



# MEMO

TO: Northwest Energy Efficiency Taskforce (NEET) Executive Committee  
FROM: Teri Duncan, Work Group 4 Co-Chair  
RE: Consumer Behavior Research Report

On behalf of the Marketing & Public Awareness Work Group 4, I am pleased to present the “Evaluation of Consumer Behavioral Research” report to the NEET Executive Committee. The Work Group would like to thank Margie Harris at Energy Trust of Oregon for her executive support, Karen Horkitz and Anu Teja at NEEA for their diligence and hard work, and the staff at Navigant Consulting for producing an excellent evaluation report. We look forward to the opportunity to present the findings of this report to the Executive Committee in June.

## Background

NEET Work Group 4 was charged with examining whether a regional marketing effort could reduce energy use by enhancing local energy efficiency initiatives and motivating consumers to adopt more energy efficient behavior. After reviewing existing marketing efforts and surveying utilities’ research, the Work Group concluded that coordinated efforts would more effectively and cost-efficiently provide consumers with a clear call to action. To that end, the Work Group recommended that the region create a Marketing Coordinating Council of utilities and other interested organizations, evaluate current research and conduct new research to fill gaps, and use the research to develop a regional outreach campaign.

The resulting report documents insights and best practices from existing behavior change initiatives and provides recommendations for designing approaches that can be measured for effectiveness.

## Key Findings

The report indicates that a well coordinated regional marketing effort aimed at motivating consumers to change their behavior can be successful, however, specific primary research is needed to develop the best approach. The report identifies best practices among the most successful behavior change initiatives which can be combined to develop an effective regional marketing strategy. In addition, any effort embarked upon should be designed to include evaluation methodology so that results can be measured. Most behavioral programs and pilots have not been around long enough to study the effects of what happens when the program stops or what follow-on efforts could be employed to migrate households to new behaviors. The following best practices were gleaned from the material reviewed for the report:

- Benchmark current energy attitudes and behaviors.
- Target messaging informed by segmentation and barriers research to maximize their effectiveness.
- Conduct pilots with evaluation included in the design
- Deploy a multifaceted approach for a regional marketing effort
- Build credibility through trustworthy messengers and local partnerships.

## Recommendations

We continue to believe that the region would benefit from a coordinated regional marketing effort, as recommended by NEET WG#4. That effort would include additional research to develop targeted messaging that motivates energy efficiency behaviors, as well as the development of a toolkit that would support multifaceted marketing efforts and their evaluation. For the region to move forward on this project, it will be necessary to **establish a dedicated resource that will facilitate the activities of the Marketing Coordinating Council. NEEA has agreed to engage the BPA and the Marketing Coordinating Council in a discussion of who can and should play this role, and will report back on that prior to the June 17<sup>th</sup> NEET Executive Committee Meeting.**