

SESSION 4D

PRODUCING, MEASURING AND CLAIMING SAVINGS FROM RESIDENTIAL FEEDBACK, HOME ENERGY AUDIT AND BEHAVIOR CHANGE PROGRAMS

Moderators: Monica Nevius, NMR Group & Bob Wirtshafter, Wirtshafter & Associates

PAPERS:

Residential Home Energy Surveys: What's the Impact.... Survey Says!

Amy Buege, Molly Du and Jean Shelton, Itron Inc., Oakland, CA

Peter Franzese, CPUC, San Francisco, CA

Impacts of Feedback Programs: Generating Comparable Impacts across Varying Program Design Models

Anne Dougherty, Opinion Dynamics, Oakland CA

Katherine Randazzo, Opinion Dynamics, La Jolla CA

Alan Elliott, Opinion Dynamics, Oakland CA

Opower, Where Art Thou? Savings Estimates From a Pilot Program

Stephen Grover, Evergreen Economics

John Cornwell, Evergreen Economics

Jenny Yaillen, Evergreen Economics

Chris Ann Dickerson, CAD Consulting

Jim Flanagan, James Flanagan Associates

Merissa Sakuda, Hawaii Public Utilities Commission

Sure it Works, but How Long Does it Last? Persistence of Savings after Short-term Participation in Behavioral Programs

Chris Russell, NMR Group, Inc., Bryan, TX

Lisa Wilson-Wright, NMR Group, Inc., Melrose, MA

Kim Oswald, Viridian LLC, Austin, TX

Weatherization Lost and Found: Attempting to Overcome Lost Opportunities from Pre-Weatherization Barriers to Achieve Deeper Savings

Anna Carvill, The Cadmus Group, Inc. Boulder, CO

Kim Rankin, The Cadmus Group, Inc. Boulder, CO

Gail Azulay, Cape Light Compact, Barnstable, MA

Kimberly Crossman, National Grid, Waltham, MA

What Motivates Action on Energy Efficiency?

Erika Kociolek, Energy Trust of Oregon, Portland OR

Sarah Castor, Energy Trust of Oregon, Portland OR

Draw Back the Curtains: What a Residential Economizer Pilot Study Revealed about Home Cooling Behaviors

Anna Kim, Research Into Action, Portland, OR

Marjorie McRae, Research Into Action, Portland, OR

Todd Greenwell, Idaho Power, Boise, ID

Brad Acker, University of Idaho, Integrated Design Lab, Boise, ID

Mark Rehley, NEEA, Portland, OR

SESSION SUMMARY:

This “Quick Takes” session will focus on measuring and claiming savings from residential feedback and other behavior change programs, testing ways to increase the rate at which participation in a home energy audit leads to program participation, and taking residents’ behavior into account to realize savings from energy efficient cooling.

The first four papers address measuring and claiming savings from residential feedback and related behavior change programs. The first paper describes an evaluation approach that allows utilities to confidently claim independent savings resulting from the Home Energy Efficiency Survey programs, which provide residential customers in California with customized recommendations regarding cost-effective energy efficiency changes for their home based on self-administered energy surveys. The second paper discusses the use of experimental and quasi-experimental evaluation approaches to evaluate three major feedback programs implemented in Massachusetts to compare their savings, scalability, and impacts on other statewide programs. These include program models that leverage community-based efforts, reports, online audits and rewards to motivate change, as well as an online feedback program that provides customers with real-time information on their energy use. The third paper describes an effort to develop impact estimates for an Opower pilot program in a way that controlled for participation in the program administrator’s other energy efficiency programs. The study found that when participation in other programs was controlled for, the savings estimate decreased by 29 percent relative to the model without the program participation effect. The fourth paper looks at the persistence of savings after the discontinuation of delivery of home energy reports comparing customers’ energy use with that of neighbors.

The fifth and sixth papers address ways to increase customer engagement and implementation of recommendations from home energy audits. The fifth paper presents the evaluation findings of a recent pilot designed to maximize the value of weatherization home audits by helping customers overcome three common barriers to participation in a weatherization program: evidence knob and tube wiring, improper dryer venting, and general combustion safety. The sixth paper describes findings from an experiment in customer engagement to answer the questions of whether enhanced customer engagement or increased incentives lead to higher levels of additional program participation, and what strategy, if any, leads to more timely follow-through.

The final paper describes behavior-related findings from a process evaluation focusing on the potential energy savings from residential economizers. The study found that participants participated for different reasons and had different expectations for the technology from those anticipated by the utility. It also found at least three different strategies that customers use for cooling their homes and that these strategies interact with communication, use, and other factors to impact energy use.