

# Behavior Change Consulting Services

## NYSERDA announces the availability of behavior change consulting services

NYSERDA's Behavior Research and Development (R&D) Program provides behavior change consulting services to clean energy programs operating in New York State. Services offered to eligible programs include survey and other background research to help identify key opportunities for behavior change and program improvement, experimental design and planning assistance to design and implement behavior change pilot projects, and services to evaluate these projects. To provide these technical services, NYSERDA contracts with leading behavior change experts who hold academic positions nationwide (UCLA Anderson School of Management, California State University, University of Scranton PA, and State University of New York Plattsburgh). Using the latest knowledge from their own research and findings published in academic journals, they provide consulting to city and state agencies in New York State and California, and other states that are committed to environmental targets. Their clients have also included private and non-profit agencies such as Build It Green, the Electric Power Research Institute, Keep America Beautiful, and the Wildlife Conservation Society (Bronx Zoo).

By leveraging relationships with the academic community, NYSERDA offers a toolbox of strategies for changing behavior (e.g., social norms, commitment, social diffusion) that are based on the latest research on behavior change and social influence. Behavioral scientists have known about these strategies for decades but policymakers and energy efficiency program administrators have only recently begun to use them in their programs. NYSERDA's Behavior R&D program helps bridge the gap between academic research and real-world applications by actively applying the knowledge based in universities to clean energy programs in New York.

### Eligibility

Clean energy programs that are designed to reduce energy use in New York State through energy-efficiency, conservation and/or renewable energy are eligible to receive consulting services at no cost provided they meet basic eligibility requirements. Eligible clean energy programs include those administered by NYSERDA, electric and gas utilities, cities, schools, community groups, and private companies with operations in New York State.

### Participation

Accessing NYSERDA's Behavior R&D services is a collaborative partnership. Working with NYSERDA's behavior consultants, programs seeking assistance identify the behavioral intervention(s) which are most likely to be implemented by their target audience and most likely to achieve maximum benefits for their programs. It is the responsibility of the programs to implement the interventions and to provide to NYSERDA the necessary data for evaluation. Independent evaluation services also are available at no cost to the programs seeking assistance. The results of the behavior pilot interventions will be published in academic journals and posted on the NYSERDA website.

### Referrals

Program referrals to date include community-based energy reduction competitions, van pool programs, social influence training for energy auditors, university-based sustainability programs, and private companies interested in influencing employees' energy use.

### For more information

For more information about accessing NYSERDA's Behavior R&D services contact:

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