

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

Workforce Development				
Status as of April 2011				
Description	Funding	Solicitation Release Date	Proposal Due Date	Status
Energy Efficiency Career Pathways Training and Technical Training: PON 1817. Develop Small Commercial Energy Audit and Oil Heat Training under GJGNY, and develop EEPS Career Pathways and Technical Training.	\$1,850,000 (\$600,000 through GJGNY, balance through EEPS)	6/1/2010	8/3/2010	All three GJGNY-funded projects are undergoing final contract review and approval.
Green Jobs Green New York: Curriculum Inventory, Assessment, and Curriculum Updates: RFP 2034. Conduct a curriculum inventory, contractor needs assessment, and curriculum updates.	\$475,000	7/20/2010	8/31/2010	NYSERDA is negotiating two contracts as a result of this solicitation. The Curriculum Inventory /Assessment contract is in final review, however a pre-agreement letter allowing work to proceed at the contractor's risk has been issued and a project kick-off meeting was held on March 25th. NYSERDA is working with the proposer on the SOW for curriculum update contract.
Technical Workshops/Expand BPI Field Exam Capacity/Certification Standards: PON 2032 NYSERDA seeks proposals to develop technical workshops, fund training centers to expand BPI field exam capabilities, fund third party to recognize/approve and accredit technical curriculum and certification and develop certification standards.	\$1,480,000	5/2011	7/2011	Technical reviewer comments have been received and solicitation will be issued in May.
Internships/Apprenticeships/OJT: PON 2033 Recruitment of entry-level workers, funding to support businesses hiring Green Jobs Work Readiness graduates and enhance standards for the NYS Registered Apprenticeship Programs and building trades programs to include weatherization and energy efficiency certified workers for GJGNY.	\$2,625,000	5/2011	5/2012	The solicitation is in the final review stage and will be released in June.
Workforce Development Training Partnerships for Energy Efficiency: (PON) 1816 Version 3.0 The New York Energy Research and Development Authority is seeking applications from individuals and eligible training entities to accomplish workforce development and training goals in energy efficiency. The Program goal is to significantly strengthen the energy efficiency infrastructure that serves the needs of the portfolio of programs funded through the Energy Efficiency Portfolio Standard (EEPS) and Green Jobs-Green New York (GJGNY), and increase the number of credentialed individuals and contractors supporting these programs.	\$1,650,000	12/2010	12/2011	GJGNY Worker Readiness training funds have been exhausted and will result in seven Training Partnership Agreements. Three of those agreements have been fully executed and four are being negotiated with the contractors. NYSERDA has reviewed proposals and conducted interviews for Lab Houses for Training and Field Testing and anticipates funding four projects under that category.
Workforce Development - Contracting Completed - On-Going Activity:				

Description	Funding	Solicitation Release Date	Proposal Due Date	Status
Solar Thermal (ST) Training: PON 2011. Develop ST training or ST modules to integrate with existing Energy Efficiency (EE) training - curriculum development, equipment, code official training, and assistance to apply for Institute for Sustainable Power (ISP) accreditation.	\$300,000	5/12/2010	6/30/2010	NYSERDA has executed all four contracts.
Workforce Homeowner/Community Outreach Curriculum and Contractor Exchange Workshops: RFP 2014. NYSERDA seeks proposals to create standardized curriculum to educate those responsible for the outreach, field work and related services for GJGNY and/or hold three Contractor Exchange Workshops.	\$300,000	8/16/2010	9/21/2010	Under Agreement 21067, the Building Performance Institute (BPI) and sub-contractors EGIA, BPCA, and GIAPP, will hold up to five contractor exchange workshops across the state to help promote the goals of GJGNY. Two Contractor Exchange Workshops have been scheduled with the first taking place in Rochester on June 21 and the second in Albany on June 23.

Outreach and Marketing

Outreach:

Upstate and downstate Technical Evaluation Panels (TEP's) were held on March 30 and April 6, to select Constituency-based organizations (CBOs) under RFP 2038 to assist with GJGNY regional outreach programs Documentation of the results of the proposal evaluation process are in review and upon management approval, proposers will be notified of their funding status.

Staff are analyzing the results of the selection process to determine whether there are notable gaps in coverage. NYSERDA may issue a new solicitation to fill gaps identified.

Marketing:

Brand Cool, the marketing contractor has completed a secondary research report that pulls together findings on consumer (residential, small business and not-for-profit) attitudes and trends on energy efficiency. A variety of data sources were used for the secondary research which is intended to aid in understanding the market for GJGNY programs and in developing marketing materials and other strategic program elements. The report takes into consideration findings from the Department of Public Services' large scale segmentation and messaging study which was conducted as part of their new consumer marketing campaign.

Residential contractor research was also completed and a final report was developed by Brand Cool. The research involved in-depth interviews with both BPI-accredited (and participating in Home Performance with ENERGY STAR) and non-accredited contractors to probe their understanding of existing program components and to explore the impact of these components on their businesses. The interviews probed: BPI-accredited contractors' experiences with the various tools and program components to determine what works well and areas needing improvement; non-accredited contractor's knowledge of BPI accreditation and the tools/programs available upon accreditation as well as their reasoning for not becoming BPI-accredited. This survey will assist Marketing Staff in developing strategies to expand BPI-accredited

contractor coverage statewide, particularly in areas where coverage is needed to promote GJGNY program growth and support workforce development goals.

A Communications Audit of existing NYSERDA outreach and marketing materials has been conducted. The purpose of this audit was to ensure that GJGNY services are presented in other NYSERDA materials, that the messaging is presented consistently, that materials support CBOs and Energy Smart Community Coordinators (E\$CCs) in promoting GJGNY at the local level, and that the process of, applying for, and completing retrofits is fully explained. Thoughts on marketing successes and needs drawn from this research are documented in the report, and will provide the basis for recommendations to CBOs embarking on outreach to constituents within their areas.

Brand Cool has also completed a Discussion Guide for the online residential focus groups and has completed a first draft of the Small Commercial/Not-For-Profit Discussion Guide. These on-line focus groups will be developed and act as a resource for feedback on a variety of topics related to: household energy use, attitudes towards energy efficiency, barriers to program participation, and general motivational factors. The focus groups will encompass a wide geographic area, assuring an extensive representation of opinions.

Training and Implementation Contractor - Conservation Services Group (CSG):

CSG continues the development of the training curriculum for Constituency Based Organizations (CBOs) outreach and education activities. Work also continues on the development of a SharePoint site for use by the CBOs selected through RFP2038. The SharePoint site will become a critical tool for the implementation of the GJGNY Outreach Program as it will be used to download reports, access program information and leads, and provide a venue for the discussion of program deployment. The contractor continues to work with the NYSERDA Residential Efficiency Services (RES) Program Staff to ensure that the information gathered from CBOs on the SharePoint site will integrate with NYSERDA's Comprehensive Residential Information System (CRIS) database.

NYSERDA Staff has developed an internal Geographic Information System (GIS) working group to support various program reporting activities for the GJGNY program. The GIS system will be used to illustrate Outreach distribution among the 12 regions (i.e. leads, audits, conversions, etc), the effectiveness of outreach strategies through mapping program achievements.

One-to-Four Family Homes		
Home Performance with ENERGY STAR®		
One to Four Family - Audit Status (as of 5/3/2011)		
	Totals	Goal/Budget
Audit Applications	7188	NA
Approved Audit Applications	6508	NA
Scheduled Audits	4337	NA
Completed Audits	3197	46,000
Audit Funds Invoiced	\$736,960	\$11,596,000
Projects Contracted	942	NA
Projects Completed - 426 Market Rate and 150 Assisted	576	15,000

The total number of Home Performance with ENERGY STAR projects completed in April was 470, bringing the total since January 1, 2011 to 2,586. Forty-eight percent of completions in April originated from a GJGNY audit. This reflects

consistent growth in the percentage of project completions originating with a GJGNY audit over the initial months of the program from 8% in January, 19% in February 28% in March, to 48% in April.

Green Jobs - Green New York Residential Financing							
April 30 2011							
1- to 4- Family Homes		Applications Received	Applications Approved	Loans Closed			
				Value	Total	Market Rate	Assisted
Tier 1	March	256	227	\$600,288	74	54	20
	Program to Date	1176	634	\$1,798,173	224	155	69
Tier 2	March	25	6	\$21,590	2	2	0
	Program to Date		18	\$34,190	3	3	0
Total- March			233	\$621,877	76	56	20
Total- Program to Date			652	\$1,832,363	227	158	69

Financing Summary	Tier 1	Tier 2
Average Loan*	\$8,028	\$11,397
Average Term*	11.6 Years	15 Years
3.49%*	79%	100%
3.99%*	21%	0%
Approval Rate**	59%	51%
Denial Rate**	41%	49%
* Refers to closed loans only		
** Does not include applications pending review or withdrawn		

Tier 2 criteria for a GJGNY Loan allows a prospective borrower with a FICO score less than 640 to qualify for financing if they have demonstrated a good payment history on energy bills and their mortgage. The major obstacle to Tier 2 loan approval continues to be the difficulty in obtaining two years of utility payment history. NYSERDA has been working with the utilities to create a process by which two years of customer utility payment history data can be obtained quickly and easily. As a result, the application bottleneck is receding as resolutions have been finalized with some utilities. With the remaining utilities, NYSERDA continues to work to resolve the issue of obtaining billing data when an Energy Service Company (ECSCO) is involved in the process. Although there is still a backlog of unprocessed applications due to unavailable Utility payment data, three loans have now closed, with an additional fifteen loans approved and awaiting closing.

RFP 2198 to select a Master Loan Servicer to support GJGNY financing was released on February 17 and a Technical Evaluation Panel (TEP) was held on April 14, 2011 to review the merit of the applications. Once a contract has been executed with the selected Master Loan Servicer, it is expected that multiple loan originators will be eligible to participate in the GJGNY loan program

NYSERDA is working with HUD to develop terms for the PowerSaver loans that will offer secured loans to homeowners for up to \$13,000 at a low interest rate (3.49%/2.99%).

Multifamily				
MPP - Audit Status – May 4, 2011				
	Affordable Housing	Market Rate Housing	Totals	Budgeted Program Amounts
Number of Audit Applications	33	31	64	500
Audit Funds Encumbered	\$404,530	\$217,633	\$622,163	
Audit Funds Invoiced	\$201,560	\$145,718	\$347,278	\$3,000,000
Number of Projects withdrawing from MPP after audit*	9	16	25	
Number of Projects in Pipeline**	24	15	39	
Projects Completed	9	14	23	400
<p>*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.</p> <p>**MPP Projects must achieve a minimum of 15% in Energy Savings.</p>				

Small Business / Not-For-Profit Sectors

The FlexTech Audit program has been expanded in support of the GJGNY legislation. Energy audits are now 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. The expanded audit program was launched in January of 2011. Sixty-eight audits were completed with RGGI funding through March 2011.

The Small Business/Not-For-Profit revolving loan fund is expected to be available in the second quarter of 2011. Once launched, NYSERDA will work with lenders statewide to provide eligible small businesses and not-for-profits that have qualified energy audits access to low-interest GJGNY energy project financing. NYSERDA will provide lenders 50% of the principal of an eligible GJGNY loan, up to \$26,000, at a 0% interest rate. The lender will provide the remainder of the principal at market rate. Through participation in the loan program, lenders will be able to offer blended interest rates at approximately half the market rate. NYSERDA is coordinating with utilities and others to incorporate this financing opportunity into marketing and outreach materials.

GJGNY Evaluation

Discussions continued between Energy Analysis, program staff, and the evaluation contractors on program objectives and anticipated evaluation needs. The discussions have identified the need for initial work to focus on Process and Market Characterization and Assessment efforts. The work plans for these initiatives are currently under review and the survey instruments in the initial stages of development. Energy Analysis staff will continue to work with its contractors to develop work plans that explore the evaluation needs identified in the initial discussions.

Please visit our website at <http://www.nyserda.org/GreenNY/> for additional information on the program, or reach out to NYSEERDA staff if you have specific questions.