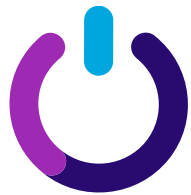


## DOCKETED

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<b>Filer:</b>	Raquel Kravitz
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# Capturing Cultural Diversity: An Energy Ethnography of Hispanic Households



August 1, 2017

INOVA ENERGY GROUP

SD+B Sustainable Design + Behavior

GResearch

# Project Background

38% of California's population identifies as Hispanic.

- Historically low participation in conservation programs
- Considered hard-to-reach customers

The project was designed to advance understanding of Hispanic:

- Beliefs, attitudes, and perceptions about energy use and conservation
- Thoughts about utilities
- Energy technology purchasing decisions
- Energy usage patterns



# Research Approach

Research Method	Description
<b>Literature review</b>	To identify existing literature relating to social, cultural, and behavioral aspects that influence energy usage, as well as technology adoption.
<b>Interviews with subject matter experts</b>	11 interviews completed with experts working with Hispanics.
<b>Energy use journals</b>	46 participants completed journals over a seven-day period, detailing how energy was used in their homes and answering questions.
<b>In-home interviews</b>	18 interviews conducted in participants' homes that included deeper questioning.
<b>Energy data review</b>	Electricity use data files made available by participants (Green Button Data).

# High-level Findings

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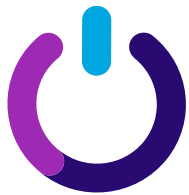
- There are a number of energy use **practices that are common** in Hispanic households.
- Significant level of **attentiveness to waste avoidance**, but conservation efforts were often perceived as burdensome.
- Strong emphasis on **preference for natural indoor environments**.
- The **focus is on behavior** and not technical energy efficiency.
- General **understanding of energy is low**, there are a lot of energy “myths”.
- **Confusion about what end-uses use most energy** in the home.
- Home energy problems identified had to do with **poor envelope conditions** and inadequate cooling.

# Recommendations – Program Administrators

<p>Program Design and Delivery</p>	<ul style="list-style-type: none"><li>+ Focused attention on renters and those above LMI.</li><li>+ Build Hispanic contractor network.</li><li>+ Support DIY and partner with the right stores.</li><li>+ Approach entire communities.</li></ul>
<p>Marketing and Outreach</p>	<ul style="list-style-type: none"><li>+ Collaborate with Community-Based Organizations.</li><li>+ Pursue referrals and leverage personal networks.</li><li>+ Correct use of Spanish language in materials.</li><li>+ Customize messaging.</li></ul>
<p>Education and Training</p>	<ul style="list-style-type: none"><li>+ In-person workshops vs. mass materials.</li><li>+ Case studies and success stories from within community.</li><li>+ Address energy myths.</li></ul>

# Recommendations – Policy and Research

- + Engage community through innovation workshops.
- + More targeted efforts and carve-outs.
- + Research and potential studies to further investigate value of engagement.
- + Direct research and market facilitation programs.



## Contact

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