Wasted Energy

Issues our current programs fail to address

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- What's our vision for the future?
- How do our programs fit in to that vision?
- Are we creating programs that produce results while overall usage increases?
- Should we be concerned about the Wii game and other usage increases?

- We know consumers respond to savings
- Does an environmental message enhance program participation and/or behavioral change?

- Where can we look to save energy?
  - Usage when homes/commercial buildings unoccupied
    - Programmable thermostats
  - Furnace filters
  - Sealing Ducts
  - Setting thermostats at proper tempratures
  - Reducing commercial lighting at night
  - Other….

- savings that do not change customers' comfort level
- No one is the worse off from changing a furnace filter
- No one is worse off for turning down the thermostat when they aren't home

- Do we have the information we need to make a determination what potential savings are for different behavioral changes?

- If no, what do we do to get it?

- Do we have a problem because it's difficult to measure program results?

- How do we address this?

- We now essentially ignore what could be a major component of efficiency potential

- PUBLIC EDUCATION

- Does public education have a role in boosting participation in existing programs?

- Does public education have a role in behavioral change that translates in to savings?

- We should also think about other public education opportunities

- For example - furnace tune-up in September you can do both heating and cooling

- Is there a role for public education?
- Can we do messaging that comes from a collaborative effort – utility input but consensus?
- Does society matter?
  - Do people care about pulling together to achieve common good?

Next Steps

- For Discussion . . .