

# HOME ENERGY REPORTS: NEW DEVELOPMENTS FOR A MATURING BEHAVIORAL INTERVENTION

*Moderator: Brian Arthur Smith, Pacific Gas and Electric Company*

## PAPERS:

### **Keep the Change: Behavioral Persistence in Energy Efficiency Programs**

Kira Ashby, Consortium for Energy Efficiency  
Vincent Gutierrez, Commonwealth Edison  
Steven Menges, National Grid  
Jim Perich-Anderson, Puget Sound Energy

### **Accounting for Behavioral Persistence – A Protocol and a Call for Discussion**

Cheryl Jenkins, Vermont Energy Investment Corporation  
Ted Weaver, First Tracks Consulting Service  
Carly Olig, Navigant  
Olivia Patterson, Opinion Dynamics  
David Brightwell, Illinois Commerce Commission

### **Home Energy Reports of Low-Income vs. Standard Households: A Parable of the Tortoise and the Hare?**

Anne West, Cadmus  
Jim Stewart, Ph.D., Cadmus  
Masumi Izawa, Cadmus

## SESSION SUMMARY:

Home Energy Reports (HER) is the most widely deployed behavioral intervention in energy efficiency today. After hundreds of deployments and impact evaluations, there remain important new areas for research on this maturing program design. This session features three papers that address important yet relatively untapped areas of HER: how impact varies when deployed to low-income households compared to broader deployments, how savings accounting can be designed in a manner that addresses HER cost-effectiveness accurately over time, and gaining a better understanding of how savings endure after HER treatment is discontinued.