Increasing-and Decreasing Fuel Economy Using Feedback

BECC
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Who Changes – and why?

• Behavior change $\leftarrow$ attitudes and goals + info

• Feedback reduced time sensitivity and increased expertise

• Largest reductions from gas and money savers

• Overall 2.3% decrease in fuel consumption
The Important Details

- Converted Prius PHEVs
- 2*2 week design
- Custom Feedback device
- 23 Drivers (45 total)
- No educational or informational component
Feedback Theory

Dotted line shows the completed feedback loop
Results - Overall

Change in Fuel Economy (MPGGE)

2-week feedback duration ->
Results - Group

Overall Change in Energy Consumption: -2.3% (negative values indicate reductions)

Values show average consumption compared to the group baseline

Plots show cumulative fuel use compared to the overall baseline

Cost Sensitive: -4.0%

Content: 0.16%

Speedsters: -2.7%
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