

**Green Jobs Green New York (GJGNY)  
Advisory Council Meeting Agenda**

June 13, 2013  
1:00pm-4:00pm  
NYSERDA Board Room  
Albany NY

Members of the Green Jobs-Green New York (GJGNY) Advisory Council met via videoconference at NYSERDA's Albany, New York City, and Buffalo offices on June 13, 2013. Telephone access was made available to members who could not be present at a video conference site. Also attending the meeting were NYSERDA staff members and additional staff members from Advisory Council member organizations. The meeting was videotaped and posted [on NYSERDA's website](#).

**Attendees –**

**Albany Office:**

Tony Joseph, NYS Department of Labor; Lisa Rosi, NYS Department of Public Service; Anne Reynolds, NYS Department of Environmental Conservation;  
NYS Energy Research and Development Authority: Jeff Pitkin, Mishel Filisha, Sue Andrews, Rebecca Sterling Hughes, Jon Ahearn, Kathryn Fantauzzi, Karen Hamilton, Peggie Neville, additional NYSERDA staff.

**NYC Office:**

Chuck Schwartz, LI Green; Lisa Tyson, Long Island Progressive Coalition; Marriele Robinson, Long Island Progressive Coalition; Rick Cherry, Community Environmental Center; Caroline Reuss, NYSERDA; Anthony Ng, Center for Working Families; Esteban Duran, El Puente; Kate Shackford, BOEDC; Stephen Edel, Center for Working Families; Elana Gulman, Pratt Center; Ellie Deryatkin, Pratt Center; Cara Tromans, CSG; Donna Marie Arena, NHS of Staten Island; Jerry Dickenson, Make the Road NY-NYC; Mark Wyman, NYSERDA; Stephan Wieser, NYCC/MRNY; Caroline Ruess, NYSERDA

**Buffalo Office:**

Frank Murray, NYSERDA; Clark Gocker, PUSH Buffalo, Kelly Tyler, NYSEDA; Lee Butler, NYSERDA

**Telephone:**

Les Bluestone, Blue Sea Development Company; David Hepinstall, Association for Energy Affordability; Kate Fish, ANCA; Jackson Morris, Pace Energy and Climate Center; Peter Weisner, New York Power  
Barbara Guinn, Barbara Guinn, Office of Temporary and Disability Services; Dick Kornbluth, Building Performance Contractors Association; Alan Higgs, Housing Assistance Program of Essex County

**(The following meeting notes capture discussions, questions and comments held at the meeting in response to the presentations given by NYSERDA staff. A copy of the presentations and any handouts provided can be found at [www.nyserda.ny.gov](http://www.nyserda.ny.gov).)**

**I. Welcome and Introductions (Frank Murray)**

Karen Hamilton began the meeting in Frank Murray's absence, with Murray arriving in Buffalo and attending the meeting via video conference shortly thereafter. Upon his arrival, Frank Murray then granted thanks to Advisory Council members and public participants.

## **II. Small Commercial/Not-For-Profit Program Update (Kathryn Fantauzzi)**

The Small Commercial Energy Efficiency Program has been making an effort to expand outreach to lenders through presentations and events on Long Island, by attending the Small Business Development Conference in Niagara Falls, by inviting participating and non-participating lenders to events in the Capital District, and through working with PUSH Buffalo to recruit lenders. Small Commercial Energy Efficiency will continue these efforts and is open to suggestions on how to best pursue lender participation.

Presently, the program offers small commercial energy assessments to small businesses and not-for-profits that have an average annual electric demand of 100 kW or less. In accordance with the GJGNY legislation, the program uses GJGNY funds to provide audits (energy assessments) to small business and not-for-profit customers with 10 employees or less. Energy assessments are currently available for small business and not-for-profit organizations that have an average annual electric demand of 100 kW or less and more than ten employees, through ARRA funding, which will expire September 30, 2013. After September 30, assessments will be offered only to those small business and not-for-profits with ten employees or less, unless alternate funding sources are identified. The Small Commercial Energy Efficiency Program is exploring funding sources to replace lost ARRA funding and enable continued services.

A gap in services has also been noted between the offerings of the Small Commercial Energy Efficiency Program and what NYSERDA offers through the EEPS-funded FlexTech program. To account for this, NYSERDA has added into the scope of RFP 2621, Component 4, the flexibility to provide energy assessments to customers who are mid-sized or over 100kw that may find it cost prohibitive to participate in FlexTech. This option is dependent on securing sources of funding.

Prior to GJGNY, NYSERDA did not offer implementation assistance to small business and not-for-profit customers seeking to implement energy efficiency projects recommended in qualified energy assessments. The Program recognized this as a gap in service, as small business and not-for-profits were having difficulty understanding and accessing their implementation opportunities, including incentives and GJGNY financing. An expeditor pilot was facilitated to fill the gap in services needed to enable small business and not-for-profit customers to implement energy efficiency projects. The lessons learned from that pilot have been incorporated into the design of the next phase of the Program (solicited through RFP 2621, Component 4), which will provide implementation services to small business and not-for-profits engaged with GJGNY.

Unlike the Residential or Multifamily sectors, NYSERDA did not have a cohesive program dedicated to Small Commercial customers prior to the GJGNY Act of 2009. Following the establishment of GJGNY, NYSERDA worked to coordinate program delivery to Small Commercial customers to provide them with access to unbiased energy efficiency information through small commercial energy assessments made available through GJGNY, financial assistance implementing energy efficiency projects through financing made available through GJGNY, and financial incentives made available through NYSERDA's Existing Facilities Program. Although coordinated, program delivery remains splintered, as eligibility rules and procedures for participation differ between these initiatives.

NYSERDA has found that Small Commercial customers can face challenges transitioning from energy assessment to implementation of energy efficiency projects, partly as a result of splintered program delivery. To remedy this challenge, in addition to including dedicated implementation assistance services in the next phase of the Program, NYSERDA requests that contractors proposing to provide

services through the next phase of the program (RFP 2621, Component 4) provide a customer orientated front-end data management system that would be used by customers, contractors, and NYSERDA staff to manage applications, track project information, and transition project data from one program to another via the web. The Small Commercial Program is coordinating with NYSERDA's Existing Facilities program to use the same data management platform to streamline program delivery for Small Commercial customers.

*Question:* Is there a target number of participating financing lenders?

*Response from NYSERDA:* There is no specific target number, but the goal is to incorporate lenders from across the state. Presently, there are six lenders participating.

*Question:* Does the ten employee limit apply to both not-for-profits and small businesses?

*Response from NYSERDA:* No. For financing, the legislation defines a small business as having 100 employees or less. Not-for-profits have no limit on the number employees for financing. The GJGNY audit legislation allows any small business or not-for-profit with fewer than ten employees eligibility for an audit funded through GJGNY.

*Question:* Is there a mechanism for larger not-for-profits to participate for a fee?

*Response from NYSERDA:* Currently, a larger not-for-profit would have to participate through the FlexTech program.

*Question:* Are small businesses and not-for-profits utilizing on-bill financing?

*Response from NYSERDA:* On-bill approvals are pending, but there are no closures on on-bill financing to date.

*Question:* What possibilities are being realized for alternate sources of funding needed to provide flexibility for mid-sized customers?

*Response from NYSERDA:* NYSEDA is in the exploring stage of this process. Any suggestions are welcome.

### **III. Review of CBO Letter (Karen Hamilton)**

In February 2013, a Special Meeting concerning the GJGNY CBO initiative was held. As an outcome of that meeting, CBOs provided written suggestions for improvement to NYSERDA's solicitation process. NYSERDA responded to the suggestions provided in the CBO letter dated April 2013, which was provided to the Advisory Council via email, as follows:

1. *Performance-based payment.* NYSERDA reviewed the approach to performance based payments, finding that the 25% performance based payment was higher than the CBOs were able to effectively manage. There has been a change to this percentage that will be announced in the upcoming solicitation. NYSERDA has identified a maximum base budget and will provide an additional performance incentive yet to-be-determined.
2. *Aggregation.* NYSERDA will continue using an aggregation model. It was suggested that NYSERDA allow CBOs to have access to reservations that are provided by a member of the community and then provide those reservations to a contractor who is not participating in aggregation, but who has signed a community benefit agreement. NYSERDA will not follow that strategy based on the concern that the strategy may force Home Performance contractors to sign community benefit agreements in order to benefit from the CBO network outreach, which is premature at this time. The impact of community benefit agreements has not been assessed,

as it is still a new approach. However, NYSERDA encourages CBOs to establish relationships with contractors in their region. In some regions, contractors have chosen to work with the CBO, passing off their own leads to the CBO so the CBO can help the customer through the process.

NYSERDA recognizes the New York City market is different in its development than the rest of the state. Because the New York City market is currently underdeveloped, NYSERDA will allow New York City based CBOs to establish relationships with individual contractors and to provide individual contractors with leads, though this practice will not be allowed statewide. The upcoming solicitation encourages organizations that are proposing to work in New York City to come up with new strategies that can be incorporated into potential pilot processes.

3. *Streamlined RFP application process.* a) NYSERDA's systems are not yet able to facilitate electronic RFP submissions. NYSERDA is working toward being able to do so in the future, b) CBOs will maintain responsibility for submitting duplicate hard copies of RFPs in order to ensure all materials are submitted as intended by the CBO, c) NYSERDA will establish a streamlined qualification process for any proposer who has previously met the definition of a CBO, d) NYSERDA will eliminate the requirement that CBOs seek bids or written cost estimates for developing the budgets included in proposals, e) NYSERDA is unable to eliminate the requirement to include the number of hours each staff person or subcontractor will spend on each task and the total hours per task based on that information being useful during the RFP evaluation process, f) Moving forward, initial strategic plans will be described in the RFP and submitted in the proposal, and may be adjusted during the contract negotiation process.
4. *GJGNY and EmPower Program (low-income program).* NYSERDA has agreed to provide nominal payment to CBOs and other participating organizations for each successful referral to the EmPower program. This effort is intended to support utility payment assistance programs. At this time, NYSERDA is not able to further integrate the GJGNY and EmPower programs. NYSERDA is not able to either add uncommitted EEPs EmPower funding into the GJGNY CBO outreach budget or allow CBOs to claim EmPower referrals as part of their GJGNY deliverables. This decision is based on the projection that the paid referral process may be temporary and the objective of keeping CBO outreach efforts focused on participation in GJGNY.
5. *Proposal Evaluation.* NYSERDA is examining the prospect of providing an indicator of proposal evaluation measures in order to communicate evaluation priorities to CBOs.
6. *Length of CBO contracts.* First round CBO contracts were limited to two years. Contracts resulting from the upcoming RFP will be for two years with options to renew, subject to the availability of funding. Currently, two years of funding has been secured.
7. *Connecting CBOs to GJGNY resources.* NYSERDA will be adding language, information, and web links to the upcoming RFP explaining to proposers what kind of marketing support NYSERDA will provide, what the workforce development programs currently offer, and additional information about programs, with the objective of contextualizing various aspects of GJGNY.

*Question:* With reference to new opportunities in New York City, is that in addition to existing referral option?

*NYSERDA response:* NYSERDA is referring to current direct referrals between CBOs and contractors. The RFP will not provide new options, but all suggestions for how to move forward in the New York City market will be considered.

*Comment:* Thank you for seriously considering the CBO letter. The performance payment piece is very encouraging.

*NYSERDA comment:* The upcoming RFP will include historical Home Performance data intended to assist CBOs in establishing realistic goals.

*Question:* Is the question about submitting a digital proposal contingent on the need for providing real signatures? Could a one-page signature sheet be a solution?

*NYSERDA response:* NYSERDA will pass that suggestion along to the Counsel's Office.

*NYSERDA response:* It is a high priority that NYSERDA be able to take advantage of all new electronic technologies, but these changes will not be instituted in time for the upcoming RFP.

*Question:* Can submissions be made to the local New York City or Buffalo offices?

*NYSERDA response:* Not currently. NYSERDA will follow up with Counsel and Contracts to see if it is possible to expand submission options.

#### **IV. Marketing & Outreach Update (Susan Andrews)**

Presentation materials are provided [on NYSERDA's website](#).

An announcement was made regarding NYSERDA employee Susan Andrew's upcoming retirement after 31 years working in public service, 17 of which have been with NYSERDA.

Participation in CBO-led Assisted Home Performance retrofits has risen significantly in the past year. NYSERDA is reaching the targeted market. Approximately 43% of retrofits are Assisted Home Performance jobs, which is higher than the program average. NYSERDA is approaching 500 project completions resulting from CBO referrals. A map of CBO completions and approvals is provided. CBOs in the mid-Hudson region have had particularly notable success reaching customers.

Recent marketing activities include new CBO pages added to the NYSERDA website. A CBO locator page, including a form-fillable component, assists customers in locating CBOs in their region and allows CBOs to follow up with customers more extensively about audits and services.

Promotion of residential financing opportunities continues. Both Smart Energy Loans and On-Bill financing are being promoted with the message that consumers do not have to sacrifice to implement energy efficiency measures. Efforts include: print ads, outdoor ads, online banner ads, and mobile application ads. This marketing effort coordinates with the Irreconcilable Temperatures campaign.

Marketing and Outreach has collaborated with the Community Environment Center to produce EcoHouse, a traveling exhibition space and interactive learning center designed to raise awareness of energy efficiency in the downstate market. EcoHouse demonstrations will continue throughout the summer. A [video demonstrating the EcoHouse exhibition](#) is available on the web.

*Question:* What is the reason for the omission of Central New York/Syracuse from the list of online banner ads?

*NYSERDA response:* For budgetary reasons, NYSERDA is promoting in regions that are both receptive to the message and where additional advertising is needed. The Central New York region is one of the higher-producing regions of the state.

An announcement was made regarding NYSERDA employee Mark Wyman's leaving his position at NYSERDA. He has been an integral part of growing GJGNY programs.

#### **V. Workforce Development Update (Rebecca Sterling Hughes, Tony Joseph-NYS DOL)**

Presentation materials are provided [on NYSERDA's website](#).

Tony Joseph provided an update about business services that are funded by Workforce Investment Act Title I funds. These services are deployed through 90 NYS Career Centers across the state. Fifty business services staff team members, who are organized regionally, provide four types of services: recruitment services, assistance with job bank posting, hiring incentives, and human resource consultation.

Recruitment services include help with on-site recruitment, customized recruitment, and career fair organization. New York's job bank hosts approximately 70,000 job postings at any given time, getting approximately 11,000 hits a day from job seekers. Businesses have access to approximately 160,000 resumes posted by job seekers through the job bank. In addition, business service staff has access to approximately 500,000 resumes of NYS Career Center customers to match against business job orders. Business service staff also assist businesses with hiring incentives by providing information about the Work Opportunity Tax Credit, the VOW to Hire Heroes Act Tax Credit, and other funded on-the-job training opportunities for businesses, and they can assist in applying for this funding. Human resource consulting involves areas such as labor law questions, labor market information, skills gap analysis, and developing handbook materials for employees.

Business service staff reach out to approximately 400 businesses a week, assessing workforce need. This year, they have provided recruiting assistance to 1900 businesses, job matching services to 2000 businesses, and human resource consulting to 500 businesses. A [fact sheet](#) providing this information is available on [NYDOL's website](#). In addition, [information on business services](#) is available on NYS DOL's website, including [Regional Business Service Representatives](#).

Rebecca Sterling Hughes provided an update about the On-the-Job Training Incentives Program under GJGNY. In addition to on-the-job training incentives, NYSERDA's workforce development team continues to offer reimbursement for BPI certification as well as reimbursement for NABCEP photovoltaic and solar thermal certifications for renewable energy. NYSERDA also supports accreditation for both training providers and businesses under [PON 2397](#), while continuing to form new partnership agreements with training providers across New York State designed to reduce or eliminate cost to participants.

The On-the-Job Training Program has been in place for two years, offering up to 50% wage subsidy reimbursement, up to \$15,000 per hire, for contractors who want to hire and train technical staff. In addition, classroom training expenses of up to \$4,000 per person, capped at \$30,000, are supported. Total reimbursement is capped at \$180,000 per business. GJGNY has partnered with 38 businesses to date to hire 134 new workers and advance 9 incumbent workers.

Examples of businesses and individuals that have benefited from GJGNY On-the-Job Training Program include:

- Powersmith in Long Island, NY has hired 15 new staff and advanced four incumbent workers.
- The Radiant Store in Troy, NY supports local workers professionally and personally ([see flyer available](#) on NYSERDA's website).
- New York Home Owners Construction in Syracuse, NY has hired eight new technicians and installers.
- New Buffalo Impact in Buffalo, NY has hired seven new technicians and installers.
- True Energy Solutions in Rochester, NY has hired eight new staff members.

This incentive program will continue through December 31, 2014. SBC funds have been added to support renewable energy and advanced technology. More funds will be added from SBC to support energy efficiency.

*Question:* What have been the biggest barriers to businesses being able to qualify for the On-the-Job Training Incentive Program?

*NYSERDA response:* In order to be eligible for the program, a business has to have an existing NYSERDA partnership in good standing, which may be limiting, but is necessary for quality control. NYSERDA is in the process of expanding eligibility to include companies that are doing business under utility providers. If a business is in practice in New York State, it is likely that requirements of having unemployment insurance, disability insurance and liability are met. Having no outstanding OSHA violations is also a requirement. Department of Labor business services representatives are available to assist in overcoming barriers to participation. A business must provide a supervised training plan, which dictates reimbursement and could be a new process for a small business.

*Question:* Is there a penalty to the business if the hire is not retained beyond the six month training period?

*NYSERDA response:* There is no such penalty. A majority of hires have been retained. It is important to note that employers are also investing a lot in these new employees – even beyond what can be cost-shared with the program – so the likelihood of keeping them just for the six month period, and then replacing them with others, is very low.

*Question:* Is there any consideration to making on-the job training funding available to subcontractors?

*NYSERDA response:* To date, the program requirement is having a direct partnership agreement with NYSERDA, but the NYS Department of Labor offers programs subcontractors can apply to.

*Question:* What percentage of participants is utilizing classroom training allowance?

*NYSERDA response:* An estimated 50% include a classroom component for entry level technical training.

## **VI. One- to Four-Family Program Update (John Ahearn)**

Presentation materials are provided [on NYSERDA's website](#).

The number of loan applications has increased compared to earlier in the year, suggesting a pipeline of future projects. Loans issued continue to include a higher percentage of Smart Energy Loans compared to OBR, primarily because cost-effective requirements of OBR are stricter.

*Question:* Can you clarify the difference between a statutory barrier and an administrative barrier regarding natural gas projects?

*NYSERDA response:* The OBR legislation requires that NYSERDA structure a loan that will be cash neutral on an annual basis based on the projected savings, over the life of the loan. This rule, referred to as the “one twelfth rule” limits projects that can go through OBR. The unsecured loan product, called the Smart Energy Loan, is subject to NYSERDA’s cost effectiveness criteria and NYSERDA allows the consumer to finance a project that does not fully pay for itself out of projected energy savings over the term of the loan, recognizing that the customer is also receiving comfort, health and other benefits (eliminating ice damming, or reducing exterior noises, for example) from the work

Approximately 10% of the loans qualify as Tier 2, which suggests we have expanded the marketplace for loans to include households that would be denied traditional financing.

Loan denials account for about 31% of loan applications. However, New York City has significantly lower approvals, with nearly 48% of applications being denied. This may be a reflection of higher property values connected to higher mortgage debt for homeowners in New York City. NYSERDA will look into a solution for this, perhaps using the safeguards built into the OBR products to loosen some of the underwriting criteria.

Approximately 14% of pre-approved OBR loans were transferred to Smart Energy loans because of the greater flexibility of projects facilitated by the unsecured loan.

A distribution of OBR loans among the utilities shows participation throughout the state, with over 1500 projects (with associated loans) in progress, and 868 completed projects (with associated loans) currently being paid.

The program has been working with contractors to develop a new web-based contract system, with a projected completion date at the end of July 2013. This marks a significant change to program operations. Contractors, customers, CBOs, loan originators, program implementers, and NYSERDA will have access to a common platform where information sharing on projects will happen in near real time. It will enable NYSERDA to support additional modeling tools, which will be essential to program growth. It will allow for online applications for audits, loans, and subsidies and facilitate tracking by the users. It will automate the approval and review of projects.

Project metrics for New York City show 617 project completions in New York City compared to 50,000 statewide. However, New York City has shown significant growth between 2011 and 2012. There were 53 completions in 2011 and 109 completions in 2012. Through May 2013, there are 57 completions this year. CBOs are accounting for approximately 14% of those completions in 2012 and 23% in 2013 thus far. There will be meetings in the coming months with contractors and CBOs in New York City to discuss best practices for supporting growth in New York City.

*Question:* Looking at applications received versus the turn out, there is a gap in the percentage. Where are the unaccounted for jobs? Have they tuned into cash deals, or have people walked away from the projects?

*NYSERDA response:* Some of them have turned into cash deals, but at this time we lack reliable metrics about what happened to these projects. NYSERDA can try to answer this question at the next meeting.

*Question:* At previous Advisory Council meetings there was discussion about finding out what percentage of jobs are completed outside of the program. What progress has been made on that?

*NYSERDA response:* An evaluation regarding this issue will be completed in late 2013. There is an applied net to gross ratio for the program of 1.5, suggesting that a significant number of projects are completed outside of the program but with direct program input.

*NYSERDA comment:* This is typically looked at during evaluation cycles. NYSERDA is currently in between evaluation cycles. An earlier evaluation suggests that there are almost as many projects being completed outside the program as there are coming through the program. NYSERDA will continue to examine this issue and update the Advisory Council.

## **VII. Multifamily Program Update (Caroline Reuss)**

Presentation materials are provided [on NYSERDA's website](#).

Through May 2013, the current standing of audits shows 233 applications received for multifamily audits and 179 completed audits. There have been 108 installed upgrade projects. A savings of 10,000 MWh was achieved. A savings of nearly 170,000 MMBtu was achieved.

There has been an increase in the number of loans coming through the Multifamily Program. The increase is attributed to allowing other program's audits, such as small low-rise, to be serviced through the multifamily sector. There has been a significant increase in the number of inquiries about loans coming from small low-rise. This may be due to a revision to lender documents outlining NYSERDA's requirements, which is speeding up loan closing time.

## **VIII. Financing Update (Jeff Pitkin)**

On Monday, June 17, 2013, there is a meeting of the Audit Finance Committee and Board of Directors. Approval by the Board is being sought to issue \$24.3M in bonds to support the financing of residential energy efficiency loans issued through GJGNY.

The bonds will be supported by a pledge of Tier I loans that have been issued and are outstanding through March 31, 2013 totaling approximately \$24.3M, which includes an additional \$5 million in funding to cover loans that will be issued through September 2013. The proceeds of the bonds will be used to replenish the GJGNY revolving loan fund. Through the end of March 2013, the total revolving loan fund was \$ 42.5M, and \$31.2M have been issued across all three sectors. After collecting principal interest payments on loans and paying expenses, as of March 2103, the revolving loan fund had a balance of \$12.5M. The \$24.3M serves to recapitalize the revolving loan fund back to a value of \$36.8M.

The bonds being issued are fixed-rate taxable bonds issued using a portion of the state's qualified energy conservation allocation, indicating that the federal government is paying some of the interest on the bonds based upon the expected rating that will be achieved. The bonds will be issued in terms of 5, 10, and 15 years. Bonds will be issued such that principle and interest payments made to bond holders are matched with money that is coming in from loan borrowers. The bonds will be supported by a guarantee from the NYS Environmental Facilities Corporation (EFC) through the Clean Water State Revolving Fund. The bond documents will require any shortfall in loan collection over the 15 year term would obligate NYSERDA to use monies available in GJGNY revolving loan fund before EFC's guarantee will be called upon. A collateral reserve account of \$8.5M will be established coming out of NSYERDA's Better Buildings grant from the U.S. Department of Energy, which allocated and approved approximately \$9M for loan loss and debt service reserves. The bond documents will require that over the term of the bonds the amount of loan repayments coming back have a coverage ratio relative to the annual bond

principal and interest payments. EFC is paid an annual fee for providing the Guaranty of one quarter of a percent of the outstanding amount of the bonds. NYSERDA expects at least an AA rating. The anticipated interest rate on the bonds is 3.2%. The QECB subsidy that comes back from the federal government reduces the net interest on the bonds to a rate of approximately 0.8%.

Approval is required by the EFC Board on June 27, 2013. Additional approval is required by the Public Authorities Control Board scheduled for July 18, 2013. Bonds are expected to be priced by July 30, 2013 and closed by August 13, 2013.

This establishes a nationally replicable model. Other states with clean water financing programs can use a similar approach to support energy efficiency programs.

*Comment:* This is an exciting development and groundbreaking, innovative work. Jeff and his colleagues deserve a great deal of credit.

#### **VIII. 2013 Annual Report Schedule (Mishel Filisha)**

Presentation materials are provided [on NYSERDA's website](#).

The Annual Report is scheduled to be distributed and published by October 1, 2013. Prior to that time, Advisory Council members will have opportunities to provide feedback. NYSERDA will be reviewing any general, initial feedback from the Advisory Council about the reporting process. All [previous Annual Reports](#) are available on the GJGNY webpages, and a link to the 2012 Annual Report has been included in the presentation materials provided. Any initial input on the 2013 Report can be sent to Mishel Filisha ([mf3@nyserda.ny.gov](mailto:mf3@nyserda.ny.gov)) by June 26, 2013.

By August 23, 2013, a working draft of the 2013 Annual Report will be sent to the Advisory Council via email. The due date for Advisory Council comments on that draft is September 4, 2013. The revised draft with incorporated comments will be discussed at the September 12, 2013 Advisory Council meeting. The final report will be filed and posted after October 1, 2013.

#### **X. Public Input (Frank Murray)**

Members of the public were invited to provide comments.

*Comment:* CBOs are inquiring as to whether some of the money that NYSERDA spends on outside agency marketing can be redirected so that the money can be spent employing people in local communities in order to determine best communication practices within specific communities.

*NYSERDA response:* Some of our marketing consultants are in-state companies. The primary consultant used for GJGNY is from Rochester, NY. NYSERDA offers a number of tools to CBOs. NYSERDA consistently hosts surveys for CBO input on what is needed, what works, and what would be helpful in the future. NYSERDA has been and continues to be open to CBO ideas about marketing.

*Comment:* That money could be better spent on people directly working with local teams to reach required communities and developing materials or supporting outreach on a local level.

*NYSERDA comment:* From the beginning, NYSERDA's marketing development plan has supported outreach efforts customized to local markets. There is also a need to develop consistent messages across the state. NYSERDA does not anticipate shifting any monies from marketing to outreach. If CBOs have specific ideas for improvement, they may be submitted in writing for consideration by NYSERDA.

## **XI. Closing Remarks and Next Steps (Frank Murray)**

NYSERDA has periodically received suggestions to reduce Advisory Council meeting frequency and to refocus meeting content toward the most important issues, with subcommittee meetings or special meetings held to handle more specific issues.

*Comment:* The issue concerns both meeting frequency and meeting length as well as content. It is suggested to hold full meetings twice a year, with additional content meetings where specific members in question are in attendance.

*Comment:* There is concern that the sharing of information will be limited by reducing the number of meetings.

*NYSERDA response:* [Monthly updates and annual reports](#) are available publically on NYSERDA's website.

*Comment:* Trying to make the length of the meetings under two hours would encourage focusing the agenda.

*NYSEDA response:* NYSERDA will provide an email inquiry a month prior to the next meeting to ask Advisory Council members to contribute to a targeted meeting agenda.

*Comment:* Perhaps the Public Comment period could be moved up on the agenda. It would be helpful to not have to sit through the whole meeting.

*Comment:* Details that come up in the meetings do not always make it to the reports. A listserv is requested to be made available so people do not have to go to the website.

*Comment:* A consistent public publishing date for monthly reports would be desirable.

This discussion concluded that quarterly meetings are still desired by the majority of members, but should be more focused and shorter in length. Advisory Council members could decide whether to attend any one meeting based on the agenda.

Frank Murray thanked everyone for their participation. Susan Andrews and Mark Wyman were acknowledged for their contributions to GJGNY. The next two meeting of the Green Jobs-Green New York Advisory Council are set for Thursday, September 12, 2013 and Wednesday, December 4, 2013.