

# GJGNY

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

Presentation to GJGNY Advisory Council  
September 12, 2013

Carley Murray, NYSERDA

# 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

Carley Murray  
[cm1@nyserda.ny.gov](mailto:cm1@nyserda.ny.gov)