



**Spillovers from Behavioral Interventions:
Experimental Evidence from Water and Energy Use**
Professor Katrina Jessoe, University of California, Davis
May 16th, 2018 (Wednesday)

Utilities nationwide are prioritizing efficiency for a variety of reasons. Electric utilities use conservation programs to cut costs, improve reliability, reduce pollution, and meet regulatory requirements. Water utilities use them for similar reasons as well as to respond to drought conditions. What if service providers worked together to create a singular, shared-cost program that generates savings for both resources? Professor Jessoe demonstrates that when home water reports are provided to customers, consumers conserve water *and* energy. While energy reports are being used by at least 100 utilities globally and sent to more than 60 million residential customers, water reports are less common but growing in popularity. Professor Jessoe shows how nudges aimed at altering one behavior (water conservation) spills over to other behaviors (electricity conservation). The low cost of implementing the program coupled with the resulting energy savings make water reports a cost-effective investment.



Katrina Jessoe is an Associate Professor in the Department of Agricultural and Resource Economics at UC Davis, where she specializes in environmental and energy economics. Much of her research centers on the design and evaluation of water regulations and time variant pricing in the electricity sector. In her research, she often collaborates with electric and water utilities, as well as state agencies. She received a BA from Princeton University in 2002 and a PhD in Environmental and Resource Economics from Yale University in 2009.

**Wednesday
May 16th, 2018
12:00-1:00pm**

**UC Center Sacramento
1130 K Street Room LL2
Sacramento, CA 95814**

For questions contact Brooke Miller-Jacobs at (916) 445-5161 or bmmillerjacobs@ucdavis.edu

Register by May 14th at:
uccs.ucdavis.edu/events
Lunch will be served