

January 2012

The following provides a status update on activities related to the implementation of Green Jobs – Green New York (GJGNY).

Workforce Development
Open Solicitations or Contracting Underway
Ongoing WFD Activity

- **PON 2397: Incentive Pool to Support Energy Efficiency Training Program Accreditation-** Released on February 09, 2012, this opportunity is structured to offer open enrollment to support applications to the Interstate Renewable Energy Council Institute for Sustainable Power Quality (IREC ISPQ) Credentialing Program by qualified training organizations.

Additional solicitations to be released this winter:

- **PON 2032: Green Job-Green New York Technical Certifications-** This upcoming solicitation will provide funding to develop technical workshops; fund training centers to expand BPI field exam capabilities; and develop oil and gas furnace installation certification standards. It will be issued in winter of 2012.

Additionally, NYSERDA is investigating opportunities for workforce training in other languages. The Downtown Manhattan Community Development Corporation (DMCDC) has had a preliminary meeting with Association for Energy Affordability (AEA) and Bright Power regarding the translation of the Building Operator Certification (BOC) training into Chinese.

Outreach and Marketing
As of 1/31/2010

In January, ten CBOs generated program activity and submitting status reports. Four did not submit status reports due to inactivity as these CBOs were still completing start-up activities (hiring). Reporting CBOs interacted with over 1,500 residential, 29 multifamily, and 13 small business/NFP clients interested in the GJGNY program. These interactions may lead to GJGNY audits. Now that CBOs have been trained in NYSERDA's Comprehensive Residential Information System (CRIS) system, they can begin tracking residential customers through the audit and retrofit process. Staff has also implemented systems within the NYSERDA Small Business and Multifamily groups, to track leads in those program areas. Combining the use of CRIS and the CBO's Customer Relation Management (CRM) systems will facilitate CBOs in attaining their retrofit goals.

There were 181 individuals that received information on NYSERDA's Green Economy, Workforce Development programs from CBOs. GJGNY Outreach staff, NYSERDA's Workforce Development team, and the Department of Labor (DOL) are continuing discussions regarding developing a system to track the progress of potential trainees referred to the One Stop System by CBOs. NYSERDA Staff will continue to work with the DOL to initiate access to One Stop Operating System (OSOS) data.

January 2012

CBOs submitted final strategic outreach and education plans for their GJGNY programs. The plans outline and explain in detail the approved outreach activities (meetings and workshops, newsletters, e-mail, webpage, one-on-one interviews, etc) designed to educate and engage individual homeowners, landlords, small businesses, local community-based groups, trade associations, educational institutions, and local elected officials.

Outreach events are being coordinated with several municipalities selected from RFP 2228 (Better Buildings Sub-Grants to Small Municipalities). Events are being held to encourage communities to promote, enable, and encourage residents to install energy efficiency measures. To date, events have been held in Monroe, Rensselaer and Schenectady counties.

In January an initial webinar was conducted to alert CBOs regarding the On-Bill Recovery Program . Additional CBO/customer interaction guidance was provided during a February On-Bill webinar.

NYSERDA's Marketing Material Ordering site is now on-line. CBOs were granted access and given training on its use, and the marketing materials available on the site. Training included ordering protocol, how to add events to the NYSERDA's events website, and procedures for requesting NYSERDA staff for events.

NYSERDA Staff continues to work with CBO Staffs to develop GJGNY program policies in each region, provide documentation for the CBO SharePoint site, and develop and post additional marketing materials.

GJGNY Marketing:

Several new CBO marketing materials are nearing completion including: a general GJGNY brochure, case study template, FAQ's, web copy for use on the CBO sites, and email blast copy (for distribution to their constituents, if desired). All CBO marketing materials have been designed to be customizable by the CBO (i.e. branding, CBO contact information, etc.). An instruction manual on how to customize the materials is almost complete and all will be posted on the CBO SharePoint site.

A Small Business/Not-For-Profit (SB/NFP) direct mail campaign has been developed. A draft of the marketing materials was presented to SB/NFP Staff and the campaign is expected to be launched in March.

Staff is currently translating the existing Home Performance with ENERGY STAR fact sheet (which includes language on the residential financing options) into Chinese (simple and traditional), and Spanish. Once completed, the General CBO Overview brochure will also be translated.

January 2012

One-to-Four Family Homes		
Home Performance with ENERGY STAR® - Audit Status (as of 1/31/2012)		
	Totals	Goal/Budget
Audit Applications	20,631	NA
Average Number of Applications Per Month	1,512	NA
Approved Applications for Free Audit	17,761	NA
Approved Applications for Reduced Cost Audit	1,557	NA
Total Approved Audit Applications	19,318	NA
Scheduled Audits	13,485	NA
Completed Audits	13,243	46,000
Projects Contracted	3,973	NA
Projects Completed – 1,601 Market Rate and 744 Assisted	2,960	15,000
Audit Funds Invoiced	\$3,061,879	\$11,596,000

The 2,960 completions attributable to GJGNY audits represent 36% of the 8,300 Home Performance project completions since the launch of GJGNY in mid November 2010. This number continues to rise with 77% of the 547 project completions in January that were eligible for a GJGNY audit originating from a GJGNY audit.

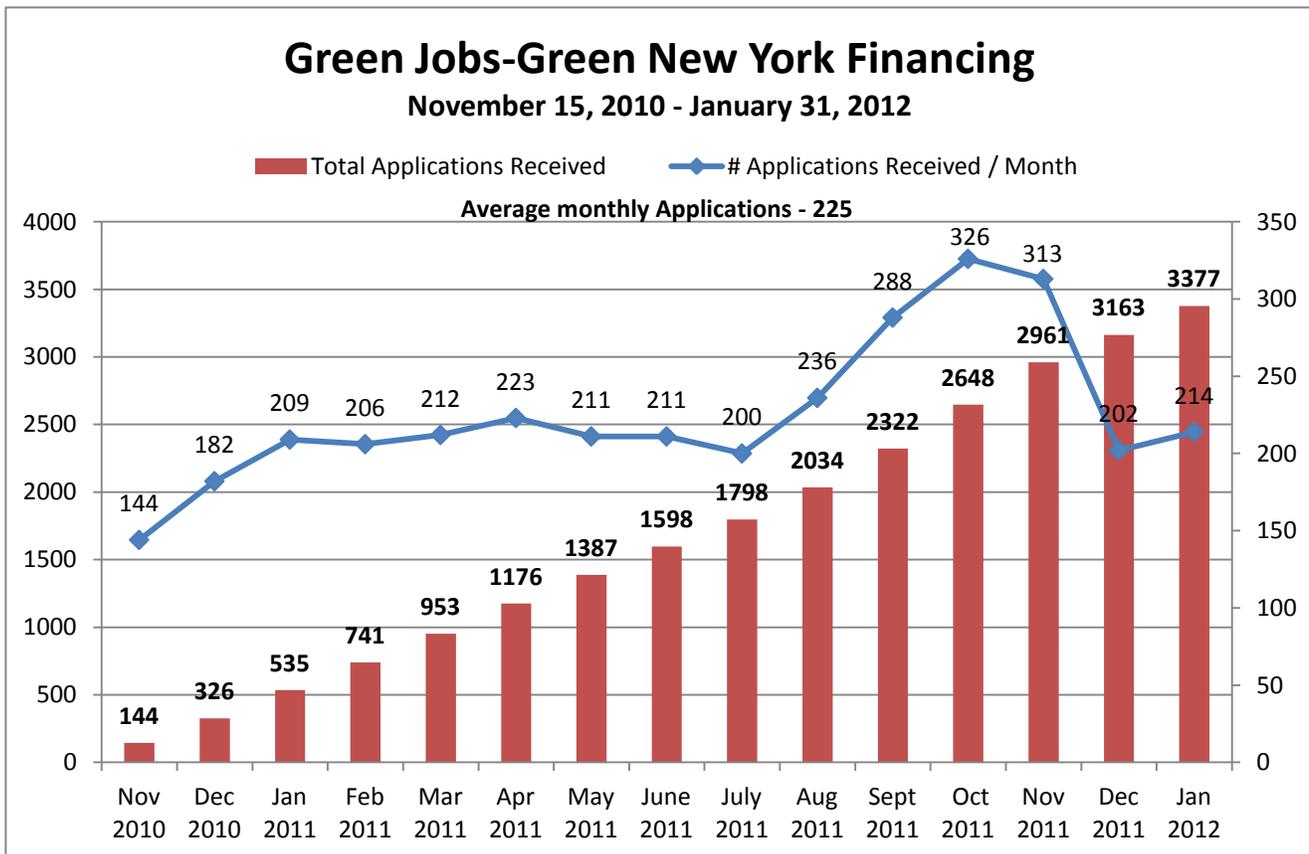
Contractors continue to report strong demand for free/reduced-cost comprehensive home assessments. The conversion from audit to energy retrofit continues strong at 30%, with some contractors reporting greater than 50% conversion rates.

In January 2011, 25% of the project completions were Assisted Home Performance customers. For all of 2011 Assisted Home Performance accounted for 35% of the total project completions.

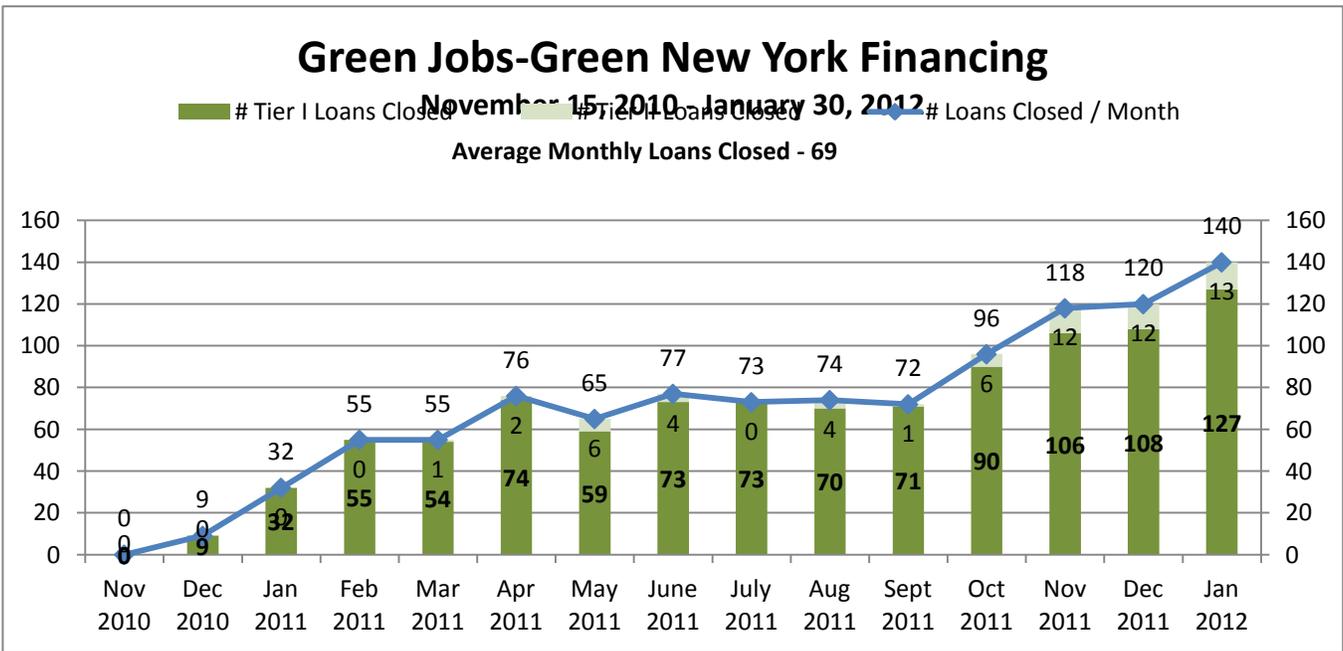
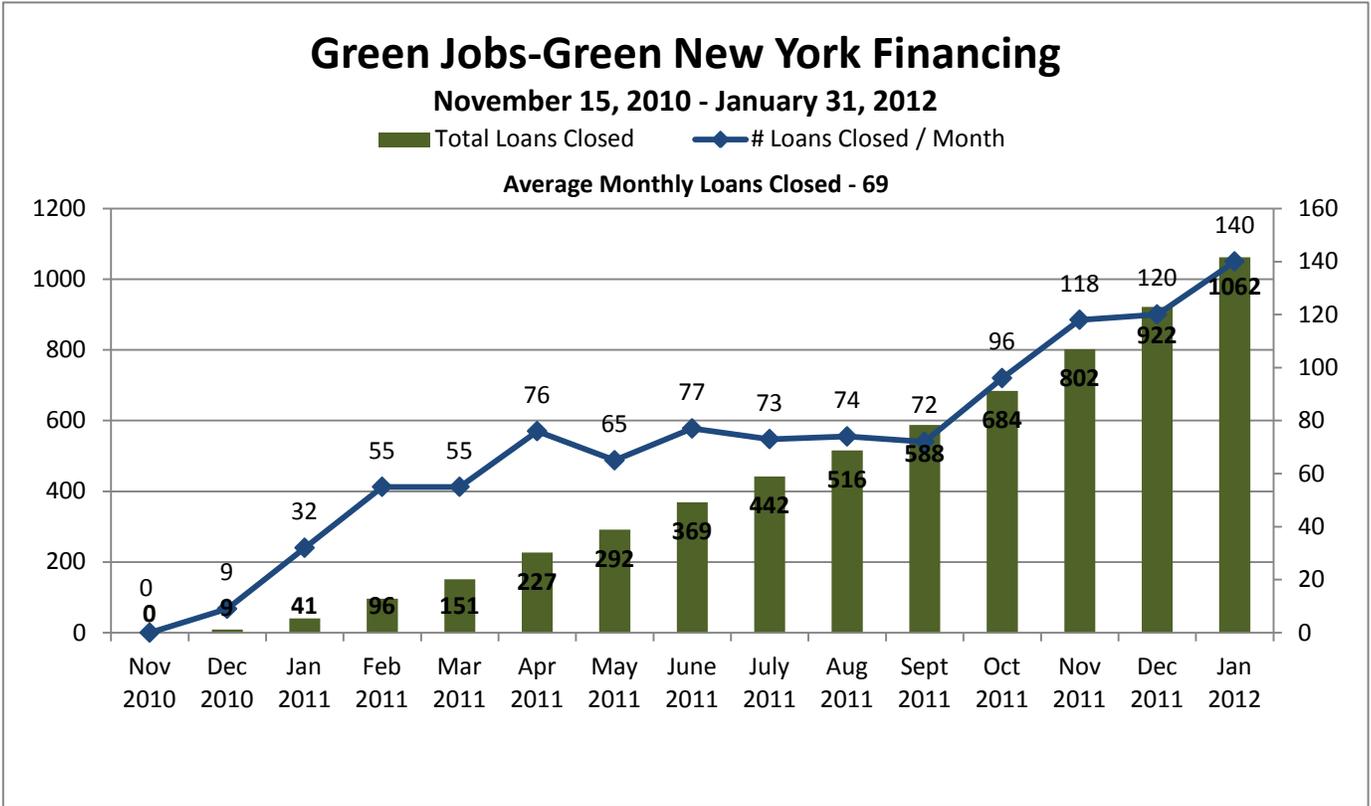
Green Jobs - Green New York Residential Financing							
January 31, 2012							
1- to 4- Family Homes		Applications Received	Applications Approved	Loans Closed			
				Value	Total	Market Rate	Assisted
Total- January		235	249	\$1,319,431	140	110	30
Total- Program to Date		3,377	1,721	\$9,251,209	1,062	807	255
Tier 1	January	214	219	\$1,159,750	127	101	26
	Program to Date	3,377	1,602	\$8,679,325	1,001	768	233
Tier 2	January	21	30	\$159,681	13	9	4
	Program to Date	159	119	\$571,883	61	39	22

January 2012

Financing Summary	Tier 1	Tier 2
Loans Closed*	1,001	61
Value*	\$8,679,325	\$571,883
Average Loan*	\$8,671	\$9,375
Average Term*	11.2 Years	13.1 Years
3.49%*	80.32%	78.69%
3.99%*	19.68%	21.31%
Approval Rate**	59.69%	
Denial Rate**	31.53%	
Denied Tier 1, didn't pursue Tier 2**	8.78%	
* Refers to closed loans only		
** Does not include applications pending review or withdrawn.		



January 2012



January 2012

Green Jobs-Green New York Financing Highlights

Recent growth in Loans closed as a percentage of total project completions represent:

- 28.7% of completed projects in November 2011
- 26.5% of completions in December 2011
- 25.6% of completions in January 2012

Recent growth in Tier 2 loans closed as a percentage of total loans closed represent:

- 10.1% of loans closed in November 2011
- 10.0% of loans closed in December 2011
- 9.2% of loans closed in January 2012
-

Tier 2 already represents nearly 7% of cumulative loan approvals, up from less than 3% before the standards were changed in July 2011.

NYSERDA launched the residential component of On-bill Recovery (OBR) on January 30, 2012, in close coordination with staff from the Department of Public Service, the seven participating utilities, Energy Finance Solutions (EFS), Concord Servicing Corporation (Concord), and Signature Title Agency & Escrow (Signature). On January 29, Signature informed NYSERDA they will no longer have the ability to provide the last owner search and record mortgages for On-bill Recovery Loans. As a result, NYSERDA contacted NY Title, who was an earlier proposer to become Mortgage Servicer for On-bill Recovery Loans. NY Title agreed to provide program services for NYSERDA, and contract negotiations are currently being finalized.

EFS will serve as the OBR Loan Originator, Concord will track OBR charges and NYSERDA loan installment repayments, and NY Title will act as Mortgage Servicer for OBR.

In an effort to improve contractor cash flow, an advance payment option (25% of the amount financed) is being developed for projects receiving a GJGNY Loan. Upon receipt of the Certificate of Completion, EFS would release the remaining 75% of loan proceeds to the contractor.

NYSERDA is also coordinating with LIPA to enable HPwES customers who also receive an incentive through LIPA to assign their utility incentive to NYSERDA. Through EFS, NYSERDA will disburse the utility incentive funds to contractors at the time of the HPwES project completion, and LIPA will reimburse NYSERDA (typically within 2-3 months).

NYSERDA is completing the contractual process for seven municipalities to serve as host communities for NYSERDA's Revolving Loan Fund, and one municipality who will administer their own energy efficiency Loan Fund. These agreements are funded under NYSERDA's \$40 million DOE Better Buildings grant.

PON 2350: Residential Energy Loan Originators and Assisted Home Performance with Energy Star Financing, is being developed to seek Participating Lenders to: (1) originate GJGNY Loans up to \$25,000 based upon underwriting criteria established by NYSERDA, where loans are purchased by NYSERDA and repayment collections services are provided by NYSERDA's Master Loan Servicer; and (2) originate GJGNY Loans as described above, in addition to: (1) providing income eligibility determination services to qualify applicants for the Assisted Subsidy; and (2) providing prospective borrowers who were denied financing under GJGNY with access to alternative financing, based upon the individual Lender's own individual underwriting criteria, with NYSERDA subsidizing the interest rate charged to the borrower through the Residential Loan Fund.

January 2012

Multifamily				
Audit Status (as of 1/31/12)				
	Affordable Housing	Market Rate Housing	Totals	Budget/Goal
Number of Audit Applications	52	46	98	500
Audit Funds Encumbered	\$619,300	\$312,023	\$931,323	
Audit Funds Invoiced	\$428,140	\$183,823	\$611,963	\$3,000,000
Audits Completed	36	30	66	400
Number of Projects withdrawing from MPP after audit*	13	18	31	
Number of Projects in Pipeline**	39	28	67	
Projects Contracted (to have measures installed)	25	10	35	
Households (HH) associated with Projects Contracted	4,670	2,726	7,396	
kWh Savings of installed measures	6,064	31,457	37,521	
MMBtu Savings of installed measures	1,921,419	5,358	1,926,777	
Dollar savings of installed measures	\$392,883	\$75,780	\$468,663	
<i>*MPP Projects must achieve a minimum of 15% in energy savings. Projects may choose to proceed outside MPP. Some may chose smaller work scopes which will not achieve program standard and thus not be eligible for MPP and some may elect to access utility incentives. If energy efficiency projects are completed, building owners that have an authorized audit would still be eligible to apply for GJGNY financing.</i>				
<i>**Represents both a scope of work that is totally, or partially, installed at this time. Projects that receive GJGNY supported audits and/or financing may also receive incentives through the System Benefits Charge (SBC), Energy Efficiency Portfolio Standard (EEPS), Regional Green House Gas Initiative (RGGI), and/or utility programs, such that the projects' energy savings may not all be attributed solely to GJGNY.</i>				

The GJGNY financing program for multifamily building owners is now available. Building owners participating, or who have participated in the Multifamily Performance Program may be eligible for this reduced interest financing. More information on GJGNY multifamily building owner financing can be found at: <http://nyserda.ny.gov/en/Page-Sections/Multifamily-Performance-Program/Financing.aspx> .

Small Business / Not-For-Profit (SB/NFP)

Energy Audits: GJGNY energy audits are offered statewide at no charge to small businesses and not-for-profits (SB/NFP) with an average electric demand of 100kW or less and ten employees or less. For participants ineligible for GJGNY audit funding, FlexTech also uses American Recovery and Reinvestment Act (ARRA) funding to provide free energy audits to any small business or not-for-profit with an average electric demand of 100 kW or less. As of December 31, 2011 578 GJGNY audits and 331 ARRA audits have been completed.

Energy Efficiency Financing: The SB/NFP Energy Efficiency Financing Program partners with lenders statewide to help small businesses and not-for-profits access low-interest financing for energy efficiency improvements. Since the program launch in June 2011, NYSERDA has held webinars and in person trainings

January 2012

for lenders, NYSEERDA's Community Based Organizations, Energy Smart Community Coordinators, and FlexTech Energy Auditors. NYSEERDA also presented the program to public and investor-owned utilities, the New York Power Authority (NYPA), the Long Island Power Authority (LIPA), and Department of Public Service Staff to increase coordination between programs and to support customer implementation of energy efficiency projects. NYSEERDA is also working with utilities and others to incorporate the financing opportunity into their marketing and outreach materials. As of January 31, 2012, six lending institutions have signed up to be listed as participating lenders on the NYSEERDA website. Three customer applications have been received to date. NYSEERDA has also been coordinating with the investor-owned utilities and lenders to develop the on-bill recovery mechanism for the GJGNY program.

Evaluation

The evaluation contractors are nearing completion with the Residential 1- to 4- Family Process and Market Characterization and Assessment primary data collection and analysis efforts. Energy Analysis staff anticipates finalizing the data collection for this effort mid-February with an estimated final report available April 2012.