

Green Jobs Green New York Advisory Council Meeting

February 18, 2010

Meeting Notes

Attendees:

Albany Office- David Hepinstall, AEA; Jen McCormick, ESD; Dick Kornbluth, Green Homes America; Floyd Barwig, DPS; Keith Corneau, ESD; Jackson Morris, PACE; Drew Matonak, HVCC; Tariq Niazi, CPB; Judy Butler, Butler Building Performance; Matt Phillips, ZeroDraft; Charles Derick, Capital Region BOCES; Beth Berlin, OTDA; Resa Dimino, NYS DEC; Mike Atkins, C-CAP; Ron Piester, NYS Dept Of State; Alan Hipps, Housing Assistance Program of Essex County; Mario Musolino, NYS DOL; Walter Mosley, NYS Senate Dem. Conference; Paul Shatros, Workforce Development Institute; Barbara Guinn, OTDA; Chuck Schwartz, LI Green; Frank Murray, Karen Villeneuve, Linda Miller, Adele Ferranti, Kim Lenihan, Vicki Colello, Pat Fitzgerald, Peggine Neville, John Ahearn, Ruth Horton, John Jones, John Williams, Kevin Carey, Susan Moyer, and Jeff Pitkin, NYSERDA.

NYC Office-Les Bluestone, Blue Sea Development Company; David Johnson, Laborers Eastern Region; Emmaia Gelman, CWF; Bill Johnson, Green America; Maribel Cruz, NYPA; Jay Ackley, Community Environmental Center; Hugos Salinas, New York Energy Conservation; Chloe Tribich, CWF; Yolanda Gonzales, Nos Quedamos; Chris Kramer, Low Income Investment Fund; Myles Lennon, Laborers Eastern Region; Rhona Saffer and Sharon Griffith, NYSERDA.

Buffalo Office- Eric Walker, PUSH; Brian Patterson, New Buffalo Impact; Steve Deisig, Hispanics United; Clarke Gocker, PUSH Buffalo; Aliesa Adelman, Global Vision Consulting; Michael Brundidge, MRBS Inc.; Lee Butler and Kelly Tyler, NYSERDA.

Phone-Frank Hotchkiss, Steelworkers/Apollo; Mike Deering, LIPA; and Trenton Allen, Citigroup

(The following meeting notes capture comments, questions and discussions held at the meeting in response to the presentations given by NYSERDA staff. A copy of the presentation and any handouts provided can be found at www.NYSERDA.org.)

Members of the Green Jobs Green New York Advisory Council met via video-conference at NYSERDA's Albany, New York City and Buffalo offices on 2/18/10. Telephone access was made available to members who could not make it to a video conference site. Also present at the meeting were several NYSERDA staff members and additional staff members from Advisory Council member organizations.

Frank Murray, President and CEO, NYSERDA, chaired the meeting.

WELCOME & INTRODUCTIONS

Based on feedback from the initial Advisory Council Meeting, the following new Advisory Council Members were added:

- Chuck Bell, Consumer Union

- Alan Hipps, Housing Assistance Program of Essex County
- Miquela Craytor, Sustainable South Bronx
- Dick Kornbluth, Building Performance Contractors Association

No changes were requested to the January 26, 2010 Advisory Council Meeting Notes. These notes will be posted to www.NYSERDA.org.

The Meeting was videotaped and will be posted to www.NYSERDA.org.

ADVISORY COUNCIL TERM ASSIGNMENTS

Term assignments of two and three years have been assigned, at random, to Advisory Council Members. Member contact information and term assignments will be sent via email to all Advisory Council Members. If any members have concerns about their term assignment, please contact Kevin Carey at kac@nysERDA.org.

UPDATE ON PUBLIC PROCESS

Karen Villeneuve, Director, Residential Efficiency and Affordability Programs, NYSERDA provided an update on options available for engaging the public in the Green Jobs Green New York Advisory Council Meetings.

NYSERDA researched both webcasts (meeting is streamed live on the web) and webinars (participants log into a web address and are able to hear the meeting audio and see power point presentation in real time). A third option of video-taping the meetings and posting to website afterwards was also explored.

NYSERDA needs to minimize costs and has concerns related to the technical difficulties that may arise from webcasting or webinars. Therefore, NYSERDA made a recommendation to proceed with videotaping the Advisory Council Meetings and having them posted to www.NYSERDA.org. The Advisory Council agreed with this recommendation.

FOLLOW UP ON REMAINING ACTION ITEMS FROM 1/26/2010 MEETING

- Clarification of \$13,000 residential loan limit, i.e. per building or per unit. NYSERDA's counsel's office is still reviewing this issue and will provide an answer at the next Advisory Council Meeting.
- Emmaia Gelman asked about seed money for small business loans for equipment purchase.
- It was explained that NYSERDA's Home Performance with Energy Star Program provides equipment purchase incentives of 20% of the cost of the equipment, up to \$4,000. In addition, NYSERDA is looking at the potential to coordinate these incentives with a micro loan program offered by ACCION USA.
- A conference call with staff from NYSERDA, ACCION, the Center for Working Families, and interested contractors was held on February 25 to share information about the NYSERDA incentives and the ACCION loans. ACCION has received funding from the Small Business

Administration which will allow it to offer an interest rate of 8% to 9% on loans for up to \$35,000 covering a wide range of business development expenses. A total of \$750,000 is available now with the potential for add up to \$1.5 million

- Constituency Based Organizations estimated costs. NYSERDA has not received any additional information from Advisory Council members related to CBO estimated costs to bring in customers. Please forward any available information.

PROCESS FOR INPUT INTO OPERATING PLAN

The draft Workforce Development Operating Plan was provided to the Advisory Council Members in advance of the meeting. NYSERDA will consider all feedback provided during the meeting as well as feedback provided via email by 2/25/2010. Comments following the meeting should be sent to comments-workforce@nyserda.org.

WORKFORCE DEVELOPMENT OPERATING PLAN PRESENTATION

Adele Ferranti, Program Manager Market and Community Support, NYSERDA & Kim Lenihan, Project Manager, Market & Community Support, NYSERDA presented the Workforce Development Operating Plan. A copy of the Plan and a video tape of the presentation can be found at www.NYSERDA.org.

Highlights of the presentation as well as specific questions that were addressed are summarized below.

NYSERDA has received \$6 million in Energy Efficiency Portfolio Standard funding for Workforce Development activities. These funds focus on electric savings, GJ/GNY funds will allow us to expand as well as focus on gaps such as, solar thermal and oil efficiency. NYSERDA will continue to work closely with our partners and state agencies to coordinate and leverage all funds.

PON 1816 (\$3.8 million) Workforce Development Training Partnerships for Energy Efficiency is underway

- Will be complemented by PON 1817 (\$1.25 million) which is a competitive solicitation
- PON 1816 is first-come, first-served program
- Goal is to quickly expand energy efficiency training infrastructure.
- Working with Department of Labor, OTDA, and DHCR
- Green Careers website – NYSERDA is building this to link people with one stop ctrs, basic skills training
- Train-the-Trainer model
- Technical Training focus
- Online Training Opportunities – self-paced learning
- Certifications – helping people prepare, training people

CEEBS (Center for Energy Efficiency and Building Science)

- Began with 5 training centers, we are now up to 12
- Will have one in each borough in NYC, will have a hub in the North Country
- We have trained approx 5,500 people through CEEBS to date

- We expect another 3,800 – 4,000 to be trained next year through CEEBS
- 8 more CEEBS sites to be added in 2010

Renewable Energy Training

- Approx 3,000 trained to date

Q. Will PV be an eligible measure and therefore will there be PV Training?

A. Measures need to be cost effective. NYSERDA has other funding sources that are supporting PV trainings.

Workforce Working Group Subgroups - Operating Plan

- Contractors – need training and other support to provide meaningful employment
- Targeting underserved populations
 - Working with DOL and OTDA
 - Career ladders
 - Basic skills training
 - On the job training
- Existing training
- Field testing for training facilities, instructors

Outreach

- Outreach to contractors and that participants are actively recruited
- Reach out to past training participants – people who were trained and not certified, etc.\

Equipment and Training Infrastructure

- Total Budget: \$2,575,000
- Create Hands on workshops with necessary training equipment and tools to help prep for certification
- Hands-on skills development workshops and CEUs
- Equipment incentives
- Lab houses for training, testing and certification
- Expand certification field exam capacity

Curriculum Development

A member stated that hydronic systems have been a gap, particularly downstate. It was stated that ACCA QI includes both forced air and boilers and therefore boilers could be easily included. NYSERDA will work with Dick Kornbluth on this issue.

Certification and Company Accreditation

Q: What is the consequence for contractors that don't meet the requirements to maintain their certifications/accreditations?

A. BPI alerts NYSERDA if someone falls out of compliance. NYSERDA then suspends the contractor from the program until they comply.

Apprenticeships and On-The-Job Training (OTJ)

Q. Does NYSERDA anticipate amount of budget dedicated to apprenticeship to increase in future years, assuming infrastructure development will decrease?

A. This is an initial 2 year budget which we will reevaluate at the end of that time period.

Input provided from Mario Musolino, Department of Labor:

- There are a lot of people from the skilled construction trades that are unemployed.
- 2 yrs ago, there were 150,000 unemployment payments sent out – this year, there are 650,000.
- Reaching out to populations such as women who typically do not go into construction trades
- \$11 million of \$15 million that has been provided by DOL has gone towards ‘green jobs’
- Apprenticeships programs generally run 4-5 years – they are not typically short.
- There are no green jobs or weatherization apprenticeship programs as of yet – DOL is now looking at these. They are requesting to make them shorter: make them 2 year programs.
- Offer a wage subsidy to workers so they can make some money while getting trained
- Trying to build in a credential (national work readiness credential possibly) to say you are work-ready. This helps contractors to know who is work-ready.
- Degrees do not indicate competency since to become a competent auditor, you must have experience working on many homes to become competent.

Q: Understanding that there are 650,000 experienced labor force currently unemployed, however how will we provide the new, inexperienced labor force with good opportunities?

A: Underserved populations can cost \$10-\$15k per person to get them job ready – not a lot of resources to do that. GJGNY is not the resource to do that – not enough funding. A suggestion was provided to provide those who have a higher level of education with a lower wage subsidy and a higher one for those with little or no training.

Comment: It was recommended that a Basic Skills Apprenticeship be ~9-12 months.

Comment: BPI is currently looking at requiring on the job training as part of the certification/accreditation process.

Evaluation

Comment: NYSERDA also needs to focus on what the criteria will be for determining is the certification is or isn't working.

Next Steps

- Additional comment will be accepted through Feb 25th 2010. Send to : comments-workforce@nyserda.org
- Final workforce operating plan submitted to NYSERDA officers March 4, 2010

OUTREACH & MARKETING STATUS

Susan Moyer, Director Marketing and Economic Development, NYSERDA and Kevin Carey, Senior Governmental Affairs Specialist, NYSERDA provided an update on the status of the development of the outreach and marketing components of GJGNY.

- By early next week, a draft plan will be reviewed with working group
- NYSERDA will utilize multiple delivery channels to promote GJGNY across the state

Overall Outreach and Marketing Goal

- Bring residents, multifamily building owners, small businesses, and not-for-profit organizations into NYSERDA Energy Efficiency programs offering GJGNY audits and loans
- Increase the number of energy efficiency retrofits made possible through GJGNY financing by targeting of previously untapped customers in priority geographies

Marketing and Outreach Objectives and Measures

- Number of residents, businesses and organizations reached
- Number of audits conducted
- Audit conversion to retrofit projects implemented and financed
- Number of new contractors referred to program for accreditation
- Number of New Yorkers referred to workforce development opportunities

Tasks:

- Issue an RFP to constituency based organizations
- RFP will ask respondents to identify target communities and develop a plan as to how they will reach them
- Build partnerships with local community based groups
- Envision outreach through grassroots efforts
- Educating businesses on why they should become more energy efficient – offering free or reduced priced audits

Constituency Based Organizations:

A handout was provided that documented the anticipated tasks the CBOs will undertake. This document can be viewed at www.nyserda.org.

Tasks discussed in detail include:

- Providing program information on the retrofit process, HPw/ES program, list of network of contractors we have available in their area (hand out brochure), CBOs would provide info on financing options, incentive programs, high level info on standard qualifications.
- As is NYSERDA's practice now, if a household is at or below 60% of State Median Income, we would ask CBO to refer them to other programs that may provide services for free. (Weatherization Assistance Program) However, if customer prefers NYESERDA's program they are not restricted from participation.
- Expect CBOs to offer their contact info for questions.
- Considering whether CBOs should recruit aggregate customers – in a building or neighborhood to join together and then should we dev contractors to do the work (thru bid process?) – welcoming opinions on this. A separate Working Group call has been scheduled to specifically address this issue.
- We will not ask them to do energy audits, mediate customer disputes, conduct workforce training (that's being addressed), develop program marketing materials.

Comment: Concern was expressed regarding the aggregation approach – would performance of the work suffer leaving us open to possible litigation?

Q. With a potential aggregation, would NYSERDA or the CBO assign the contractor?

A. NYSERDA has a precedent in other programs to assign contractors through a fair and equitable process.

Q. Can CBOs also perform as a contractor conducting the work?

A. They must not steer customers to themselves – so they really can't – they must be either one or the other – based on our past policy.

Q. Will CBOs be gathering income information?

A. No, CBOs will not be qualifying people for loans. This will be handled by the financial services arm of the delivery of the program. Energy Finance Solutions can prequalify someone for a loan which will be arranged through the contractor. The loan application process will occur long after the audit.

Creditworthiness:

- 30% of the people get denied currently who apply through our current process – what can we do to get more people to be approved?
- Targeting customers – we have to have a better understanding of what qualifies someone for a loan.
- In areas of the State where we do not have a coordinated CBO Outreach effort, other mechanisms, including support from BPI Accredited Contractors, will be in place to qualify individuals for audits.

Q. Most of the discussion centered on the 1-4 family sectors. What about multifamily?

A. The Multifamily Building Performance Program will be a component of this program. Participation in NYSERDA's MPP has been significant already, so this sector may not need the same level of outreach and marketing focus to drive participation.

Q. How will we address retrofits of Historic landmark homes? (historic building preservation)

A. We have dealt with this in the past but will need to reengage with contractors on this topic.

FINANCIAL ADVISOR RFP

RFP 1923 to retain a financial advisor for program has been released with a due date of March 15, 2010.

PUBLIC INPUT (representatives of the public were encouraged to also send their comments in via email).

Comments from Representative from LI Green – 513C organization, etc:

- Infrared cameras, blower doors – share equipment to help deliver better service.

Comments from Charles Dedrick on behalf of Public:

- If we want to reach the public, we need to be careful not to use “energy speak” – make the language much clearer.

NEXT MEETINGS:

Advisory Council Meetings have been scheduled for March 10, March 26, April 14, and April 28. Each of the upcoming meetings will focus on a specific section of the GJGNY Program. The March 10th meeting will focus on Outreach & Marketing.

A follow up email will be sent to the Advisory Council with all the Meeting dates and times.