Put Down the Sweater and Pick Up the Pocketbook:
Behavioral Interventions Driving Major Energy Upgrades

Neely Crane-Smith | mncee.org | @mncee
The Problem

“Seems quite logical, captain.”

“Sometimes a feeling is all we humans have to go on.”

* Adapted from *Nudge* by Thaler and Sunstein
Peer Pressure and Public Commitment
Shaping the Path

Priming

Quality Assurance

Limited Recommendations

Feedback

Rebates and Financing

*Switch* by Chip Heath and Dan Heath
September 2009 – September 2011

4,109 homes

$470,000 annual savings*
30% Completed Recommended Upgrades

Number of Homeowners

Completed

Recommended

Attic Insulation
Furnace/Boiler
Wall Insulation
Who is Completing Upgrades?

Years in Home

# of Households

- 55+
- 45-54
- 30-44
- 21-29
Lessons Learned and Next Steps
(the highlights)
Follow Up Has Been Key

Average time to complete upgrades after home visit:

5 months
Building a Sense of Urgency Works

HOME ENERGY IMPROVEMENT
LOAN PROGRAM
AVAILABLE NOW

For more information contact:
(612) 335-5884
loaninfo@mncee.org
or visit ceeloans.org
Trying Seasonally Targeted Messaging

Has your ice dam from last winter melted yet?

Get ahead of ice dams and ice damage. Community Energy Services has the solutions. Learn more at mnces.org.
Feedback is Important – and Challenging
**Friday, 8:30 AM – “Auditing, Scoring and Retrofitting: What Works and What Doesn’t?”**

**HOME ENERGY IMPROVEMENT INDEX**

**OUR DIAGNOSIS:**

<table>
<thead>
<tr>
<th>Category</th>
<th>Points</th>
<th>Immediate</th>
<th>Long-term</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heating System</td>
<td>30</td>
<td>10</td>
<td>Replace current 85% efficient furnace with 95% AFUE w/ ECM motor</td>
</tr>
<tr>
<td>Wall Insulation</td>
<td>25</td>
<td></td>
<td>Existing R-11 insulation, no upgrade</td>
</tr>
<tr>
<td>Air Sealing</td>
<td>20</td>
<td>10</td>
<td>Existing air leakage ratio 1.5, reduce to 1.0</td>
</tr>
<tr>
<td>Attic Insulation</td>
<td>15</td>
<td>15</td>
<td>Existing average R-10 attic insulation; increase to R-50</td>
</tr>
<tr>
<td>Windows</td>
<td>10</td>
<td></td>
<td>Existing single pane with storm, no upgrade recommended</td>
</tr>
</tbody>
</table>
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