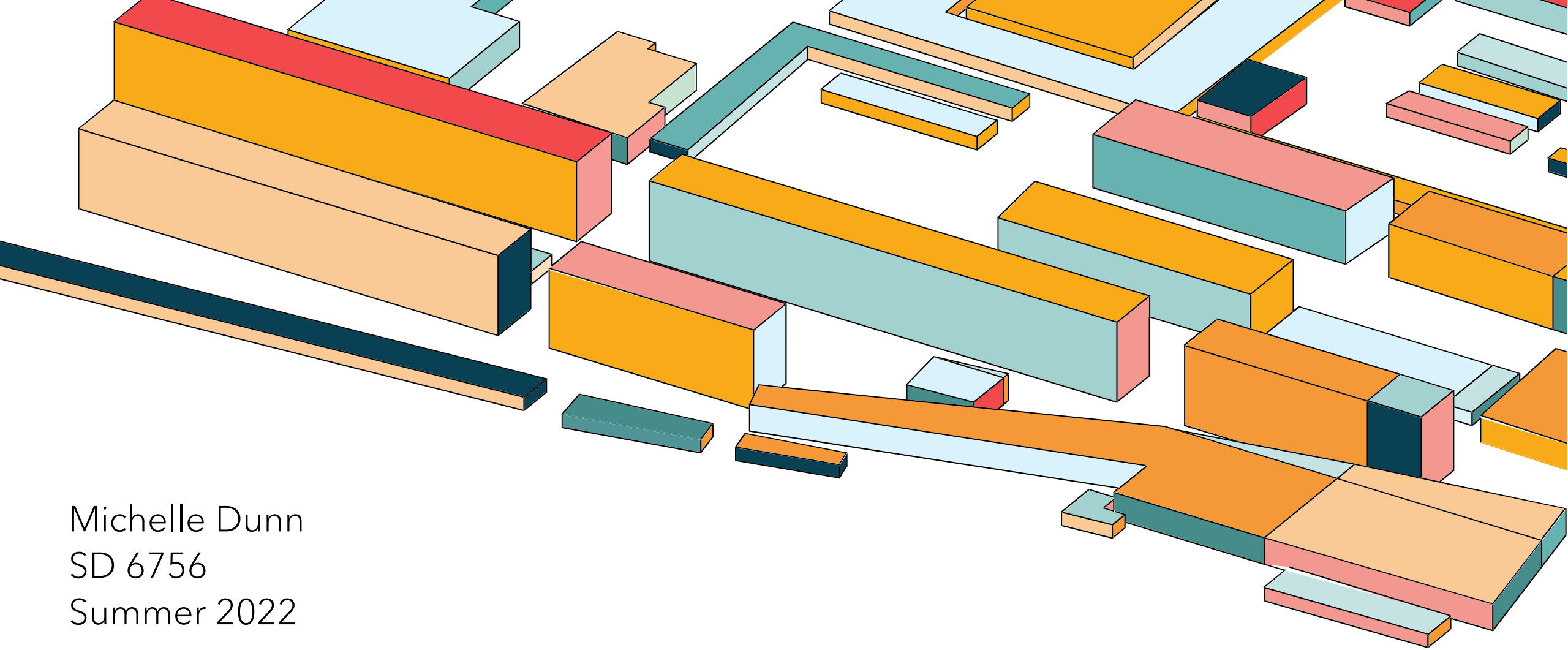
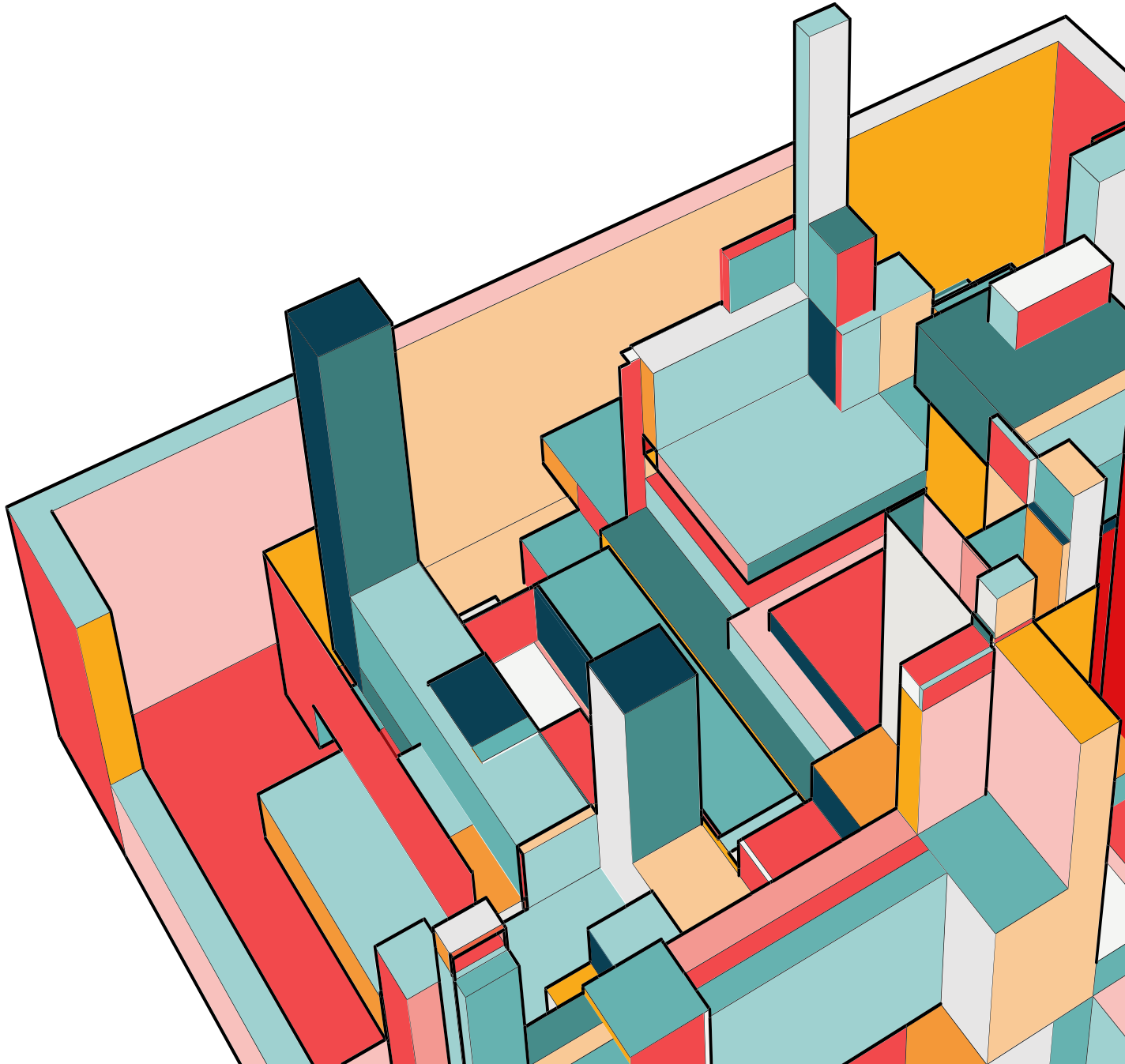


Michelle Dunn
SD 6756
Summer 2022

BEHAVIOR COMMUNICATION PLAN

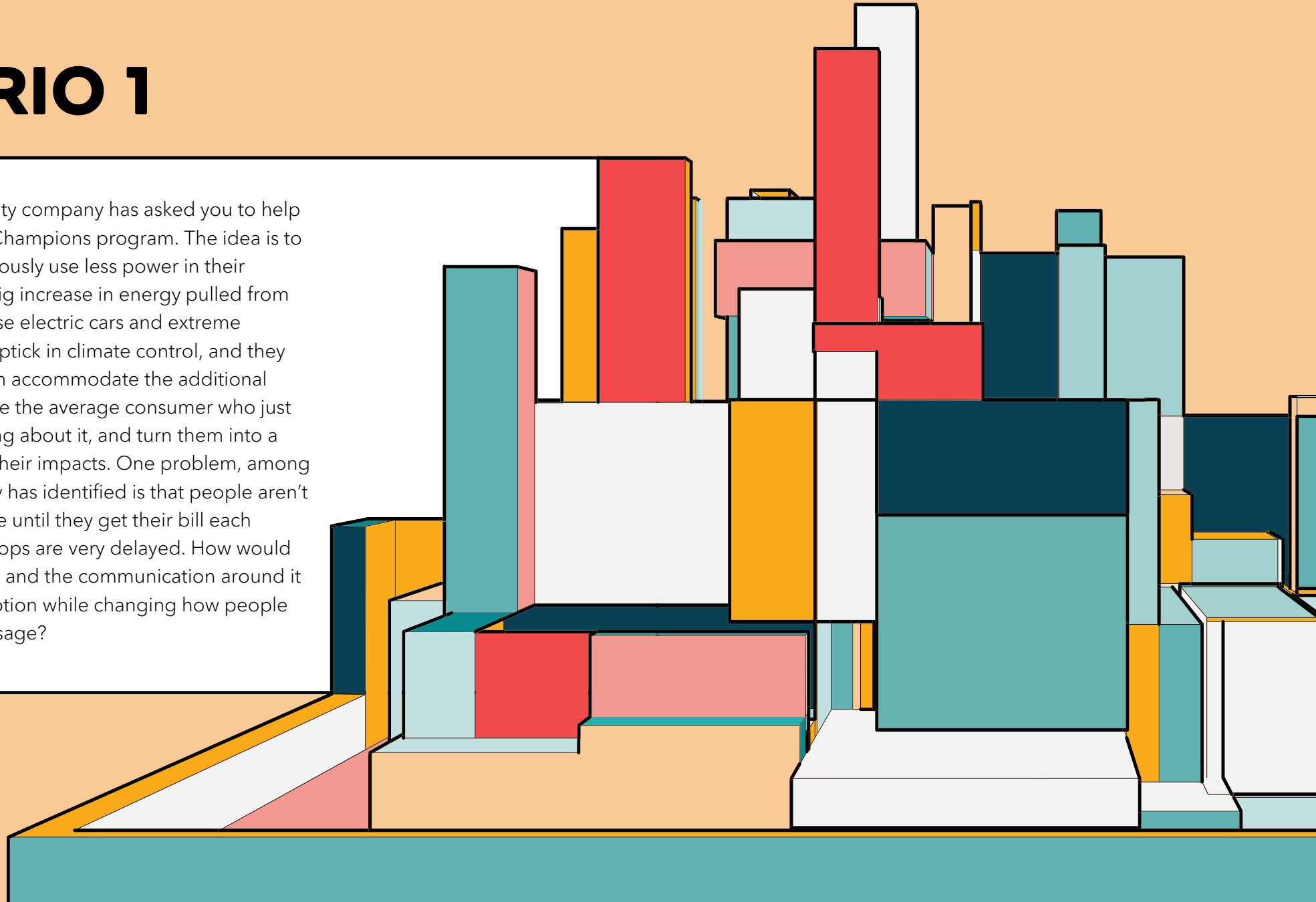
ASSIGNMENT PROMPT

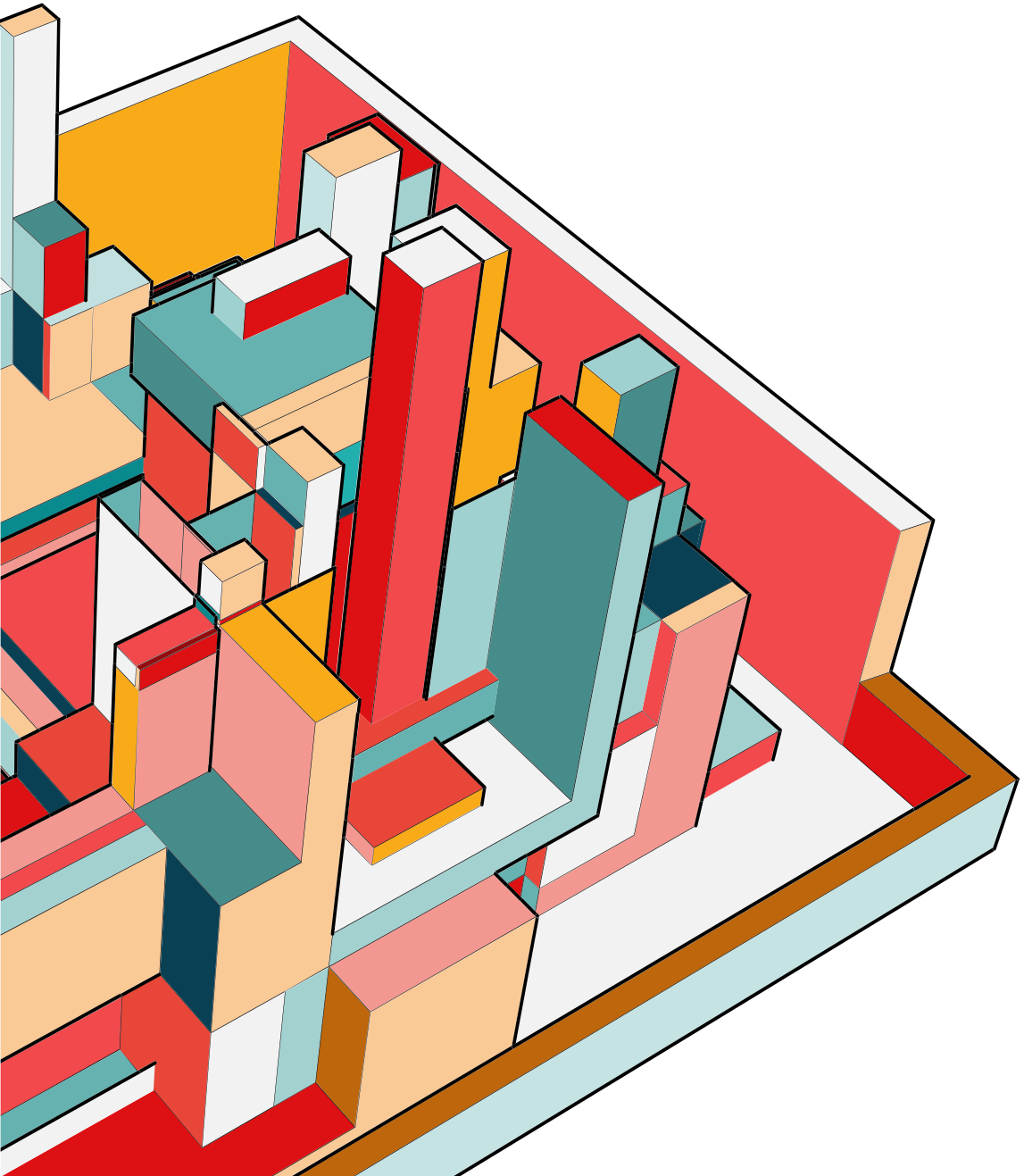
For the final project in this class, you'll be creating a detailed plan for how to implement the cognitive and behavior strategies we've discussed so far to solve for a behavior change challenge.



SCENARIO 1

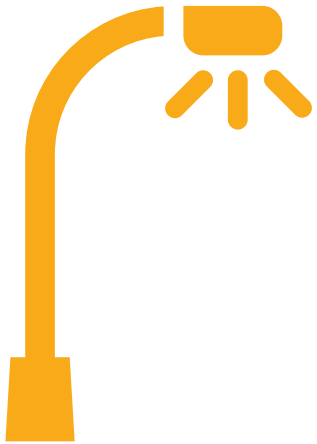
Your local power utility company has asked you to help them develop an Energy Champions program. The idea is to convince people to consciously use less power in their homes. They're seeing a big increase in energy pulled from the grid as people purchase electric cars and extreme weather events cause an uptick in climate control, and they want to make sure they can accommodate the additional demand. Your job is to take the average consumer who just uses power without thinking about it, and turn them into a consumer who considers their impacts. One problem, among other things, that the utility has identified is that people aren't aware of their power usage until they get their bill each month, so the feedback loops are very delayed. How would you structure this program and the communication around it to reduce overall consumption while changing how people think about their energy usage?

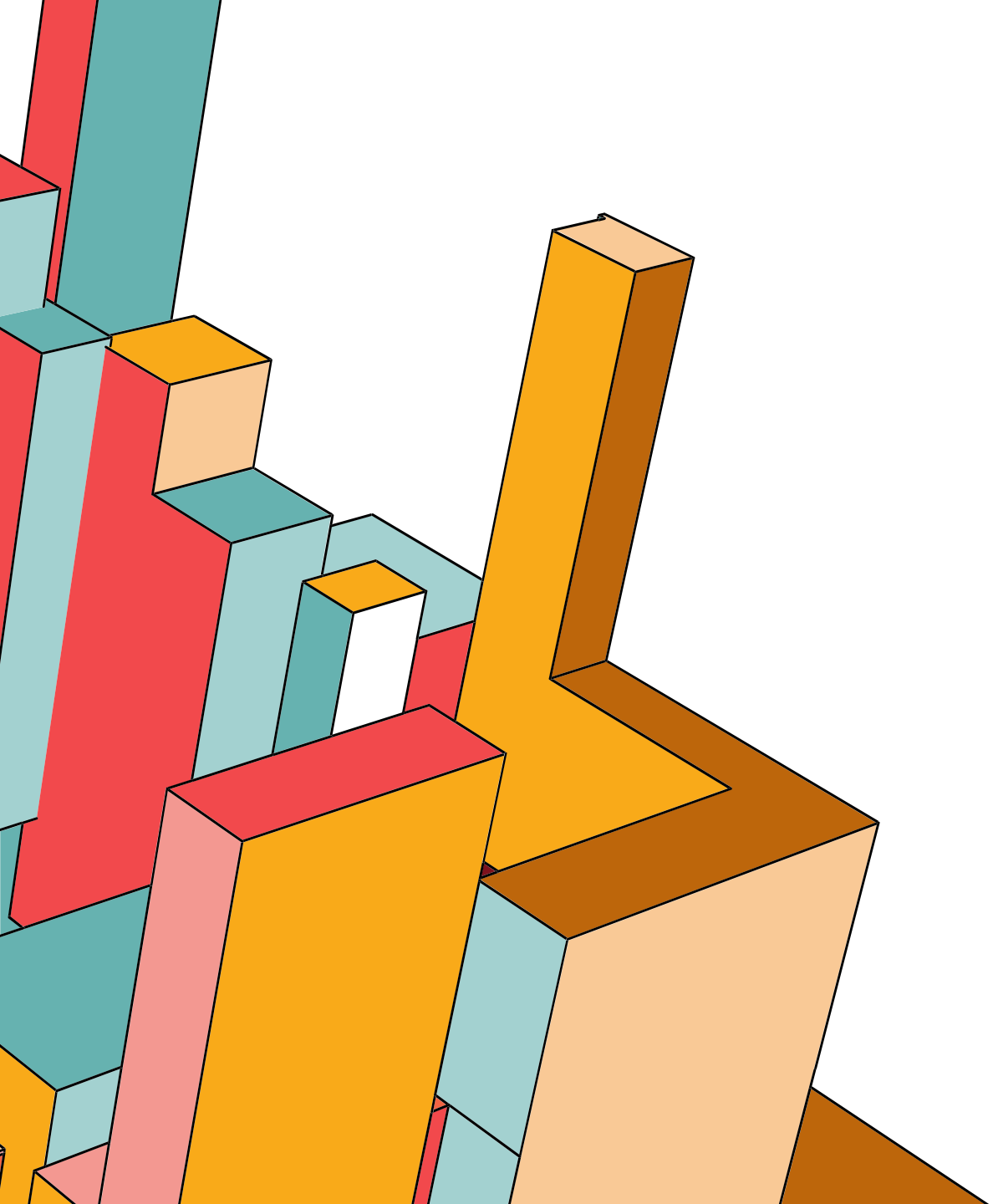




AUDIENCE

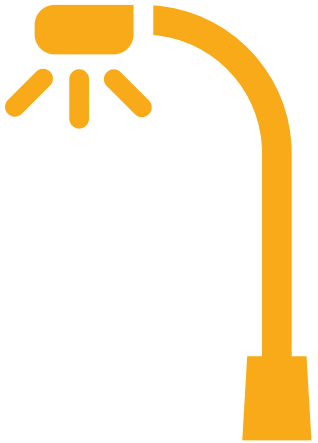
The average everyday consumer, particularly the ones who are not conscious of their energy use.





OBJECTIVES

1. To reduce the amount of energy pulled from the grid .
2. Help consumers be more conscious of their energy use and mindful of their impact.
3. Speed up feedback loop to bring awareness prior to receiving monthly bill.
4. Reduce unnecessary power usage.



PROFILES; COM-B

Lack of Psychological Capability

The user does not have the knowledge to know how much power they are using in real time. Instead they see their energy bill after the fact. Additionally, this doesn't specifically articulate where the power is being drawn from.

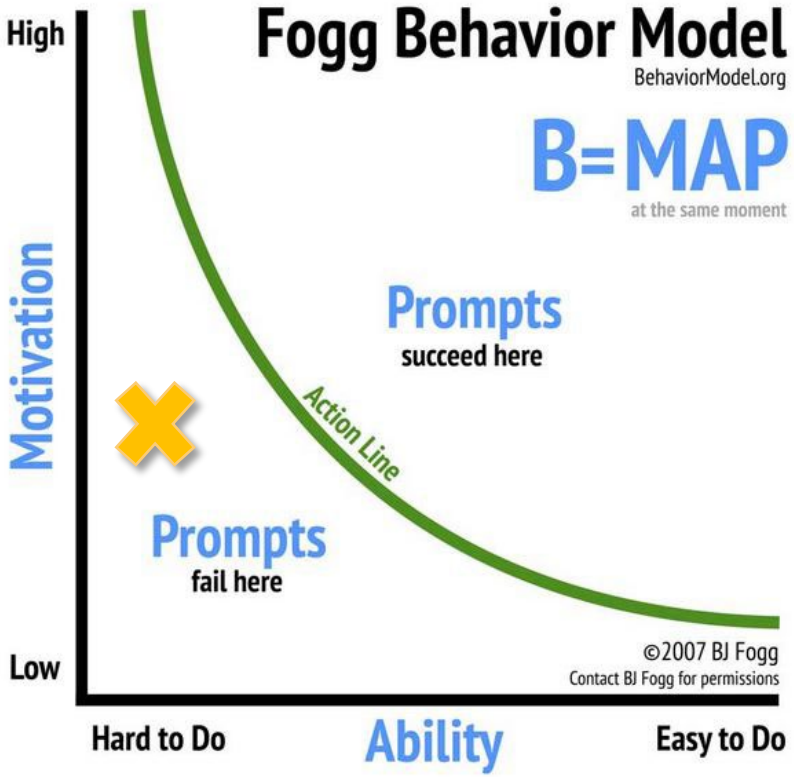
Lack of Physical Opportunity

The average consumer uses many electronic devices in their homes, and in our busy lives it is often not feasible to constantly be turning them on and off again. Additionally, many electronic devices are hooked up in ways that are difficult to reach, such as fished behind walls, behind furniture, etc.

PROFILES: B=MAP

Low Ability, Mid Level Motivation

- Although the user may say they would like to use less energy, they likely will only see results from this change reflected in their monthly electric bill.
- The amount of money saved each month is likely too low to motivate the average user.



Ability Chain

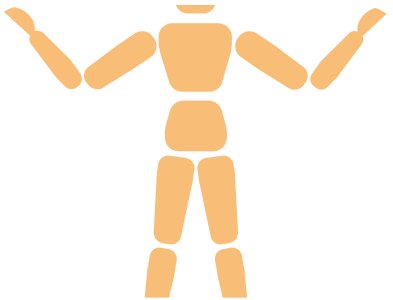
- Lacks time
- Routine ability
- Mental effort
- Possibly even physical effort in some cases.

TRIGGERS TO THE EFFECTIVENESS ZONE

Education

Training

Enablement



Modeling

Environmental Restructuring

IDEAS BRAINSTORM

Education on Power Grid System

Where does the power actually come from? How much does the average person use? How does this effect the community?

Education on Home Layout

How to lay out your home for ideal reduced power use.

Education on Wasted Energy

How much energy is used and wasted for items that stay plugged in but are not in use?

Modeling via an App

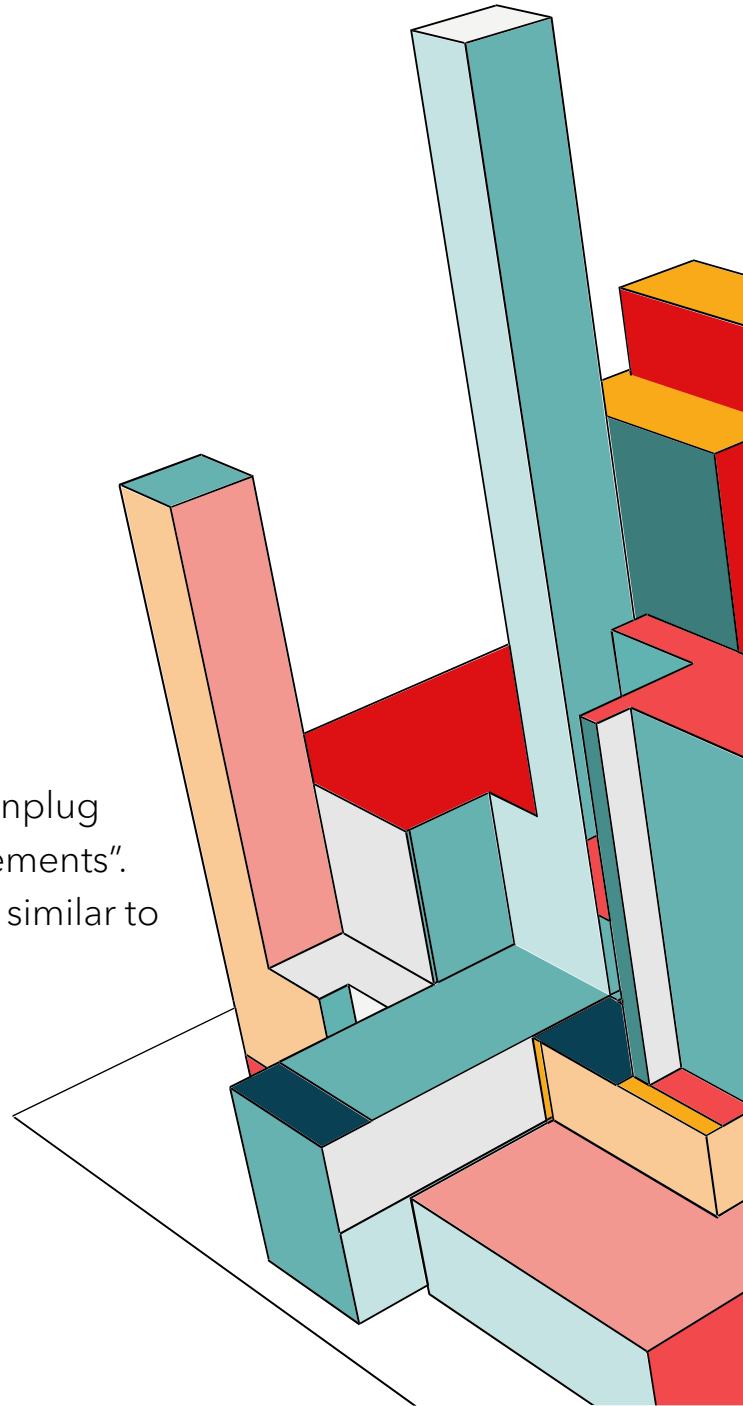
Creating an app that encourages people to unplug their electronics, where you can earn “achievements”. This can create discounts on your energy bill- similar to a good driver discount

Training with Reminders

Setting reminders on your device to unplug devices before bed.

Environmental Restructuring

Creating devices (like power strips) that make it easier to turn off multiple electronic devices at once.



PROGRAM STRATEGY

For Decreased Energy Use

Increasing Ability

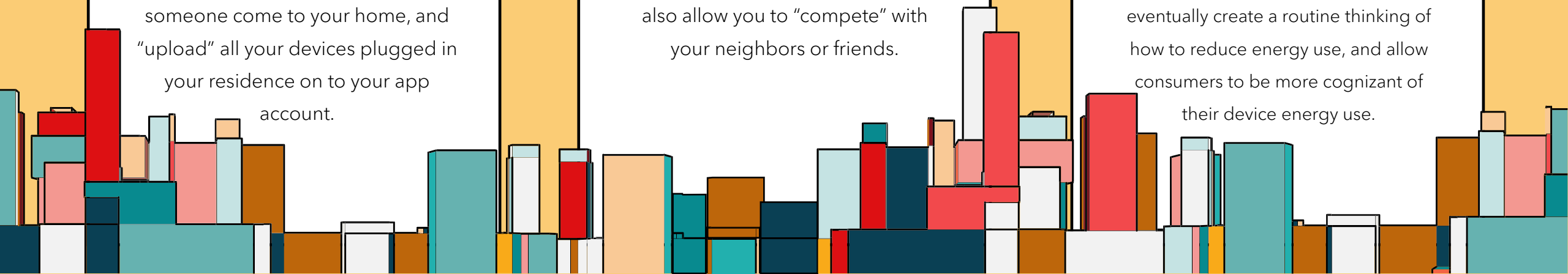
For this program the power company can create an app for each account where people can participate in power reduction. A representative from the power company can have someone come to your home, and "upload" all your devices plugged in your residence on to your app account.

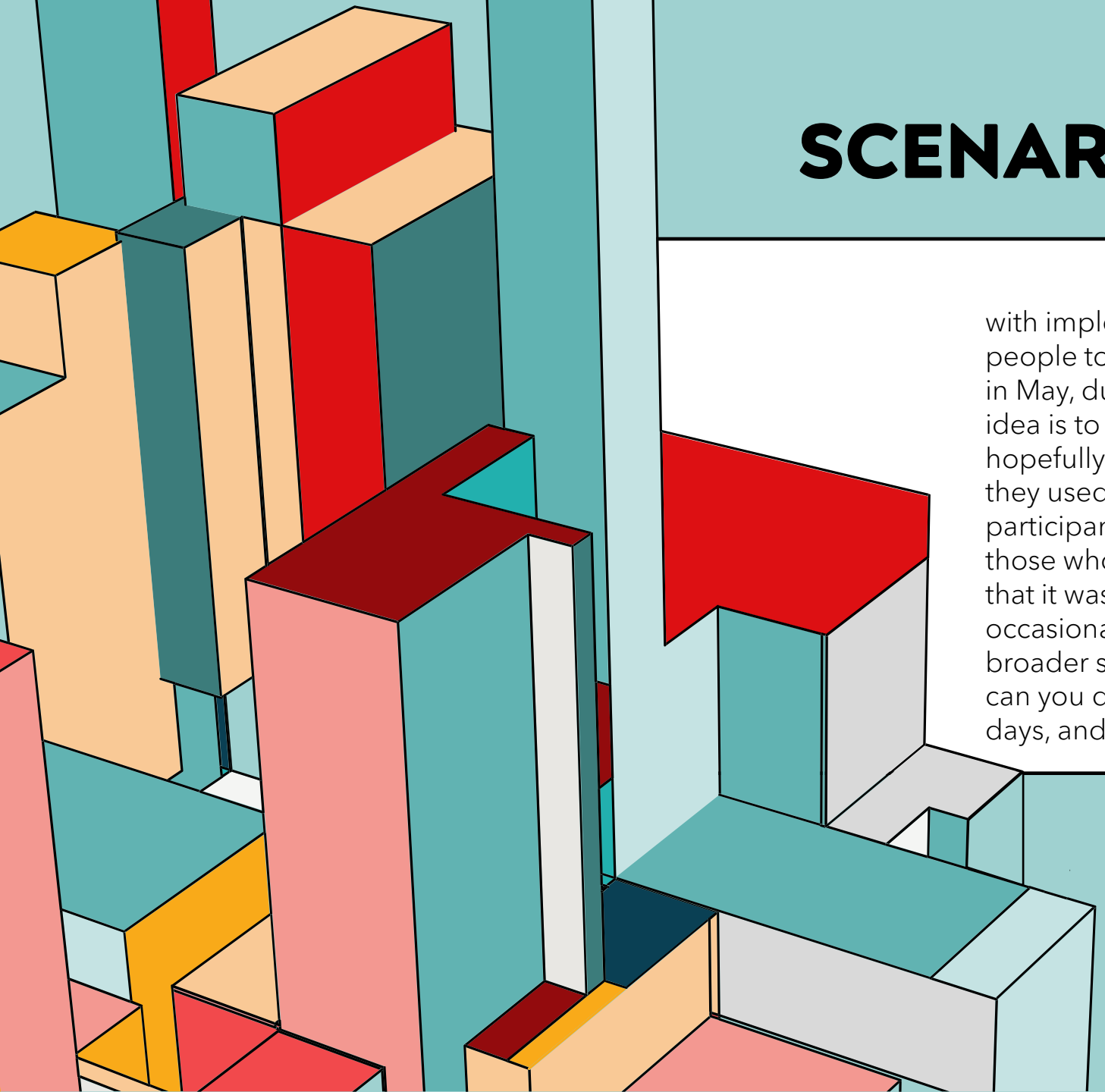
Prompts

The app can set reminders for turning off or unplugging these devices daily, and can give you "achievements" as you "level up" on your energy use reduction. Could also allow you to "compete" with your neighbors or friends.

Increasing Motivation

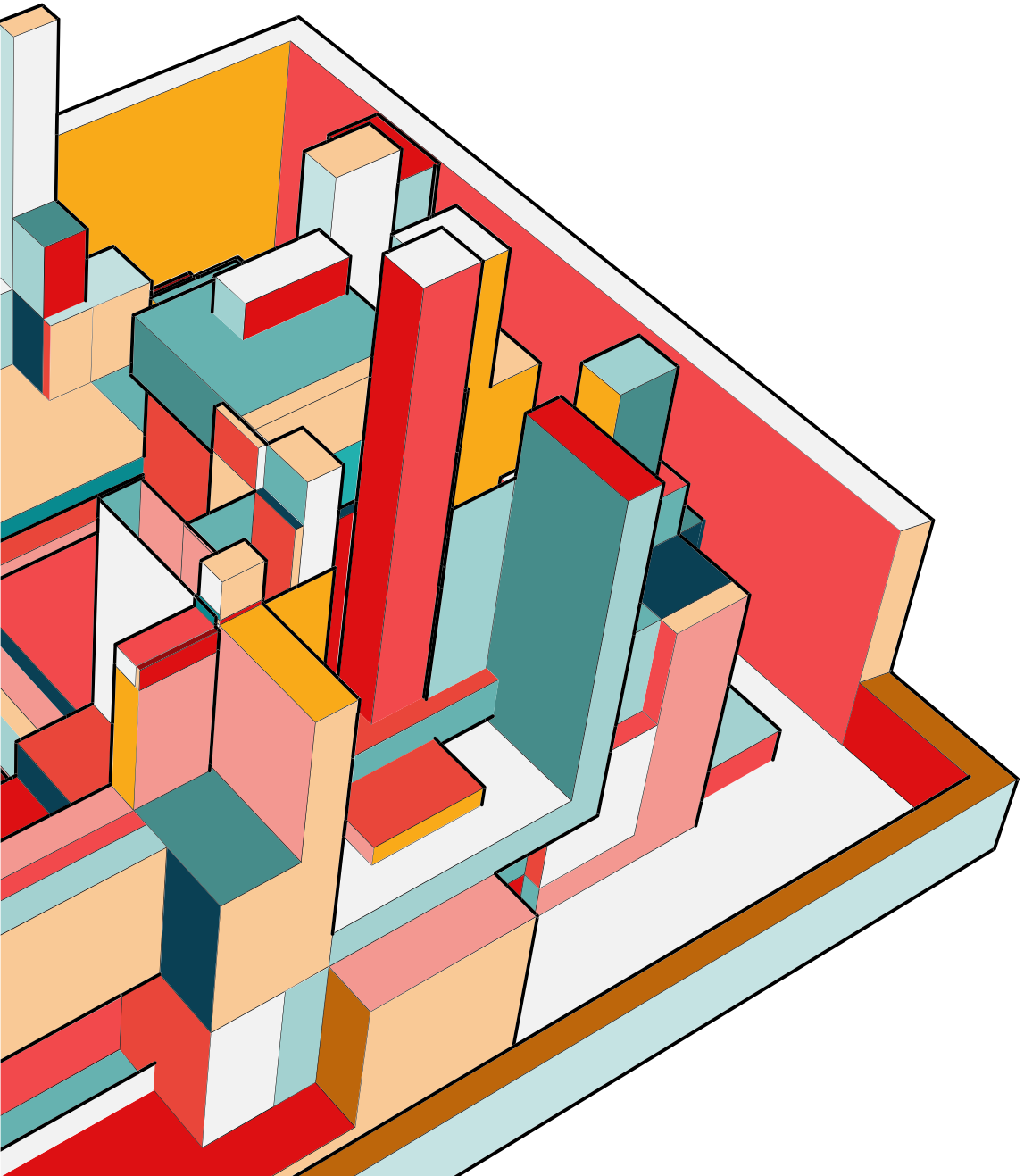
The app can have meters that show you visually how much is being saved both in energy and money saves. If a customer increases their reduction streaks, they can be eligible for discounts. This will eventually create a routine thinking of how to reduce energy use, and allow consumers to be more cognizant of their device energy use.





SCENARIO 2

A major fortune 500 company has tasked you with implementing a new incentive program to encourage people to ride their bikes to work. The kick off is going to be in May, during national Bike To Work Month. The general idea is to use the 30 day challenge to create habits that can hopefully take root during the summer months. Last year, they used small incentives like raffles and giveaways to participants, and ended things with beer and ice cream for those who rode a minimum number of days. But they found that it was mostly those employees who were already riding occasionally who benefited. This year, they want to see a broader swath of people taking part at different levels. How can you design a plan to get people out of their cars for 30 days, and how will you get the word out?



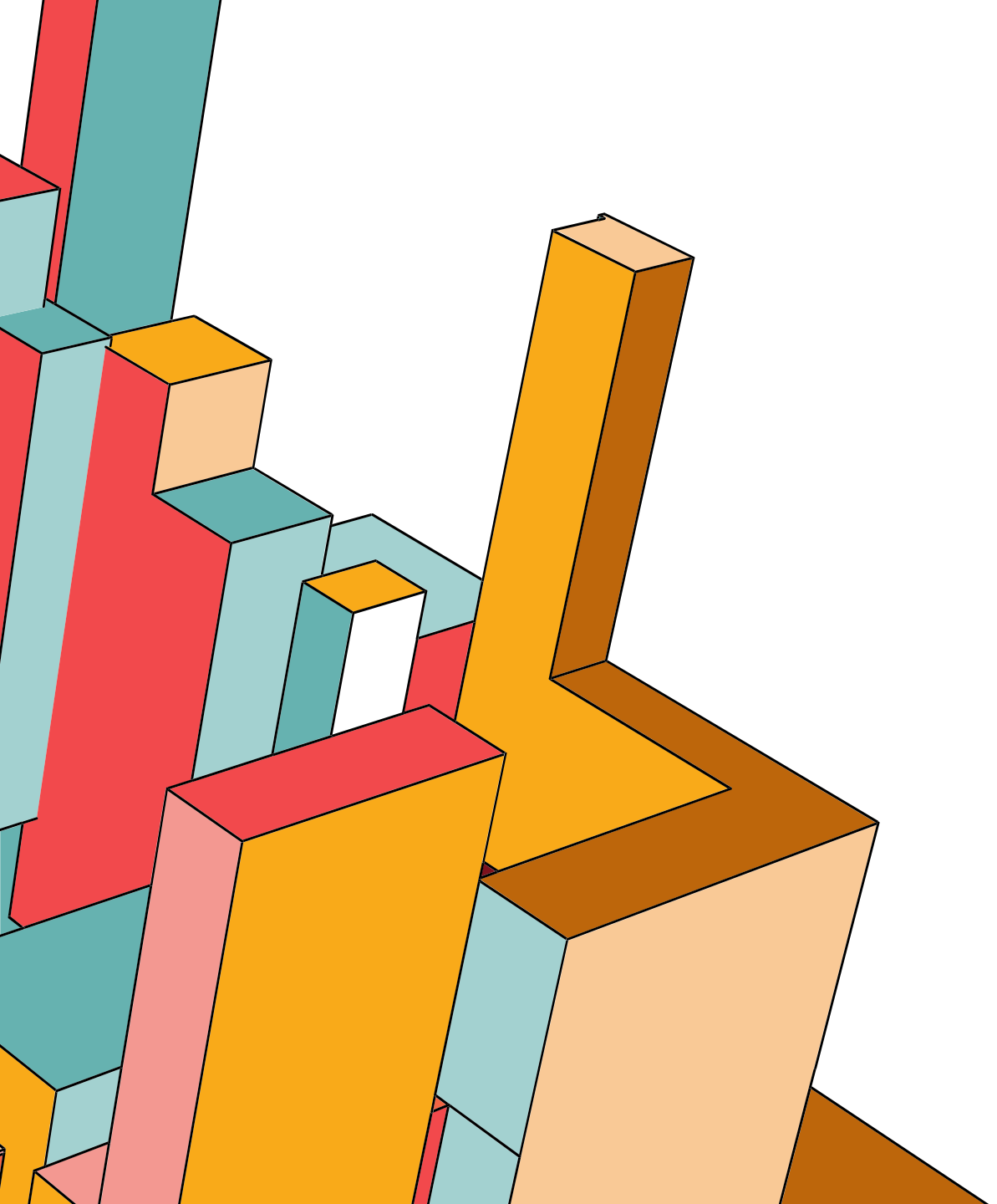
AUDIENCE

Those individuals who do not currently already ride a bike to work, and still typically drive for their commute.

OBJECTIVES

1. To encourage those who do not already use a bike to commute to reduce their reliance on their car for 30 days.

2. Most incentives benefit those who already use their bikes for commuting, so the focus is to encourage more people to ride their bikes.



PROFILES; COM-B

Lack of Physical Capability

Not everyone has the ability to commute to work via bike. This can be a limitation of distance from home to office, their own physical health, or it could be that they do not even own a bike.

Lack of Social Opportunity

A lack of social opportunity here can include people's urgency to get to work, such as, are they hourly employees who need to get to work exactly on time? If so, then jumping in a car might seem like the easier solution. Also, is their job customer facing, where they cannot be sweaty from a bike ride? Do they have the ability to shower after their commute if needed?

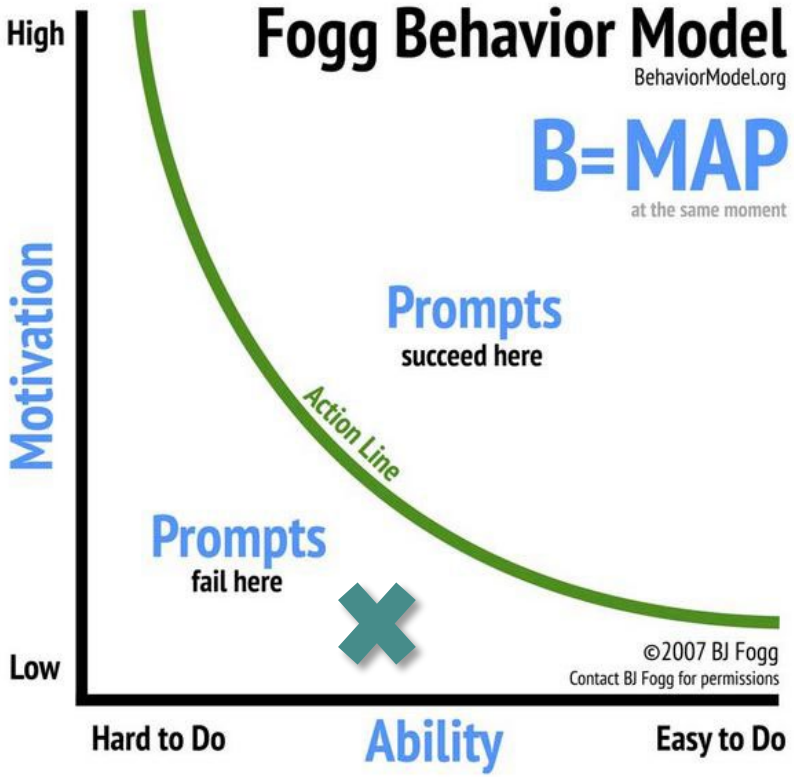
PROFILES: B=MAP

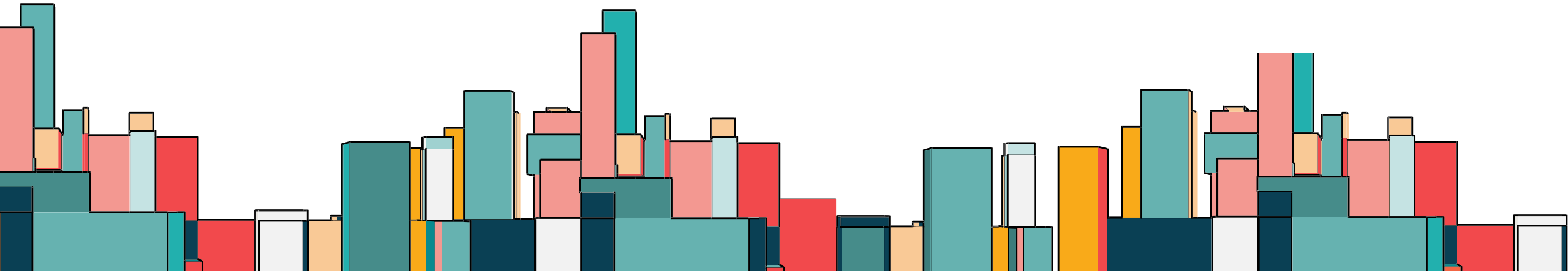
Mid Level Ability, Low Motivation

- Motivation is likely low, otherwise they would have possible already been commuting on a bike.
- Not everyone has the ability to bike to work.

Ability Chain

- Lacks time
- Routine ability
- Physical effort



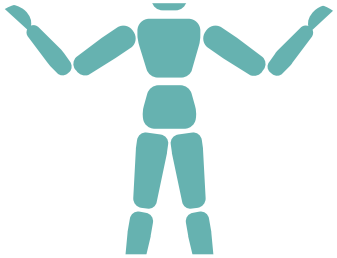


TRIGGERS TO THE EFFECTIVENESS ZONE

Education

Training

Enablement



Modeling

Environmental Restructuring

Restriction

IDEAS BRAINSTORM

Enablement with Money

Through a direct monetary reward for riding a bike

Training for Beginners

Training on how to choose and where to buy a bike

Education on Routes

On possible bike routes to that person's place of work

Modeling Behavior Support

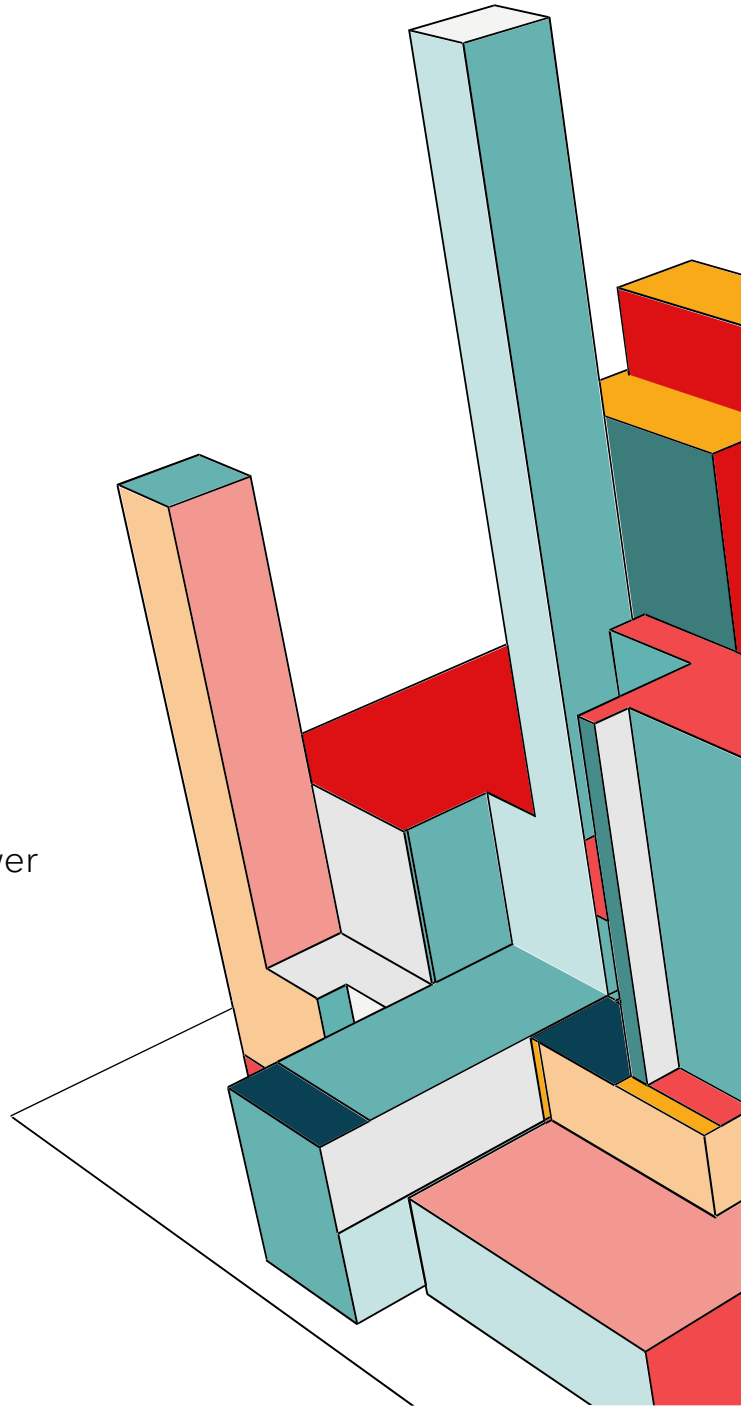
Encouraging support (at work) for those who commute on a bike, such as providing a shower facility.

Enablement by Savings

Enablement by seeing the gas cost savings

Restriction Through Cost

Restriction by putting a heavier cost driving cars (insurance companies, toll fees, raising gas prices, etc.)



PROGRAM STRATEGY

For Increased Bike Commuting

Increasing Motivation

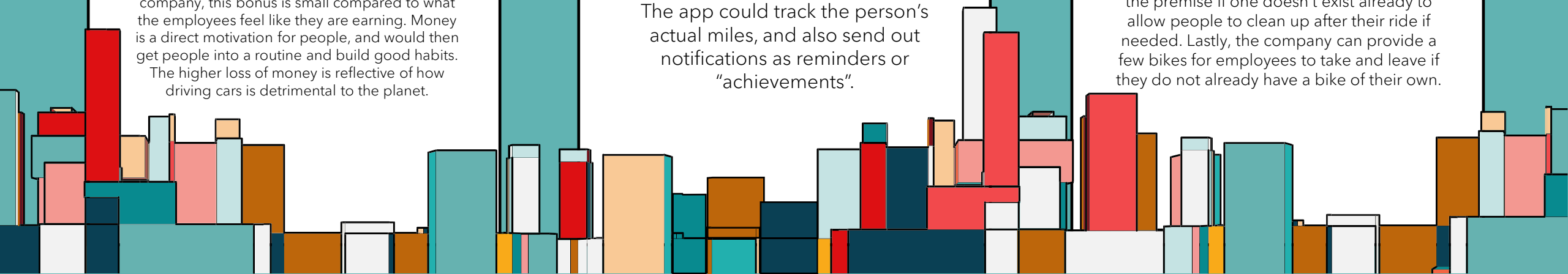
For this program the company can provide a direct monetary bonus for the miles that people ride their bike during the summer months. This could be tied to both the employee and to a charity fund raiser. They can even go as far as deducting value for every mile driven in a car. For instance, it could be $1 earned for each mile to the employee and to the charity, and maybe $2 lost for miles driven in a car. For a Fortune 500 company, this bonus is small compared to what the employees feel like they are earning. Money is a direct motivation for people, and would then get people into a routine and build good habits. The higher loss of money is reflective of how driving cars is detrimental to the planet.

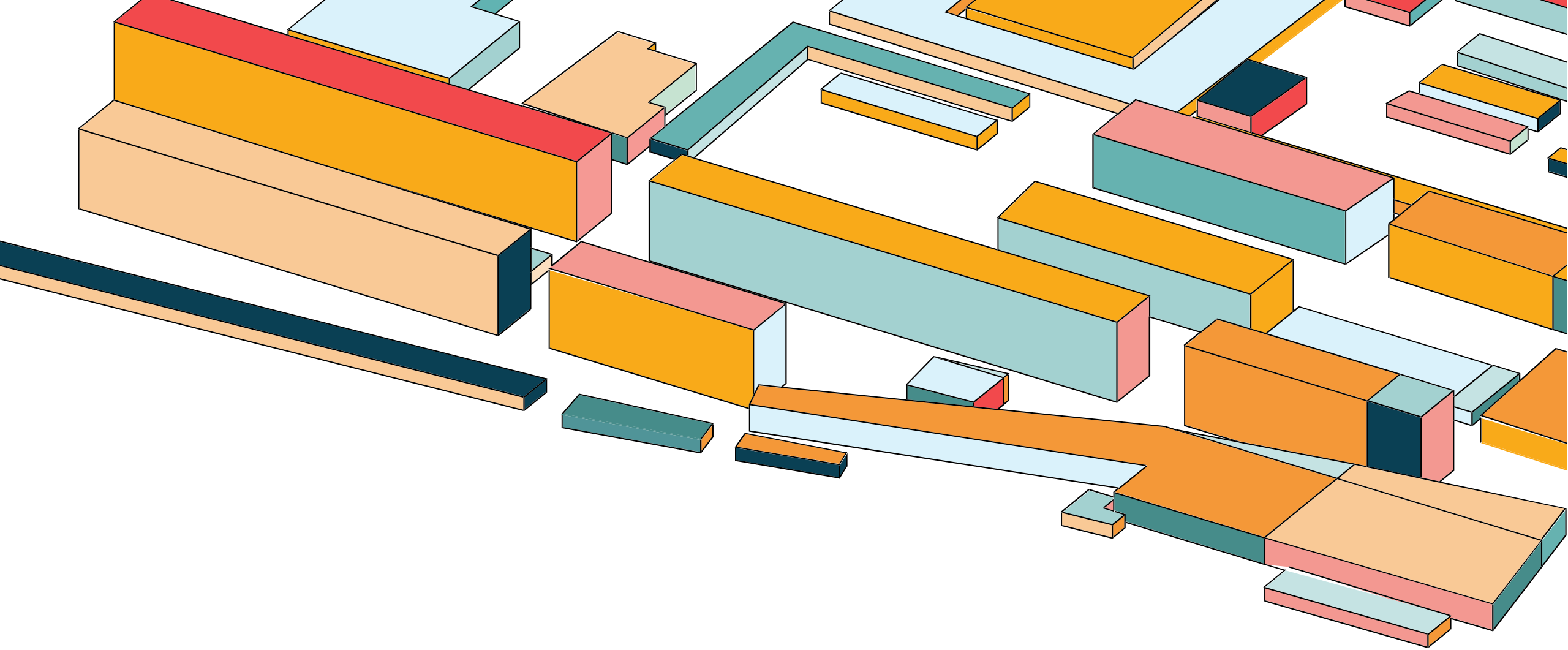
Prompts

The employee's could have an app that is tied to an internal (anonymous) dashboard to track how everyone is doing. Seeing other people's bonus dashboard can also increase motivation, as well as the collective charity tracker increase. The app could track the person's actual miles, and also send out notifications as reminders or "achievements".

Increasing Ability

To increase the ability of people riding their bike, the company can ease up on work norms to make it easier for people to make the transition. For instance, maybe no meetings are to be scheduled the first and last hours of the day to allow people to be late or leave early with their bike. The company can also build a shower facility on the premise if one doesn't exist already to allow people to clean up after their ride if needed. Lastly, the company can provide a few bikes for employees to take and leave if they do not already have a bike of their own.





THANK YOU!