

Behavioral Research at the Air Resources Board

*Research Division
California Air Resources Board*

April 28, 2014



Why Study Behavioral Use of Technology?

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- CA Climate Legislation
 - AB32 - Reduce GHG emissions to 1990 levels by 2020
 - Executive Order S-03-05 (2005) - 80% below 1990 levels by 2050
- AB 32 Scoping Plan: CA's road map
 - 2008 Plan
 - Draft Update Released – Feb 10, 2014

Behavioral Research Projects at ARB

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■ Past Projects

- Residential buildings
 - Behavioral responses to energy usage information
 - Using Information to Improve the Effectiveness of Nonlinear Pricing
 - Low Energy Consumption Rates in California Households

■ Current Projects

- Travel behavior
 - How land use and transportation strategies, like light rail transit and complete streets, influence travel behavior

■ Upcoming Projects

- Travel behavior
 - Factors that Influence ZEV Sales in California
 - Analyzing consumer behavior of vehicle purchases
 - Usage and charging behaviors of plug-in electric vehicles

Research Partners

- California Energy Commission
- California Public Utilities Commission
- Strategic Growth Council
- Office of Planning and Research
- U.S. Environmental Protection Agency
- U.S. Department of Energy

Outreach for ARB's Research

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- Final reports

<http://www.arb.ca.gov/research/research.htm>

- Archived video and slides

<http://www.arb.ca.gov/research/seminars/seminars.htm>

- Listserve

http://www.arb.ca.gov/listserv/listserv_grp.php?listtype=R0

- Contact

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Today's Seminar

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- Why Building Operators Matter to Greenhouse Gas Emissions Reductions
 - ***Principal Investigator***
Alan K. Meier, University of California, Davis
 - ***Project Manager & Principal Researcher***
Mithra Moezzi, Ghoulem Research