Leveraging Partnerships to Create a Lasting Energy Efficiency Culture

Kat A. Donnelly, Ph.D., P.E.

April 16, 2014

Building a More Energy Efficient Future: A National Perspective
San Francisco, CA
About Us

Behavior & Culture Change Specialists

• Empowering Customers and Communities
• Overcoming Barriers & Increasing Energy Savings
• Providing Seamless Program Delivery
Key Questions

• What makes engagement partnerships successful?

• Why are community-based or locally targeted partners effective in reaching customers?

• How are partnerships changing customer engagement?
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Engagement Barriers

1. Discovering the right partners
2. Mobilizing your champions
3. Releasing ownership
4. Facilitating responsibility
5. Supporting contractors
Discovering the Right Partners
Mobilizing Your Champions

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Releasing Ownership

http://www-envisioncharlotte-com/energy/

ENVISION CHARLOTTE
UNITING FOR A SUSTAINABLE CITY

ENGY

Reduce energy use in Uptown Charlotte by 20% in five years.

The goal is ambitious

DUK ENERGY | Smart Energy Now.
Facilitating Responsibility
Supporting Your Contractors
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We are social creatures
Trusted messenger influence

From Cheshire

I don't know, honey, whadda you think, should we sign up for this neighbor to neighbor energy challenge?

Cheshire Herald
People need a reason
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Community
“The energy assessment is a no brainer.”
Sue Berescik
East Hampton, CT

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Mark Wilson
Glastonbury, CT

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Director,
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My wife and I have been involved in energy conservation and renewable energy since the 1970s. In January we upgraded our solar PV system and the next month we saw our usage drop from 300 kilowatts per hour to 116 kilowatts per hour. I came to a Neighborhood Energy Workshop and was inspired to become an ambassador for the Challenge in Cheshire. I’m looking forward to helping to educate and motivate my neighbors to become more energy efficient.
Utility Company

- relationship
- communication
- benefit
- loyalty
- trust

(customer)
Regulators

Weekly Contractor Review Dashboard

- Leads Assigned Last Week
- Leads Completed Last Week
- Leads Lost Last Week

Upgrade Conversion Rate by Contractor

Hot Leads - HES Completed in Past 60 Days

Energy Savings by Contractor

Completed HES Assessment Projects

Completed HES Improvement Projects
A Way Forward

• **Lead** from the Top

• **Model Behavior** from the Middle

• **Mobilize** from the Bottom
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For Questions or More Information:

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