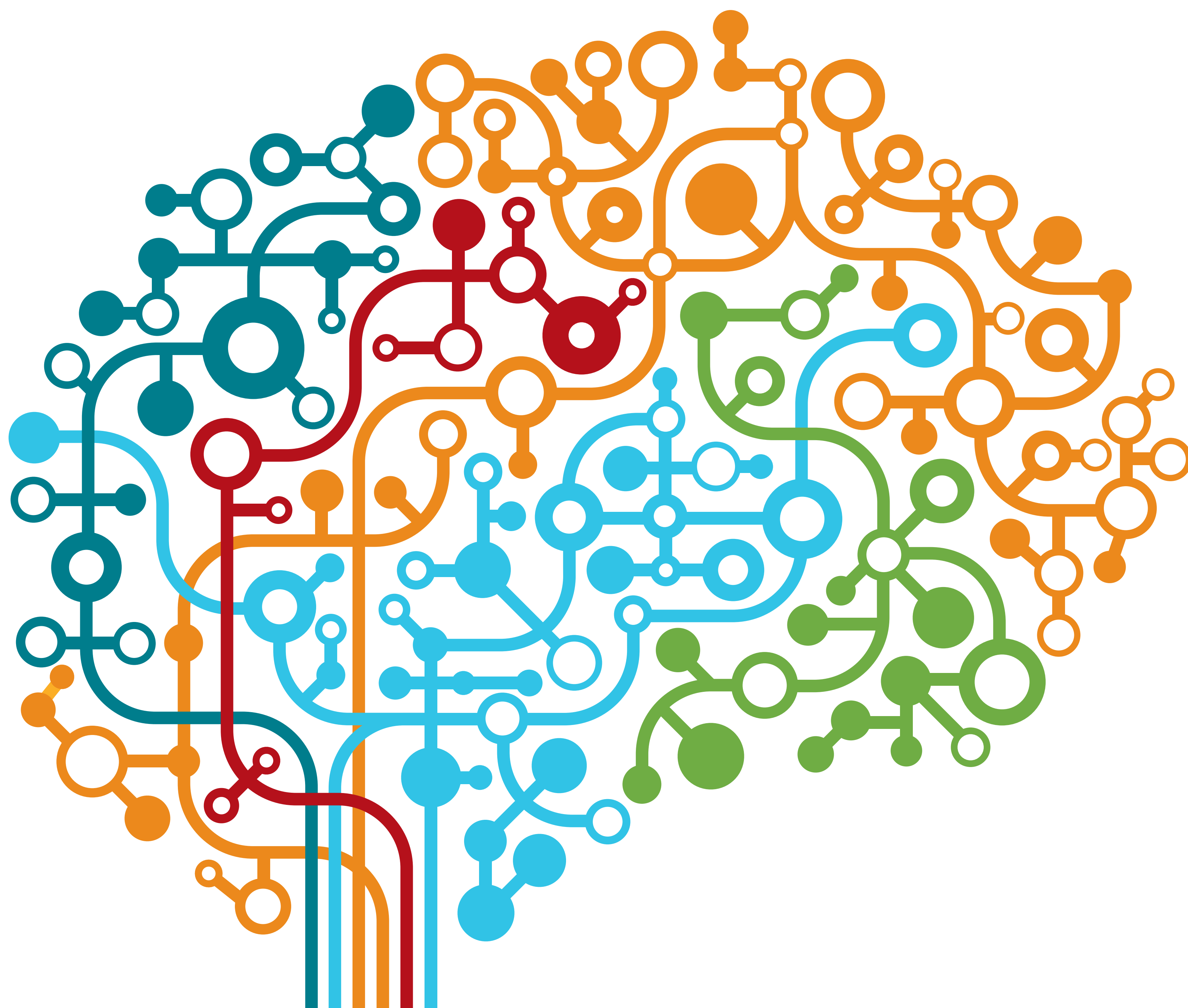


Behavioral Demonstrations Program

Program Opportunity Notice 2646

Proposals due by Monday, September 15, 2014



This solicitation seeks two categories of proposals:

A. Behavioral demonstration project proposals

Each proposal will include one or two behavioral demonstration projects that build upon previously successful behavioral pilots, and help identify novel and cost-effective approaches to meeting New York State's energy reduction targets. Each demonstration will replicate a previously conducted and successful behavioral pilot at a larger scale. Proposers are strongly encouraged to include utility partners to facilitate data acquisition.

Funds available for demonstration projects: \$1,767,878

B. Independent third-party oversight proposals

The oversight contractor will review the experimental designs, implementation, and evaluation plans of the behavioral demonstrations projects selected under category A. The oversight contractor will evaluate the results of the demonstrations, assess persistence, and model the cost-effectiveness of scaling up the interventions at a regional or statewide level.

Funds available for oversight contractor: \$449,923

Contact **James Mannarino** (james.mannarino@nyserda.ny.gov) or **Sophie Cardona** (sophie.cardona@nyserda.ny.gov) for more information.

