

# Behavior Based Energy Efficiency Programs

## What are behavior based energy efficiency (BBEE) programs?

BBEE programs focus on energy savings resulting from changes in individual or organizational behavior and decision-making. Examples of BBEE programs include

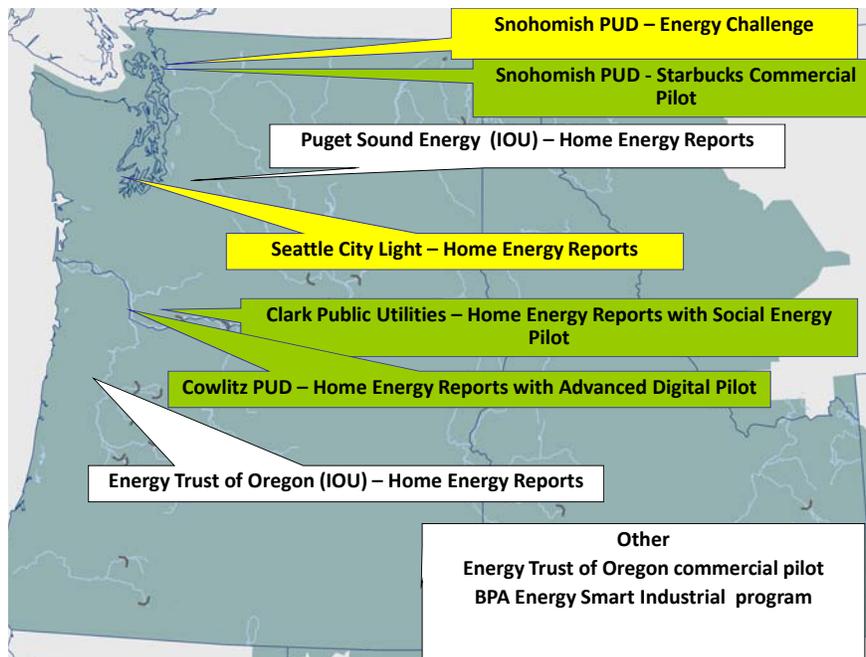
- Providing residential end-users with information on their energy use, comparisons with usage by others, goal setting, rewards and additional tactics that encourage efficient energy use.
- Assisting commercial end-users to benchmark their building(s) energy use and improve operating performance through building or equipment tune-ups and changes to O&M routines.

## Innovative Behavior-based Energy Efficiency Pilots – Funding Available

In 2011, BPA issued a Funding Opportunity Announcement for innovative BBEE pilots. Snohomish County Public Utility District, Cowlitz Public Utility District and Clark Public Utilities’ applications were selected after a competitive process conducted by BPA. BPA is collaborating with these utility customers and their market partners to implement and evaluate innovative BBEE pilot programs. These pilots enable the region to advance its collective knowledge, experience and understanding of BBEE program strategies and tactics for further engaging energy consumers to achieve greater levels of behavior based energy savings. [Read the press release.](#) In January 2013, BPA announced additional funding for a second phase of BBEE pilots. Applications will be accepted until June 3, 2013. Learn more at

<http://www.bpa.gov/Energy/N/behavior.cfm>

## BBEE Programs in the Northwest



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BBEE programs are growing in prominence around the country, and represent a source of energy savings beyond traditional utility programs focused on encouraging adoption of EE technology. There is a substantial body of knowledge and experience associated with behavior change that is rooted in the social sciences. Waste management, healthcare and transportation industries have been applying behavior based approaches for some time. Utilities and others in the energy industry are now using it as a means for encouraging energy efficiency and savings. While the promise of BBEE programs (in terms of energy savings) is significant, there is much to be learned about effective strategies and tactics to motivate consumers, persistence, and effective methods to evaluate the energy savings.

BPA's behavior change strategy aims to enable, validate and increase the amount and persistence of energy savings achieved through behavior based energy efficiency programs in the Northwest.

### **BPA's Objectives**

1. Monitor and assess national and regional behavior based energy efficiency (BBEE) programs and activities, identify and promote use of best practices.
2. Create policies that help build program infrastructure that all Northwest public utilities can use to operate BBEE programs and achieve related energy savings.
3. Collaborate with Northwest public utilities and market partners to implement and evaluate innovative BBEE pilot programs.

To learn more about BBEE programs go to [www.bpa.gov/energy/n/behavior.cfm](http://www.bpa.gov/energy/n/behavior.cfm)