



Recipient

Balfour Beatty Military Housing Management LLC

Project Title

**Shift For Good Community Program:
Shift Habits. Save Energy. Do Good Things.**

Project Description

The Shift for Good Program will empower residents in the Balfour Beatty Military (BBM) Housing Management-managed communities with tools to understand and improve their energy consumption habits. The program will test and compare three energy reduction programs; leveraging social media, role modeling for behavior change, and using software that can interface with utilities and residents. The first group will only receive monthly consumption statements from the billing provider. The second group will also receive these statements and have access to two software packages allowing for digital coaching and outreach, including a Web portal showing their smart meter data (hourly trends available), and a program of bi-monthly energy savings prompts through text messages, tweets, and other digital media. These bi-monthly prompts will be personalized and reflect energy savings insights from smart meter data. Finally, the third group will add an in-home personal coaching program to the digital program. Information from smart meters will be collected for the resident and then delivered in actionable, relevant and understandable segments.

Goals/Objectives

The project intends to analyze the difference in cost and consumption effectiveness of engaging consumers digitally and personally. This analysis is imperative to determining the expected cost and success of each method in a large-scale U.S. deployment of conservation programs. In summary, the goal of all of these methods is to engage the resident and help them form positive energy consumption habits.

Benefits

- Alignment with National Institute of Standards & Technology's (NIST) eight priority areas
- Electricity savings up to 10%
- Reduced costs to the consumer.

CONTACTS

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PARTNERS

WattzOn

PROJECT DURATION

5/01/2012 – 3/16/2013

COST

Total Project Value
\$800,000

DOE/Non-DOE Share
\$400,000/\$400,000

DEMONSTRATION STATES

Florida
Georgia
Mississippi
South Carolina
Texas

