

California Behavior Summit Agenda

September 29, 2016

8:30AM - 4:30PM

- A. **Breakfast and Small Group Introductions** [8:30 – 9:00]
- B. **Setting the stage: Introductions, Opening Comments and Goals of the Summit** [9:00-9:45]
- C. **Overview of the Proposed Behavior Framework** [9:45 – 10:00]
- D. **Presentation of Findings from Pre-Summit Stakeholder Engagement** [10:00 – 10:30]

BREAK [10:30 – 10:45]

Sessions E through G explore each of the three core components of the proposed behavior framework: 1) What are we willing to include as target behaviors? 2) What types of approaches for creating change are acceptable? (i.e. what is the range of social science strategies?), and 3) What forms of impact measures and attribution are acceptable?

- E. **Specification of Target Behaviors** [10:45 – 11:45]
 - 1. Presentation: What we mean by “Behavior programs” and the range of suitable behaviors. [Kira Ashby, Consortium for Energy Efficiency] (15 min)
 - 2. Small group deliberation: *Drawing lines in the sand? The specification of behavioral targets and the range of eligible actions* (45 min)

LUNCH [11:45 - 12:15]

- F. **Identifying Acceptable Program Strategies: The role of applied social science** [12:15 – 1:15]
 - 1. Presentation: Determining the range of acceptable social science-based intervention strategies [Mike Li, U.S. Department of Energy] (15 min)
 - 2. Small group deliberation: *Will we know social science when we see it? What are suitable criteria for determining eligibility?* (45 min)
- G. **Program Design and Evaluation Options: Potential and Acceptable Approaches for Measuring Impact** [1:15 – 2:15]
 - 1. Presentation: Potential methods for evaluation. [Jim Stewart, Cadmus] (15 min)
 - 2. Small group deliberation: *What are acceptable means of measuring energy savings or other measures of impact?* (45 min)

BREAK [2:15 – 2:30]

- H. **Large Group Discussion: For each of the three components, the facilitator will summarize the outcomes of small group deliberations and lead a structured discussion**
 - 1. Targeting Behaviors [2:30 – 3:00]
 - 2. Social Science Strategies [3:00 – 3:30]
 - 3. Program Design and Evaluation [3:30 – 4:00]
- I. **Conclusions** [4:00 – 4:30]