Initiative

#### **Electric Vehicle Adoption**

Moderator: Scott Hardman, University of California, Davis

Resilience in the ZEV Market during COVID-19 • Meghna Eluganti • Center for Sustainable Energy

Electric Vehicles: Driving the Customer Experience • Jason McGrade • Smart Energy

Is the Adoption of Electric Vehicles (EV) and Solar Photovoltaics (PV) Interdependent or Independent? An Integrated EVs-PVs Modeling Framework • Shivam Sharda • Lawrence Berkeley National Laboratory

#### 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 • Julien Gatteciecca • Calpine Solutions

Consumer Energy Priorities and Support for Local Community Energy Choice • Hale Forster • See Change Institute







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Federal A

Senate

#### Panel Discussion: Behavioral Strategies in Virtual **Technical Training Programs**

Moderator: Graziella Siciliano, DOE

Panelists: Anne Joiner, Stillwater Energy • Michael Socks, VEIC • Peter Baum, Director of Engineering, Loews Hotel Atlanta • Harpuneet Singh Ghuman, Section Lead, Energy and Carbon, West Fraser Mills Ltd

#### 3:00 PM - 3:30 PM

#### Break

#### 3:30 PM - 5:00 PM

#### Energy Insecurity

Moderator: Liz Kelley, Illume Advising

Energy Services for All: Opportunities and Challenges to Taking a "Community-First" Approach to Homelessness • Kathryn Janda • University College London

Energy Burdens, Energy Equity, and Efficiency Deserts • Karen Ehrhardt-Martinez • ICF

Inclusive Eco Financing: Who Is Participating and Why? • Anne Arquit Niederberger • Enervee

#### Social Science of Changing Behavior in Building

Moderator: Hale Forster, See Change Institute

Nudging Energy-Saving Behaviors in Tertiary Buildings • Rabab Akkouche • Mines Paristech

Testing Energy Labeling in Rental Listings • Jacqui Bauer • RentLab

Tying It All Together: Organizations, Occupants, and Operators

Moderator: Debbie Brannan, Guidehouse South American A High-Performance Buildings Require Skilled Technical Professionals • Peter Crabtree • BEST Ctr. **CIEE/CITRIS** 

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, Esg., EnerWealth Solutions • Daniel White, DC Department of Energy & Environment

Solutions Session – Help Solve a Real-World Problem for the City of Minneapolis: Encouraging Switching from Gas to Induction **Cooktops Panel Discussion: The Community Solar** 

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

Panelists: Luke Hollencamp, City of Minneapolis • Nick Lange, ICF • Lea Lupkin, Sense



Federal A



Senate







Federal B

Here's where you help us. 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 second 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**

Join a networking dinner at several restaurants located walking distance from the conference hotel. All groups will meet in the lobby at 6:30pm to walk over to the restaurants together. All restaurants have agreed to split checks at the end of the night.

RSVP at volunteersignup.org/HT999 by Friday, 11/11. Seating is limited.

Soi 38 - 6:45 PM Dauphine's - 7:00 PM Georgia Brown's - 7:00 PM Lincoln - 7:30 PM Kellari Taverna - 7:30 PM Blackfinn - 7:30 PM McCormick & Schmick's - 7:30 PM Various restaurants

Presidential

# Wednesday, November 16

#### 6:30 AM - 7:15 AM

#### Morning All-Level Running

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Hotel lobbv

Presented by

7:00 AM - 8:30 AM

Continental Breakfast

8:30 AM - 10:00 AM

#### **Behavioral Insights for Efficient Energy Services**

Moderator: Maggie Buffum, AEG

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 • Lawrence Rush • 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

#### How Values and Beliefs Drive Behaviors

Moderator: Anne Arquit Niederberger, Enervee

Why People Deny Global Warming • Robert De Saro • Energy Research Company

The Environmentalist Behavior Scientist: Identifying and Creating Opportunities For Action • Jessica Ghai • Boston University

#### Topic Pathways Legend

- 4 equity
- 🚑 transportation
- social science
- ✓ utilities & renewables
- 🖮 technology
- design & evaluation

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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

#### 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

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

Moderator: Anica Landreneau, HOK

Panelists: Jeff Hansbro, Advocacy Director, Dupont • Josh Jacobs, Director of Sustainability, WAP Sustainability

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

Break

10:30 AM - 12:00 PM

#### **Closing Keynote: 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.







Presidential

### As of 11/01/22. Latest info at <u>bit.lv/BECC2022app</u> beccconference.org

# **Networking and Social Events**

### **Opening Dessert Reception**

Sunday 7:00 PM - 9:00 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-Level Running**

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

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#### 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**

**BECC Breakroom** 

Monday - Wednesday

Monday 5:15 PM - 6:45 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.

Come relax in our BECC Breakroom. This is a TECH-FREE ZONE - no computers or phones, please.

# **BECC Evening Social**

Monday 9:00 PM, 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 Blackfinn (1620 I Street, NW), just a block away from the hotel, any time after 9pm for a drink. Look for the high-top tables with "BECC Conference" signs. Don't miss it!

Upper lobby/Capital Terrace

#### See mobile app for details

#### Blackfinn (1620 I Street, NW)



#### Upper lobby/Capital Terrace

Hotel entrance/lobby

## **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**

Tuesday 6:30 PM, 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. See the mobile app or page 23 to RSVP.

As of 11/01/22. Latest info at bit.ly/BECC2022app





# **Thank You to Our Sponsors**



# See You Next Year!

November 12-15, 2023 | Hyatt Regency Sacramento Super-early-bird registration available at beccconference.org





# behavior, energy & climate change

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