

2008 Behavior, Energy and Climate Change Conference Roundtable Abstract

1. How Can Time-of-Use Metering and Targeted Feedback Be Used to Change Energy Consumption Behaviors?

Moderator: Martin Bunzl, Rutgers University

Abstract: The Rutgers Initiative on Climate and Social Policy (www.csp.rutgers.edu) has entered into an agreement with New Jersey's largest utility provider (PSEG) to create a platform for rolling experimental interventions using panels of 1,000 customers as a time using actual energy usage data to measure outcomes of interventions. This presentation will cover baseline survey data as well as an overview of the ongoing set up including the mechanics of consent and confidentiality. One of the goals of the presentation will be to solicit advice and suggestions from the audience as well as to invite collaborations. Our long term goal is to use the platform to contrast a variety of interventions, both with each other, and with different pricing incentives. We believe that the most important lesson from this methodology is that by narrow casting programs (via the internet, mail or phone) rather than mass media, one can fold research and evaluation into utility campaigns on a rolling near real time basis.

Bio: Martin Bunzl is the Director of the Initiative on Climate and Social Policy at Rutgers University and a Professor of Philosophy.