



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 change habitual behaviors?

Programs that encourage energy conservation actions through normative approach?

Community-based programs

???

All of the above?

In-home display programs

Home audits with an educational component

Defining Behavioral Programs

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

Upgrade your heating system

Lower your thermostat settings?

Get an audit

Turn off lights

Replace incandescent lights with CFLs

Program your thermostat

Clear the area around vents

Maintain your heating or cooling system

Buy Energy Star Refrigerator



BEHAVIOR CHANGE CLASSIFICATION FRAMEWORK

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

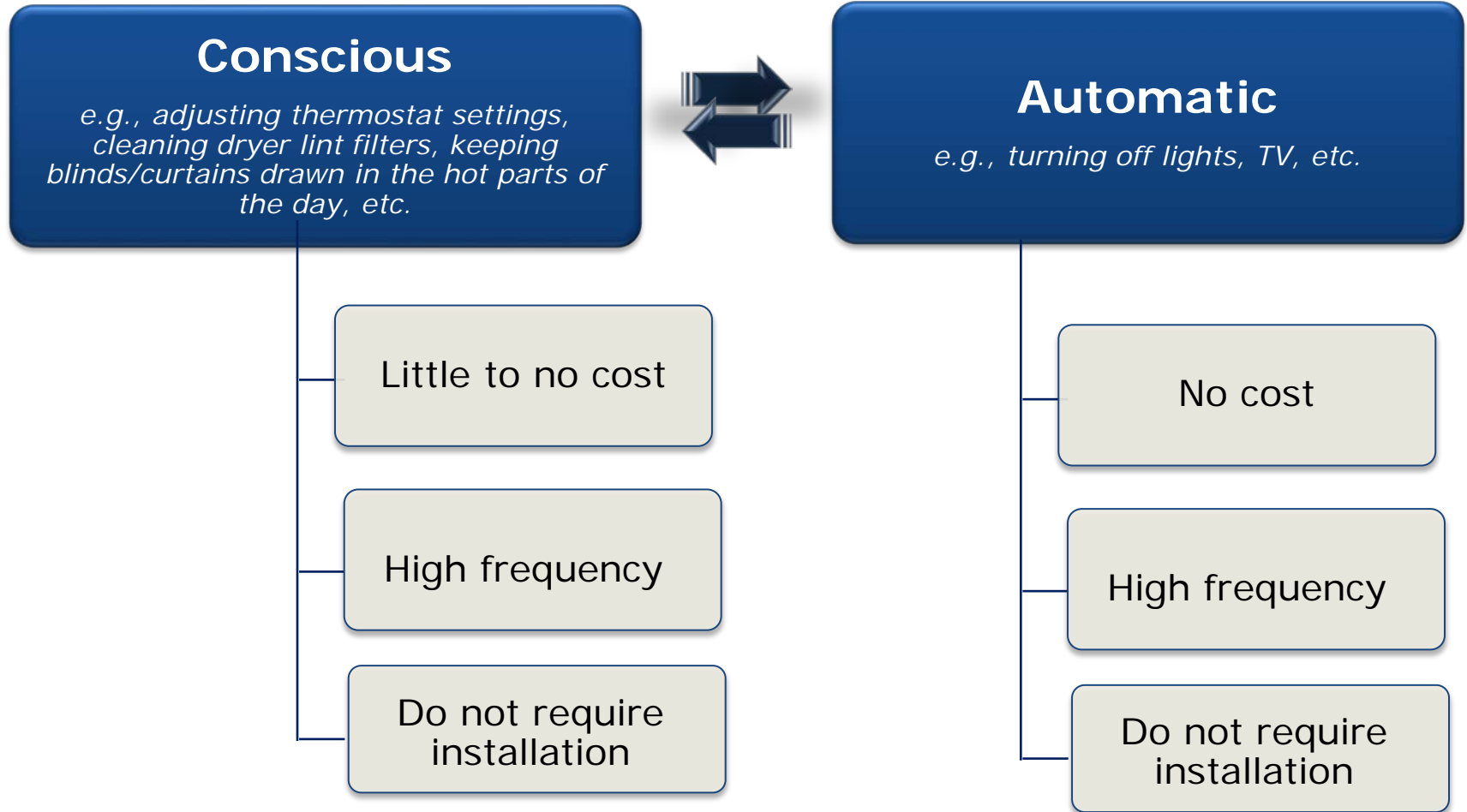
e.g., lighting replacement, etc.

Low cost

High frequency
(6 months to 1
year)

No installation
requirement

Usage/Habitual Behaviors





IMPLICATIONS

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