

## Green Jobs - Green New York, Monthly Update

August 2011

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

<b>Workforce Development - Open Solicitations or Contracting Underway</b>				
Description	Funding	Solicitation Release Date	Proposal Due Date	Status
<b>Energy Efficiency Career Pathways Training and Technical Training: PON 1817</b> Develop Small Commercial Energy Audit and Oil Heat Training under GJGNY, and develop EEPS Career Pathways and Tech. Training.	\$600,000 through GJGNY, balance through EEPS	6/1/2010	8/3/2010	-The contract for Small Commercial Audit training through the CUNY Institute for Urban Systems has been executed. -A second contract for Commercial Audit training is in final review. -The Contract for Oil Heat training through Community Power Network has been executed.
<b>Technical Workshops/Expand BPI Field Exam Capacity/Certification Standards: PON 2032</b> Develop technical workshops; fund training centers to expand BPI field exam capabilities; fund a third party to recognize, approve and accredit technical curriculum and certification, and develop certification standards.	\$1,330,000	11/2011	Open Enrollment	-Technical reviewer comments have been received. - Solicitation to be issued in fall of 2011.
<b>Internships/Apprenticeships/On-the-Job-Training (OJT): PON 2033</b> Recruitment of entry-level workers, 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 certified energy efficiency technicians for GJGNY.	\$2,625,000	6/8/2011	Open Enrollment	-The solicitation was released on June 8, 2011 and to date, 29 applications for on-the-job training funds have been approved by NYSERDA and forwarded to NYS DOL Business Services. -NYSERDA has issued five OJT contracts to date, the result of collaboration between the applicant and the DOL Business Services Representative and expects that additional contracts will be negotiated throughout September. -Under Category A, curriculum enhancement, two notices of Intent to Propose have been received.
<b>Workforce Development Training Partnerships for Energy Efficiency: (PON) 1816 Version 3.0</b> Applications from individuals and eligible training entities, goal to significantly strengthen the energy efficiency service infrastructure and increase the number of credentialed individuals and contractors supporting these programs.	\$1,650,000	12/2010	Open Enrollment through 12/2011	-GJGNY Worker Readiness training funds have been exhausted and will result in seven Training Partnership Agreements. -Five of those agreements have been fully executed and two are being negotiated with the contractors. - Contracts for five Lab Houses for Field Testing are being negotiated

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<b>Workforce Development - Contracting Completed - On-Going Activity:</b>				
Description	Funding	Solicitation Release Date	Proposal Due Date	Status
<b>Solar Thermal (ST) Training: PON 2011.</b> 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 including: -Ulster County BOCES -Sullivan County BOCES -Monroe Community College -SUNY Canton
<b>Workforce Homeowner/Community Outreach Curriculum and Contractor Exchange Workshops: RFP 2014.</b> 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	-The first contractor exchange workshop was held June 21-22 in Rochester, the second on June 23-24 in Albany, and the third on September 13-14 in Tarrytown. Two more contractor exchanges will be held later in the year.
<b>Survey to past CEEBS trainees- PO 19822</b> Survey nearly 1,800 past CEEBS training participants who took Building Analyst I (BA 1) from 2008 to 2010 to identify the challenges and barriers to achieving BPI certification and participation in Home Performance with ENERGY STAR®.	\$25,000	NA	NA	-More than 180 respondents completed the survey in mid-April. -Challenges/barriers identified include: lag time between training and taking the test; test questions not aligning to training curriculum; and lack of preparedness or access to field equipment and hands-on practice. -RFP 2032 is designed to address some of these issues.
<b>Green Jobs Green New York: Curriculum Inventory, Assessment, and Curriculum Updates: RFP 2034.</b> Conduct a curriculum inventory, contractor needs assessment, and curriculum updates.	\$475,000	7/20/2010	8/31/2010	-The contract was awarded to Pace University and PACE has begun research.

### Outreach and Marketing

#### GJGNY Outreach

- A TEP for RFP 2327 (Green Jobs – Green New York Outreach Program-re-issue) was held on August 1 2011. Five additional Constituency Based Organizations (CBOs) were selected. They are:

CBO	Region	Focus
PathStone Corporation	Finger Lakes	Energy Efficiency
Northwest Bronx Community and Clergy Coalition	Bronx	Workforce Recruitment
Civic Association Serving Harlem	New York	Energy Efficiency
Make the Road New York	Kings and Richmond	Energy Efficiency and Workforce Recruitment
Neighborhood Housing Services of Jamaica, Inc.	Queens	Energy Efficiency

- The contracting process for RFP 2038 (Green Jobs – Green New York Outreach Program-initial release) is underway. It is expected that all the CBOs selected under this initial solicitation will be in receipt of a completed statement of work by mid-October with fully-executed contracts in early November. Once the contracts are executed, CBOs will be staffing up in preparation for the CBO training.

#### GJGNY Training and Implementation Contractor

Training for the CBO organizations is currently scheduled for November (Two day, upstate/downstate sessions)

- The curriculum is under development (programs, processes)
- Speakers are being recruited

A SharePoint site is under development. The SharePoint site will facilitate communication between CBOs and NYSERDA to:

- Share, organize, upload, and view documents;
- Participate in real-time group discussions (blogs);
- Post internal announcements
- Access materials (templates, marketing materials, etc.)

#### GJGNY Marketing

- Completed Market research (contractor and consumer)
  - Qualitative Research Including:
    - In-depth Interviews with BPI contractors and non-BPI contractors to identify benefits, barriers, etc.
    - Online Homeowners Focus groups with to identify views
    - Online Small Businesses and NFP Focus groups
    - Quantitative - benchmarking study
- Development of brand and campaign “stamp” for associated NYSERDA programs.

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- Collateral development – financing fact sheet (residential and small business)
- Contractor Recruitment
  - Case studies – Two new studies are being compiled
  - Support for Contractor Exchange Workshops – direct mail, email blast
- CBO support – A toolkit, is under development (based on conversations with several CBOs, currently fielding survey of CBO marketing needs)

<b>One-to-Four Family Homes</b>		
<b>Home Performance with ENERGY STAR® Audit Status (As of 8/31/2011)</b>		
	<b>Totals</b>	<b>Goal/Budget</b>
Audit Applications	12,246	NA
Average Number of Applications Per Month	1,445	NA
Approved Applications for Free Audit	10,613	NA
Approved Applications for Reduced Cost Audit	933	NA
Total Approved Audit Applications	11,546	NA
Scheduled Audits	8,612	NA
Completed Audits	7,285	46,000
Projects Contracted	2,112*	NA
Projects Completed – 1,167 Market Rate and 410 Assisted	1,577	15,000
Audit Funds Invoiced	\$1,733,830	\$11,596,000

The 1,577 completed projects since program launch November 15, 2010 are associated with a free/reduced-cost audit. An additional 3,885 projects were completed during this period without the free/reduced-cost audit. This is due at least in part to the length of the project cycle between the audit, contract and completion of work. In August 2011, 60% of the completed projects originated from a free/reduced-cost audit.

\*The current conversion rate from completed audit to project contract is 29%.

<b>Green Jobs - Green New York Residential Financing</b>						
<b>(As of 8/31/2011)</b>						
<b>1- to 4- Family Homes</b>	<b>Applications Received</b>	<b>Applications Approved</b>	<b>Loans Closed</b>			
			<b>Value</b>	<b>Total</b>	<b>Market Rate</b>	<b>Assisted</b>
<b>Total- August</b>	<b>257</b>	<b>331</b>	<b>\$667,272</b>	<b>81</b>	<b>67</b>	<b>14</b>
<b>Total- Program to Date</b>	<b>2,034</b>	<b>1041</b>	<b>\$4,166,179</b>	<b>516</b>	<b>317</b>	<b>199</b>
Tier 1	August	317	\$633,765	77	66	11
	Program to Date	1003	\$4,013,728	499	307	192
Tier 2	August	14	\$33,507	4	1	3
	Program to Date	38	\$152,451	17	10	7

Financing Summary	Tier 1	Tier 2
Loans Closed	499	17
Value	\$4,013,728	\$152,451
Average Loan*	\$8,044	\$8,968
Average Term*	11.2 Years	13.8 Years
3.49%*	82%	65%
3.99%*	18%	35%
Approval Rate**	58%	75%
Denial Rate**	42%	25%
*Refers to closed loans only		
** Does not include applications pending review or withdrawn		

In July, the Green Jobs-Green New York residential loan underwriting criteria for Tier 2 loans was revised to allow borrowers to qualify with a debt-to-income ratio of up to 70%, if the borrower has a FICO score of 680 or higher and has had no bankruptcy within the last five years (reduced from seven years). The prior requirement limited debt-to-income ratios to up to 55%. These changes are estimated to increase the penetration of the alternate Tier 2 loan underwriting standards from 3% to 12%.

On-Bill Recovery was signed into law by Governor Cuomo on August 4, 2011. This legislation has the potential of making HPwES retrofits available to many more New Yorkers. NYSERDA is already working with the staff of the Department of Public Service and the utilities to develop the process to be used to implement the program. Policy calls for the Public Service Commission to approve billing and collection procedures within 150 days, with full implementation to occur no later than 300 days after the signing of the legislation.

An immediate effect of the legislation increases the maximum loan amount available in HPwES from \$13,000 to \$25,000. NYSERDA staff is coordinating with Energy Finance Solutions (EFS) to update their website and program forms and materials. EFS will also notify loan applicants currently in the pipeline of the opportunity to increase the amount of their loan, if they desire to do so.

RFP 2198 seeking a Green Jobs-Green New York Master Loan Servicer was issued in February, and a Technical Evaluation Panel (TEP) was held in April. The Interim Loan Servicer, Concord Servicing Corporation, was the selected proposer. As Concord has continued to provide service under the interim agreement, approval of the new agreement was delayed to allow incorporation of the Multi-family and Small Business/Not-For-Profit groups. Once approved, PON 2350 will be issued seeking Participating Lenders to originate GJGNY residential energy loans, with collection services provided by, Concord, the Master Loan Servicer.

A competitive solicitation was released on March 11, 2011, requesting proposals from formula ineligible small municipalities in nine economic development regions to serve as a host community for NYSERDA's Revolving Loan Fund or to administer an energy efficiency loan fund of their own. Eleven proposals were received, representing eight of the nine economic development regions. On June 30, 2011, NYSERDA awarded funding for eight of the eleven proposals, with seven awards for municipalities who will serve as a host community for NYSERDA's Revolving Loan Fund and one who will administer their own energy efficiency loan fund. One economic development region did not submit a proposal in response to the solicitation request; however, a neighboring economic development region was offered the opportunity to serve as host for this region. This award will make available \$689,214 for outreach/administration and \$6,202,922 for energy efficiency loans for the nine economic development regions. NYSERDA is currently in contract negotiations with the successful respondents.

<b>Multifamily</b>				
<b>Audit Status (as of 8/31/2011)</b>				
	Affordable Housing	Market Rate Housing	Totals	Budgeted Program Amounts
Number of Audit Applications	44	36	80	500
Audit Funds Encumbered	\$527,060	\$229,313	\$756,373	
Audit Funds Invoiced	\$259,840	\$130,593	\$390,433	\$3,000,000
Number of Projects withdrawing from MPP after audit*	10	18	28	
Number of Projects in Pipeline**	34	18	52	
Projects Completed	13	23	36	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>				

NYSERDA is currently seeking lenders for the Multifamily Financing Program. An announcement of the financing program is located on NYSERDA's web site at <http://www.getenergysmart.org/MultiFamilyHomes/Financing.aspx> and a notice was also in the NYS Contract Reporter on June 17, 2011.

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

**Energy Audits:** The FlexTech program was expanded January 2011 in support of the GJGNY legislation. GJGNY energy audits are offered statewide at no charge to small businesses and not-for-profits (SB/NFP) with an average electric demand of 100kW or less and ten employees or less. For participants ineligible for GJGNY audit funding, FlexTech also uses American Recovery and Reinvestment Act (ARRA) funding to provide free energy audits to any small business or not-for-profit with an average electric demand of 100 kW or less. As of July 31, 319 GJGNY audits and 130 ARRA audits have been completed.

**Energy Efficiency Financing:** The SB/NFP Energy Efficiency Financing Program was launched in June 2011. Under the Program, small businesses and not-for-profits that have qualified energy audits from NYSERDA or their utility service provider, and that meet other eligibility requirements may receive low-interest GJGNY energy project financing. NYSERDA will work with lenders statewide to provide 50% of the principal of an eligible GJGNY loan, up to \$50,000, at a 0% interest rate. The lender will provide the remainder of the principal at market rate. The lender

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will collect all loan payments and will remit to NYSEERDA its share of the loan payment. Through participation in the loan program, lenders will be able to offer blended interest rates at approximately half the market rate. NYSEERDA held a Webinar for lenders in July 2011. As of August 31, 2011, five lending institutions had signed up to be listed as participating lenders on the NYSEERDA website. NYSEERDA is developing a Webinar for NYSEERDA's Energy Smart Coordinators, Flex Tech Contractors, Community Based Organizations, and utilities on the SB/NFP Energy Efficiency Financing Program and is coordinating with utilities and others to incorporate the financing opportunity into marketing and outreach materials.

### Evaluation

Early discussions between Energy Analysis, program staff, and the evaluation contractors on program objectives identified the need for initial work to focus on Residential Single Family Homes Process and Market Characterization and Assessment efforts. The work plan for this initiative is final and the survey instruments and interview guides are in various stages of development and implementation. Energy Analysis staff anticipates finalizing the data collection for this effort in late summer with an estimated final report available March 2012. A NYSEERDA evaluation contractor initiated Market Characterization and Assessment efforts during the early stages of program development and prepared a draft logic model. This draft report was shared with NYSEERDA program staffs in August. Energy Analysis staff anticipates the final logic model report will be available late-September 2011.