Session 8B

BUSINESS-BASED BEHAVIOR: RECENT LESSONS LEARNED

Moderator: Susan Mazur-Stommen, ACEEE

PAPERS *(in order of appearance)*:

Integrating Process and Impact Findings to Understand and Measure Behavioral Savings at Work

Linda Dethman, Cadmus, Portland, OR
Jim Stewart, PhD, Cadmus, Portland, OR
Kathryn Thomsen, Cadmus, Portland, OR

Measuring End-Use Technological and Behavioral Waste to Prioritize and Improve Program Design

Adam Burke, Opinion Dynamics Corporation, Waltham, Massachusetts
Roger Baker, Commonwealth Edison, Oakbrook Terrace, Illinois

Lessons Learned from Field Observations of Commercial Sector HVAC Technician Behavior and Laboratory Testing

Robert Mowris, Robert Mowris & Associates, Inc
Robert Eshom, Robert Mowris & Associates, Inc
Ean Jones, Robert Mowris & Associates, Inc.

SESSION SUMMARY:

This session will focus on energy related behavior-change programs in the workplace. The papers in this session will look at some new methods for measuring energy savings and evaluating effectiveness in behavior-based programs, specifically those in commercial environments. Energy efficiency potential studies to date have not accurately or effectively measured the potential energy savings that could be obtained through operational and behavioral changes. This is partially because behavioral programs typically have not fully measured the savings opportunities associated with specific behavioral changes, nor have potential studies attempted to quantify the behavioral opportunities by end-use. This lack of measurement has resulted in behavioral programs being placed behind more traditional programs in the program planning process.

Linda Dethman from Cadmus explores how to effectively integrate impact and process evaluation components to provide a better picture of potential program improvements and resulting performance. Meanwhile, Adam Burke from Opinion Dynamics will present details from an innovative energy usage and waste study that measured a broad range of baseline practices and quantified the magnitude of energy waste associated with equipment settings, technology management, and other behaviors. Quantifying both behavioral and technological waste can be an effective tool in rendering more savings out of the next generation of energy efficiency programs. Finally, Robert Mowris offers lessons learned from his observations of commercial sector HVAC technician behavior in the field. He asserts that programs have failed to achieve potential savings due to technicians who lack the skills required to diagnose faults and implement repairs to optimize energy efficiency.