

BECC and Beyond: *Fighting Climate Change Through Research and Community*

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NO IMPACT MAN



Question: If I could only do one thing (for the environment) what should it be?

Answer: Volunteer with an environmental organization

Community is critical!

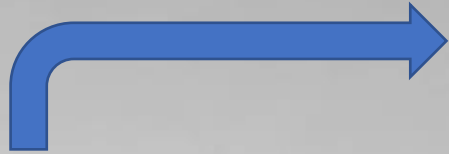


This is me...



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Two Sides of One Coin



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ACEEE
American Council for an Energy-Efficient Economy



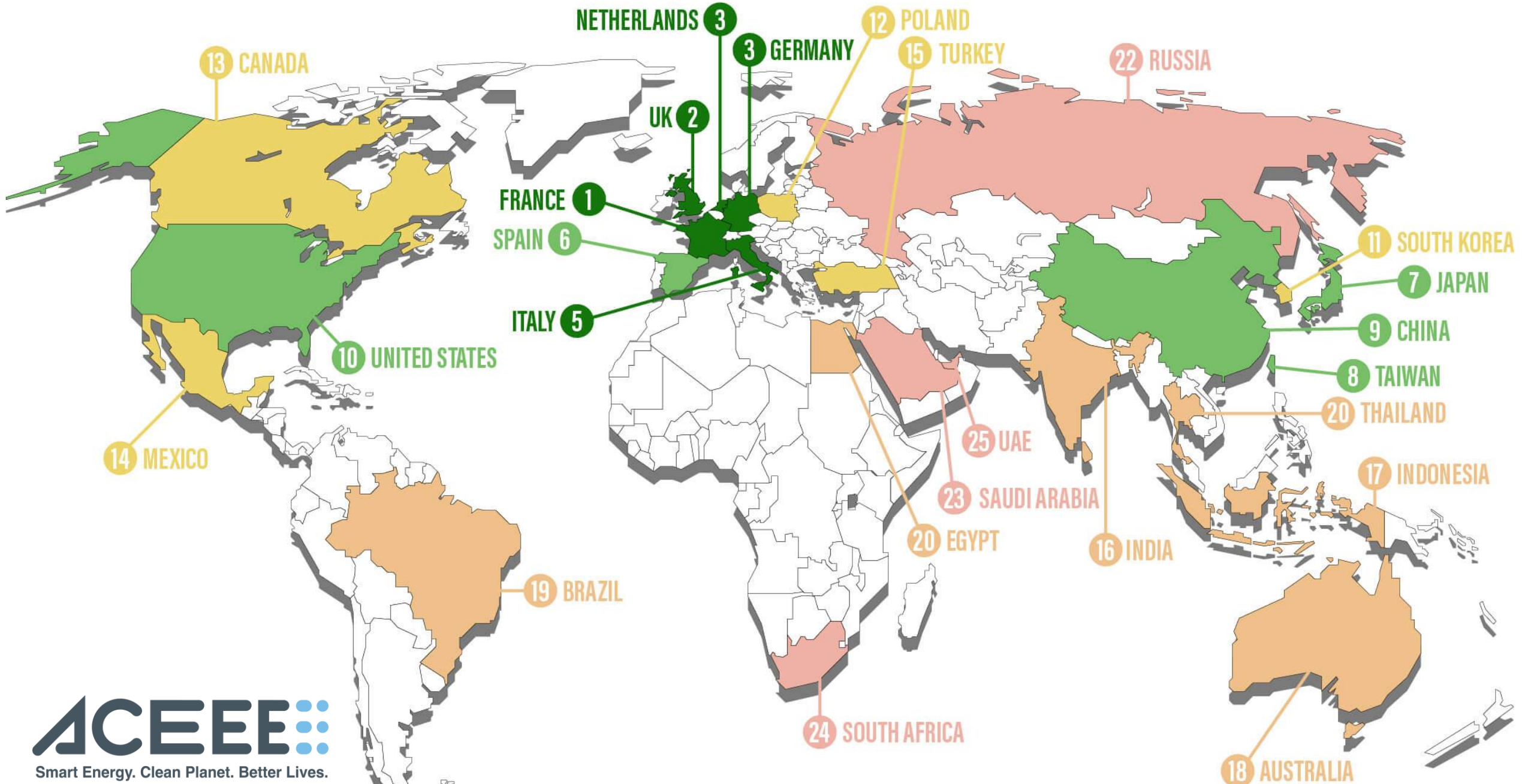
ACEEE

American Council for an Energy-Efficient Economy



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THE 2022 INTERNATIONAL ENERGY EFFICIENCY SCORECARD





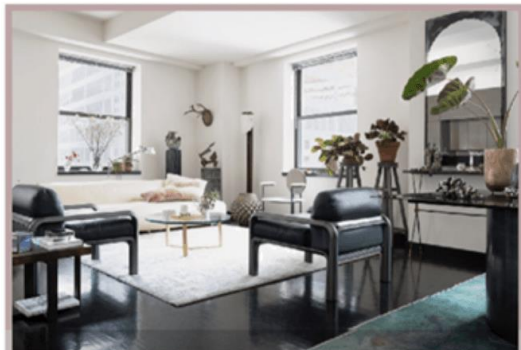
Recent Projects: Building Labels



Apartments in Sherwood Forest, Detroit MI



\$1,239 /month
2 bedrooms | 1.5 bathrooms | 1075 square feet



\$1,317 /month
3 bedrooms | 2 bathrooms | 1376 square feet



\$1,083 /month
2 bedrooms | 2.5 bathrooms | 774 square feet

1 2 ... 6

Next



\$1,083 /month
2 bedrooms | 1.5 bathrooms | 774 square feet
Monthly energy bills: **\$155**

Estimated Energy Costs



\$1,083 /month
2 bedrooms | 2.5 bathrooms | 1075 square feet
Monthly Energy Bills
\$ 88 100 112 126 146 **\$155** 178 193 213 234

Energy Costs Along a Continuum



\$1,317 /month
2 bedrooms | 1 bathroom | 1075 square feet
Building Energy Score: **2/10**

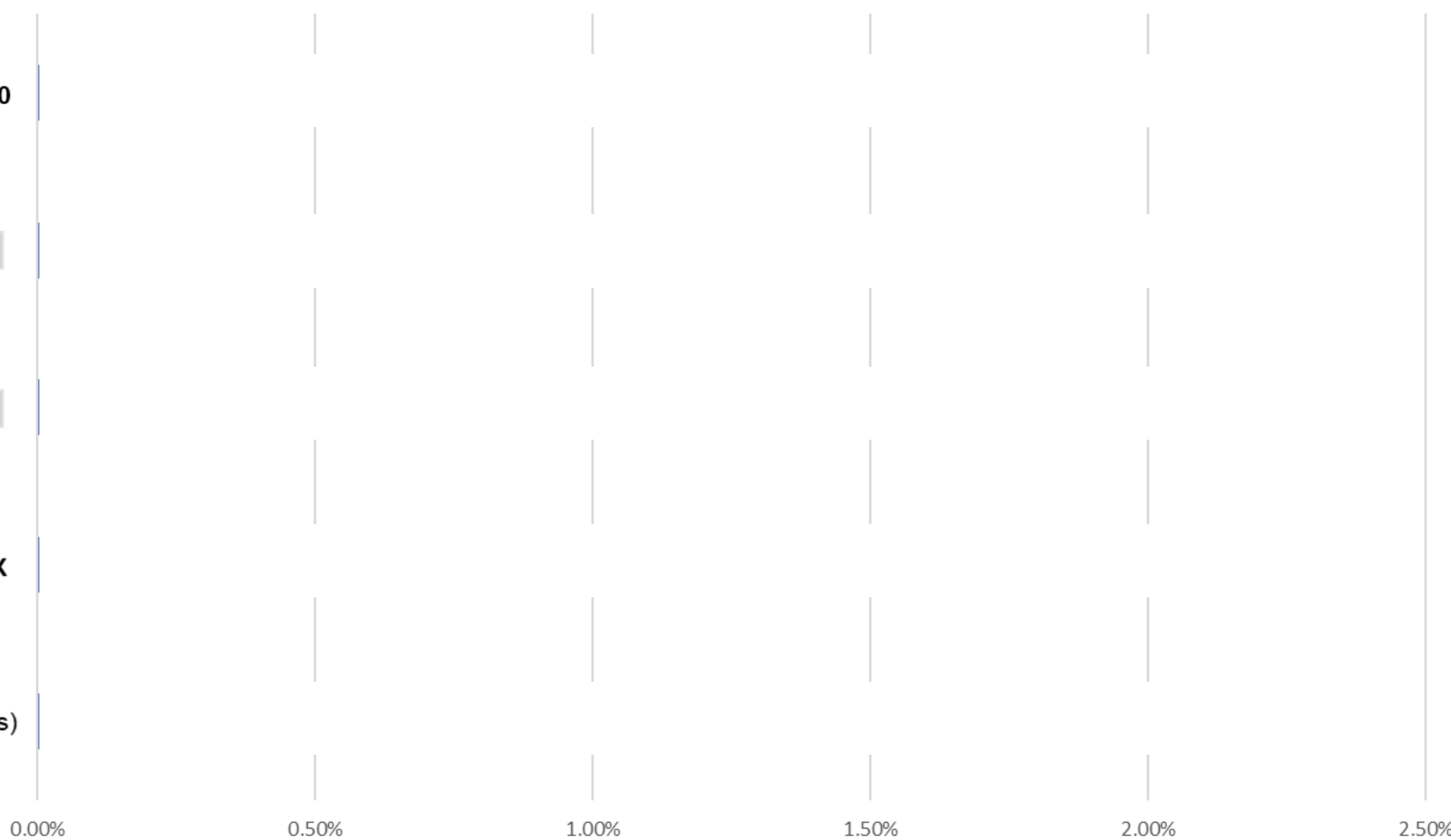
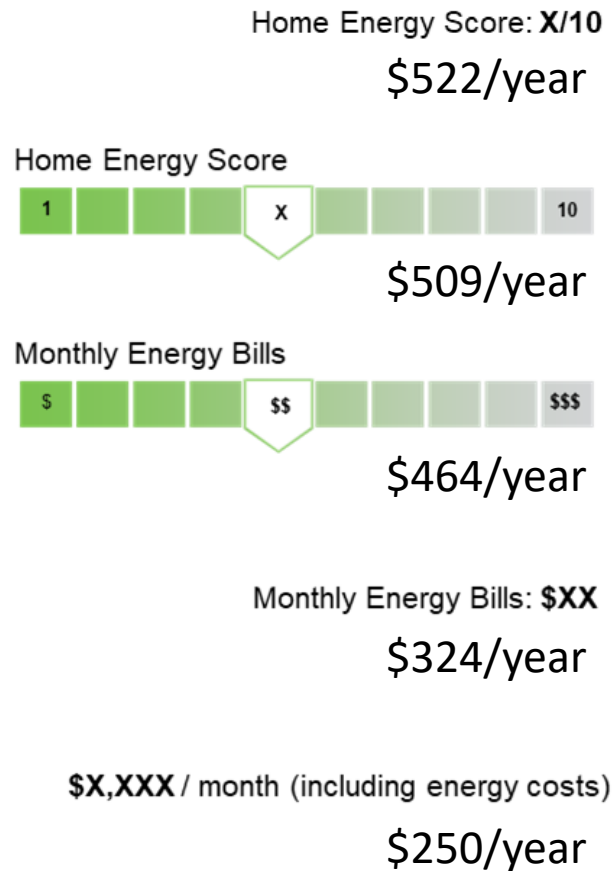
Energy Score Out of 10



\$1,083 /month
2 bedrooms | 2 bathrooms | 774 square feet
Building Energy Rating
1 2 3 4 5 6 7 8 **9** 10

Energy Score on a Continuum

Percent willingness to increase rental price for one unit increase in efficiency





Recent Projects: Home Energy Assessments

After the Audit
(2018-2019)

Content analysis

Expert review

Eye-tracking study 

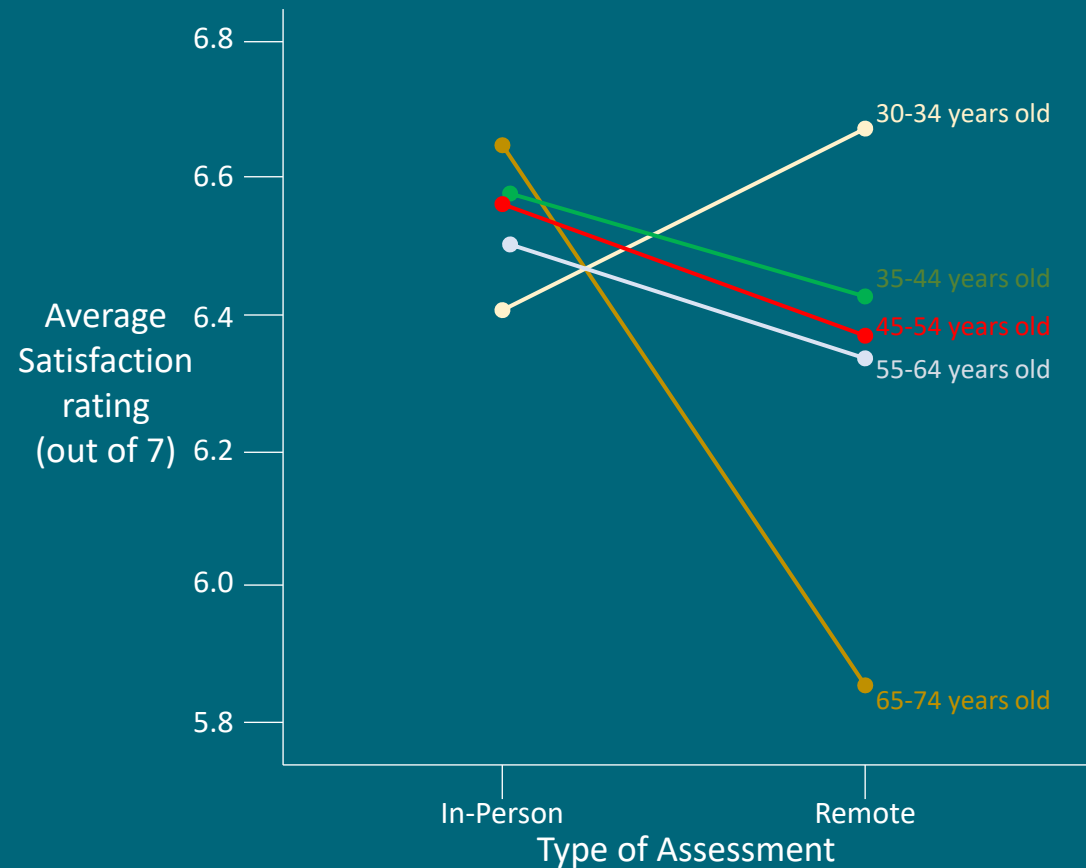
Customer survey



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Remote Energy Assessments (2020-21)

- Current status, how to apply behavioral science to the process
- Interviewed experts
- Conducted virtual “ride-alongs”
- Surveyed customers and collected customer satisfaction data
- Best for younger, more tech-savvy customers; not great for





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Recent Projects: Home Energy Use

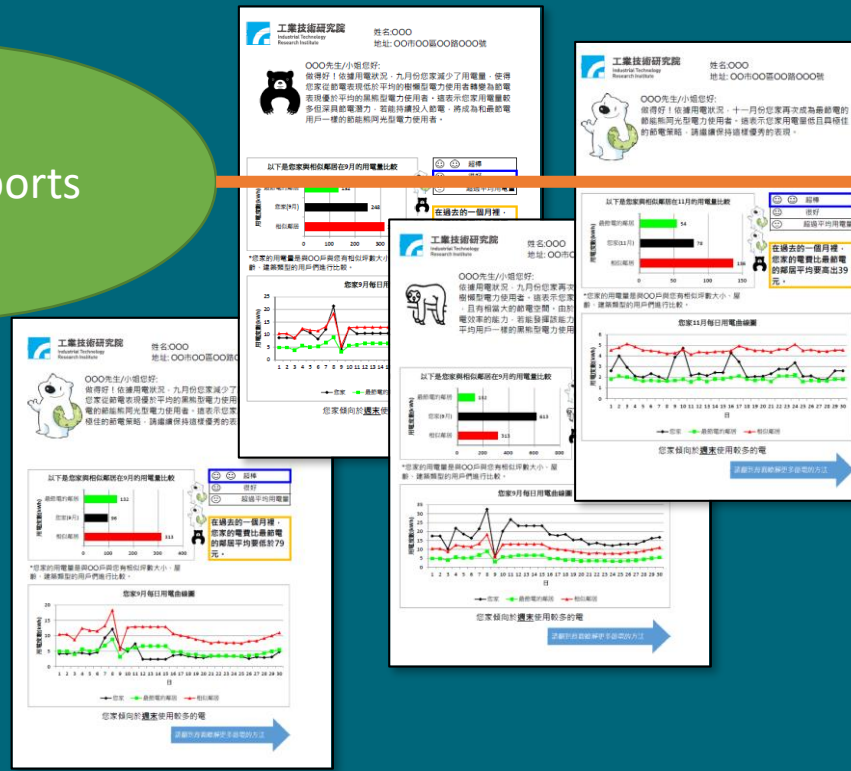
Home Energy Reports: Tawain Pilot

Receive Reports

117 Households

Random

No Reports



kWh

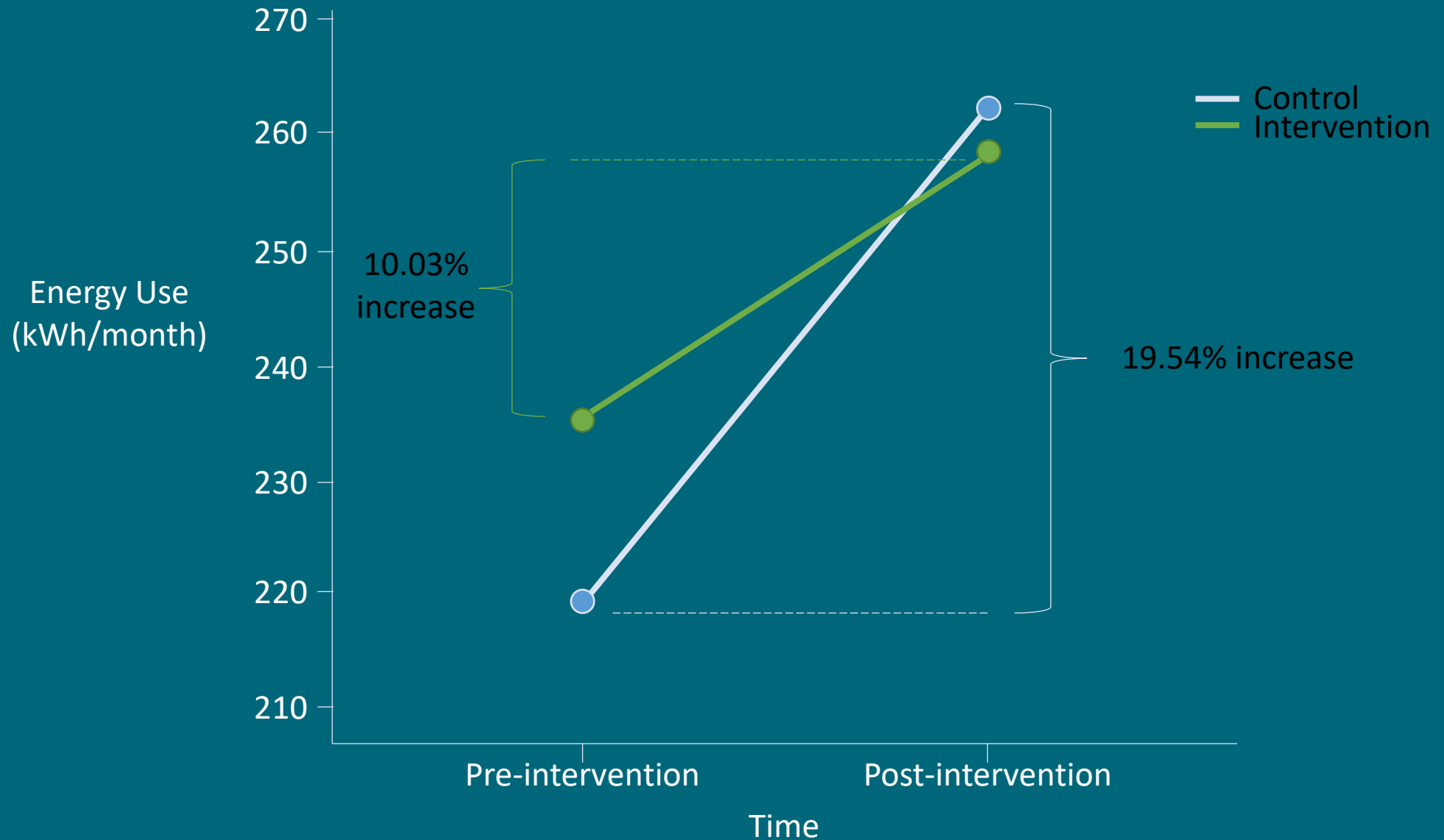


kWh



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Average Monthly Electricity Use





Recent Projects: Transportation



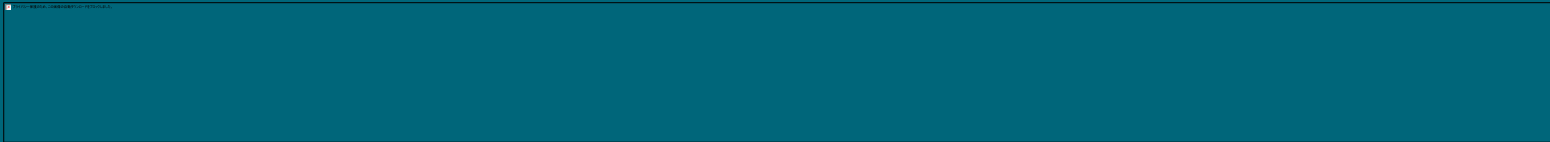
Encouraging Participation in LI EV Carsharing: Report to EPA (2021-2022)

- Lit review + interviews + Analysis
- LI EV carsharing could be an equitable climate solution
- Explain how to design an intervention
- Explain elements of persuasive communication
- Customize intervention based on Transtheoretical Model



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07

CA

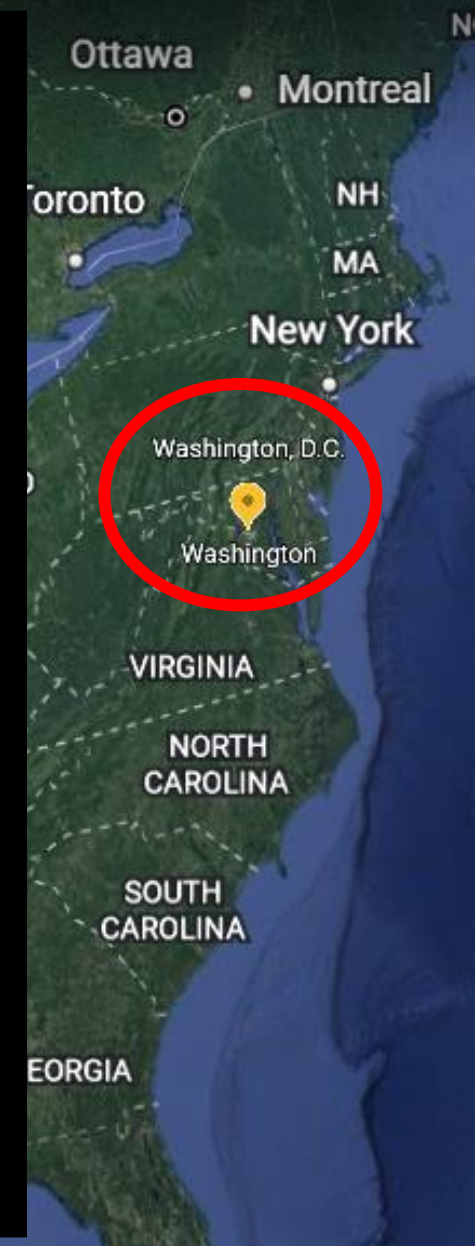
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Coast to Coast... to Virtual... to Dual

BECC 2019: BECC Webinars Launched!

THE
KRESGE
FOUNDATION



Guidehouse

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Popular Topics

From the beginning...

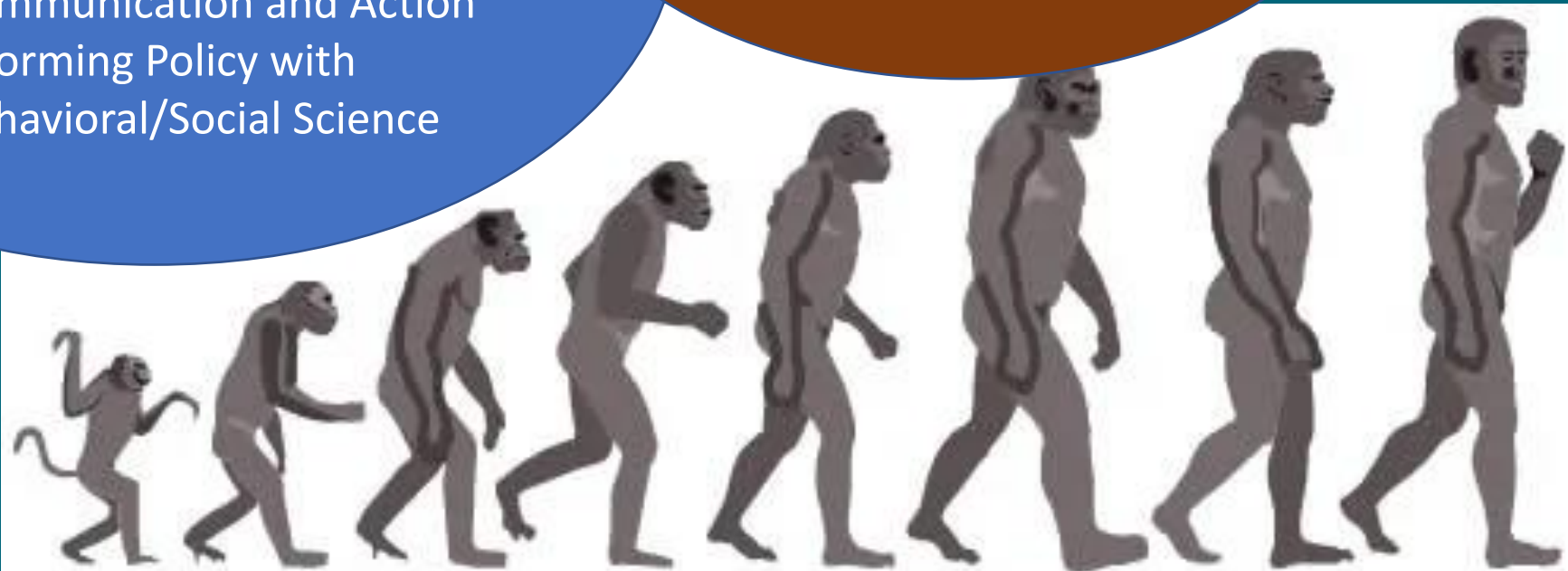
- Residential Energy Efficiency
- Utility-Run Behavior Programs
- Climate Change Communication and Action
- Informing Policy with Behavioral/Social Science

Broadening scope

- Transportation
- Industrial and Commercial
- Equity/Low-Income/Energy Justice

The Future

- Food
- Consumption
- Etc.



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All Types of Sessions and Activities



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Behavioral Science + Community (Together)

Solutions Sessions at BECC

How It Works...

- Problem Presenter: An organization that needs help
- Expert Panelists: Ask questions and start discussion
- Participants: BECC attendees that want to help
- Fast-paced and interactive



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Solutions Session 2021: Agri-Solar in Rural America

**BECC Solutions Session, Help Solve a Real-World Problem for the National
Center for Appropriate Technology: Solar Power in Rural America**



Dr. Stacie Peterson,
National Center for
Appropriate
Technology



Dr. Reuven Sussman,
ACEEE



Dr. Cindy Frantz,
Oberlin College



Kady Cowan,
Sustainability Services



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BECC Has Impact



Summing Up: Research Can Help, But Community is Critical

Thank you!

