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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 -- reported from committee, advanced to a third reading, amended and ordered reprinted, retaining its place on the order of third reading

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, 2011, 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

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

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1 minority member of the senate corporations, authorities and commissions
2 committee, and the chairman of the assembly subcommittee on renewable
3 energy. The report shall also be made available to the public via the
4 authority website.

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

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

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

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

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

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

43 S 2. This act shall take effect immediately.