

WELCOME

Pre bid Conference Green Jobs – Green New York

phone dial in: 1-888-394-8197

conference code #: 303066

Questions to: GreenJobsNY@nyserda.org

Green Jobs - Green New York

NYSERDA

12/03/2010

Presenters: Susan Andrews, Senior Project Manager

Agenda

- Introduction To NYSERDA
- Purpose of webinar
- GJGNY Overview (Legislation)
- GJGNY Outreach Program Components
- What is a CBO? Eligibility requirements
- CBO Roles/Responsibilities under RFP2038.
- Aggregation
- Workforce Development
- GJGNY Status
- Q&A

Purpose of Webinar

1. Answer questions regarding the RFP and the process of proposing
2. Discuss eligibility to propose
3. Clarification of Outreach Program components
4. Update on GJGNY Status
5. Presentation will be available on-line for later review

NYSERDA

- New York State Energy Research and Development Authority is a public benefit corporation established by law in 1975 to reduce energy use throughout New York State.
- Headquartered in Albany with local offices in New York City, Buffalo, and West Valley.
- NYSERDA offers innovative programs, technical expertise, and funding to help consumers, businesses, local governments, research institutions, and non-profit organizations increase energy efficiency, create clean-energy solutions, and save money.

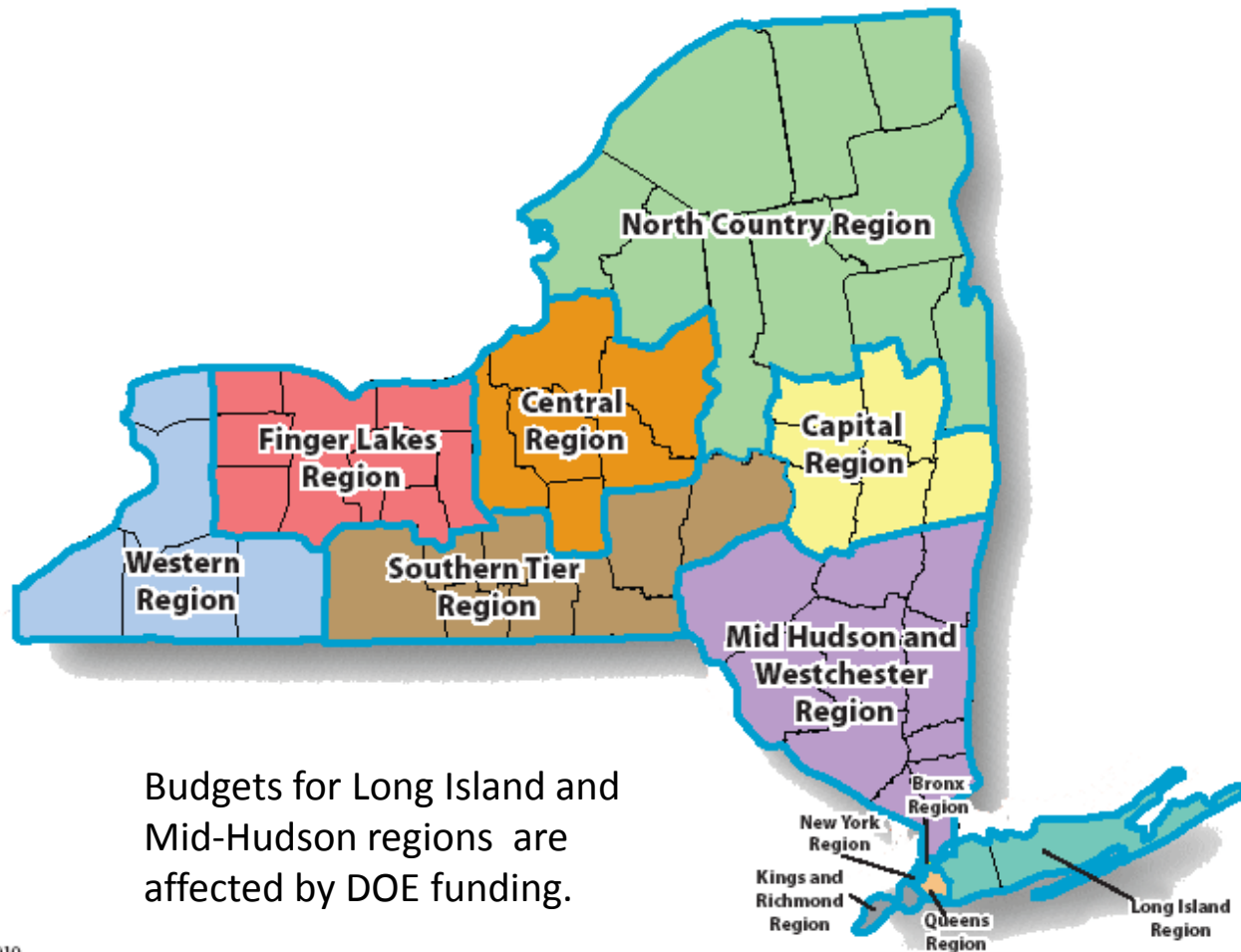
Overview: Green Jobs – Green New York

- Statewide initiative established by the Legislature and Governor in Public Authorities Law October 2009
- NYSERDA named as Program Administrator
- NYSERDA to establish revolving loan fund, standards for energy audits, cost-effectiveness tests, definition of qualified energy efficiency services, measurement and verification of savings
- NYSERDA to issue solicitation from “partnerships or consortiums of Constituency Based Organizations (CBOs)” to
 - facilitate awareness and enrollment of homeowners, small businesses, and not-for-profits in the Green Jobs energy efficiency services programs, (“Customer Outreach” proposal) and/or
 - partner with contractors, workforce development organizations, or organized trades to facilitate awareness of and enrollment in the training services program (“Workforce Training” proposal).

Overview (continued):

- Targets residential, multifamily, small business, and Not-for-Profit property owners
- Offers no-cost and reduced-cost energy audits, based on household income
- Aggressive workforce development and job placement
- Target communities with high energy burdens in relation to median income or nonattainment communities
- Encourages participation by M/WBEs
- Encourages geographic diversity (12 regions)

Green Jobs — Green New York Program Outreach Regions



Budgets for Long Island and Mid-Hudson regions are affected by DOE funding.

Rev. 9-17-2010

Goals of the Program:

1. Promote energy efficiency, energy conservation and clean technologies
2. Reduce energy consumption and costs
3. Reduce greenhouse gas emissions
4. Support sustainable community development
5. Create green job opportunities, including for emerging, unemployed and displaced workforce

Program Development and Implementation Strategy

- Delivered through existing programs
 - Reduce marketplace confusion
- Existing NYSERDA programs include:
 - Home Performance with ENERGY STAR® (residential)
 - Multifamily Performance Program
 - FlexTech Program, Business Partners (Small Business/NFP)
- Coordinate GJGNY & NYSERDA programs with existing utility programs
- Support for CBOs through a Training and Implementation Contractor

Strongly encourage review of GJGNY Operating Plans (Financing, Small Biz, 1-4 Family, Multifamily and Workforce) on GJGNY website

Training and Implementation Contractor (TIC)

- Support the effective roll-out and ongoing efficiency of GJGNY CBO Outreach activities.
- Responsible for providing:
 - Structured training for the CBO organizations;
 - Geographic coordination and support of CBO Outreach programs;
 - Consistent messaging across all regions;
 - Assessment and fulfillment of CBO needs;
 - Assistance in planning and coordinating events, if necessary;
 - Tracking progress of referrals made to the GJGNY programs;
 - Data gathering;
 - Assistance in evaluating aggregation pilots; and
 - Tracking of CBO goals including recruiting efforts;
 - Regular reporting of program activities and results to NYSERDA.

Outreach Program Components

Tasks will depend on the component (outreach or workforce, or both) selected by the proposer.

1. Customer Outreach – General Awareness, Education on program components, Recruitment and Enrollment (qualifying for audits/financing), developing Alliances, targeting communities
2. Workforce Training - Recruitment and Enrollment, DOL One-stop, support the growth of accredited contractors, educate on specific program components
3. Coordinate - connect customers with lists of NYSERDA contractors, work with NYSERDA's Training and Implementation contractor
4. Project Management
5. Reporting
6. Aggregation (optional)

What Is a CBO?

- The Act defines a Constituency Based organization as "an organization incorporated for the purpose of providing services or other assistance to economically or socially disadvantaged persons within a specified community, and which is supported by, or whose actions are directed by, members of the community in which it operates."

Public Authorities Law Section 1891

- The bidding organization, and ALL of the team members performing outreach services must be a qualified CBO.

CBO Eligibility

The applicant AND each team members MUST complete and submit Attachment E, CBO Eligibility Requirements, and the following supporting documentation:

1. Certificate of Incorporation (must be in good standing with the Department Of State)
2. List of the Board of Directors
3. Information about the Directors or members (proof that they are members of the Community) or other evidence of meeting the criteria that the organization is “supported by, or whose actions are directed by, members of the community in which it operates;”
4. Copy of bylaws
5. Mission statement and any existing strategic or long range plan
6. Most recent audit or financial statement; and
7. Board minutes approving GJGNY proposal submittal (note that this may be submitted with the proposal if not available for the pre-approval process)

CBO Roles and Responsibilities

- Conduct outreach, marketing, and education through a coordinated approach that targets priority communities (targeted...no need to blanket entire region)
- Facilitate **awareness** and **enrollment** of homeowners into Home Performance with ENERGY STAR and GJGNY financing
 - CBOs **will not** make direct referrals of *individual* customers to Home Performance contractors. CBOs **will** refer customers to lists of eligible contractors
- Engage small businesses, multifamily building owners, and not-for-profits in energy efficiency services programs

CBO Roles and Responsibilities (continued)

- Recruit and refer individuals into workforce development & training opportunities
- Target communities in need, with high energy costs in relation to income and in non-attainment for air quality.
- Cultivate and track leads, follow up with customers to facilitate higher close rates
- Aggregate customers (not a requirement)

Aggregation

Aggregation is defined as a collection of eligible homes, brought to the GJGNY Program by a CBO, who have agreed up-front to use the same contractor or contractor team to perform audits and retrofit work.

Aggregation Strategy MUST:

1. Include a plan that describes the rationale to support aggregation and a description of how it will be deployed, managed, and evaluated.
2. Define how the proposed strategy targets specific neighborhoods and/or populations.
3. Target an adequate number of buildings as determined by the CBO and regional contractors (no less than 5)
4. Must adhere to the guidelines in the RFP (define neighborhood, screening criteria, identify at least 3 participating contractors w/letter of commitment, approach to standard pricing, approach for assigning projects)
5. Use contractors in good standing with relevant NYSERDA programs
6. Include community benefit standards (to which contractors must commit by signing an Aggregation Participation Agreement with NYSERDA after selection)

Aggregation Standards

- Quality performance standards used in existing NYSERDA programs will be applied to GJGNY
- Require contractors to coordinate with the One-Stop Career Centers (register employment opportunities, receive notification of qualified targeted populations). CBOs will work with the targeted populations in economically distressed areas to refer potential employees to the NYSDOL system
- CBOs, in consultation with local contractors, will establish aggregation standards such as the minimum number of homes to be aggregated, pricing standards, geographic areas to be aggregated, etc.
- CBOs, in consultation with local contractors, may propose contractor standards such as hiring, wage and training standards, for Aggregation. Contractors who wish to participate in aggregation must agree to the standards. Under Aggregation, all contractors meeting standards will be offered work on a fair and equitable basis

Workforce Development Overview

Designed to connect workers to training and job opportunities, including opportunities for new entrants into the state's workforce, focusing on the long-term unemployed and displaced workers and new workforce entrants.

The legislation directs NYSERDA to enter into contracts to provide employment and training services to support the Green Jobs Green New York Program.

Workforce – CBO Responsibilities

1. Facilitate Awareness of Training Programs, Training Partners, NYSERDA initiatives, and the benefits of participation in workforce training programs.
 2. Educate
 - Contractors and potential employers on the benefits and availability of the new workforce.
 - Trainees about career steps and opportunities for employment and advancement
 3. Intake/Referral
 - Identifying potential workforce participants
 - Connect students and workers to appropriate training opportunities (involves keen understanding of NYSERDA's workforce plans/programs/processes),
 - Coordinate with NYSDOL Career One-Stop Centers to leverage Federal and State training resources and identify employment opportunities.
 - Encourage additional contractors to become BPI Accredited to prepare for business growth opportunities delivered by GJGNY.
 4. Follow-up
 - Connect trainees with contractors/employers. Coordinate with local training partners, track progress, report results
-

GJGNY Marketing

- Programs aligned under GJGNY will retain a unique program brand name and will be identified with a GJGNY “brand stamp” which will convey a unique umbrella benefit position
- Strategic Marketing Plan Components
 - PR
 - Website
 - Social Media
 - Collateral Materials
 - Support for HP contractors
 - Multilingual material
 - Hotline
 - Events
 - Alliances with Centers of Influence
 - Referral program
 - Toolkit
 - Targeted Media

GJGNY Status: Phased Rollout

GJGNY Component	Status
Multifamily	Low cost audits delivered through MPP. Financing expected in 2011.
Small Business/Not-for-Profit	GJGNY funded no-cost/low-cost audits & GJGNY financing expected in 2011.
1-4 Family Homes	No-cost/low-cost audits, GJGNY financing available now.
CBO Outreach	Proposals due on January 12, 2011.
Workforce Development	Multiple RFPs completed, issued and in development . Many contracts underway.
GJGNY Marketing	underway

Question & Answer

GreenJobsNY@NYSERDA.org