S T A T E O F N E W Y O R K

6128

2009-2010 Regular Sessions

I N S E N A T E

August 12, 2009

Introduced by Sen. MAZIARZ -- read twice and ordered printed, and when printed to be committed to the Committee on Rules

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:

Section 1. 1. The New York State Energy Research and Development Authority shall undertake a statewide study of consumer behaviors with respect to energy efficiency and clean energy technology programs. The authority may contract with an independent and competitively selected contractor to undertake such study. The authority shall prepare a report on its findings. On or before July 1, 2010, the authority shall transmit such report to the governor, the speaker of the assembly, the temporary president of the senate, the chairman of the assembly environmental conservation committee, ranking minority member of the assembly environmental conservation committee, the chairman of the senate environmental conservation committee, ranking minority member of the senate environmental conservation committee, the chairman of the assembly energy committee, the ranking minority member of the assembly energy committee, the chairman of the senate energy and telecommunications committee, the ranking minority member of the senate energy and telecommunications committee, the chairman of the assembly corporations, authorities and commissions committee, the ranking minority member of the assembly corporations, authorities and commissions committee, the chairman of the senate corporations, authorities and commissions committee, the ranking minority member of the senate corporations, authorities and commissions committee, and the chairman of the assembly subcommittee on renewable energy. The report shall also be made available to the public via the authority website.

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

LBD14385-02-9

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

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

b. Behavioral change as a tool to improve the effectiveness of energy efficiency programs, including an examination of consumers that participate in energy efficiency and other clean energy programs, and consumers who do not. In completing this examination, the authority may develop program strategies and recommendations through the application of insights from the behavioral sciences and/or behavior change tools and strategies which can elicit different consumer motivations that drive energy-related decisions. From such examinations, the authority may make program recommendations and implement program strategies that will help to improve program participation and consumer decision-making; and

c. The impact of market prices and market price fluctuations on consumer choices and behavior and the effect as a response to market based fluctuations to determine the impact this has on energy conservation efforts.

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

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

S 2. This act shall take effect immediately.