BEHAVIOR CHANGE

Utilities Reduce Energy Use

CHALLENGE

Research showed consumers were disengaged about energy conservation, spending less than nine minutes a year considering it. Spurred by U.S. Department of Energy grants, electric utilities in Michigan, Nevada and Texas implemented dynamic peak pricing to incentivize consumers to reduce energy use during peak seasons and times of day.

22% REDUCTION IN CONSUMER ENERGY USE

This dynamic pricing encouraged consumers to reduce their energy use during peak times and, in exchange, reduced energy costs during non-peak times.

These electric utilities needed to implement a consumer behavior program to educate and engage consumers about energy conservation, efficiency and the dynamic peak pricing model. They also needed a solution that shifted consumer behavior by forming new, lasting habits around energy use.

SOLUTION

Using Ringorang, these utilities deployed a consumer behavior program conducted by Lawrence Berkeley National Laboratory to engage 3,000 consumers in controlled, randomized trials of periods of two weeks to eight months. Programs included information about how to make the most of dynamic peak pricing and gave people ownership of their energy use – allowing them to move the needle on their consumption as well as costs incurred during peak seasons and times of day.

RESULTS

Consumers participating in the Ringorang program averaged a 90% competency rating across 13 categories related to energy conservation and efficiency.

- Ringorang recorded *nine minutes per month* of consumer engagement with energy conservation, a 1,200% increase over historic benchmarks
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- Michigan participants who engaged only in Ringorang saw a 22% reduction in energy use.
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- Nevada participants demonstrated habits 18 months later, generating a total of $3 million in reduced energy consumption among these customers.