



November 14 – 17, 2010
Hyatt Regency, Sacramento, CA

2010 BEHAVIOR, ENERGY & CLIMATE CHANGE CONFERENCE

A conference focused on understanding the behavior and decision making of individuals and organizations and on using that knowledge to accelerate our transition to an energy-efficient and low-carbon future

Preliminary DRAFT – REVISED OCTOBER 1, 2010 - Subject to Change

SUNDAY: NOVEMBER 14	
11 – 6 PM	PRECONFERENCE WORKSHOP – Fostering Sustainable Behavior Presented by Doug McKenzie-Mohr, Founder of Community Based Social Marketing
6:00 PM	Conference Registration & Speaker Check-in
7:00-9:00 PM	<u>BECC KICK-OFF PROGRAM & DESERT RECEPTION</u> Moderator: Sharyn Barata, Itron <i>The conference starts with an interactive, provocative, and fun session designed to stimulate discussion and develop new connections. Don't miss the thought-provoking discussions, lively roundtables, wine and yummy desserts, and the opportunity to share experiences and explore new ideas. This kick-off evening is always a conference favorite!</i> Reception host: 

MONDAY MORNING: NOVEMBER 15	
7:30-8:30	Continental Breakfast & Registration
8:30-10:00	<u>OPENING PLENARY: BEHAVIOR, ENERGY & CLIMATE CHANGE</u> Moderator: Linda Schuck, 2010 BECC Conference Chair, CIEE Welcome to Sacramento John DiStasio, General Manager & Chief Executive Officer, Sacramento Municipal Utility District BECC Convening Directors Steve Nadel , Executive Director, American Council for an Energy-Efficient Economy (ACEEE) Carl Blumstein , Director, California Institute for Energy & Environment (CIEE), University of California Jim Sweeney , Director, Precourt Energy Efficiency Center (PEEC), Stanford University Setting the Stage: Behavior, Energy & Climate Change Annika Todd, 2010 BECC Co-Chair, Precourt Energy Efficiency Center Opening Keynote: <i>“Influencing Change: Applying Behavioral Research Insights to Reframe Environmental Policy & Programs”</i> Dr. Robert Cialdini , Professor of Psychology & Marketing, Arizona State University
10-10:30	Morning Break

MONDAY MORNING: NOVEMBER 15	
10:30	BEHAVIOR TOPICS 1: Concurrent Sessions
1A	<p>OPINIONS, ADVOCACY & ACTION Moderator: Maria Vargas, US Environmental Protection Agency</p> <ul style="list-style-type: none"> World Public Opinion on Climate Change - Anita Pugliese, The Gallup Organization The Genesis of Climate Change Activism: From Key Beliefs to Political Advocacy - Connie Roser-Renouf, George Mason Univ. Reaching Across the Aisle: Overcoming Partisan Barriers to Climate-Positive Action - Tami Buhr, Opinion Dynamics Communicating About Preparation & Adaptation - Cara Pike, The Social Capital Project
1B	<p>BEHAVIOR OF PEOPLE IN BUILDINGS Moderator: John Wilson, Energy Foundation</p> <ul style="list-style-type: none"> Turn off the AC! What Occupants Really Think about Comfort in Buildings They Work In & Why It Matters - John Goins, UC Berkeley Tapping into Commercial Office Plug Load Savings: How Can We Reduce Energy Consumption of Plug Load Devices Through Changes to Hardware, Software & Occupant Behavior? Catherine Mercier, Ecos Net Zero Buildings and the Shift to Real World Energy, People & Behavior- Brad Jacobson EHDD Architecture Energy, Comfort & Behavior Change- Judith Heerwagen, University of Washington & Pacific Northwest Laboratory
1C	<p>LIGHTNING SESSION: POLICY & GOVERNMENT TOPICS Moderator: Rick Diamond, California Institute for Energy & Environment</p> <ul style="list-style-type: none"> PACE [Property Assessed Clean Energy] Energy Retrofit Financing - Cost, Benefit & Risk - James Finlay, Wells Fargo Bank Institution, Policy Innovation & the Babylon PACE Program - Guodong Sun, SUNY Stony Brook University When a Nudge Isn't Enough: Justifications for Mandates in Energy Efficiency Policy - Brandon Hofmeister, Wayne State Law School The Untapped Potential of Water & Energy Conservation Partnerships - Alison Williams, Opinion Dynamics Corporation Reducing GHG Emissions Through Local Government Action: Case Studies of Eight California Cities - Deborah Salon, UC Davis Success & Failure in Eco-Labeling Vehicles - Caroline Noblet, University of Maine Evaluating the Impact of Vehicle Labeling Changes: Regulation Through Information Provision - Jeff Deason, UC Berkeley Good, Better, Best: Helping Consumers Navigate the Federal Lamp Standards - Laura Moorefield, Ecos Apples to Apples: Results for a New Metric Promoting Whole House Energy Reduction – Sean Penrith, Earth Advantage Institute Victory Homes - Stephen Bickel, D&R International Leadership: An Energy Efficiency Resource - Kristina Skierka, CPUC/Energy Foundation
1D	<p>INTERNATIONAL BEHAVIORAL INSIGHTS Moderator: Karen Ehrhardt-Martinez, University of Colorado</p> <ul style="list-style-type: none"> Governing the Policy-Consumer Interface: Rationality, Responsibility, & Complexity - Shane Fudge, University of Surrey Energy Efficient Retrofits: Rational or Rationalized? Why It Matters When You Ask People Why They Did What They Did - Charlie Wilson, University of East Anglia Behavlets: A Pattern Language for Energy Efficiency in Public Buildings - Jose Luiz Moutinho, Technical University of Lisbon
1E	<p>SOCIAL NORMS Moderator: Kathy Kuntz, Wisconsin Climate Change Action Initiative</p> <ul style="list-style-type: none"> Using "Social Proofing" to Reduce Energy Demand: Prospects for the Long Term – Bill Provencher, Navigant Consulting Savings Potential of Curbing Wasteful Behavior - Ogi Kavazovic, OPOWER How Many Economists Does it Take to Change a Light Bulb? A Natural Field Experiment on Technology Adoption - David Herberich, University of Chicago
1F	<p>MODELING & METHODS Moderator: Bart Croes, California Air Resources Board (invited)</p> <ul style="list-style-type: none"> Modeling Smart Energy & Climate Policy: Integrating the Behavioral Difference in Economic Assessments - John A. "Skip" Laitner, American Council for an Energy Efficient Economy Behavioral Levers for Modeling Residential Policies in NEMS: Opportunities & Limitations - Marilyn Brown, Georgia Inst. of Technology Why Don't People Weatherize? Hunt Allcott, MIT/NYU Behavioral Aspects in Simulating the Future US Building Energy Demand - Dr. Michael Stadler, Lawrence Berkeley National Laboratory
12:00	Lunch <div style="text-align: right;">Lunch host : </div>

	MONDAY AFTERNOON, November 15
1:30	BEHAVIOR TOPICS 2: Concurrent Sessions
2A	<u>COMMUNITY-BASED SOCIAL MARKETING</u> Moderator: Wes Schultz, California State University, San Marcos <ul style="list-style-type: none"> • A Community-Based Approach to Promoting Residential Efficiency Improvements - Paul Markowitz, Vermont Energy Investment Corp. • Impacts, Retention, & Cost-Effectiveness of Social Marketing vs. Standard Outreach: Final Results - David Juri Freeman, Skumatz Economic Research Associates Inc. • Using Community-Based Social Marketing to Promote Residential Energy & Green Upgrades in Alameda County: An Energy Upgrade CA Program - Wendy Sommers, StopWaste.Org
2B	<u>FUTURE THINKING FOR POLICY DESIGN</u> Moderator: Anthony Eggert, California Energy Commissioner <ul style="list-style-type: none"> • Counting Behavior Change Great & Small - Loren Lutzenhiser, Portland State University • Moving from Energy Efficiency Potential to Load Forecasts: The Role of Behavior - Mike Ting, Itron, Inc. • A Comprehensive Program to Rapidly Reduce U.S. Residential Carbon Emissions - Gerald T. Gardner, University of Michigan-Dearborn
2C	<u>LIGHTNING SESSION: FEEDBACK</u> Moderator: Mike Weedall, BPA <ul style="list-style-type: none"> • Impact of Information, Goal Setting, Feedback & Rewards on Energy Use Behaviours: A Review & Meta-Regression Analysis of Field Experiments - K H Tiedemann, BC Hydro • A Randomized Control Trial to Evaluate the Value of Information - Anant Sudarshan, Stanford University • How Do Context & Form of Real-Time Feedback on Resource Use Affect Consumer Response? Cynthia McPherson Frantz, Oberlin • Behavior Change as a Function of Feedback, Competition, Attitude & Emotion - John E. Petersen, Oberlin College • Real-time Metering & Social Media: Changing Consumer Behavior - Scott G. McNall, California State University, Chico • Appliance-Specific Electricity Feedback: Implications for Energy Conservation Programs & Policies - Sébastien Houde, Stanford • Energy Feedback Devices: Early Adopters & Their Experiences - Beth Karlin, UC, Irvine • Lightening the Load - Empowering Individuals to Reduce Their Electricity Consumption at Home - Dr Malcolm McCulloch, Oxford Univ. • Dorm Energy Competitions: Passing Fad or Powerful Behavior Modification Tool? - Chelsea Hodge, E Source • Creating Smart Consumers & Smart Communities: GroundedPower's Ices Helps A Municipality Achieve Energy Savings Goals Through Real Time Energy Feedback & Technology-Enabled Behavior Change - Dr. Paul Cole, GroundedPower, Inc.
2D	<u>SOLAR ADOPTION</u> Moderator: Omar Kahn, University of California, Berkeley <ul style="list-style-type: none"> • Saving Energy "Efficiently" or "Renewably" - Christina Torok, Itron, Inc. • A New Lease on Light: Model for Mass Solar Adoption - Lyndon Rive, SolarCity • 10 Research Findings that Will Shape Your Solar Outreach - Brian F. Keane, SmartPower • Solarize Portland: Community Empowerment through Collective Purchasing - Lizzie Rubado, Energy Trust of Oregon, Inc.
2E	<u>ACTIONABLE SEGMENTATION</u> Moderator: Wendy Jaehn, MidWest Energy Efficiency Alliance (invited) <ul style="list-style-type: none"> • Data, Research & Analysis Reveal the Who, What & How of Customers - Jodi Stablein, Pacific Gas & Electric Company • The Waning of Climate Change Concern: Who's Waning & Why? Edward Maibach, George Mason University • Communicating Psychologically to Elicit Sustainable Climate Behavior - Seth Robbins, Seth Robbins Consulting • Overcoming Mass-Market Resistance to Green Behaviors - David Sleeth-Keppler, Strategic Business Insights
2F	<u>BRAINS, GAMES & GIRL SCOUTS</u> Moderator: <ul style="list-style-type: none"> • Incredibly Fascinating Title Forthcoming - Carrie Armel, Stanford University • Neuroeconomics & Behavior, Energy & Climate Change - Marsha L. Walton, NYSERDA • Intriguing Title Placeholder - Byron Reeves, Media-X & Seriosity, Inc.
3:00	Afternoon Break 3:00-3:30
3:30-5:00	<p align="center">PLENARY PANEL ON BEHAVIOR & POLICY</p> <p align="center">Moderator: Ralph Cavanagh, Natural Resources Defense Council</p> <p align="center"> Karen Douglas, Chair, California Energy Commission Kathleen Hogan, Deputy Assistant Secretary, Energy Efficiency & Renewable Energy, US Dept of Energy Jeremy Kalin, MN State Representative; Chair, Coalition of Legislators for Energy Action Now </p>
5:00	Free time (You are on your own for dinner.)
7:00-10:00	Participant Organized Sessions

TUESDAY MORNING: NOVEMBER 16		
8:30	SPOTLIGHT ON BUSINESS	SPOTLIGHT ON SOCIAL MARKETING
10:00	Morning Break	
10:30	BEHAVIOR TOPICS 3: Concurrent Sessions	
3A	<u>SMART GRID STRATEGIES</u> Moderator: Jim Parks, Sacramento Municipal Utility District <ul style="list-style-type: none"> Behavioral Research to Support Smart Grid Policymaking - Sarah J. Ryker, Science & Technology Policy Institute Preparing Small Customers for the Sacramento Smart Grid - Karen Herter, Herter Energy Building the "Front End" of the Smart Grid - Janice Berman, Pacific Gas & Electric Company Lessons Learned in Home Area Network Deployment - Seth Frader-Thompson, EnergyHub 	
3B	<u>GUILT & IDENTITY</u> Moderator: <ul style="list-style-type: none"> Carbon Offsets Purchases: Motivated by Guilt or Conservation? David Rapson, University of California, Davis Do Cold Prickles Induce Warm Glows: Culpability & Willingness to Pay to Reduce Negative Externalities - Benjamin Ho, Cornell University Does "Green" Identity Influence Conservation Behavior? A Randomized Field Trial Examining Uptake of Home Energy Audits - Matthew Harding, Stanford University 	
3C	<u>LIGHTNING SESSION ON BUSINESSES & ORGANIZATIONS</u> Moderator: Gene Rodrigues, Southern California Edison <ul style="list-style-type: none"> Business Networking & Energy Efficiency Trade Groups - Steven R. Schiller, California Energy Efficiency Industry Council Analysis of U.S. ESCO Public & Private Sector Projects: 1990-2008 - Peter Larsen, Lawrence Berkeley National Laboratory Beyond the Bottom Line: A Model of Executive Decision-Making - John H. Reed, Innovologie, LLC A Middle-Out Approach to Agency, Capacity, & Societal Change - Kathryn Janda, Oxford University Corporate Investment Behavior - Catherine Cooremans, HEC University of Geneva Look Who's Coming to Dinner: Bringing Small Business to the Energy Efficiency Table - Sean Weitner, Energy Center of Wisconsin Sustainability Value Index: A Quantitative Measurement Tool - Jane E. Obbagy The Cadmus Group, Inc. Impacting the Behavior of Building Operators: Community-Building & Longitudinal Research - Stan Price, Putnam-Price Group, Inc. Is It Time for Behavior-Based Continuous Energy Improvement? Rich Lauman, Ecos 	
3D	<u>RESPONSES TO FEEDBACK</u> Moderator: <ul style="list-style-type: none"> The Persistence of Feedback-Induced Energy Savings - Karen Ehrhardt-Martinez, University of Colorado Energy Conservation Through Behavioral Changes: The Effect of Tailored Information, Goal Setting & Tailored Feedback on Household Energy Use - Wokje Abrahamse, University of Otago Quantifying Usability in Programmable Thermostats - Alan Meier, Lawrence Berkeley National Laboratory Persuasive Feedback Displays - Jon Froehlich, University of Washington 	
3E	<u>STATE & LOCAL COMMUNITIES: META-ANALYSES OF BEHAVIOR CHANGE EFFORTS</u> Moderator: Kip Lipper, California State Senate (invited) <ul style="list-style-type: none"> A Successful National Behavior Change Platform: The SEP Behavior Change Capacity Building Model - Patrick M. McCarthy, TecMarket Works Levers & Drivers for Local Community Energy Action - Thomas Jensen, RW BECK Visible & Concrete Savings: Results from Leading Behavior Change Programs - Katherine Friedrich, ACEEE Repowering Communities - Inducing Behavioral Change For Local Energy Efficiency Efforts - Peter B. Meyer, The E.P. Systems Group 	
3F	<u>SOCIAL MEDIA & NETWORKS</u> Moderator: <ul style="list-style-type: none"> Social Media Conversations & Value Networks in the Green-tech Innovation Ecosystem - Martha G. Russell, Stanford University Social Influence Matters: How Environmental Values Develop within Social Networks - Jonn Axsen, UC Davis Thy Neighbors' Beer Fridge: Turning People Into Participants - Stuart Hickox, One Change 	

	TUESDAY AFTERNOON: NOVEMBER 16
12:00	Lunch & Plenary Talk
	<p style="text-align: center;">LUNCH KEYNOTE</p> <p style="text-align: right;"><i>Lunch host:</i></p> <div style="text-align: right;">  </div>
2:00	BEHAVIOR TOPICS 4: Concurrent Sessions
4A	<p><u>DECISION-DRIVERS FOR BUILDING DESIGN</u> Moderator: Martha Brook, California Energy Commission</p> <ul style="list-style-type: none"> • Deep Decisions: Owner-Designer Communication Toward Deep Efficiency - Karl Brown, CIEE University of California • Evidence-Based Design: You Can Lead a Design Team to Performance Data, but... - Cathy Higgins, New Buildings Institute • Re-thinking Economic Design Drivers for green buildings and communities – Sandy Mendler, AIA, LEED® AP, MITHUN
4B	<p><u>EVALUATION STRATEGIES</u> Moderator:</p> <ul style="list-style-type: none"> • Research Design Protocols for Studying the Impacts of Feedback on Behavior - Michael Sullivan, Freeman, Sullivan & Co. • Evaluating Behavioral Energy Efficiency Impacts: Findings on Best Practices & Remaining Issues from the CIEE/SERA Study - Lisa A. Skumatz, Skumatz Economic Research Associates, Inc. • How Did It Go? Quantifying Utility Behavioral Program Results - Ryan Firestone, Navigant Consulting • The Participation Disconnect Between Energy Programs & Customers - Sarah Castor, Energy Trust of Oregon
4C	<p><u>LIGHTNING SESSION: PROGRAM DESIGNS & RESULTS</u> Moderator: Ed Wisniewski, Consortium for Energy Efficiency</p> <ul style="list-style-type: none"> • Activating Behavior: How Person-to-Person Interactions Can Supercharge Efficiency Programs – Stephen Bickel, D&R International • Culture Change: National Park Service's Climate Friendly Parks Program - Beth Binns ICF International • Energy Advice Translates into Action – Sally Blackwell, Energy Efficiency Community Network, New Zealand • Play It Cool with Climate Masters: A Community Climate Action Program - Meredith Herr, The Resource Innovation Group • Making the Case for a Behavioral Measure - Steve Hastie, Navigant Consulting, Inc. • Green Certifications as Stealth Training Tools – Lisa McNeilly, UC Berkeley • Demystifying Technology: Lessons from Barefoot College & Other Community-Based Technology Adoptions - Edward Smyth, KEMA • Think! Energy & Take Action! – Elissa Richards, National Energy Foundation • Social Movements for Long-Lasting Behavior Change - John Mulrow, Worldwatch Institute • California Green Communities – Chris Peck, Southern California Edison • Peer Comparison Feedback, Demographics, & Nationwide GHG Savings Potential - Matt Davis, Environmental Defense Fund
4D	<p><u>BRAND STRATEGY, RESEARCH & DESIGN: CALIFORNIA CASE STUDY</u> Moderator:</p> <ul style="list-style-type: none"> • California's Energy Efficiency Strategic Plan - Jennifer Caron, California Public Utilities Commission • Energy Efficiency Marketing & Customer Experience Management - Julie Rowey, Southern California Edison • Behavior-based Segmentation - Anne Dougherty, Opinion Dynamics • Creating a Brand Strategy & Identity for a Movement - Tom Zara, Interbrand • Marketing & Communications Strategy for Behavior Change - Hunter Marshall, DraftFCB
4E	<p><u>SMART INCENTIVES</u> Moderator: Annika Todd, BECC Conference Co-chair, Precourt Energy Efficiency Center</p> <ul style="list-style-type: none"> • Gone In 2 Hrs Or 3 Months: Explaining Variation In Consumer Response To The State Energy Efficient Appliance Rebate Program – Toby Swope, D&R International • Intriguing Title Soon - Balaji Prabhakar, Stanford University • Another Dynamic Presentation – Speaker Invited
4F	<p><u>BEHAVIOR CHANGE IN BUSINESS: FROM MACRO TO MICRO</u> Moderator: Kevin Cooney, Navigant Consulting</p> <ul style="list-style-type: none"> • Whole Industry Behavior Change: Executive Goal Setting to Reduce Energy Intensity – Sharon Peterson, NW Energy Efficiency Alliance • Embedding Energy Efficiency within the Fabric of an Organization: Examples of Best Practices – William Prindle, ICF • Brewing a Successful Sustainability Program - Cheri Chastain, Sierra Nevada Brewing Company
3:30-5:00	<p>Networking & Free Time Special: BECC Film Festival with Bill LeBlanc, E-Source Poster Session Set-up</p>
5-7PM	POSTER PRESENTATIONS & RECEPTION – <i>Listing of Poster Presentations appears on pages 7 & 8.</i>

	WEDNESDAY MORNING, NOVEMBER 17
7:30	Continental Breakfast & Registration
8:30	BEHAVIOR TOPICS 5: Concurrent Sessions
5A	<u>BEHAVIOR & PRODUCT DESIGN</u> Moderator: Hunter Marshall, Draft FCB <ul style="list-style-type: none"> • Behavior as the Medium - David Merkoski, frog design • Re-Designing Everyday Interactions, Relationships, & Practices with Energy - Eric Paulos, Carnegie Mellon University • Green Machine: Info Design + Persuasion Design - Energy Behavior Change - Aaron Marcus, Aaron Marcus & Associates, Inc.
5B	<u>FEDERAL GOVERNMENT</u> Moderator: Jeanne Clinton, California Public Utilities Commission <ul style="list-style-type: none"> • Institutionalizing Federal Sector Energy-and GHG-Related Behavior Change - Amy K. Wolfe, Oak Ridge National Laboratory • Engaging Youth Partnerships to Enhance the Change the World, Start with ENERGY STAR Campaign - Melissa Klein, US EPA • Driving Demand for Retrofits: Best Practices & What ARRA is Funding - Merrian Fuller, Lawrence Berkeley National Laboratory • The U.S. House of Representatives As a Model of Sustainability - Nicholas Hromalik, Green the Capitol, U.S. House of Representatives
5C	<u>LIGHTNING SESSION: MARKETING AND COMMUNICATING</u> Moderator: Sharyn Barata, Itron <ul style="list-style-type: none"> • What Trust Has to Do With It: Six Simple Truths That Govern Results for Behavioral Change - Jan S. Moore, Direct Options • What Energy Efficiency Marketers Can Learn from Tobacco Counter Marketing - Tim Volk, Kelliher Samets Volk • Making Efficiency & Sustainability Fun; Or, How I Learned To Stop Worrying & Love Location-Based Social Media - Jane Hummer, Navigant Consulting • A 2009 Green Success For APS! Sue Berg, Arizona Public Service • Trials & Tribulations of Smart Grid Deployment: A Case Study that Hits Home - Jessica Switzer, Blue Practice • ComEd SmartTools, How May I Help You? Creating a Customer Care Center that Encourages Adoption & Behavior Change - David Becker, CNT Energy • The Little Envelope That Could: Boosting Participation in Hard-to-Reach Markets - Rachel Friesen, PECEI • Working Together to Change Energy Use Behavior – Kira Ashby, Consortium for Energy Efficiency • Environmental Education, Lacking Energy – Merrilee Harrigan, Alliance to Save Energy
5D	<u>BEHAVIOR POLICY & RESEARCH AGENDA</u> Moderator: Rick Diamond, Lawrence Berkeley National Laboratory <ul style="list-style-type: none"> • A Participant-Organized Working Session on How to Move the BECC Field Forward Now
5E	<u>IMPACTS OF TIME OF USE PRICING</u> Moderator: Mark Gaines, Sempra Utilities <ul style="list-style-type: none"> • Participants of Time-of-Use Programs Need Specific Information In Order to Change Behavior - Donna Whitsett, Energy Market Innovations, Inc. • What Can Be Shifted to Off-Peak: 25 Households Provide Clues - Jane Peters, Research into Action, Inc. • Tell Don't Sell: Coproduction Messaging & Education for Smart Rates - Peter Honebein, Customer Performance Group • Hourly Residential Energy Demand in a Real Time Pricing Program – Dan Violette, Navigant Consulting, Inc.
5F	<u>TRANSPORTATION</u> Moderator: <ul style="list-style-type: none"> • Altruism & Carbon Mitigation: Evidence from Carpool Lanes & Spare the Air Days – Steven Sexton, UC Berkeley • Are Land-Use Changes Enough For California To Reduce CO2 Emissions From Vehicle Use? David R. Heres-Del-Valle, Basque Centre for Climate Change • Heterogeneity in the Valuation of Fuel Economy in California - Kenneth Gillingham, Stanford University • Behavior & User Analysis of Plug-in Hybrid Vehicles & Fuel Cell Vehicles - Elliot W. Martin, UC Berkeley • The Power & Value of “Green” in Promoting Sustainable Travel Behaviors - David Gaker, UC Berkeley
10:00-	Morning Break
10:30-12:00	<u>BEHAVIOR, ENERGY & CLIMATE CHANGE</u> Closing Plenary
1:30-4:30	POST-CONFERENCE WORKSHOPS

POSTER PRESENTATIONS: TUESDAY EVENING: NOVEMBER 16, 5:00 – 7:30 PM

- **Design of Real Time Feedback Programs: A Perspective From Experimental Research**—Joana Abreu, MIT Portugal Pgm, Instituto Superior Técnico
- **Building Intelligence Meets Human Control: A Look at red/green light window indicators** – Katie Ackerly, UC Berkeley
- **Reducing Urban Traffic Congestion Through Human-Centered Ridesharing** – Jennifer Allen
- **Understanding the Barriers to Home Energy Audit Participation in Utah** – Brooke Alley, PECI
- **Using Conservation to Promote Concern About Climate Change** – Michael S. Amato, University of Wisconsin-Madison
- **Finding Symbiosis: Politicians & Scientists** – Maheen Aziz, George Mason University
- **From the Trenches - Success & Failures In Improving Corporate Energy Efficient Behavior** – Mike Bailey, Ecos
- **Human-Centered Design, Does It Apply Here?** – Mekayla Ichneumon Beaver, Gloworm
- **The Regulation of Zero Net Energy Buildings** – Clark Bisel, WSP Flack + Kurtz
- **General Insights vs. Specific Applications: What Does Behavioral Economic Analysis Offer to US DOE?** – David J. Bjornstad, Oak Ridge Ntl. Lab.
- **Leveraging Behavior Research at the Department of Energy** – Joseph Bressler, US Department of Energy
- **Changing Memories: The Design & Evaluation of the FullDome Show Our Living Climate** – Martin Bush, Museum Victoria
- **Commuter Choices & Carbon Footprints: A Feasibility Study Using GPS & Accelerometry to Measure Mode of Travel**—Amanda Carrico, Vanderbilt
- **But It Still Works! Reducing Psychological Barriers to Refrigerator Recycling** – Nicole Casta, PECI
- **Message Frame & Threat in the Social Marketing of Sustainable Behavior of Youth** – Tania Cheng, University of Waterloo
- **Motor Mouth: Stop Talking About Market Transformation & Quantify It** – Mohit Singh Chhabra, Navigant Consulting
- **Behavior Change or Climate Change: A Student Taught High School Program** – Jenny Chute, Menlo Atherton High School
- **Global Identity, Climate Change, & Behavior Change** – Marilyn Cornelius, Stanford University
- **Cool the Earth, Inc.'s Primary School Program: Program Efficacy** – Carleen Cullen, Cool The Earth, Inc.
- **Socially Networked Resource Monitoring Tool as a Platform to Organize a National Electricity & Water Reduction Competition on College & University Campuses** – Andrew deCoriolis, Lucid Design Group
- **Motivating Energy Efficiency Behavior Via Effective Marketing** – Maryanne DePresco, Kelliher Samets Volk
- **Looking at the Man in the Mirror: Changing Ourselves, Our Industry** – Linda Dethman, The Cadmus Group
- **Using Web 2.0 Tech to Encourage Environmental Behavior** – Tawanna Dillahun, Carnegie Mellon University
- **Policy Technical Assistance: Whole Community Approach** – Sarah Busche, National Renewable Energy Laboratory
- **Banking Actual Savings from Behavioral Change** – Jamie Drakos, The Cadmus Group, Inc.
- **Why do NEBs & NTG Matter Especially for Behavioral & Educational Programs?** – Dana D'Souza, Skumatz Economic Research Associates
- **Greening the Behavior of the Next Generation of Citizens** – Cathy L. Z. DuBois, Kent State University
- **Strategy & Behavior: An Empirical Look at Frontline Sustainability Leadership** – David A. DuBois, The Social Design Group
- **ISO 50001 Does Behavior: An Exploration of Key Success Factors** – Patsy Dugger, Ecos Consulting
- **How Can the Code for Sustainable Homes Deliver the UK Zero Carbon Homes?** – Heba E. Elsharkawy, University of Nottingham
- **Tapping into Office Energy Savings: Hardware, Software & Occupant Behavior** – Ellie Farahani, University of Toronto
- **From Saving Paper to Saving Energy: Lessons from a Paper Conservation Program** – Elah Feder, University of Toronto Sustainability Office
- **A Gold Standard for Equity in California's Cap-and-Trade Program** – James Fine, Environmental Defense Fund
- **Framework for Modifying User Behavior & Minimizing Energy Usage** – Wendy K. Foslien, Honeywell International, Inc.
- **Personal Energy Efficiency Rewards (PEER) Program: A Behavioral Cocktail** – Andy Frank, Efficiency 2.0
- **Increasing Participation Rates through Community Mobilization: Results from the CEA Campaign** – Lilah Glick, Cambridge Energy Alliance
- **BeSmarter®: Peer Leadership, Competition & Objective Goal Setting Produces Strong Home Conservation** – Michael Greenberg, BeSmarter LLC
- **Overcoming Split Incentives in Office Buildings: The Utility Role** – Joanna Gubman, Navigant Consulting, Inc.
- **Key Factors Affecting Energy Efficiency Decisions in a University Campus** – Mohammad Halimi, SUNY State University of New York
- **Say What? Using Segmentation Research to Guide Targeted Messaging** – Rachel Hansen, PECI
- **High Performance Refers to People Too** – Marcel Harmon, M.E. Group, Inc.
- **Design & Social Change** – Zach Hartle, evolve environment :: architecture
- **Disaggregating Monthly Residential Bills Into End-Uses** – Zeke Hausfather, Efficiency 2.0
- **Compliance: How do Contractors Assess Risk in Doing Unpermitted Work? (& Why?)** – Kristin Heinemeier, WCEC
- **Changing Travel Behaviour: The Impact of Targeting Tailored Climate Change Information** – Candice Howarth, University of Southampton
- **Maryland's Energy Efficiency Challenge** – John Howley, Maryland Energy Report
- **The BetterBricks Approach: Ensuring Lastingness of Behavior Change in Commercial Real Estate Companies** – Dune Ives, Milepost Consulting
- **Cultural Indicators of Energy Saving Behaviors: A Case Study of the United States & Japan** – Yoko K. Iwaki, Columbia Business School

POSTER PRESENTATIONS: TUESDAY EVENING: NOVEMBER 16, 5:00 – 7:30 PM

- **WattDepot: Open Source Software for Energy Data Collection & Analysis** – Philip M. Johnson, University of Hawaii at Manoa
- **Connecting the Dots: Interdisciplinarity in Behavioral Research** – Joe Kantenbacher, University of California Berkeley
- **Using Smart Grid Data to Assess Behavior Changes after PV Installation** – Danielle Côté-Schiff Kolp, The Cadmus Group, Inc.
- **Integrating Behavior into Electric Vehicle Charging Infrastructure Needs** – Melissa Lapsa, Oak Ridge National Laboratory
- **BC Hydro: Building a Culture of Conservation** – Vinson Lee, BC Hydro
- **"It Takes a Village" - We Energies' Community Education Pilot** – Peter Lemoine, ICF International
- **Assessing Employee Engagement Option in Government Agencies** – Eli M. Levitt, Washington Dept. of Ecology
- **Impact of Behavioral & Demographic Factors on Residential NG Demand** – Olga Livingston, Pacific Northwest National Laboratory
- **Using Neighbourhood-Scale Marketing Data as Part of Modelling Home Electricity Use** – Stephen Lorimer, University College London Energy Instit.
- **From Energy Conservation to an Integrated Assessment of Sustainability Practices: The U of M Experience** – Robert W. Marans, Univ. of Michigan
- **Good, Bad, & Missing - The State of Design for Change** – Dave McColgin, Artefact
- **E3= Energy Efficiency Education** – Rebecca Meyer, Connecticut Energy Efficiency Fund/CL&P
- **Tales of Transition: A Community Movement Building a Future Without Fossil Fuels** – Asher Miller, Post Carbon Institute
- **Deployment of Solar Cooling in the United States** – Houtan Moaveni, Florida Solar Energy Center, University of Central Florida
- **Building Up To Organizational Sustainability** – Christine Mondor, evolve environment::architecture
- **Proposal of an Adaptive Model for Behavior Prediction of Urban Outdoor Thermal Comfort** – Leonardo Marques Monteiro, University of Sao Paulo
- **Mind the Gap: Discovering Missing Residential Energy Efficiency Messages** – Annemarie Newman, Energy Center of Wisconsin
- **The Northwest's Food Processing Sector 5 Year Market Transformation & 5 Year Energy Savings Forecast** – Heidi Ochsner, The Cadmus Group
- **Challenges & Successes of a Certification Program & Educator Network** – Lauren K Olson, Michigan State University
- **Cool The Earth: An Out of Classroom Primary School Behavior Program** – Sara B. Peracca, Environmental Justice Solutions
- **Considering (In)Effectiveness of Energy Feedback Research & Design** – James Pierce, Carnegie Mellon University
- **Using Imprint, an Interactive Kiosk Displaying Printer Data, to Engage Workgroup Communities** – Zachary Pousman, Georgia Instit. of Technology
- **Operator Training: Building the Skill Sets for Energy Performance** – Cynthia Putnam, Northwest Energy Efficiency Council
- **iPooling: Instant Carpooling with Strangers: Industry Update** – Steve Raney, Cities21
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