DEFINING BEHAVIORAL PROGRAMS
Defining Behavioral Programs

• Lack of clarity and consistency across jurisdictions around the term “behavioral programs”

- Programs that stimulate energy efficiency purchase behavior?
- Marketing and outreach programs
- Energy feedback programs
- Programs that encourage energy conservation actions through normative approach?
- Community-based programs
- All of the above?
- Home audits with an educational component
- In-home display programs
Defining Behavioral Programs

- Energy conservation initiatives can stimulate various types of behavior changes (separately or concurrently)

  - Upgrade your heating system
  - Get an audit
  - Turn off lights
  - Replace incandescent lights with CFLs
  - Clear the area around vents
  - Buy Energy Star Refrigerator
  - Program your thermostat
  - Lower your thermostat settings?
  - Maintain your heating or cooling system
Purchase Behaviors

Large Purchase
e.g., insulation, HVAC system, whole house retrofit, etc.
- High Cost
- Low Frequency (5-20 years)
- Installation Requirement

Moderate Purchase
e.g., weatherization improvements, lighting controls, etc.
- Moderate cost
- Moderate frequency (1-5 years)
- Installation requirement

Small Purchase
e.g., lighting replacement, etc.
- Low cost
- High frequency (6 months to 1 year)
- No installation requirement
Usage/Habitual Behaviors

**Conscious**
- e.g., adjusting thermostat settings, cleaning dryer lint filters, keeping blinds/curtains drawn in the hot parts of the day, etc.
  - Little to no cost
  - High frequency
  - Do not require installation

**Automatic**
- e.g., turning off lights, TV, etc.
  - No cost
  - High frequency
  - Do not require installation
Implications

• Type(s) of behaviors induced by an energy conservation initiative have a pivotal role on the initiative’s:
  • Planning
  • Design
  • Implementation
  • Evaluation
CALL TO ACTION
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• Work as an industry on:
  • Developing an agreed-upon working definition of a behavioral program
  • Classifying various programs based on that definition
  • Further refining the behavior change classification framework
THANK YOU