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2009-2010 Regular Sessions

I N A S S E M B L Y

June 15, 2009

Introduced by M. of A. HEVESI, ROSENTHAL, JAFFEE, SPANO, MILLMAN, CASTRO, GABRYSZAK, STIRPE, KOON, COOK, JOHN, KELLNER, COLTON -- Multi-Sponsored by -- M. of A. BRENNAN, FIELDS, GALEF, GLICK, MAGEE, MAYERSOHN, WEISENBERG -- read once and referred to the Committee on Energy

AN ACT directing the New York State Energy Research and Development Authority to undertake a statewide study of consumer behaviors with respect to energy efficiency and clean energy technology programs

THE PEOPLE OF THE STATE OF NEW YORK, REPRESENTED IN SENATE AND ASSEMBLY, DO ENACT AS FOLLOWS:

1 Section 1. 1. The New York State Energy Research and Development  
2 Authority shall undertake a statewide study of consumer behaviors with  
3 respect to energy efficiency and clean energy technology programs. The  
4 authority may contract with an independent and competitively selected  
5 contractor to undertake such study. The authority shall prepare a report  
6 on its findings. On or before July 1, 2010, the authority shall transmit  
7 such report to the governor, the speaker of the assembly, the temporary  
8 president of the senate, the chairman of the assembly environmental  
9 conservation committee, ranking minority member of the assembly environ-  
10 mental conservation committee, the chairman of the senate environmental  
11 conservation committee, ranking minority member of the senate environ-  
12 mental conservation committee, the chairman of the assembly energy  
13 committee, the ranking minority member of the assembly energy committee,  
14 the chairman of the senate energy and telecommunications committee, the  
15 ranking minority member of the senate energy and telecommunications  
16 committee, the chairman of the assembly corporations, authorities and  
17 commissions committee, the ranking minority member of the assembly  
18 corporations, authorities and commissions committee, the chairman of the  
19 senate corporations, authorities and commissions committee, the ranking  
20 minority member of the senate corporations, authorities and commissions  
21 committee, and the chairman of the assembly subcommittee on renewable

EXPLANATION--Matter in ITALICS (underscored) is new; matter in brackets [ ] is old law to be omitted.

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1 energy. The report shall also be made available to the public via the  
2 authority website.

3 2. The study shall include, but not be limited to an examination of  
4 the following:

5 a. The duration of any behavioral changes with respect to energy effi-  
6 ciency and clean energy practices and services including a comparative  
7 examination of consumers who maintain energy efficiency practices after  
8 participation in energy efficiency and other clean energy programs and  
9 consumers who do not maintain such practices. In completing this exam-  
10 ination, the authority may apply social science theories and other  
11 applicable methods and mechanisms to better understand, and thus have  
12 energy efficiency and clean energy programs replicate program strategies  
13 that result in sustainable behaviors;

14 b. Behavioral change as a tool to improve the effectiveness of energy  
15 efficiency programs, including an examination of consumers that partic-  
16 ipate in energy efficiency and other clean energy programs, and consum-  
17 ers who do not. In completing this examination, the authority may devel-  
18 op program strategies and recommendations through the application of  
19 insights from the behavioral sciences and/or behavior change tools and  
20 strategies which can elicit different consumer motivations that drive  
21 energy-related decisions. From such examinations, the authority may  
22 make program recommendations and implement program strategies that will  
23 help to improve program participation and consumer decision-making; and

24 c. The impact of market prices and market price fluctuations on  
25 consumer choices and behavior and the effect as a response to market  
26 based fluctuations to determine the impact this has on energy conserva-  
27 tion efforts.

28 3. The authority shall consult with the department of public service,  
29 the power authority of the state of New York, the Long Island power  
30 authority and appropriate gas and electric corporations. The department  
31 of public service, the power authority of the state of New York, the  
32 Long Island power authority and gas and electric corporations shall  
33 cooperate with the authority and its contractor in the completion of  
34 this study.

35 4. The commissioner of the department of environmental conservation  
36 shall provide for the transfer of \$1,000,000 of revenues collected under  
37 direct oversight by the department of environmental conservation, from  
38 the auction of any emissions allowances for air contaminants to the New  
39 York State Energy Research and Development Authority for the purposes of  
40 this act.

41 S 2. This act shall take effect immediately.