

# New York's "15 by 15" Energy Efficiency Initiative

Sustainable Energy Advocates' Summit  
Chicago, Illinois  
July 27, 2007

Pace Law School

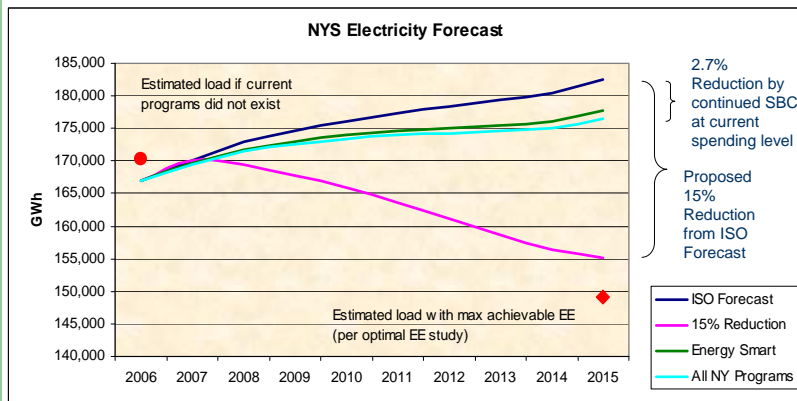
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## "15 by 15"

*"Here in New York, we face three seemingly intractable challenges: rising energy bills, rising global temperatures, and a rising tide of young people leaving New York for opportunity elsewhere – each of which can be addressed by a long-term clean energy strategy."*

*Gov. Eliot Spitzer  
April 19, 2007*

## 15 x 15 Trajectory



## Salient Features of 15 x 15 – Resetting the Bar

- Only state effort to *go beyond offsetting projected load growth*
- Will require *immediate, aggressive and transformative* public policy and market response
- Conservatively require a *five-fold increase* in current public benefit expenditure on electric efficiency
- Complementary standard for gas efficiency to be developed
- *Together with one or two other states (e.g., CA, VT?) can change settled expectations of efficiency resource that can/should be pursued*

## Key Implementation Issues and Challenges

- In uncharted waters
- “Sticker shock”
- Procurement responsibility and delivery infrastructure
- Integration of codes and standards and \_\_\_?
  - Demand response?
  - Supply side efficiency?
  - CHP?
- Tapping into private capital markets

## 15 x 15 Plan Development

- May 2007 - Proceeding to establish Energy Efficiency Portfolio Standard initiated
- July 2007 - Staff Straw Proposal to be released to parties
- Aug. – Oct. 2007 – Review and comment on Staff Straw Proposal
- Nov. 2007 – Recommended Decision
- January 2008 – Commission Decision