



CPUC Thought Leaders

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What are energy efficiency behavioral programs?

Definitions

- Programs that focus on getting people to adopt energy efficiency or conservation practices without a direct rebate or incentive
- Programs that require customers to make habituated changes to their behavior to realize savings
- Taking a marketing approach to what, for the past 25 years, has been approached from an engineering perspective

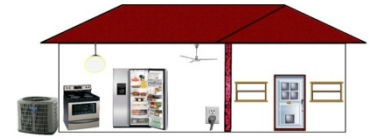
What are behavioral programs up against?

- From Opinion Dynamics ethnographic research:
The majority of households that we talked to believe that they are “doing everything that they can” within the realm of their control
 - Marketing strategy needs to find ways to overcome the feeling that “I am doing everything I can”

Semantics matter

- When designing a marketing strategy and campaign, need to really think through the language that we use to communicate to individuals

Overcoming the belief that ... “I am doing all I can do”



- Most believe they are doing “everything they can” to reduce their energy use
 - It is others who are making poor decisions
- Reason #1 is that they cannot readily determine what contributes the most to their energy use

5 key take-aways

- **The majority of households that we talked to felt that they were “doing everything that they can” within the realm of their control**
 - *Marketing strategy needs to find ways to overcome the feeling that “I am doing everything I can”*
- **Semantics matter**
 - *When designing a marketing strategy and campaign, need to really think through the language that we use to communicate to individuals*
- **Saving money and saving the environment are weak motivators to action, despite how frequently they are cited by households**
 - *Marketing strategy should carefully consider the use of these motivators when communicating on energy efficiency or energy conservation*
- **Barriers matter more than motivations when moving households to action**
 - *Marketing must take on barriers directly to increase the relevance of energy efficiency and energy conservation in the household*
- **Household dynamics have the greatest influence on behavior, above community and information sources**
 - *Marketing needs to identify ways to capitalize on household relationships to generate norms*

Panelists

- Tom Scaramellino, Efficiency 2.0
- Cameron Brooks, Tendril
- Sean Harrington, OPower
- Preston Read, RecycleBank
- Jessica Alter, Formative Labs
- Bruce Cenicerros, Sacramento Municipal Utility District