

Session 10C

BEHAVIOR-BASED PROGRAMS: QUANTIFYING IMPACTS

Moderator: Rafael Friedmann, PG&E

PAPERS *(in order of appearance)*:

Are Savings from Behavior Programs Ready for TRM Prime Time?

Katie Parkinson, Apex Analytics

Scott Dimetrosky, Apex Analytics

Jeffrey Orrey, GeoVisual Analytics

Causality, Sustainability and Scalability – What we still do and do not know about the impacts of comparative feedback programs

Mitchell Rosenberg, DNV KEMA Energy & Sustainability

G. Kennedy Agnew, DNV KEMA Energy & Sustainability

Kathleen Gaffney, DNV KEMA Energy & Sustainability

Neighbor Comparison Programs Save Energy, but What Drives Savings?

Mike Sullivan, Freeman, Sullivan & Company

Brian Smith, Pacific Gas & Electric, Company

SESSION SUMMARY:

This session reviews a variety of strategies and methodologies to garner behavior-based energy savings and develop credible savings estimates. The papers will educate the audience on the challenges faced and the progress to-date at confirming that behavior-based programs result in energy savings, and attempts to answer critical questions regarding what behaviors are driving savings and savings persistence.

Though savings at 1 to 3 percent of total energy use are common for these programs, there are numerous methodological and policy issues that affect these results. The first paper reflects on the variety of results, and given that these are applied to large populations, concludes that the data at hand is insufficient for developing a value for TRM, but TRM evaluation protocols may be warranted. The second paper compares the evidence from a variety of interventions that have been evaluated up to four years to summarize what we know about how much energy is saved by these programs over time and what enhances their effectiveness. The final paper looks at a very large deployment within a particular utility territory to examine in detail how much savings could be attributed to a behavior-based program over time, across different customer groups, and climates. The main conclusion here was that the more energy a customer used before the program, the more they could save.

This session should be of interest to anybody running or considering implementing behavior-based programs. You will get an in-depth understanding of the methodological challenges of estimating savings. You will also get a deeper understanding of what factors are likely to lead to higher savings.