PANEL 8: Capturing Savings through Behavior
PANEL LEADERS: Chrissi Antonopoulos, Pacific Northwest National Laboratory and Karen Ehrhardt-Martinez

DATE	SESSION	TITLE	LEAD AUTHOR, ORGANIZATION
Mon 8/5	**Session 1** **8:30 - 10:00 am** Integrating Behavioral Science Methods into Technology Research	*Reducing Survey Bias: Old (Pretty Easy) Lessons are ESPECIALLY Important for Web Surveys*	Lisa Skumatz, Skumatz Economic Research Associates
		Paths Forward: Approaches to Achieve Plug and Process Load Efficiency and Control in Commercial Buildings	Amy Van Sant, National Renewable Energy Laboratory
		Through the looking glass: analyzing barriers to adoption of advanced rooftop unit controls through human-centered observational research	Shreya Agarwal, Lawrence Berkeley National Laboratory
	Session 2 **10:30 am - 12:00 pm** Occupant Behavior and Utility Programs	*Understanding Gaps in Utility Program Offerings and Customer Engagement*	Beth Karlin, See Change Institute
		Using Behavioral Science to Maximize Savings on Time-of-Use Rates	Will Sierzchula, Guidehouse
		Engaging Customers in Digital Space – Observations from Delivered Energy Insights	Gregory Romine, Eversource
Tues 8/6	**Session 1** **8:30 - 10:00 am** Language Matters: Promoting Energy Equity	*Equitably Engaging with Customers in Their Preferred Language: How Inclusive Customer Engagement is Better Customer Engagement*	Elizabeth Kelley, ILLUME Advising
		Do ethnicity and language preference have implications for utility service delivery in Los Angeles?	Ryan Bliss, ADM Associates
		Empowering Transformation in Diverse and Underserved Communities	Tim Good, CLEAResult
	Session 2 **10:30 am - 12:00 pm** On Demand! Occupant Behavior and Demand Response	*GRIDSAVE: Mobilizing Conservation to Avoid Imminent Blackouts*	Alan Meier, Lawrence Berkeley National Laboratory
		Behavioral Demand Response – 7,200+ Customers receive alerts for needed energy-saving during peak demand events	Kimberly Beltran, Sonoma Clean Power
		Demand Flexibility: Keeping Users in the Loop with "Invisible" Technologies	Angela Sanguinetti, UC Davis Energy & Efficiency Institute

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Wed 8/7	**Session 1** **8:30 - 10:00 am** Messaging and Motivations: A Commercial Buildings Lens	*Insights into C&I Customer Motivations for Pursuing Energy Efficiency*	Jason Snyder, Tennessee Valley Authority
		Get with the Program: Methods of engaging occupants for energy-conscious behavior	Shelby Ruiz, Washington State University
		Plug Loads and Automatic Receptacle Controls: How Understanding User Behavior Can Drive Adoption at Scale	Michael Myer, Pacific Northwest National Laboratory
	Session 2 **10:30 am - 12:00 pm** Empowering Success using Behavior Frameworks	*Increasing Participation in Demand Response Programs – A New Customer Engagement Model*	Ellen Steiner, Opinion Dynamics
		Powering Success: The holistic impact of comprehensive program support helps utilities and customers reach their business goals	Evan Gutierrez, TRC
		Building Energy Efficiency into the Organization's Culture	Justin Reed, Entergy Solutions by Entergy Arkansas
Thurs 8/8	**Session 1** **8:30 - 10:00 am** Let's Play! Gamification for Tech Adoption	*Staging the Upgrade: How Online Tools Can Drive Whole House Improvements Through the Homeownership Lifecycle*	Robin LeBaron, Pearl Certification
		Energy Behaviour: A Standards Outlook	Carla Nassab, CSA Group
		Smart Home Demand Response: Real-Time Energy Use and Enhanced Customer Engagement	Amalia Hicks, Cadmus
	Session 2 **10:30 am - 12:00 pm** Technology Adoption and Occupant Behavior	*Smart Homes, Smarter Choices: The Role of Values and Identities in Tech Adoption and Energy Efficient Usage*	Ash Gillis, ICF
		Capturing Dishwasher and Clothes Washer Savings through Ingrained Behavior	David Jagger, Energy Solutions
		Enhancing Participation in Residential Demand Response: Insights from Case Studies Conducted in Alaska and California	Chitra Nambiar, Pacific Northwest National Laboratory

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Fri 8/9	**Session 1** **8:30 - 10:00 am** Equitable Residential Decarbonization Using Behavior Science	*Energy Equity, Agency, and Distributed Energy Intelligence*	Karen Ehrhardt-Martinez
		In Practice Makes (Closer to) Perfect: Equity-focused energy efficiency case studies	Laney Sullivan, CEE
		Blending behavioral science and physics-based models inform equitable decarbonization pathways in the US housing stock	Katelyn Stenger, National Renewable Energy Laboratory
	Session 2 **10:30 am - 12:00 pm** TBD	*Energy Efficiency Starts with the People*	Richard Gregg, Entergy Solutions by Entergy Arkansas
		Green Lease Leaders and How the Lease is Used as a Critical Tool for Decarbonization	Cliff Majersik, Institute for Market Transformation
		TBD	