

# Exploring Customer Perceptions of Green Business: An Experiment

November 13, 2023

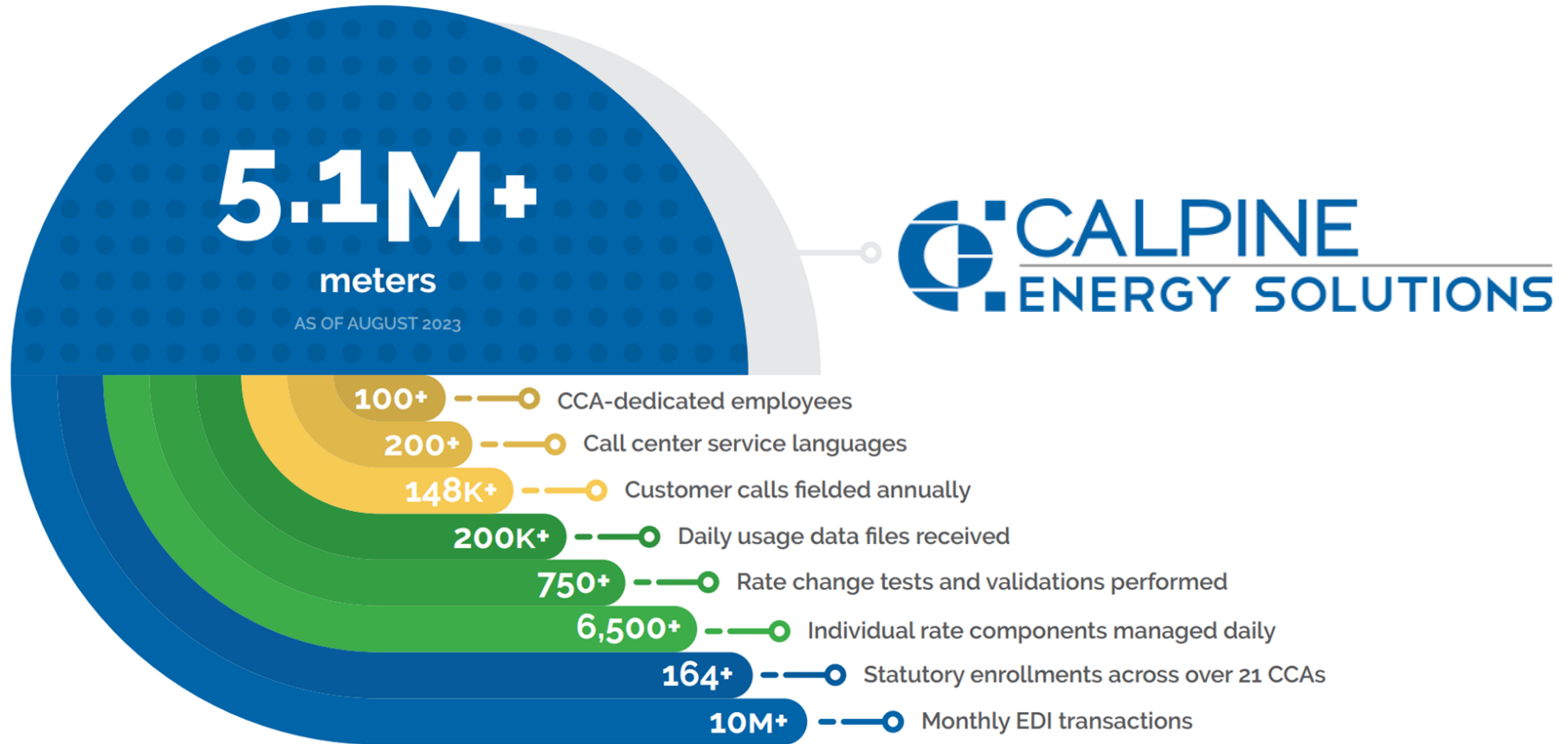
Mahayla Slackerelli | Calpine Energy Solutions

Dr. Stylianos Syropoulos | Boston College

Dr. Beth Karlin | See Change Institute

Convened by:

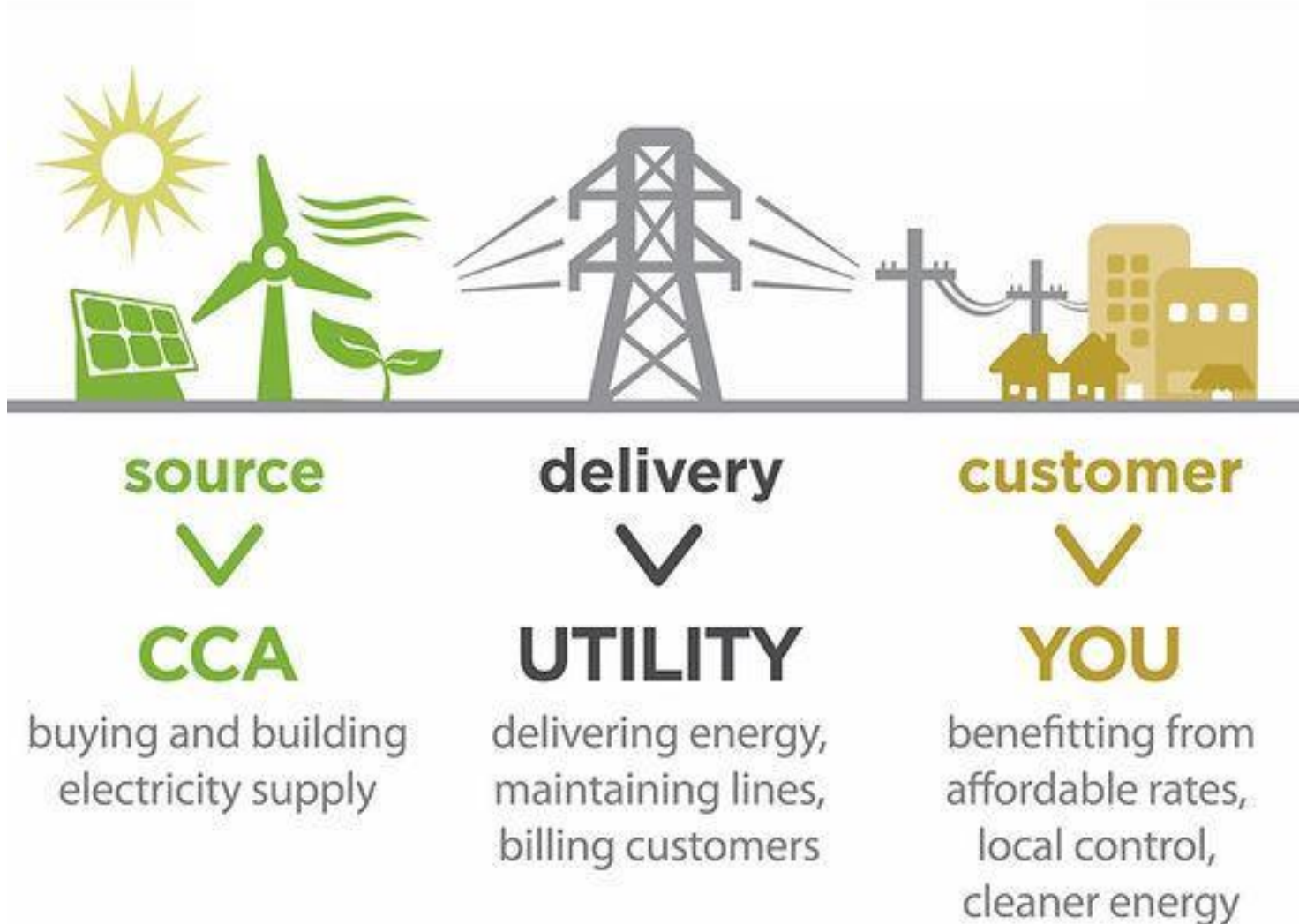
# CCA Data Management and Contact Center Services

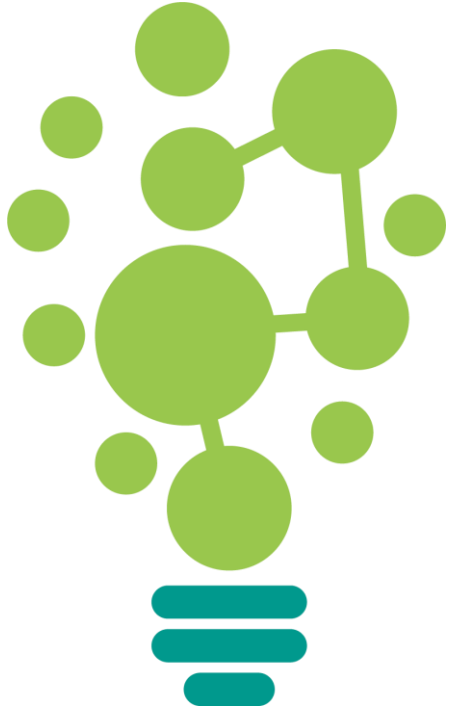


#BECC2023



# Community Choice Aggregation





We help good  
people  
do good *better*.

See Change Institute is an  
applied behavioral science firm.

We specialize in **Research,  
Strategy, Design, and Evaluation**  
of environmental and health  
behavior change.

# Benefits of Renewable Energy

- Reduced carbon emissions
- Make use of natural resources
- Help create new jobs
- Save money



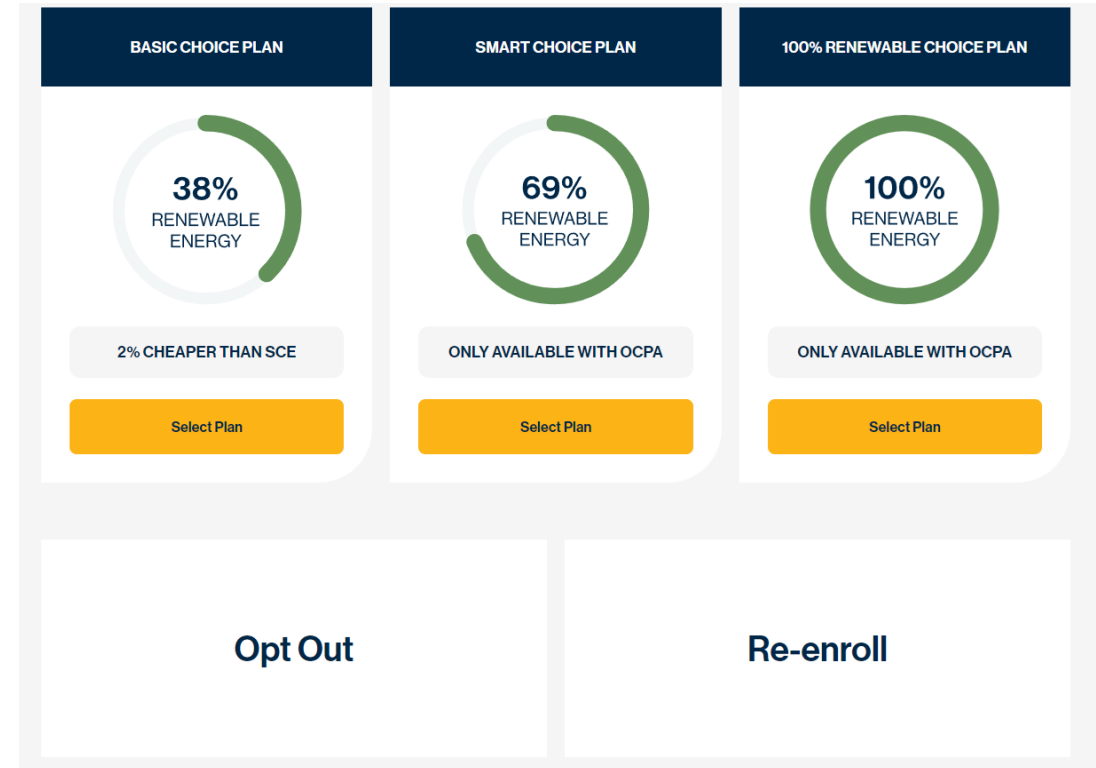


# The Rise of Ecolabels



# Study Context

## Orange County, CA



# Study Overview

- Dates: June - July 2022
- Method: Online Survey
- Duration: ~15 minutes
- Sample: 409 Orange County residents who are the primary energy decision-maker and paid their own electric bill.





# Study Design

## Preliminary Questions

- Demographics
- Awareness, familiarity, and perceptions of CCA and OCPA
- Trust in information sources, news sources, and community priorities

## Experimental Design

- Participants were asked to think about their favorite local restaurant and rate them on:
  1. How often they visit this restaurant.
  2. How likely they are to recommend this restaurant to their friends.
  3. The degree to which this restaurant is devoted to the local community.
  4. The degree to which this restaurant is committed to sustainability.
- They were then randomly assigned to one of five conditions and asked to imagine that this restaurant had opted into a renewable plan and asked the questions again.



# Treatment Conditions

## 1. OCPA only

Imagine that your favorite local neighborhood restaurant just switched to a new energy plan with the Orange County Power Authority (OCPA).

OCPA is a Community Choice Aggregation (CCA) program, which gives local governments control to purchase power, set competitive rates, and collect revenue. With this approach, the local utility providers still maintain the electricity grid, deliver energy, and handle billing.

## 2. Renewable only

Now imagine that your favorite local neighborhood restaurant just switched to a new energy plan that will draw 100% of its energy from renewable sources.

## 3. OCPA + Ecolabel



## 4. OCPA + Renewable

## 5. OCPA + Renewable + Ecolabel

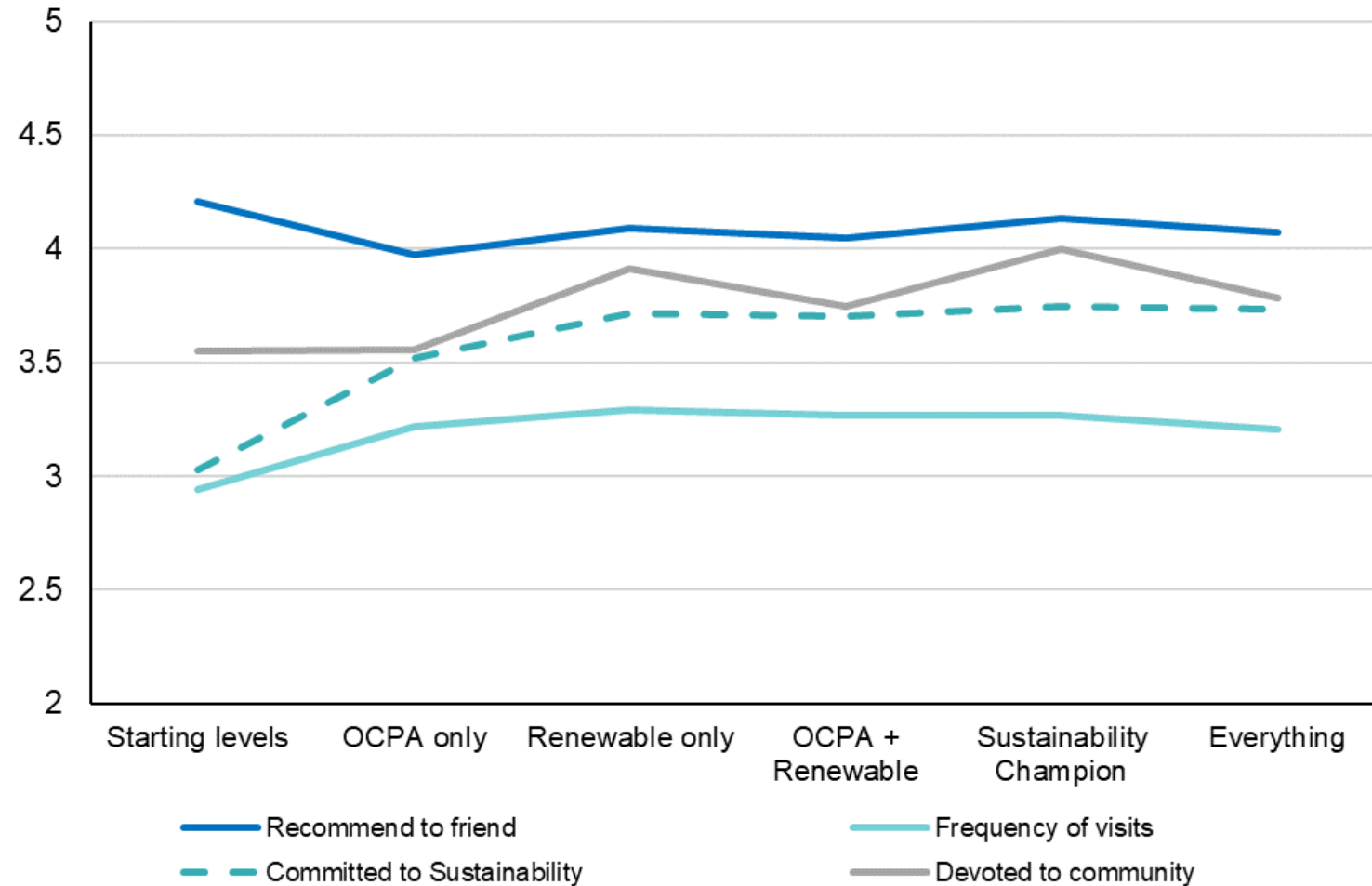


# Findings

All conditions increased how much people thought the business was committed to the local community and sustainability as well as how often they would visit.\*

The eco-label condition was the most effective and OCPA only the least effective.

Impact of Renewable Energy Option Framing on Restaurant Perception



\* No effect was observed for net promoter score (although an upward trend was noted).



# Implications

- Opting into a renewable energy/sustainability plan caused customers to view the business as
  - More devoted to the community
  - More committed to sustainability
- It also increased intentions to visit the restaurant in the future
- The framing of the sustainability champion appears to be the most effective
- Further research is needed for stronger conclusions



# Thank You!

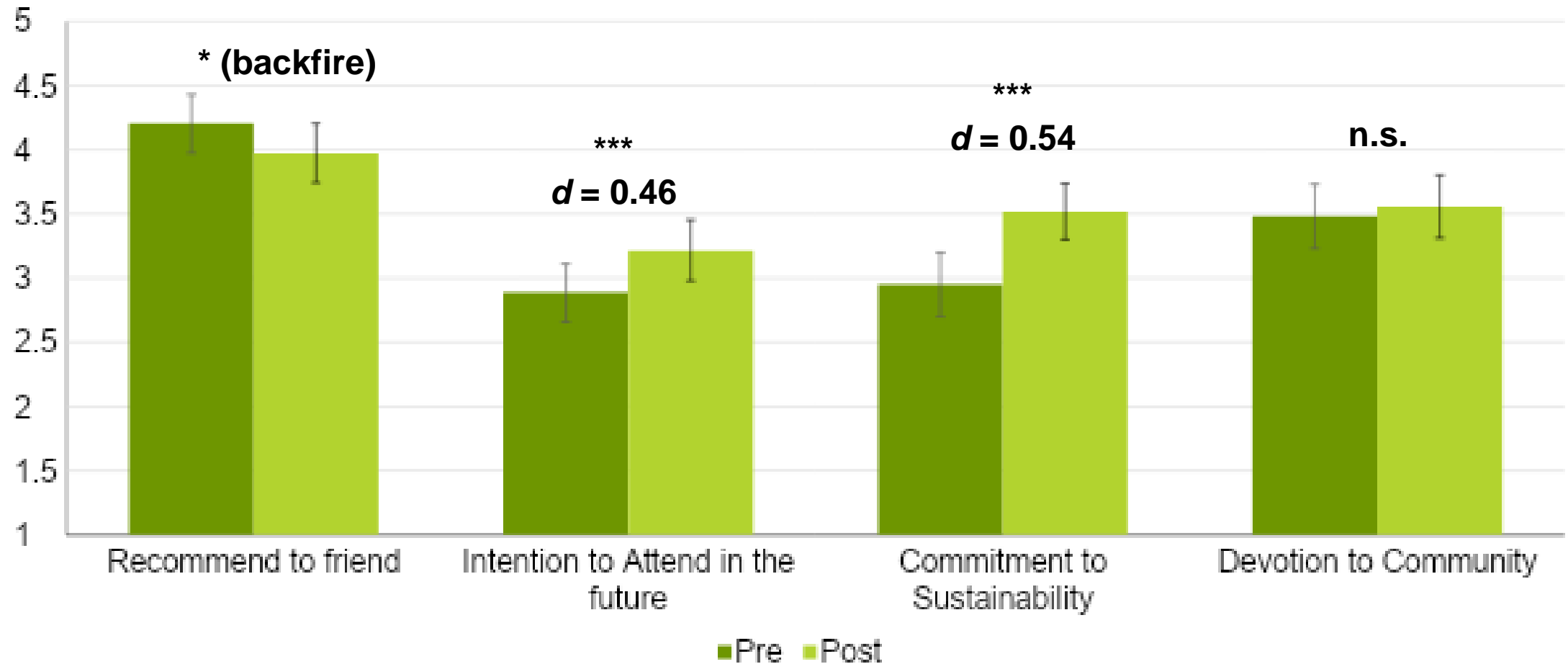
Mahayla Slackerelli | Calpine Energy Solutions, Mahayla.Slackerelli@calpine.com

Dr. Stylianos Syropoulos | Boston College, syropoul@bc.edu

Dr. Beth Karlin | See Change Institute, bkarlin@seechangeinstitute.com

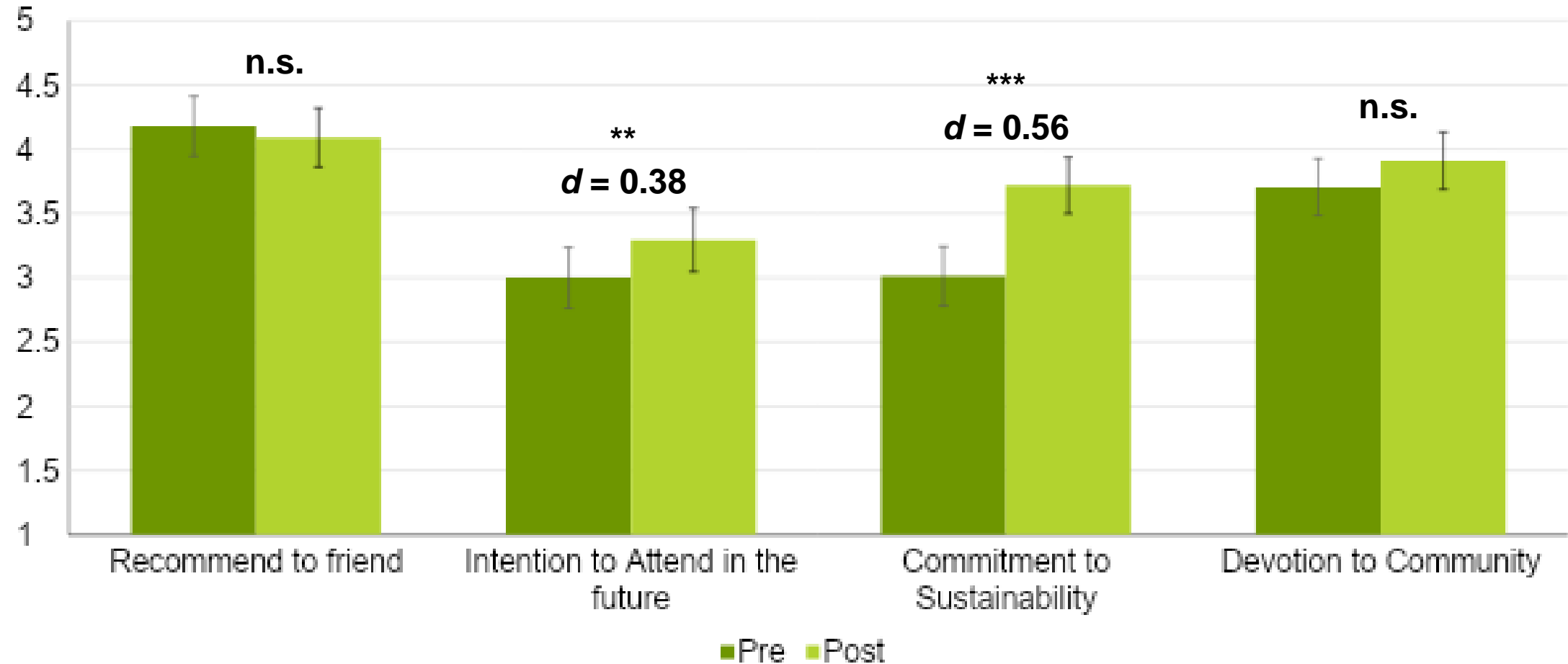
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# OCPA only Condition

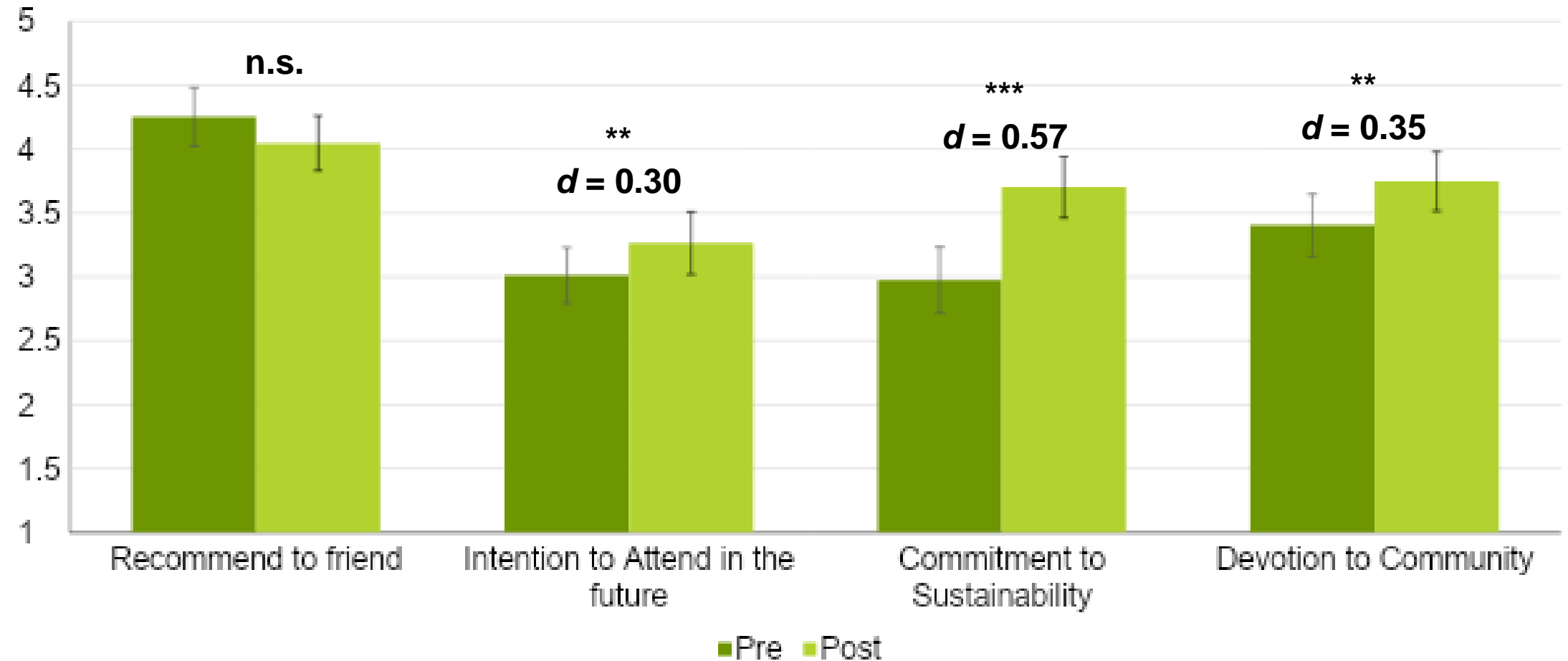




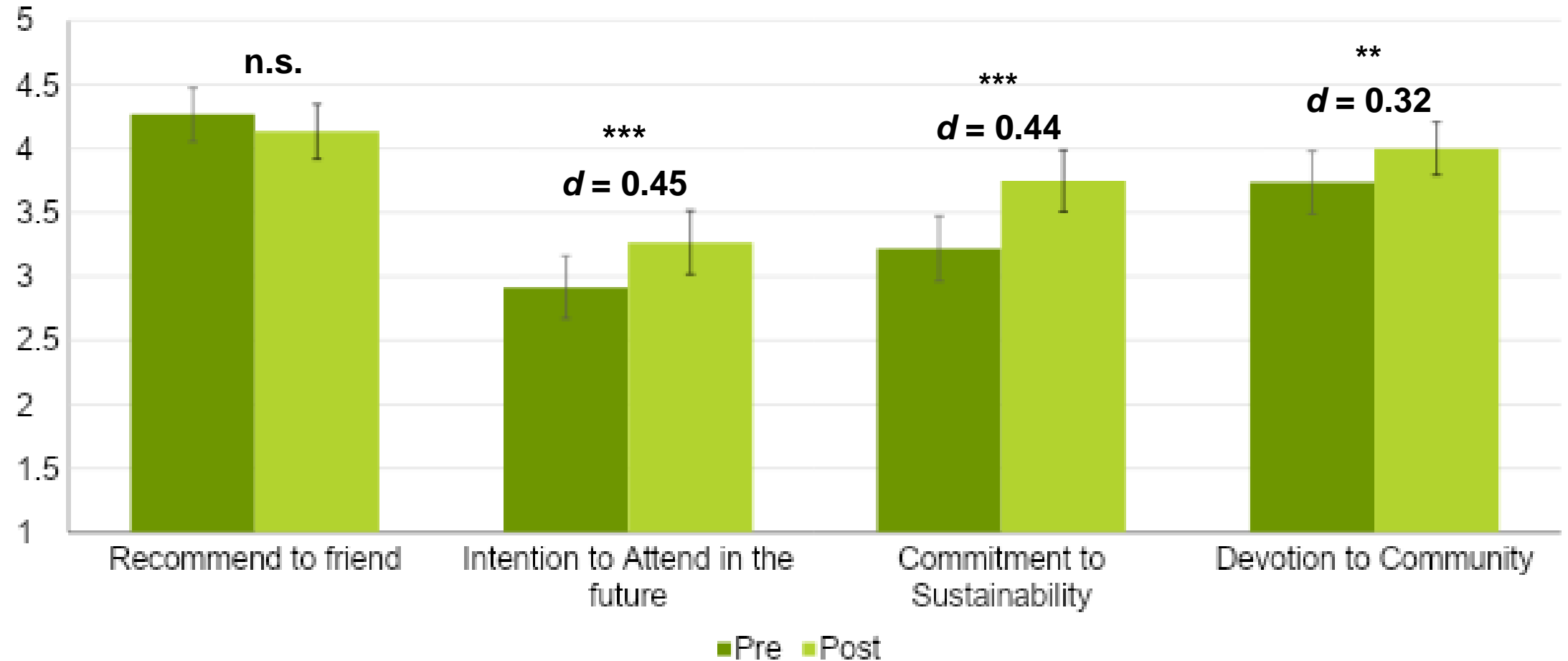
# Renewable only Condition



# OCPA + Renewable Condition



# Ecolabel Condition



# Everything Condition

