

**December 2012**

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

### Workforce Development

#### ***PON 2033: On-the-job-training***

NYSERDA executed on-the-job training agreements with 33 businesses seeking to hire new employees or advance incumbent workers. Through December 96 people had been hired from NYSDOL's One-Stop Lists, eight workers have been advanced, with approximately \$920,000 in wage and training subsidies having been awarded.

### Outreach and Marketing

**(as of 11/30/12)**

A CBO monthly webinar was held on December 20, 2012. Topics included:

- Extending Your Sales Network - Holly Barrett, Director of Public Relations and Social Marketing, Brand Cool
- Power Up Communities' Referral System - Edgard Laborde, Project Coordinator, Long Island Progressive Coalition (LIPC)
- Workforce Development Strategies - Clarke Gocker, Director of Workforce Initiatives, People United for Sustainable Housing (PUSH); and Brian Paterson, Vice President, New Buffalo Impact
- Program Updates: RGGI MPP funding restrictions, Home Performance Program contractor Incentives, PON 2033 Workforce webinar (updates to the program), Social Media Resources available on the NYSERDA SharePoint site, January 1, 2013 rate increase reminder for residential On Bill financing.

Staff is working with NYSERDA's Residential Team and the CSG Implementation contractor on a strategy to re-engage customers of Home Performance Contractors that are no longer working with the program. A letter is being drafted to be sent to customers outlining their options for moving forward.

Several discussions were held between the Neighborhood Housing Services of Staten Island (NHS-SI) and NYSERDA staff regarding efforts to coordinate the GJGNY outreach with the Hurricane Sandy rebuilds. NHS-SI is interested in working with homeowners to address energy efficiency measures during the process of rebuilding homes. Unfortunately, many homes are not in a condition where a blower door test can be conducted (test-in). Residential staff has acknowledged this issue and is working to develop an alternative efficiency baseline where the blower door test is not feasible.

A new CRIS application tracking template is being developed to flag CBO aggregation clusters that have been dissolved and identify those aggregation participants that continue working through the HPwES program to install energy efficiency measures.

Staff is meeting with Rural Ulster Preservation Company (RUPCO) to develop of a new Aggregation pilot for the mid-Hudson region.

### Marketing:

The results of the CBO ad and digital banner campaigns conducted in October/November 2012 are being tallied. The CBO campaign was successful in expanding home energy program awareness and engaging targeted audiences, generating 5.3M+ impressions and 2,968 clicks to the associated websites. Highlights include:

- siLive – The website of the Neighborhood Housing Services of Staten Island generated the largest amount of impressions at the lowest cost
- MPNnow web advertisements (Pathstone) received a great response, recording a response rate of 2.5x the industry average for digital banner advertising
- The Brooklyn Paper (Make the Road) and Newsday (LIPC) publications also recorded high response rates
- Buffalo News (PUSH) generated the largest amount of site visits/clicks (700+)

The Residential Financing Product Fact Sheet has been updated to include the new On-Bill interest rate of 3.49% and the new name of the unsecured loan product - Smart Energy Loan. The NYSERDA website was also updated to reflect this new information.

Staff is customizing Workforce brochures for use in the individual CBO territories and developing new NYSERDA.ny.gov web pages for the CBO Outreach Program.

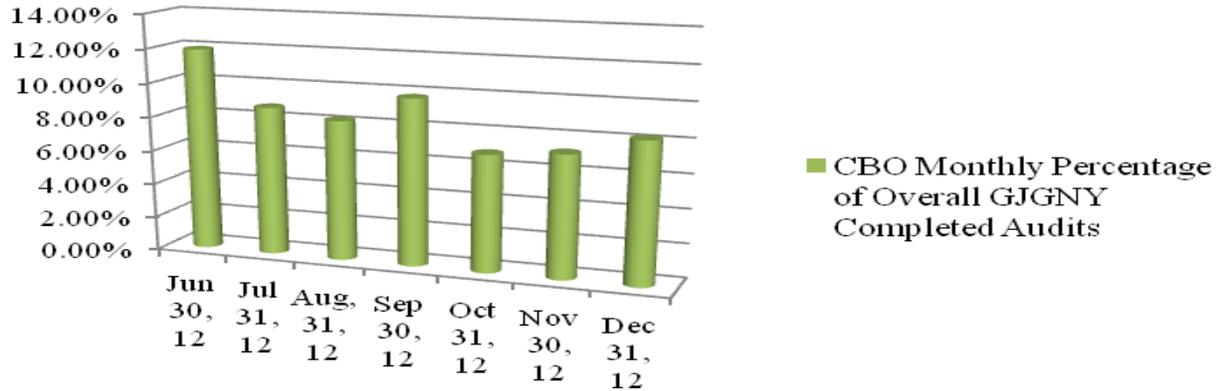
CBOs have participated in two sales training webinars that provided training focused on working with potential customers to educate and recruit them into the programs, as well as working with regional contractors to develop better working relationships. Brand Cool has developed call scripts for the CBOs to use in these efforts.

<b>One-to-Four Family Homes - Audits</b>				
<b>Home Performance with ENERGY STAR<sup>®</sup> (as of 12/31/12)</b>				
		<b>Timeframe</b>	<b>CBO Initiated since 11/1/11<sup>2</sup></b>	<b>GJGNY Totals Since 11/15/10<sup>1</sup></b>
<b>Received Audit Applications</b>		Month	80	1,618
		Program to Date	2,202	39,507
	<b>Average # of Applications Received per Month</b>		<b>157</b>	<b>1,549</b>
<b>Approved Audit Applications</b>	Free Audit			
		Month	119	1,615
		Program to Date	2,001	34,194
	Reduced Cost			
		Month	3	135
		Program to Date	87	2,792
	<b>Total Approved Audit Applications</b>			<b>2,088</b>
<b>Average # of Applications Approved Per Month</b>			<b>149</b>	<b>1,450</b>

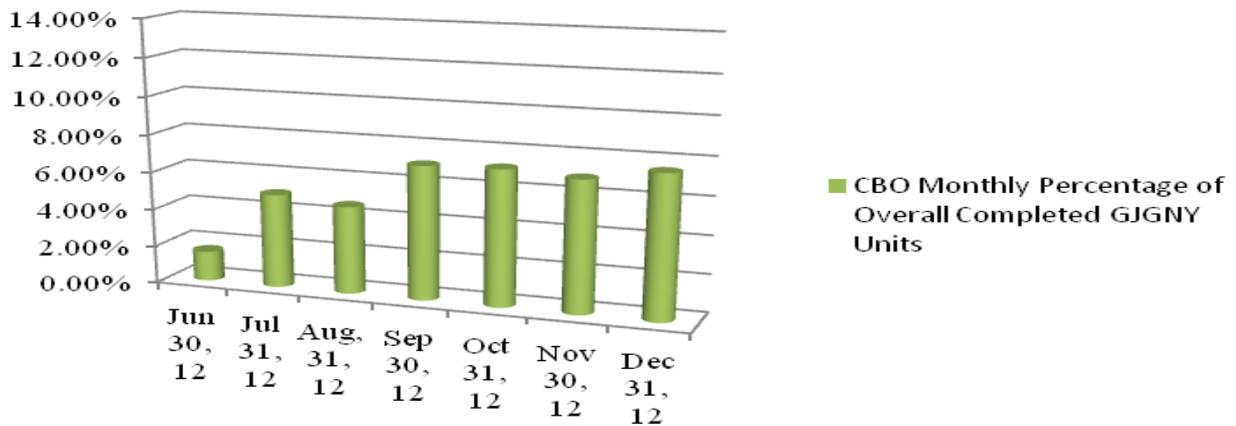
				2232
<b>Scheduled Audits</b>	Scheduled Audits as of End of Current Month		1,377	2,229
<b>Completed Audits:</b>  Goal: (46,000- Audits)  Budget: (\$11,596,000)	Completed Audits			
	Free			
		Month	97	1,141
		Program to Date	1,205	25,874
	Reduced Cost			
		Month	5	96
		Program to Date	57	2,093
	<b>Total Completed Audits</b>		<b>1,262</b>	<b>27,967</b>
	<b>Audit Funds Invoiced to Date</b>			<b>\$7,236,400</b>
<sup>1</sup> GJGNY totals since 11/15/10 are inclusive of CBO initiated activities				
<sup>2</sup> Round 2 CBO production as of 6/1/2012				

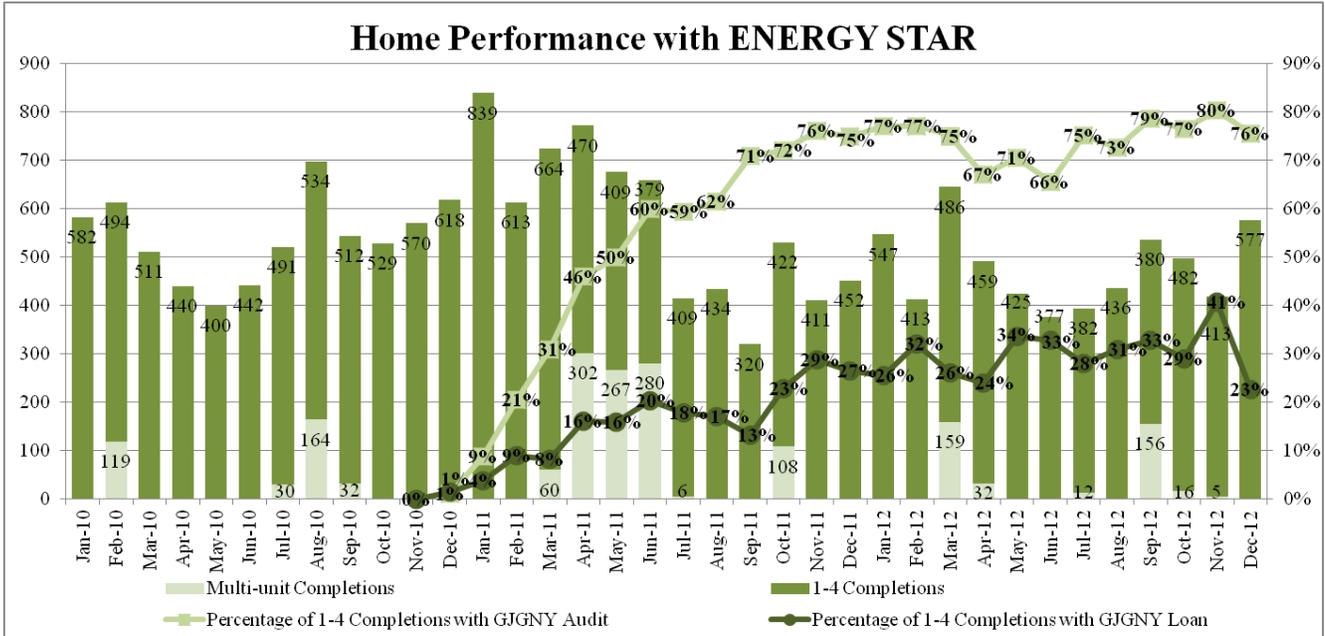
<b>One-to-Four Family Homes - Projects</b>				
<b>Home Performance with ENERGY STAR<sup>®</sup> (as of 12/31/12)</b>				
	Timeframe	CBO Initiated since 11/1/11	GJGNY Totals Since 11/15/10 <sup>1</sup>	HPwES Totals Since 11/15/10 <sup>2</sup>
<b>Projects Contracted</b>	<b>To Date</b>	<b>241</b>	<b>7,432</b>	<b>NA</b>
<b>Completed Projects/Units<sup>3</sup></b>				
<b>Assisted</b>				
	Month	10/11	135 / 137	166 / 172
	Program to Date	62/67	2,042 / 2,178	4,508 / 4,712
<b>Market Rate</b>				
	Month	25/25	334 / 341	411 / 19
	Program to Date	120/123	5,337 / 5,418	9,025 / 9,152
<b>Total Completed Projects/Units (Project Goal: 15,000)</b>		<b>182/190</b>	<b>7,379 / 7,596</b>	<b>13,533 / 13,282</b>
<sup>1</sup> Projects completed resulting from a GJGNY Audit and/or GJGNY Financing				
<sup>2</sup> Total HPwES including GJGNY Projects				
<sup>3</sup> Projects completed and units served resulting from GJGNY				

### CBO Monthly Percentage of Overall GJGNY Completed Audits



### CBO Monthly Percentage of Overall Completed GJGNY Units

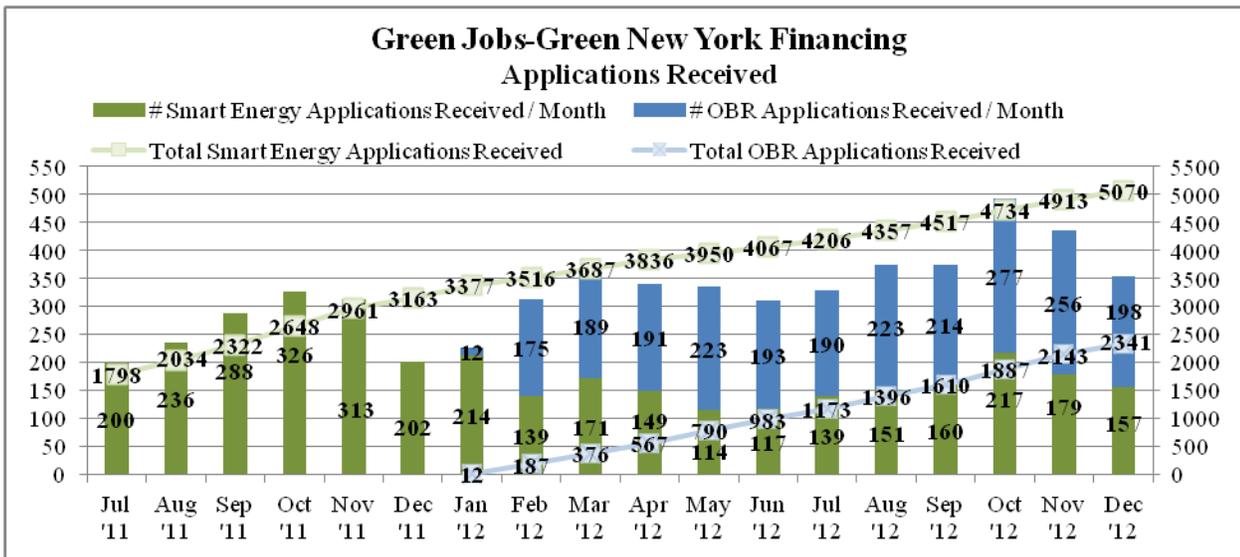


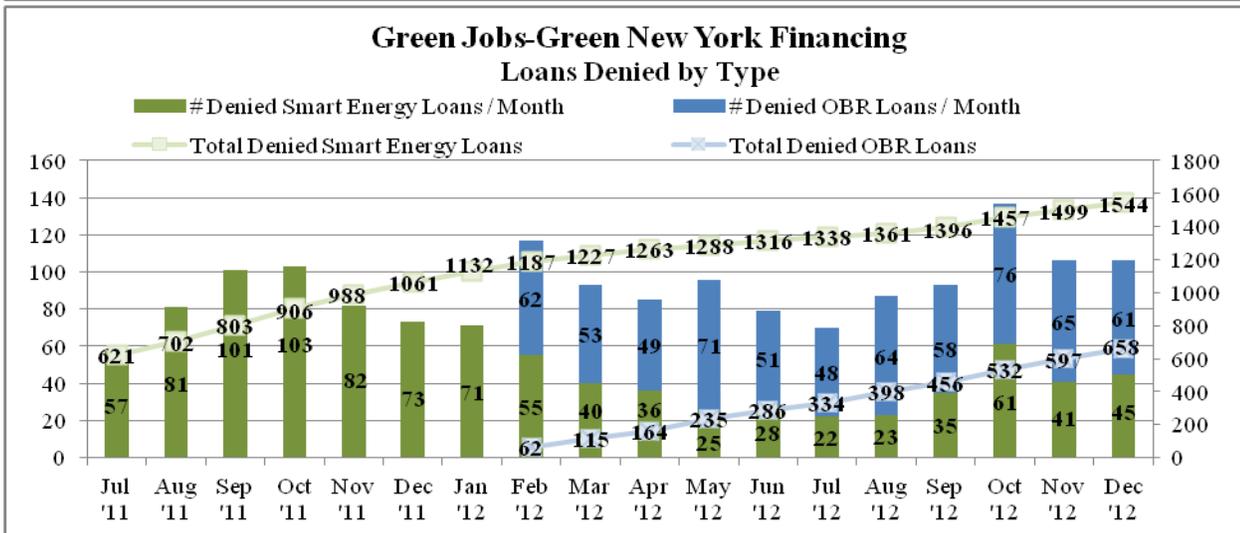
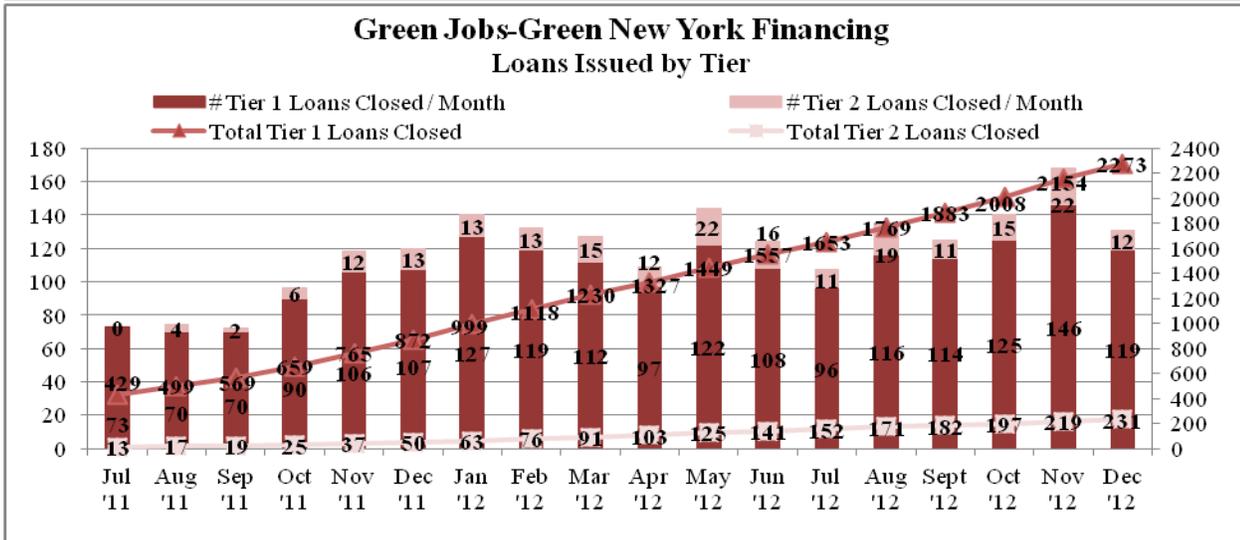
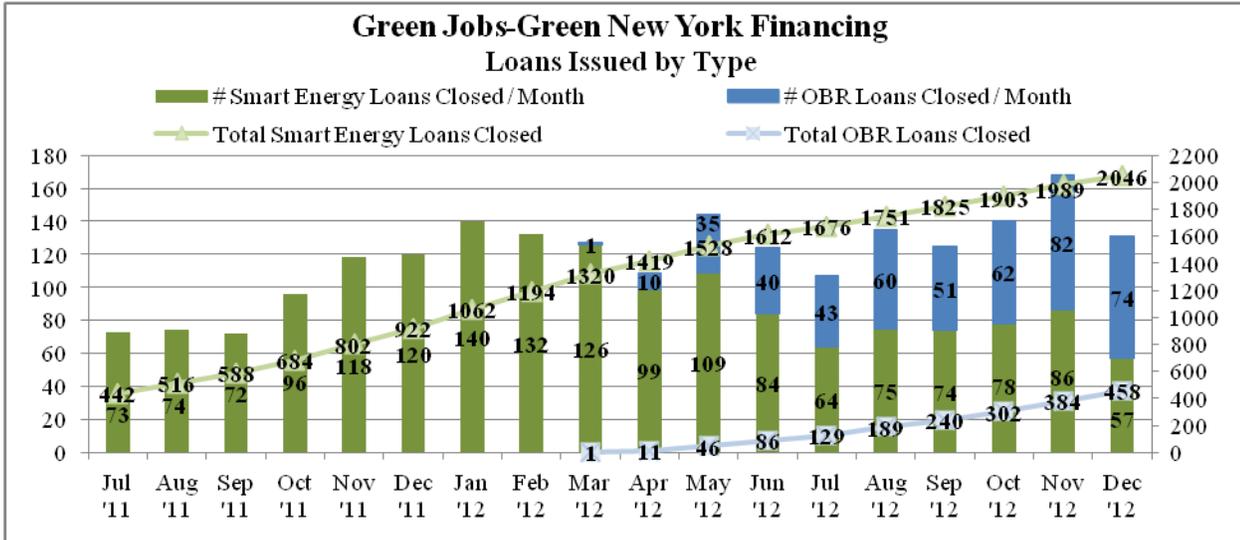


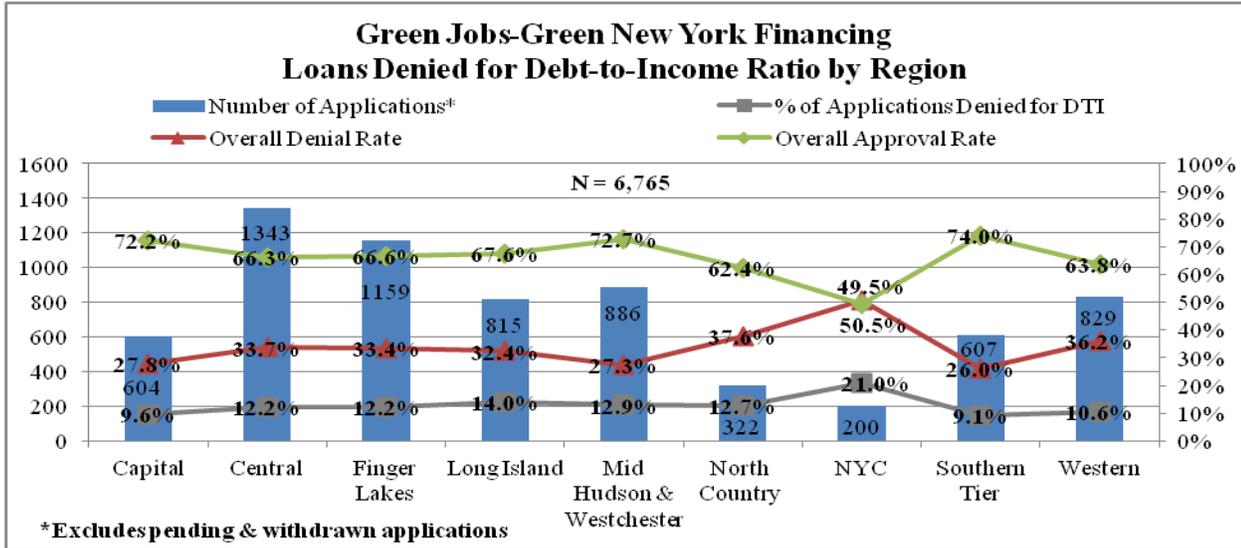
## Green Jobs - Green New York Residential Financing as of December 31, 2012

1- to 4- Family Homes		Loan Product	Applications Received	Applications Approved	Loans Closed			
					Value	Total	Market Rate	Assisted
<b>Tier 1</b>	December	Smart Energy	157	225	\$461,126	51	32	19
		On-Bill Recovery	198	280	\$662,284	68	53	15
	Program to Date	<b>Smart Energy</b>	<b>5,070</b>	<b>2,862</b>	<b>\$17,070,673</b>	<b>1,855</b>	<b>1,416</b>	<b>439</b>
		<b>On-Bill Recovery</b>	<b>2,341</b>	<b>1,298</b>	<b>\$4,471,603</b>	<b>418</b>	<b>347</b>	<b>71</b>
<b>Tier 2</b>	December	Smart Energy	7	16	\$50,363	6	2	4
		On-Bill Recovery	12	20	\$59,698	6	5	1
	Program to Date	<b>Smart Energy</b>	<b>315</b>	<b>268</b>	<b>\$1,816,875</b>	<b>191</b>	<b>93</b>	<b>98</b>
		<b>On-Bill Recovery</b>	<b>179</b>	<b>129</b>	<b>\$386,607</b>	<b>40</b>	<b>18</b>	<b>22</b>
<b>December</b>		Smart Energy	164	241	\$511,489	57	34	23
		On-Bill Recovery	210	300	\$721,982	74	58	16
<b>Total</b>			<b>374</b>	<b>541</b>	<b>\$1,233,471</b>	<b>131</b>	<b>92</b>	<b>39</b>
<b>Program to Date</b>		Smart Energy	5,070	3,130	\$18,887,548	2,046	1,509	537
		On-Bill Recovery	2,341	1,427	\$4,858,210	458	365	93
<b>Total</b>			<b>7,411</b>	<b>4,557</b>	<b>\$23,745,758</b>	<b>2,504</b>	<b>1,874</b>	<b>630</b>

Smart Energy		Financing Summary	On-Bill Recovery	
Tier 1	Tier 2		Tier 1	Tier 2
1,855	191	Loans Closed*	418	40
\$17,070,673	\$1,816,875	Value*	\$4,471,603	\$386,607
\$9,203	\$9,512	Average Loan*	\$10,698	\$9,665
11.7 Years	13.0 Years	Average Term*	14.3 Years	14.1 Years
N/A	N/A	2.99%	100%	100%
80.59%	79.06%	3.49%*	N/A	N/A
19.41%	20.94%	3.99%*	N/A	N/A
66.97%		Approval Rate**	68.44%	
24.54%		Denial Rate**	26.67%	
8.49%		Denied Tier 1, didn't pursue Tier 2**	4.89%	
* Refers to closed loans only				
** Does not include applications pending review or withdrawn.				







**Green Jobs-Green New York Financing  
Loans Transferred from OBR to Smart Energy  
December 31, 2012**

Current Smart Energy Loan Status	# of Loans
PreApproved	30
Loan Approved	47
Loan Sold	83
Loan Withdrawn	7
No Loan - Subsidy Only	4
<b>Total # Loans Transferred</b>	<b>171</b>

10.7% of PreApproved OBR Loans were transferred to Smart Energy

Effective January 1, 2013, all new On-Bill Recovery (OBR) applications will be processed at 3.49%; this modest increase from 2.99% will provide rate parity between the OBR and the Unsecured Loans, and recognizes that NYSERDA is not currently recouping all costs for origination, servicing, and financing of OBR Loans. Additionally, the name of the Unsecured Loan was changed to Smart Energy Loan.

NYSERDA continues to work with our financial advisor and rating agencies in preparation for our first bond issuance. The federally-funded Qualified Energy Conservation Bond (QECCB) will be used to raise additional capital to sustain the residential Revolving Loan Fund. To allow time to explore a new opportunity, the target date for the bond issuance has been moved to Q1, 2013.

<b>Multifamily</b>				
<b>Audit Status (as of 12/31/12)</b>				
	Affordable Housing	Market Rate Housing	Totals	Budget/Goal
Number of Audit Applications	90	102	192	500
Audit Funds Encumbered	\$1,080,960	\$665,568	\$1,746,528	
Audit Funds Invoiced	\$736,030	\$346,263	\$1,082,293	\$3,000,000
Audits Completed	62	60	122	400
Number of Projects withdrawing from MPP after audit*	11	22	33	
Number of Projects in Pipeline**	66	75	141	
Projects Contracted (to have measures installed)	43	33	76	
Households (HH) associated with Projects Contracted	7,429	8,741	16,170	
kWh Savings of installed measures***	8,244,588	644,247	8,888,835	
MMBtu Savings of installed measures***	57,752	56,456	114,208	
Dollar savings of installed measures***	\$2,329,979	\$816,954	\$3,146,932	
<p><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></p> <p><i>**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 attributable solely to GJGNY.</i></p> <p><i>*** The Operating Plan expresses anticipate energy and dollar savings on an average per project basis.</i></p>				

GJGNY Multifamily Financing has three loans in place totaling over \$1 million. A fourth loan is being processed and it is anticipated that there will be at least one additional loan shortly. Interest in this financing program is growing with both building owners and financial institutions.

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

*Energy Assessments:* GJGNY energy assessments are offered statewide at no charge to small businesses and not-for-profits with an average electric demand of 100kW or less and ten employees or less. For participants ineligible for GJGNY assessment funding, NYSERDA also uses American Recovery and Reinvestment Act (ARRA) funding to provide free energy assessments to any small business or not-for-profit with an average electric demand of 100 kW or less. As of December 31, 2012, 1378 GJGNY assessments and 626 ARRA assessments have been completed.

*Energy Efficiency Financing:* In June 2011, NYSERDA launched the Participation Loan product to small business and not-for-profit customers. Through the Participation Loan, NYSERDA provides 50% of the loan principal, up to \$50,000, at 0% interest and the participating lender provides the remaining loan principal at the market interest rate. Since the Program launch, NYSERDA held webinars and conducted in-person trainings for lenders and NYSERDA's Community Based Organizations (CBOs), Energy Smart Community Coordinators, and Energy Assessment Firms. NYSERDA also presented the program to public and investor-

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owned utilities (IOUs), the New York Power Authority (NYPA), the Long Island Power Authority (LIPA), the Small Business Development Center (SBDC) and Department of Public Service (DPS) Staff to increase coordination between programs and to support customer implementation of energy efficiency projects.

In June 2012, the Small Commercial Energy Efficiency Program made On-Bill Recovery financing available to eligible small businesses and not-for-profits that have a utility account with one of the following participating utilities: Central Hudson, Con Edison, Long Island Power Authority, National Grid (upstate NY customers only), New York State Electric and Gas Corporation, Orange & Rockland, and Rochester Gas and Electric Corporation. Customers who take advantage of On-Bill recovery financing can receive a NYSEERDA loan of up to \$50,000 at 2.5% interest to pay for energy efficiency improvements. Customers can then repay their loan through a charge on their utility bill. When NYSEERDA made On-Bill Recovery financing available to eligible small business and not-for-profit customers, the eleven lenders who had originally expressed interest in offering Participation Loans were asked to sign agreements with NYSEERDA indicating whether they would offer Participation Loans and/or On-Bill Recovery loans.

As of December 31, 2012, ten customer applications have been received. Customer applications are assessed for both Participation Loan and On-Bill Recovery Loan eligibility prior to approval. Nine applications have been approved for Participation Loans and 5 have been approved for On-Bill Recovery financing. As of December 31st, 2012, three Participation Loans have been closed and six lenders have agreed to offer both Participation Loans and On-Bill Recovery Loans.

### **Evaluation**

During the December Advisory Council meeting, the NYSEERDA Evaluation staff and consultants presented the details of the job impacts assessment work plan. The evaluation, as planned, will assess job impacts resulting from GJGNY-related efforts and will leverage existing internal and external evaluation efforts. The presentation included an overview of the two-phased approach that is scheduled to commence in late-January 2013. NYSEERDA will work toward having preliminary results of the job impact assessment in late 2013, pending start up of data collection and analysis in the near term.

Evaluation staff continues to coordinate GJGNY evaluation work and activities with existing evaluation efforts of the Small Business/Not for Profit, Residential, and Multifamily Performance Programs. In addition, discussions to inform the evaluation of Constituency-Based Organizations (CBOs) are underway and an evaluation work plan is being developed.