GJGNY
Small Business/Not-for-Profift (SB-NFP)
Phase 1 Market/Process Evaluation Results

Presentation to GJGNY Advisory Council
September 12, 2013

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Phase 1 Scope, Objectives & Purpose

• **Scope:**
  – Conduct in-depth interviews with the six (five completed) financial institutions currently participating in the program

• **Objectives:**
  – Gather detailed qualitative information on the small business and not-for-profit market served by these lenders
  – Gather feedback on how lenders suggest increasing participation in the loan portion of the program

• **Purpose:**
  – Identify additional marketing strategies and refine the program’s market focus
  – Inform additional Small Commercial market evaluation activities planned for the near future, including surveys of non-participating lenders
Summary Findings

• Lenders interested in increasing program participation and open to becoming more engaged

• Lenders reported positive existing relationships with NYSERDA and extensive experience working with the SB/NFP market

• Lenders noted that SB/NFPs face many barriers in securing financing in general, not specific to energy efficiency financing through NYSERDA’s program
Next Steps

• Phase 2 gather data from non-participating lenders and SB/NFP organizations
  – Non-participating **Lender** research objectives:
    Attitudes on loan origination fees, perceived barriers to SB/NFP financing, awareness of the programs, opportunities for lenders to leverage energy efficiency programs or funding
  – Non-participating **SB/NFP** research objectives:
    Awareness of the program, interest in energy audits, attitudes on financing of energy efficiency measures, current plans for energy efficiency measures, business characteristics

• Planning data collection in Q4 2013; final report estimated in Q1 2014
Questions

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