

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	All three GJGNY-funded projects are undergoing final contract review.
<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.	\$1,480,000	8/2011	Open Enrollment	<ul style="list-style-type: none"> <li>- Technical reviewer comments have been received.</li> <li>- NYSERDA is currently reviewing standards and certification sections.</li> <li>- Solicitation to be issued in late summer.</li> </ul>
<b>Internships/Apprenticeships/OJT: PON 2033</b> Recruit 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	<ul style="list-style-type: none"> <li>- The solicitation was released on June 8, 2011.</li> <li>- Five applications for on-the-job training funds have been approved by NYSERDA and forwarded to NYS DOL Business Services.</li> </ul>
<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	12/2011	<ul style="list-style-type: none"> <li>-GJGNY Worker Readiness training funds have been exhausted, resulting in seven Training Partnership Agreements. Five agreements have been executed and two are in negotiation.</li> <li>-NYSERDA has reviewed proposals, conducted interviews for Training and Field Testing Lab Houses, and anticipates funding four projects under that category.</li> </ul>

<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.

<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 a minimum of three Contractor Exchange Workshops.	\$300,000	8/16/2010	9/21/2010	The first contractor exchange workshop was held June 21-22 in Rochester and the second on June 23-24 in Albany. Three more will be held later in the year
<b>Survey to past CEEBS trainees- PO 19822</b> Survey nearly 1,800 past Center for Energy Efficiency and Building Science (CEEBS) training participants who took Building Analyst I (BA I) 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 for \$275,500. - Pace has begun research.

## Outreach and Marketing

### Marketing

The Residential Benchmarking questionnaire has been finalized with the Benchmarking Survey to be fielded in July. This quantitative study will help NYSERDA determine how to best position and market GJGNY to the residential audience, including reaction to past and potential new marketing approaches; understand the needs and behaviors related to energy efficiency improvements and financing; Identify motivators and triggers related to energy efficiency improvements and financing; test understanding, perceived benefits, and appeal of product features and enhancements included in GJGNY; and uncover barriers to participation in the program and gather insights regarding messages and delivery mechanisms. Other GJGNY Marketing activities include:

- Development of a Small Business / NFP discussion guide for the small commercial on-line focus groups which are currently scheduled for July;
- Development of four Contractor Recruitment Case Studies. An early GJGNY marketing strategy is to recruit more BPI-accredited contractors for the Home Performance with ENERGY STAR program, particularly in areas where there is a need;
- Discussions held with the Residential On-line Focus groups and results presented to NYSERDA and other stakeholders;
- Continued updates to the NYSERDA website to accommodate GJGNY program activity (i.e. Small Business / NFP program financing).

### Outreach

Contract negotiations continue with the fourteen CBOs selected through RFP 2038 Green Jobs – Green New York Outreach Program. Based on these awards and to address gaps in coverage, NYSERDA issued a second competitive solicitation (RFP 2327) on June 6, 2011 with proposals due July 12, 2011.

Additionally, a CBO Needs Assessment Survey was conducted to identify training and other CBO needs. NYSERDA has reviewed the results of this survey with Conservation Services Group (CSG) and Pratt and are beginning the development of curriculum for CBO training - currently scheduled for early September, once the CBOs are under contract.

<b>One-to Four-Family Homes</b>		
<b>Home Performance with ENERGY STAR® Audit Status (as of 7/7//2011)</b>		
	<b>Totals</b>	<b>Goal/Budget</b>
Audit Applications	10,024	NA
Average Number of Applications Per Month	1,531	NA
Approved Applications for Free Audit	8,626	NA
Approved Applications for Reduced Cost Audit	766	NA
Total Approved Audit Applications	9,392	NA
Scheduled Audits	6,798	NA
Completed Audits	5,510	46,000
Projects Contracted	1,508	NA
Projects Completed - 786 Market Rate and 222 Assisted	1,008	15,000
Audit Funds Invoiced	\$1,312,380	\$11,596,000

The total number of Home Performance with ENERGY STAR projects completed in June was 379, bringing the total since January 1, 2011 to 3,374. The conversion rate from completed audit to project contract averages 27%– 30%

<b>Green Jobs - Green New York Residential Financing (as of June 31, 2011)</b>						
1- to 4- Family Homes	Applications Received	Applications Approved	Loans Closed			
			Value	Total	Market Rate	Assisted
Total - June	215	285	\$696,107	85	66	19
Total - Program to Date	1,598	847	\$2,936,112	369	269	100
<b>Tier 1</b>	June	276	\$656,974	81	66	15
	Program to Date	820	\$2,817,168	356	260	96
<b>Tier 2</b>	June	9	\$39,133	4	0	4
	Program to Date	27	\$118,944	13	9	4

\* Applications received are first considered under Tier 1, and if denied, then considered under Tier 2.

Financing Summary	Tier 1	Tier 2
Average Loan*	\$7,913	\$9,150
Average Term*	11.2 Years	13.5 Years
3.49%*	81%	62%
3.99%*	19%	38%
Approval Rate**	60%	77%
Denial Rate**	40%	23%
*Refers to closed loans only		
** Does not include applications pending review or withdrawn		

On-Bill Recovery passed both houses of the NYS Legislature in June and is currently awaiting Governor Cuomo's signature. Once signed into law, a 300-day program design and implementation period will begin, after which the Public Service Commission (PSC) shall require each participating utility to offer On-Bill Recovery to eligible New Yorkers. Participation will initially be limited to 0.5% of each utility company's customers, but NYSERDA can petition to increase the limit provided the PSC finds that On-Bill Recovery has not harmed the company or its ratepayers.

In addition to the introduction of On-Bill Recovery, once signed into law, the legislation amends the maximum loan amount for the GJGNY program for projects with a payback of 15 years or less to \$25,000 for residential 1- to 4-family homeowners and \$50,000 for small business/not-for-profit building owners.

Tier 2 criteria for the GJGNY residential loan allows a prospective borrower with a FICO score less than 640 to qualify if they have demonstrated a good payment history on energy bills and their mortgage. Of the applicants that were denied financing under Tier 1, approximately 14% were eligible to be reviewed under the alternate Tier 2 standards. The most significant reason for loan denial (~45%) is a Debt to Income Ratio (not to exceed 50% under Tier 1 or 55% for Tier 2, including the requested loan amount). NYSERDA is currently evaluating alternative underwriting standards to increase the availability of financing to additional homeowners.

RFP 2198 Green Jobs - Green New York Master Loan Servicer: seeking a Green Jobs-Green New York Master Loan Servicer was issued on February 17, with proposals due of March 21, 2011. A TEP was held on April 14, and contract negotiations are currently underway with the selected proposer. Once a contract has been executed with the Master Loan Servicer, a new PON will be issued seeking Participating Lenders to originate GJGNY residential energy loans, with collection services provided by the Master Loan Servicer.

A competitive solicitation was released on March 11, 2011, requesting proposals from DOE 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.

<b>Multifamily</b>				
<b>Audit Status (as of 6/31/11)</b>				
	<b>Affordable Housing</b>	<b>Market Rate Housing</b>	<b>Totals</b>	<b>Budgeted Program Amounts</b>
Number of Audit Applications	40	33	73	500
Audit Funds Encumbered	\$486,800	\$ 205,782.50	\$692,582.50	
Audit Funds Invoiced	\$240,680	\$119,132.50	\$359,812.50	\$3,000,000
Number of Projects withdrawing from MPP after audit*	10	18	28	
Number of Projects in Pipeline**	30	15	45	
Projects Completed	10	18	28	400
<small>*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.  **MPP Projects must achieve a minimum of 15% in Energy Savings.</small>				

A notice of NYSERDA’s request for lenders for the Multifamily financing program was placed in the contract reporter in June. Information on the financing program is also located on NYSERDA’s web site at <http://www.getenergysmart.org/MultiFamilyHomes/Financing.aspx>. NYSERDA will also be hosting an orientation webinar for interested lenders on July 21<sup>st</sup>. The aim of the orientation is to familiarize the lending community with the new loan fund and also to solicit interested lenders to list their names on NYSERDA’s website as potential financial resources for customers.

### Small Business / Not-For-Profit

*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 with an average electric demand of 100kW or less and ten employees or less. As of May 31, 190 GJGNY audits have been completed. For participants ineligible for GJGNY audit funding, FlexTech also uses American Recovery and Reinvestment Act funding to provide free energy audits to any small business or not-for-profit with an average electric demand of 100 kW or less.

*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 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 \$26,000, at a 0% interest rate. The lender will provide the remainder of the principal at market rate. The lender will collect all loan payments and will remit NYSERDA its share of the loan payment. Through participation in the loan

**June 2011**

program, lenders will be able to offer blended interest rates at approximately half the market rate. NYSEERDA is coordinating with utilities and others to incorporate the financing opportunity into marketing and outreach materials.

PON 2293 Green Job Green New York Small Business / Not-for-Profit Energy Efficiency Financing Program can be accessed at <http://www.nyserda.org/funding/2293pon.asp>.

### **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 final and the survey instruments and interview guides are in the initial stages of development. Energy Analysis staff anticipates initiating the data collection for this effort in late summer with an estimated final report available March 2012.