



DOE Peer Exchange Call--Beyond Hunches: Using Science to Drive Behavior Change

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

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HEALTHY



PROFITS



PEOPLE



PLACES



Residential Energy Efficiency Journey



#1 Sign Up at a workshop, tabling event, on-line, etc.



#2 Change out lighting, install CFLs, see instant savings.



#3 Complete Home Energy assessment; Achieve ~10% energy savings. Learn what else needs improved.



#4 Complete necessary upgrades in your home. Achieve ~20% energy savings.



#5. With savings achieved, install solar PV.

Pitch Perfect

Engaging Residential Customers with
Pacific Gas & Electric's Step Up and Power Down Initiative

Kirstin Pinit, Empower Efficiency

kpinit@empowerefficiency.com



There is not one perfect pitch

- Behavior science gives us tools and techniques
- Continuous improvement moves us closer





What is Step Up and Power Down? A new way to interact socially with energy efficiency



- Partnership between cities and PG&E (3-city pilot)
- CBSM approach
 - Encourage conservation behaviors
 - Increase engagement in PG&E programs
 - Support local Climate Action Plans



Psychology of the Pitch

Social
Pressure

Loss
Aversion

Reciprocity

F.A.C.S. &
Mimicry



Ditch Perfection

Pitch A

We want to educate and empower you about your energy use and help you save money.

Do you know about Woodland, Step Up and Power Down?

LED light bulbs will last for more than 11 years.

Running a second refrigerator may be wasting energy in your home.



Pitch B (stronger)

We want to help you stop energy waste in your home. Let's make your energy work for you!

Have your friends told you about Woodland, Step Up and Power Down?

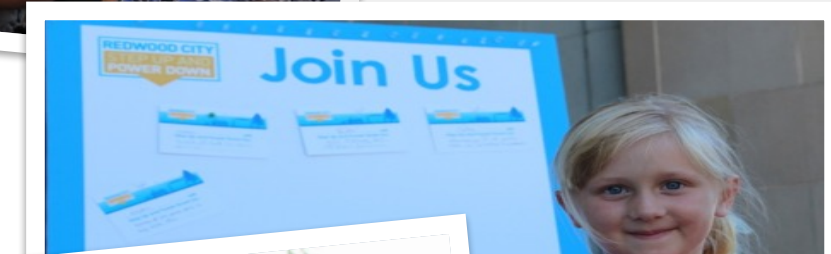
If you install LEDs you won't replace another bulb until your kid turns 25!

If you take your old fridge to the dump, they will charge you \$10; if you have PG&E recycle it for you, they will PAY YOU \$50!



Tips for “Perfecting” the Pitch

1. Assess the person before you engage
2. Break down barriers and boost motivation
3. Get them to take a first step on the spot



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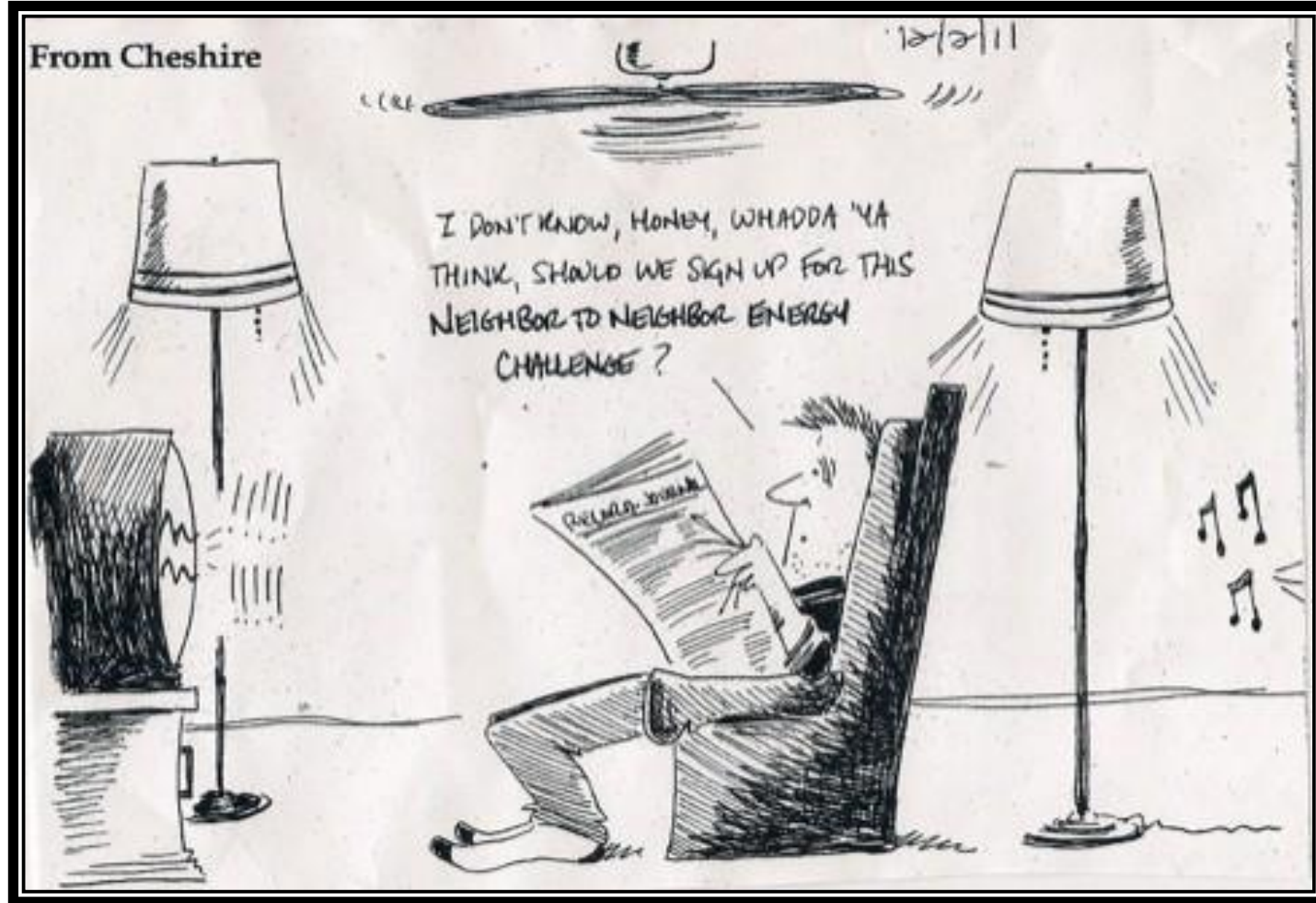


We are social creatures





Trusted messenger influence



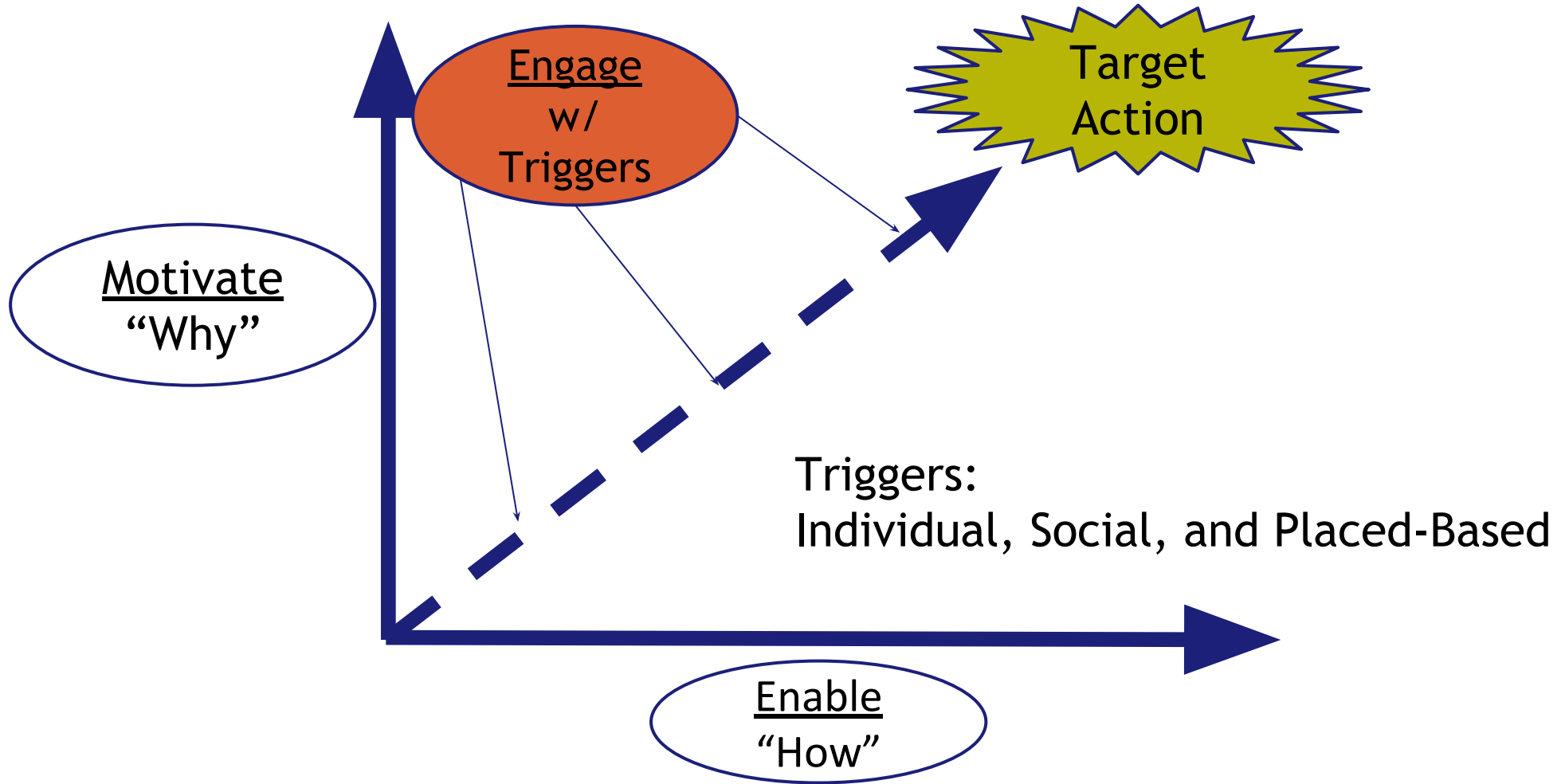


People need a reason





Engaging People 101





A Way Forward for Collective Outcomes

- **Lead from the Top**
 - Municipalities, Counties, States
 - Non-profits, community organizations leaders
 - Local trusted messengers
 - Business leaders (inside and outside the company)
- **Model Behavior from the Middle**
 - Train the trainers and engagement teams
 - Partner with local community organizations
 - Engage company management
- **Mobilize from the Bottom**
 - Enable sustainability champions
 - Motivate individual participants





Appendix

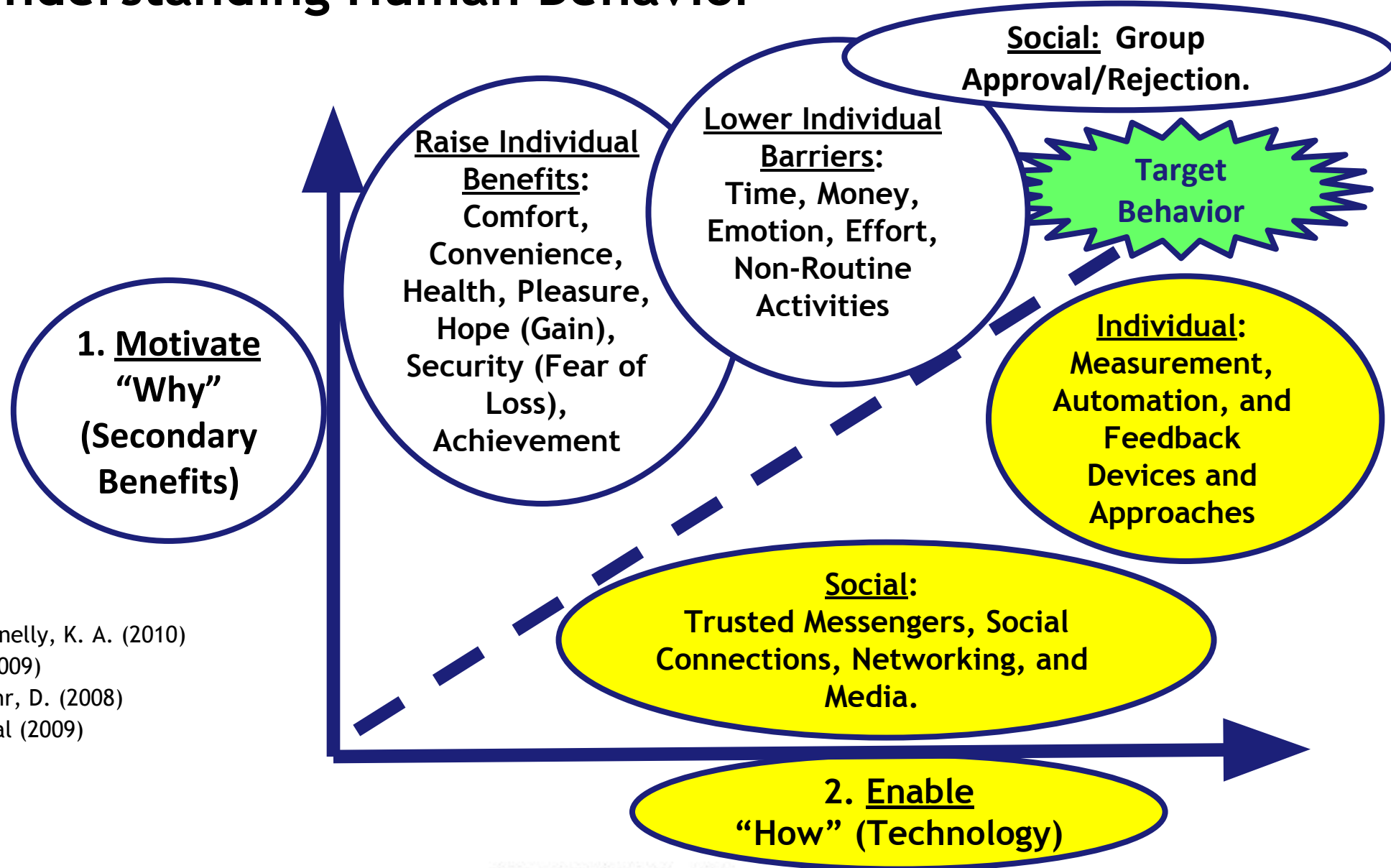
Common Barriers to Action



Slide by EMpower Devices



Understanding Human Behavior

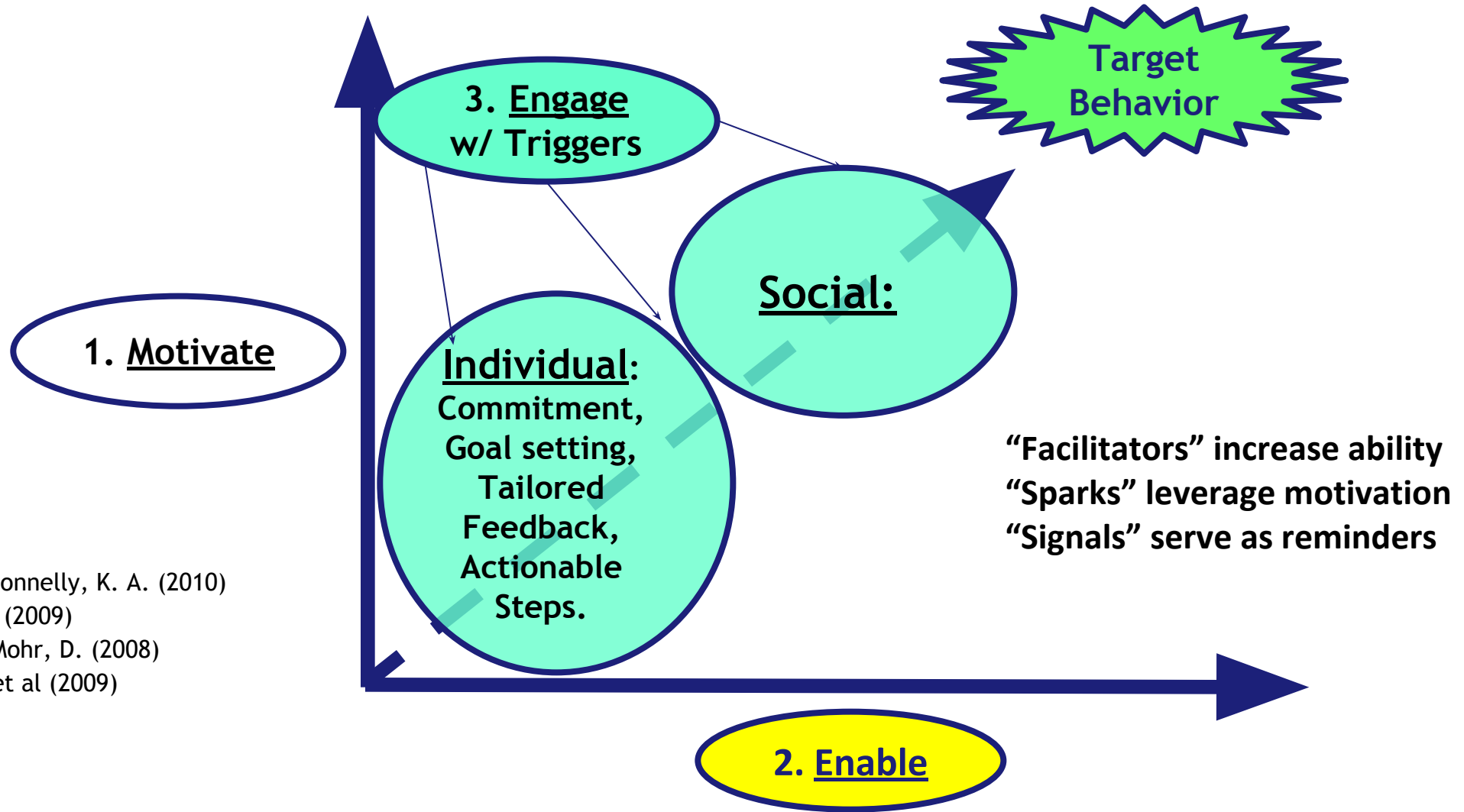


Sources: Donnelly, K. A. (2010)
Fogg, B. J. (2009)
McKenzie-Mohr, D. (2008)
Patterson et al (2009)



Targeted Behavioral Tools:

Individual Triggers

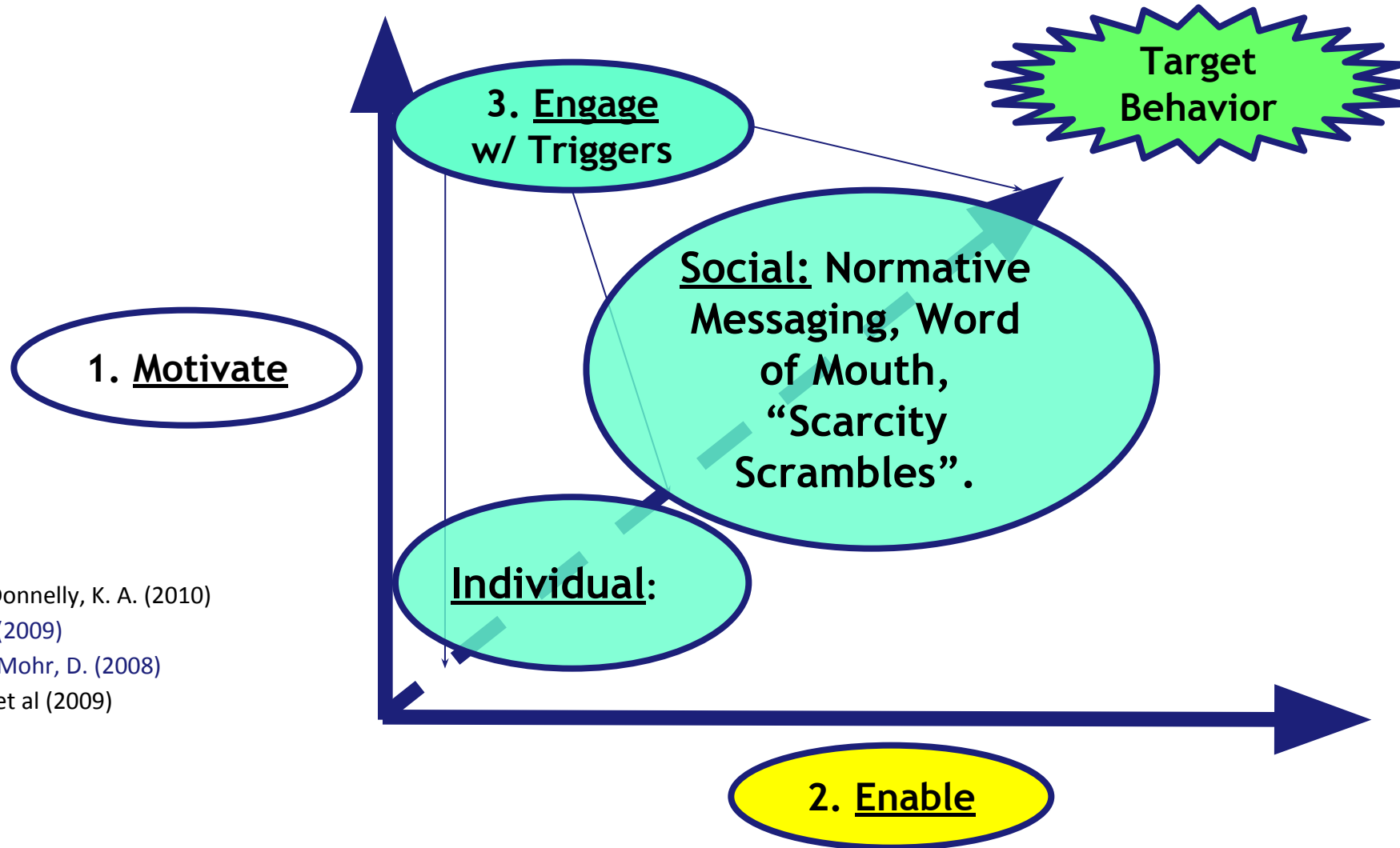


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Promoting Community Involvement

- **Putting individual and group triggers into action**
 - Motivates, Enables, and Engages (continuously)
- **Targeted** at people who
 - Have a reason to care
and
 - Are ready for change
- Change works on the installment plan by
 - **Goal setting and commitment**
 - Comparisons to **social groups**
 - Engaging people in **small, actionable steps**





What is an Energy Champion?

An energy champion is an employee who takes a grassroots position within their company to either

- **spearhead conservation activities in their company or community** (e.g. social media moderator, lighting program, vampire power, blogging) across multiple departments or groups
- **represent a department in a participating company to achieve 2030 conservation goals**



The Value of a Grassroots Army

The energy champions are early adopters who can turbocharge the conservation efforts by catalyzing action on the ground:

- They can present a “way in” to companies who may be slower to pledge
- They can drive faster change and better results for companies who are already participants



Your Role (Individual Energy Champion)

1. Attend leadership workshop
2. Lead and take part in energy audits and walk-throughs
3. Lead an initiative in your department or on your floor
 - a. Manage meetings and track progress
 - b. Report on progress, roadblocks, lessons learned
 - c. Find fun ways to recruit colleagues to your “energy team”
4. Keep your department up-to-date on broader Envision Charlotte efforts

AZENTIVE: Who We Are



- Program design and implementation experience in more than 20 cities.
- Developing collectives of communities that drive programs forward.
- Creating culture change programs that create spillover “at work/at home”
- Redefining the way businesses optimize their triple bottom line.