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To Public Service Commission:

I am writing this letter in response to a request for public comment on case number 05 – M – 0090 - in the matter of System Benefit Charge. As someone who has worked closely with retailers and manufacturers in NYSERDA's ENERGY STAR Products Program, I can personally attest to significant changes in consumers buying behavior due to the efforts of this and many other NYSERDA energy efficiency programs. Because of Programs administered by NYSERDA in the last five years, consumer's awareness and attitudes towards the ENERGY STAR label have been positively affected. NYSERDA has done an exemplary job in implementing energy efficiency programs in New York State.

Although progress has been made, a lot of work still remains to be done. Consumer's awareness of ENRGY STAR label in New York State is high, but not high enough. Should the continuing efforts of NYSERDA to educate the public about energy efficient products be stopped, due to lack of funding, gains in energy efficient behavior will fast be eroded. Market transformation programs such as NYSERDA's ENERGY STAR Products Program take a long time to show results. Continuity of funds is essential to their success. Therefore I am asking you to:

- 1.) Extend SBC beyond its current expiration date of June 30th, 2006 for a period of at least 7 years.
- 2.) Ensure that NYSERDA continues to receive SBC 3 funds.
- 3.) Set separate funding between Residential and Energy Affordability Program(REAP), and Research and Development(R&D) arms of NYSERDA.
- 4.) Earmark significant portion of the funds toward REAP to ensure continued progress in market transformation.
- 5.) Institute creation of System Benefit Charge for natural gas consumers in New York State so that NYSERDA's efforts at improving energy efficiency can extend to those who use natural gas appliances.

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