

Priority Solutions and Actions to Achieve the Goal

By 2020, reduce residential electricity consumption by 4% by increasing customer awareness of energy use.

Three Work Areas

Data Access

Program Design

Measuring Savings

Priority Solution Areas

1. Assistance for Regulators and Policymakers
2. Appropriate Access to Utility Data
3. Data Security and Communications Standards
4. Access to Federal Energy Data

1. Scale-Up Pilots
2. Outreach to Improve the Understanding of Programs Targeting Behavior Changes
3. Provide Information to Decision-Makers
4. Highlight Model Programs
5. Support Additional Research

1. Smart Grid Consumer Behavior Studies
2. Cost-Effectiveness of Behavior Programs
3. Methods for Measuring Savings
4. Validate Experimental Design and Other Existing Methods
5. Examine Persistence of Savings

