

CALIFORNIA ENERGY COMMISSION

1516 NINTH STREET
SACRAMENTO, CA 95814-5512
www.energy.ca.gov

**NOTICE OF PROPOSED AWARD****Electric Program Investment Charge (EPIC) Program****Grant Solicitation PON-14-306
Analysis of Social, Cultural, and Behavioral Aspects of Achieving Energy
Efficiency Potential (Phase 1: Residential Sector)****January 12, 2015**

On September 29, 2014 the California Energy Commission (Energy Commission) released a Grant Solicitation and Application Package entitled “Analysis of Social, Cultural, and Behavioral Aspects of Achieving Energy Efficiency Potential (Phase 1: Residential Sector)” under the Electric Program Investment Charge (EPIC) Program. The purpose of this solicitation is to fund market facilitation projects that meet the following objectives:

1. Improve understanding of the role of culture and behavior (distinct from cost-effectiveness considerations) in energy efficiency uptake, and identify specific product/service marketing techniques that may influence these factors.
2. Improve understanding of the effect of social, cultural, and behavioral factors on the performance of energy efficiency measures once installed, with emphasis on “take-back” and “rebound” phenomena.
3. Identify specific metrics for social, cultural, and behavioral factors available in population statistics that can be projected forward 5 to 10 years, and therefore included within improved energy demand forecasting models prepared by Energy Commission staff and future energy efficiency “potential and goals” studies funded by the CPUC.
4. Recommend alternative formulations of energy efficiency potential models that clearly identify the portion of cost-effective potential that is achievable by segmenting populations in different ways, relying upon means such as variables descriptive of culture and behavior among subpopulations.

The attached table identifies the applicants who submitted an application for this solicitation, their score, and if appropriate, their recommended level of funding. This notice is being mailed to all parties who submitted an application for this solicitation and is also posted on the Energy Commission website at: <http://www.energy.ca.gov/contracts>.

Funding of proposed projects resulting from this solicitation is contingent upon the approval of these projects at a publicly noticed Business Meeting at the Energy Commission in Sacramento, California, and execution of a grant agreement. If the Energy Commission is unable to timely negotiate and execute a funding agreement with an Applicant, the Energy Commission, at its sole discretion, reserves the right to cancel the pending award and recommend funding to the next highest ranking eligible application. Applicants will be notified of such changes in a revised notice.

Questions about this solicitation, including requests for scoring debriefs, should be directed to:

Crystal Presley-Willis, Commission Agreement Officer
California Energy Commission
1516 Ninth Street, MS-18
Sacramento, California 95814
Telephone: (916) 654-5067
E-mail: Crystal.Presley-Willis@energy.ca.gov

California Energy Commission

PON-14-306

Analysis of Social, Cultural, and Behavioral Aspects of Achieving Energy Efficiency Potential

Notice of Proposed Awards

January 12, 2015



Project Applicant	Title	Energy Commission Funds Requested	Energy Commission Funds Recommended	Match Funds	Award Status
Proposed Awards					
Energy Institute at HAAS	Analysis of Social, Cultural, and Behavioral Aspects of Achieving Energy Efficiency Potential (Phase 1: Residential Sector)	\$ 360,632.00	\$ 360,632.00	\$ 150,784.00	Awardee
TRC Energy Services	Cultural Factors in Energy Use Patterns of Multifamily Tenants	\$ 379,019.00	\$ 379,019.00	\$ 100,000.00	Awardee
INOVA Energy Group	Capturing Cultural Diversity in California Residential Energy Efficiency Potential: An Energy Ethnography of Hispanic Households	\$ 223,093.00	\$ 223,093.00	\$ -	Awardee
California Center for Sustainable Energy	Home Energy Efficiency Retrofits in California: An Analysis of Sociocultural Factors Influencing Customer Adoption	\$ 599,924.00	\$ 599,924.00	\$ 214,000.00	Awardee
Indicia Consulting	Cybernetic Fieldwork Across California: Documenting Technological Adoption and Behavior Change Across Diverse Geographies and Populations to Inform Energy Efficiency Program Design	\$ 599,063.00	\$ 599,063.00	\$ 52,500.00	Awardee
Did Not Pass					
Project Applicant	Title	Energy Commission Funds Requested	Energy Commission Funds Recommended	Match Funds	Award Status
UCLA Luskin	Testing Home Energy Decision Support Tools for Diverse Consumers: A Randomized Controlled Trial using Chai Energy's Analytical Planning Tools	\$ 600,000.00	\$ -	\$ 517,746.00	Did Not Pass
University of California, Davis	Behavioral Dimensions of Residential Energy Efficiency: Segmenting the Market and the Measures	\$ 440,688.00	\$ -	\$ -	Did Not Pass
Lawrence Berkeley National Labs	Micro-Targeting to Improve Energy Efficiency and Demand Response Programs	\$ 600,000.00	\$ -	\$ 50,000.00	Did Not Pass
UC Davis/WCEC	The HVAC Replacement Choice: The 10 minutes at the Kitchen Table that will Determine Energy use for the Next 25 Years	\$ 599,990.00	\$ -	\$ 49,960.00	Did Not Pass
OhmConnect	The Effect of Social, Cultural, and Behavioral Factors on Demand Response and Energy Efficiency Adoption	\$ 498,437.00	\$ -	\$ 271,504.00	Did Not Pass
San Diego State University	Residential Energy Consumer Behavior Modeling and Analysis	\$ 395,257.00	\$ -	\$ -	Did Not Pass
RAND Corporation	Analysis of Social, Cultural, and Behavioral Aspects of Achieving Energy Efficiency Potential	\$ 440,717.00	\$ -	\$ -	Did Not Pass