

July 2012

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

### Workforce Development

#### Coordination with the New York State Department of Labor

The Workforce Development team continues to collaborate with the statewide network of Constituency-Based Organizations (CBOs) in providing consumer workforce outreach under GJGNY. NYSERDA's Workforce Project Managers worked with the New York State Department of Labor (NYSDOL) to facilitate CBO access to DOL's One Stop Operating System (OSOS) in order to connect qualified job seekers with employers in the clean energy field. NYSDOL has granted clearance to PUSH Buffalo, the CBO selected under Green Jobs – Green NY for the Western Region, to access their One Stop Operating System (OSOS). Per the understanding between NYSERDA, PUSH Buffalo and the NYS DOL, PUSH will track the progress of customers that have been referred to a One Stop Center for participation in the NYSERDA Green Jobs - Green NY On-the-Job Training program. PUSH Buffalo will be able to search for specific customers in the database and track their progress. Additionally, PUSH Buffalo will be able to match job seeking customers to job openings. If the pilot program goes well, the NYSDOL will work with other CBOs performing GJGNY outreach to gain access to the system.

PUSH's access to OSOS is one component of an ongoing effort to better coordinate NYSERDA's energy efficiency training and job placement with NYSDOL.

### Narrative Summary by Solicitation

#### *PON1817: Oil Heat Technician Training and Small Commercial Audit Training*

Workforce curriculum development and training partnerships are in place for Oil Heat Technician Training and Small Commercial Energy Auditing Training. As noted in previous reports, two Oil Heat Technician trainings are currently scheduled for August and three for September. The Small Commercial Energy Auditing curriculum is under development.

#### *PON 2032: Technical Training and Certifications*

Funding Category A: Hands-on technical workshops – Five proposals have been reviewed by the Technical Evaluation Panel to date, with three currently under negotiation for funding.

Funding Category B: Expand BPI Exam Capacity – One application has been received and is under negotiation.

Funding Category C: Oil and gas furnace installation certification standards – A TEP was held on June 27, and the TEP recommended one project for funding.

#### *PON 2033: Curriculum Development*

In addition to contracts awarded to Solar One for Green Building Operations and Maintenance training, the Urban League of Rochester for enhancement of their Construction Technology program, and Local 32 BJ Thomas Shortman Training Fund for Multifamily Building Analyst curriculum and training, one additional agreement is under negotiation.

### *PON 2033: On-the-job-training*

NYSERDA has received seventy notices of intent to apply from contractors, which is the first step in a process that, when completed, results in a NYSERDA partner or contractor hiring a candidate for on-the-job training and employment. If NYSERDA determines the Applicant to be in good standing and therefore eligible, processing continues with NYSDOL's Business Services Representative and the Applicant to match needs with the skills of the employee pool listed on the One-Stop Career center lists. Candidates are interviewed, and job offers are made. A completed application approved by NYSDOL is returned to NYSERDA, and a contract is produced. To date, 64 people have been hired from NYSDOL's One-Stop Lists, and approximately \$608,000 in incentives has been awarded.

## **Outreach and Marketing**

**(as of 07/31/12)**

The Long Island Progressive Coalition held their contractor assignment lottery for the Aggregation Pilot. Four Home Performance Contractors were selected - Powersmith, Home Performance Technologies (HPT), Community Environmental Center (CEC), and Best Built Contracting, all received bundles of pre-qualified leads.

A pilot program is being developed with NYSERDA's events staff and the CBOs. It will allow CBOs to co-table with NYSERDA at certain events. Pilot protocols and procedures were distributed.

A NYSERDA Outreach webinar was held on July 19, 2012. Tom Bregman of Energize Bedford spoke about their success promoting the Home Performance program in the Westchester area. Yury Polansky of New York State Energy Audits presented the contractor's perspective of converting customers, and CSG gave a recap on the new financing and Assisted Home Performance applications.

A revised monthly narrative report template for CBOs was developed and will be implemented in early August. The new template will make it easier to compile necessary information for reporting purposes.

NYSERDA staff continues to meet with all the CBOs under contract for GJGNY. Most recently NYSERDA visited the Affordable Housing Partnership in Albany to discuss the status of their energy efficiency outreach program.

Program staff met with the Building Performance Contractors Association (BPCA) regarding the distribution of an email blast to their network of contractors regarding CBO Outreach efforts. The intention of this initiative is to create new relationships between CBOs and contractors by outlining the benefits of collaboration. The email is to be distributed in late August.

NYSERDA staff continues to work with Brand Cool to refocus the GJGNY marketing plan for year two. The objectives are to increase awareness of, access to, and participation in comprehensive energy efficiency projects among NYS homeowners and business owners. An additional goal is to support market transformation by promoting the programs financing options which make it easier for homeowners, businesses, and not-for-profits to finance upgrades. This effort should improve conversion rates from assessments to upgrades.

Print advertisement templates were developed for the CBOs. The templates portray a variety of approved images and messaging and provide areas where CBOs can customize their message. The CBOs have identified community papers where they believe the ads would be most effective.

<b>One-to-Four Family Homes - Audits</b> <b>Home Performance with ENERGY STAR® (as of 7/31/12)</b>				
		Timeframe	CBO Initiated since 11/1/11 <sup>2</sup>	GJGNY Totals Since 11/15/10 <sup>1</sup>
<b>Received Audit Applications</b>		Month	128	1,364
		Program to Date	1326	30,712
	<b>Average Number of Applications Received per Month</b>			<b>147</b>
<b>Approved Audit Applications</b>				
		<b>Free</b>		
		Month	163	1,483
		Program to Date	1180	26,604
		<b>Reduced Cost</b>		
		Month	5	84
		Program to Date	56	2,227
<b>Total Approved Audit Applications</b>			<b>1236</b>	<b>28,831</b>
<b>Avg. Number of Applications Approved per Month</b>			<b>137</b>	<b>1,406</b>
<b>Scheduled Audits</b>				
<b>Scheduled Audits</b>	<b>Scheduled Audits as of End of Current Month</b>		<b>161</b>	<b>501</b>
<b>Completed Audits</b>				
<b>Completed Audits:</b>	<b>Completed Audits</b>			
<b>Goal: (46,000- Audits)</b>	<b>Free</b>			
	Month	93	1,073	
	Program to Date	614	19,660	
<b>Budget: (\$11,596,000)</b>	<b>Reduced Cost</b>			
	Month	8	77	
	Program to Date	40	1,636	
<b>Total Completed Audits</b>			<b>654</b>	<b>21,296</b>
<b>Audit Funds Invoiced to Date</b>				<b>\$5,224,510</b>
<sup>1</sup> GJGNY totals since 11/15/10 are inclusive of CBO initiated activities				
<sup>2</sup> Round 2 CBO production as of 6/1/2012				

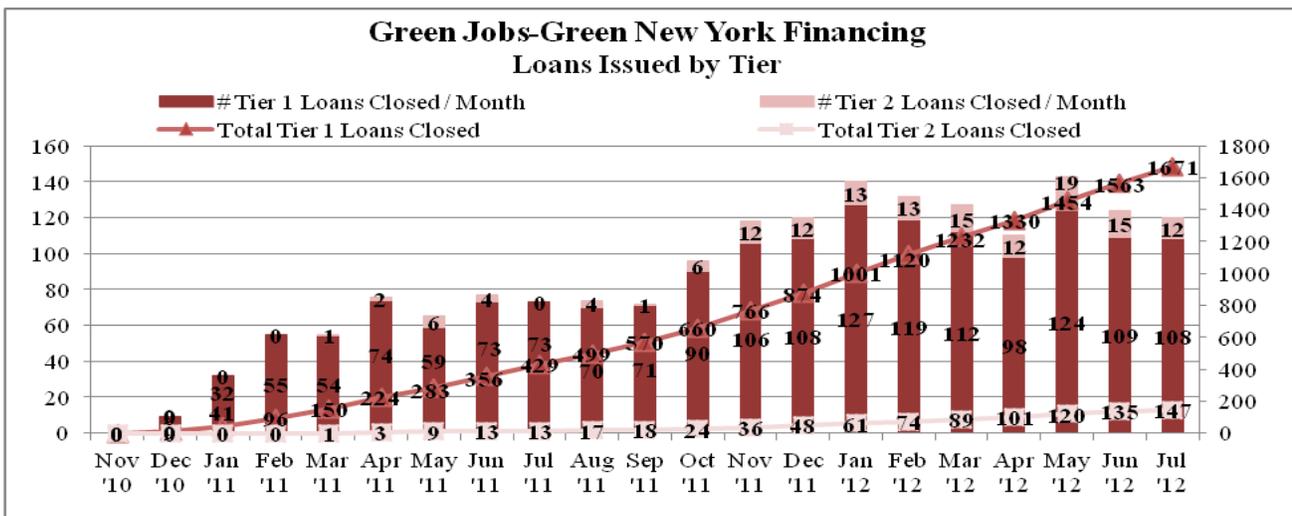
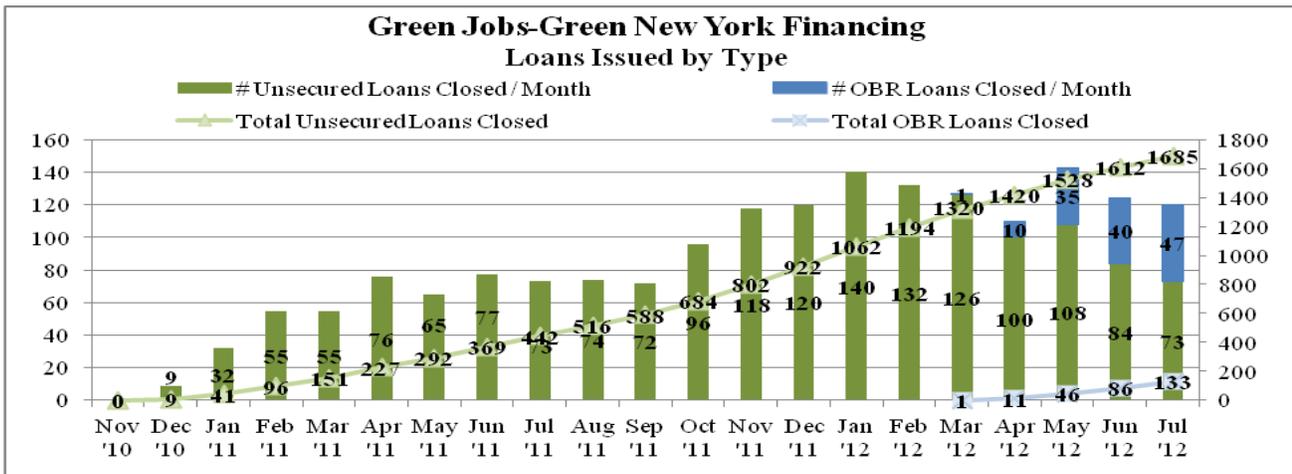
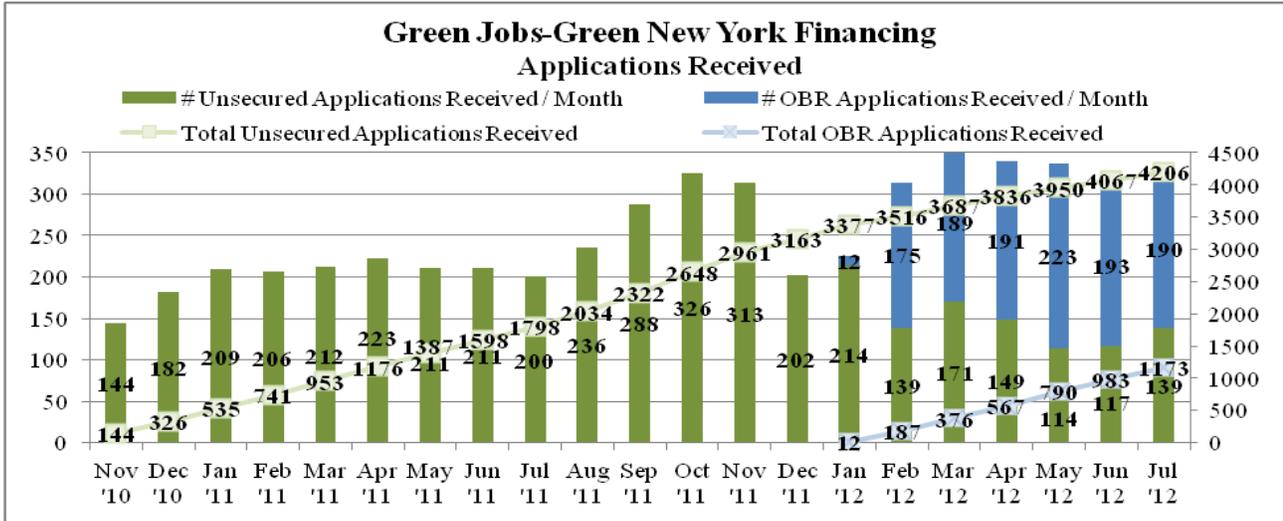
<b>One-to-Four Family Homes - Projects Home Performance with ENERGY STAR® (as of 7/31/12)</b>				
<b>Projects Contracted</b>				
	<b>Timeframe</b>	<b>CBO Initiated since 11/1/11<sup>1</sup></b>	<b>GJGNY Totals Since 11/15/10<sup>1</sup></b>	<b>HPwES Totals Since 11/15/10<sup>2</sup></b>
<b>Total Contracted Projects</b>	<b>To Date</b>	<b>86</b>	<b>5,425</b>	<b>NA</b>
<b>Completed Projects</b>				
<b>Assisted</b>				
	<b>Month</b>	<b>5</b>	<b>75</b>	<b>96</b>
	<b>Program to Date</b>	<b>20</b>	<b>1,453</b>	<b>3,593</b>
<b>Market Rate</b>				
	<b>Month</b>	<b>10</b>	<b>225</b>	<b>298</b>
	<b>Program to Date</b>	<b>33</b>	<b>4,006</b>	<b>7,388</b>
<b>Total Completed Projects<sup>4</sup> – GJGNY Goal: (15,000)</b>		<b>53</b>	<b>5459<sup>3</sup></b>	<b>10,981</b>
<sup>1</sup> Projects completed resulting from a GJGNY Audit. <sup>2</sup> Total HPwES including GJGNY Projects <sup>3</sup> Projects completed resulting from a GJGNY Audit or using GJGNY financing <sup>4</sup> Projects do not reflect number of units served. i.e. A two to four family home is represented as one project. NYSERDA is pursuing the ability to report unit data in future reports.				

Contractors continue to report strong demand for free/reduced-cost comprehensive home assessments (audits) with the program receiving 1,364 audit applications in July. The conversion rate from audit to energy retrofit is 37%. The average cycle time between audit completion to project approval/completion is 90-120 days.

There were 394 Home Performance with ENERGY STAR project completions in July, of which 73% originated from a completed GJGNY audit. Of the July project completions, 24% were for Assisted Home Performance with ENERGY STAR customers.

Green Jobs - Green New York Residential Financing as of July 31, 2012								
1- to 4- Family Homes		Loan Product	Applications Received	Applications Approved	Loans Closed			
					Value	Total	Market Rate	Assisted
Tier 1	July	Unsecured	139	200	\$556,454	63	52	11
		On-Bill Recovery	190	217	\$455,621	45	38	7
	Program to Date	<b>Unsecured</b>	<b>4,206</b>	<b>2,328</b>	<b>\$14,034,862</b>	<b>1,546</b>	<b>1,176</b>	<b>370</b>
		<b>On-Bill Recovery</b>	<b>1,173</b>	<b>645</b>	<b>\$1,266,974</b>	<b>125</b>	<b>111</b>	<b>14</b>
Tier 2	July	Unsecured	12	16	\$91,958	10	4	6
		On-Bill Recovery	21	17	\$20,988	2	1	1
	Program to Date	<b>Unsecured</b>	<b>245</b>	<b>204</b>	<b>\$1,326,856</b>	<b>139</b>	<b>72</b>	<b>67</b>
		<b>On-Bill Recovery</b>	<b>79</b>	<b>61</b>	<b>\$87,963</b>	<b>8</b>	<b>4</b>	<b>4</b>
July		Unsecured	151	216	\$648,412	73	56	17
		On-Bill Recovery	211	234	\$476,609	47	39	8
<b>Total</b>			<b>362</b>	<b>450</b>	<b>\$1,125,021</b>	<b>120</b>	<b>95</b>	<b>25</b>
Program to Date		Unsecured	4,206	2,532	\$15,361,717	1,685	1,248	437
		On-Bill Recovery	1,173	706	\$1,354,937	133	115	18
<b>Total</b>			<b>5,379</b>	<b>3,238</b>	<b>\$16,716,654</b>	<b>1,818</b>	<b>1,363</b>	<b>455</b>

Unsecured		Financing Summary	On-Bill Recovery	
Tier 1	Tier 2		Tier 1	Tier 2
1,546	139	Loans Closed*	125	8
\$14,034,862	\$1,326,856	Value*	\$1,266,974	\$87,963
\$9,078	\$9,546	Average Loan*	\$10,136	\$10,995
11.5 Years	12.9 Years	Average Term*	14.4 Years	14.4 Years
N/A	N/A	2.99%	100%	100%
81.24%	79.86%	3.49%*	N/A	N/A
18.76%	20.14%	3.99%*	N/A	N/A
65.19%		Approval Rate**	66.17%	
26.65%		Denial Rate**	26.99%	
8.16%		Denied Tier 1, didn't pursue Tier 2**	6.84%	
* Refers to closed loans only				
** Does not include applications pending review or withdrawn.				



The income documentation requirements and associated processing time for GJGNY Loan and Assisted Subsidy applications were targeted as opportunities for improvement to enhance the program experience for customers and contractors. A working group was created to coordinate the streamlining of program applications to ensure adequate internal and external feedback on the program process enhancements. On July 13, a webinar was held to introduce program participants to the new applications and provide an overview of the program enhancements.

NY Title initially estimated that the processing times for Last Owner Searches for On-Bill Recovery Loans would be up to seven days for the downstate region and fourteen days for upstate. As actual processing times were far longer, NYSERDA added a second service provider in July and referred the backlog of requests to Zodiac Title Services. Staff will continue to monitor the performance of Last Owner Search requests under both NY Title and Zodiac to ensure improved loan processing times for OBR customers.

<b>Multifamily Performance Program (MPP)</b>				
<b>Audit Status (as of 7/31/12)</b>				
	<b>Affordable Housing</b>	<b>Market Rate Housing</b>	<b>Totals</b>	<b>Budget/Goal</b>
Number of Audit Applications	69	66	135	500
Audit Funds Encumbered	\$846,280	\$444,673	\$1,290,953	
Audit Funds Invoiced	\$582,660	\$290,083	\$872,743	\$3,000,000
Audits Completed	53	48	101	400
Number of Projects withdrawing from MPP after audit*	9	17	26	
Number of Projects in Pipeline**	54	46	100	
Projects Contracted (to have measures installed)	29	19	48	
Households (HH) associated with Projects Contracted	4,785	5,405	10,190	
kWh Savings of installed measures***	7,244,965	87,816	7,332,781	
MMBtu Savings of installed measures***	58,763	14,927	73,690	
Dollar savings of installed measures***	\$2,189,354	\$227,754	\$2,417,108	
*MPP Projects must achieve a minimum of 15% in energy savings. Projects may choose to proceed with projects outside MPP, choosing 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 had an authorized audit would still be eligible to apply for GJGNY financing. **Projects that receive GJGNY-supported audits and/or financing may also receive incentives through the System Benefits Charge (SBC), Energy Efficiency Portfolio Standard (EEPS), Regional Green House Gas Initiative (RGGI), and/or utility programs, such that the projects' energy savings may not all be attributable solely to GJGNY. *** The Operating Plan expresses anticipated energy and dollar savings on an average per project basis.				

The GJGNY financing program for multifamily building owners is moving forward. **Carnegie House** was the first project to receive a loan through the program. A second project by the name of **Wexford Terrace**, a 342 unit, market rate existing building from Jamaica, NY had their Multifamily Performance Program, Energy

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Reduction Plan (ERP) approved in June and is now preparing for a multifamily loan through the GJGNY financing program.

Building owners participating, or who have participated in the Multifamily Performance Program may be eligible for this reduced interest financing program. More information on GJGNY multifamily building owner financing can be found at: <http://nyserda.ny.gov/en/Page-Sections/Multifamily-Performance-Program/Financing.aspx>.

The Multifamily team has been working on development of an On-Bill Recovery financing program for multifamily energy efficiency projects. This financing method will allow building owners to finance a project and pay the debt service as part of the monthly utility bill. The advantage to this approach is that if the property is sold, the debt stays with the property.

Additionally, the Multifamily team is working on program revisions to bring more small multifamily buildings into the MPP program. These buildings are typically less than fifty units. The focus is on streamlining the audit process to allow program incentives to have a bigger impact on the project.

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

*Energy Audits:* 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. For participants ineligible for GJGNY audit funding, NYSERDA 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 June 30, 2012, 989 GJGNY audits and 482 ARRA audits have been completed.

*Energy Efficiency Financing:* In June 2011, NYSERDA launched the SB/NFP Energy Efficiency Financing Program, offering the Participation Loans to small business and not-for-profit customers. Through the Participation Loan, NYSERDA provides 50% of the loan principal, up to \$50,000, at 0% interest and the participating lender provides the remaining loan principal at the market interest rate. Since the Program launch, NYSERDA held webinars and conducted in person trainings for lenders and NYSERDA's Community Based Organizations, Energy Smart Community Coordinators, and Energy Auditors. NYSERDA also presented the program to public and investor-owned utilities, the New York Power Authority (NYPA), the Long Island Power Authority (LIPA), and Department of Public Service Staff to increase coordination between programs and to support customer implementation of energy efficiency projects. NYSERDA is also working with utilities and others to incorporate the financing opportunity message into their marketing and outreach materials. As of July 31, 2012, eleven lending institutions have signed up to be listed as participating lenders on the NYSERDA website. Four customer applications have been received to date, three applications have been approved for financing, and two loans have been issued.

In June 2012, the SB/NFP Energy Efficiency Financing Program made On-Bill Recovery financing available to eligible small businesses and not-for-profits that have a utility account with one of the following participating utilities: Central Hudson, Con Edison, Long Island Power Authority, National Grid (upstate NY customers only), New York State Electric and Gas Corporation, Orange & Rockland, and Rochester Gas and Electric Corporation. Customers who take advantage of On-Bill Recovery financing can receive a NYSERDA loan of up to \$50,000 at 2.5% interest to pay for energy efficiency improvements. Customers can then repay these loans through a charge on their utility bill.

#### Evaluation

The primary data collection and analysis for the initial Process and Market Characterization and Assessment of the residential One to Four-Family sector is complete. Evaluation staff is working with the evaluation contractors and program staff to review and finalize the report. Evaluation staff anticipates finalizing the report in August 2012.