

March 2012

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

<b>Workforce Development</b>
<b>Open Solicitations or Contracting Underway</b>
<b>Ongoing WFD Activity</b>

- **PON 2033: Green Jobs Green New York NYS Registered Apprenticeship and Building Trades Training and On-the-Job Training- Category A-Curriculum Development:** Four proposals were received to date and all have been approved for contract negotiations. A contract with the Urban League of Rochester has been fully executed. Under Category B: On-the-Job-Training (OJT), 55 proposals for OJT have been forwarded to the NYS DOL Business Services division for further review. Of the 55 pre-approved proposals, NYSERDA has approved 23 contracts and expects additional contracts will be negotiated throughout April. Fifty-three people have been hired under this PON.
- Staff conducted a CBO webinar on March 15 to review PON 2033’s, cash assistance for Home Performance and the solar thermal contractors implementing on-the-job training. Terry Moag from the Radiant Store presented details on his success in using PON 2033: Green Jobs Green New York NYS Registered Apprenticeship and Building Trades Training and On-the-Job Training- funding to hire solar thermal technicians, and John McCarthy, Northeast Parent and Child, pointed out job development strategies for at-risk youth.
- **PON 2397: Incentive Pool to Support Energy Efficiency Training Program Accreditation-** Released in January 2012, this open enrollment opportunity offers support for applications to the Interstate Renewable Energy Council Institute for Sustainable Power Quality (IREC ISPQ) Credentialing Program by qualified EE training organizations.
- **PON 2032: Green Job-Green New York Technical Certifications-** Released in March 2012, this solicitation provides funding to develop technical workshops; fund training centers to expand BPI field exam capabilities; and develop oil and gas furnace installation certification standards.

<b>Outreach and Marketing</b>						
<b>as of 3/31/2012</b>						
<b>CBO ‘Energy Efficiency’ Outreach Program <sup>1</sup></b>						
	<b>Contacts</b>		<b>Audits</b>		<b>Retrofits</b>	
	Month	To Date	Month	To Date	Month	To Date
Residential	1598	6366	240	291	29	32
Small Business/NFP	18	71	0	0	0	0
Multifamily	36	50	0	0	0	0
<b>Total</b>	<b>1652</b>	<b>6487</b>	<b>240</b>	<b>291</b>	<b>29</b>	<b>32</b>

<sup>1</sup> Self reported numbers. They will be reconciled with the CRIS system and updated at the end of the month.

CBO 'Workforce' Outreach Program					
Referrals to DOL		Number of Participants Completing Training		Numbers Employed	
Month	To Date	Month	To Date	Month	To Date
158	529	36	130	5	17

### GJGNY Outreach Program

The Outreach staff has worked with several CBOs and the NYSERDA's contractor, Conservation Services Group (CSG), to review the regional contractor list to identify contractors that are serving specific CBO areas. The list will additionally identify the contractor's capacity to serve Spanish, Chinese, and Russian speaking clients.

NYSERDA Counsel and Contract Departments aided in developing the appropriate language for the Aggregation Addendum/Agreements to be signed by NYSERDA and the Home Performance contractors. This language will provide NYSERDA with the right to review the contractor books/payroll records on an as-needed basis to ensure compliance with the aggregation wage standards listed in CBO pilot documents. DOL has agreed to assume leadership in monitoring and verification of contractor reporting of wage & benefits standards within the aggregation pilots. Also underway is the development and deployment of a NYSERDA/DOL training session to assist Home Performance contractors in complying with payroll reports and other documentation required in the aggregation pilots. Contractor training will be held in late April via videoconference from DOL's Syracuse, Buffalo and Long Island One-Stop field offices.

Conference calls were held with the CBOs running aggregation pilots regarding the adoption of prevailing wage standards including: benefit packages vs. cafeteria plans; how to calculate the cash equivalency of paid sick leave, vacation, and other benefits.

Work continues on CRIS refinements to allow CBOs to capture customers in CRIS that were not originally "tagged" as a CBO lead on the Home Performance application. This refinement will provide accurate portrayals of each CBOs progress in achieving their performance and production goals.

CBOs outreach activities include:

- CBOs have held or participated in a total of 79 events to date
- One CBO met with Latino Outreach coordinator for the NYS Department of Public Service's BEAM NY Program about organizing outreach events in Downstate NY.
- The GJGNY program was promoted through a mailing to current borrowers of the Community Loan Fund. Postcards were sent to 425 electric heat households in the Capital District, resulting in two immediate audits. The CBO will continue to monitor the approach.
- A realtor and home inspector referral training program was launched. The CBOs will be using a cadre of inspectors to promote the Home Performance audit to new homeowners.
- A press event is planned for 4/19/2012 to launch the *Neighborhood Energy Challenge* in the Albany area. Albany residents will be challenged to make their homes and neighborhoods more energy efficient, starting with a comprehensive home energy assessment.
- One CBO promoted the GJGNY program as a guest on the WBEN Home Improvement Radio Show in Buffalo.

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- One Downstate CBO has developed a relationship with Solar One with whom they have been collaborating on developing materials for the Building Operator training course that will be translated to Chinese and delivered in the New York City region.
- Taitem Engineering was enlisted by a Downstate CBO to finalize a curriculum outline for the Material Procurement and Construction Materials training sessions. The curriculum will be translated to Chinese and delivered by the CBO.
- An Upstate CBO is working with the IBEW Electrical Union to help engage retired and out of work members who may be interested in becoming BPI accredited contractors in the North Country. The shortage of contractors in the North Country has been a barrier to program deployment in that area.

### **GJGNY Marketing Program**

#### Contractor Recruitment:

- The Contractor recruitment direct mailing was sent to 18,256 potential contractors in New York State. The contractor landing pages ([nyserda.ny.gov/contractor-recruitment](http://nyserda.ny.gov/contractor-recruitment)) will be monitored for traffic resulting from this mailing.
- A mini-plan has been developed for ways of using homeowner research for contractor outreach.

#### Small Business

- The Direct-Mail campaign approved by NYSEERDA's Energy Efficiency Services (EES) Staff has its materials and web landing page in final development. The campaign will present information on the audit and loan programs and the web site will allow potential customers to access and download additional information.
- A Small Business kit for use by CBOs and other partners such as lending institutions and business-to-business peer organizations is under deliberation. Potential materials may include: a process flow diagram; information on Small Business/NFP audit and low-cost financing programs, including On-Bill Recovery; NYSEERDA's project expeditor functions; and a list of approved energy efficiency measures.
- A meeting was held with SEFCU to discuss marketing the small business audit and loan program to their small business customers

#### CBO Support Materials

- Brand Cool, NYSEERDA's marketing contractor, completed the following materials and uploaded them to SharePoint for CBO use: Toolkit Instructions, E-blast copy, Case Study Templates, FAQs, CBO website copy, and the Program Overview Brochure.
- The Marketing contractor created customized versions of the Overview Brochure for use by participating CBOs. CBOs will be able to insert their logo and contact information in the brochure. This brochure is also being translated into Spanish, and Simple and Traditional Chinese.
- Additionally, the Brand Cool is translating the Home Performance fact sheet into Spanish, and Simple and Traditional Chinese and has developed lead nurturing postcards and lead nurturing emails for the CBOs. These materials will help the CBOs convert leads to audits, and audits to retrofits.
- Staff continues to post completed Multifamily Performance Program and Home Performance with ENERGY STAR® case studies on the CBO SharePoint site for use in conducting GJGNY program outreach.

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<b>One-to-Four Family Homes</b>		
<b>Home Performance with ENERGY STAR® (as of 4/11/2012)</b>		
	<b>Totals</b>	<b>Goal/Budget</b>
Audit Applications	25,107	NA
Average Number of Applications Per Month	1,585	NA
Approved Applications for Free Audit	21,598	NA
Approved Applications for Reduced Cost Audit	1,874	NA
Total Approved Audit Applications	23,472	NA
Scheduled Audits	17,626	NA
Completed Audits	16,486	46,000
Projects Contracted	4,534	NA
Projects Completed – 2,658 Market Rate and 1085 Assisted	3,743	15,000
Audit Funds Invoiced	\$3,673,816	\$11,596,000

Contractors continue to report strong demand for free/reduced-cost comprehensive home assessments. The Program received over 2,142 audit applications in March, making it the second highest audit month on record. The conversion rate from audit to energy retrofit continues strong at 28%, with some contractors still reporting greater than 50% conversion rates.

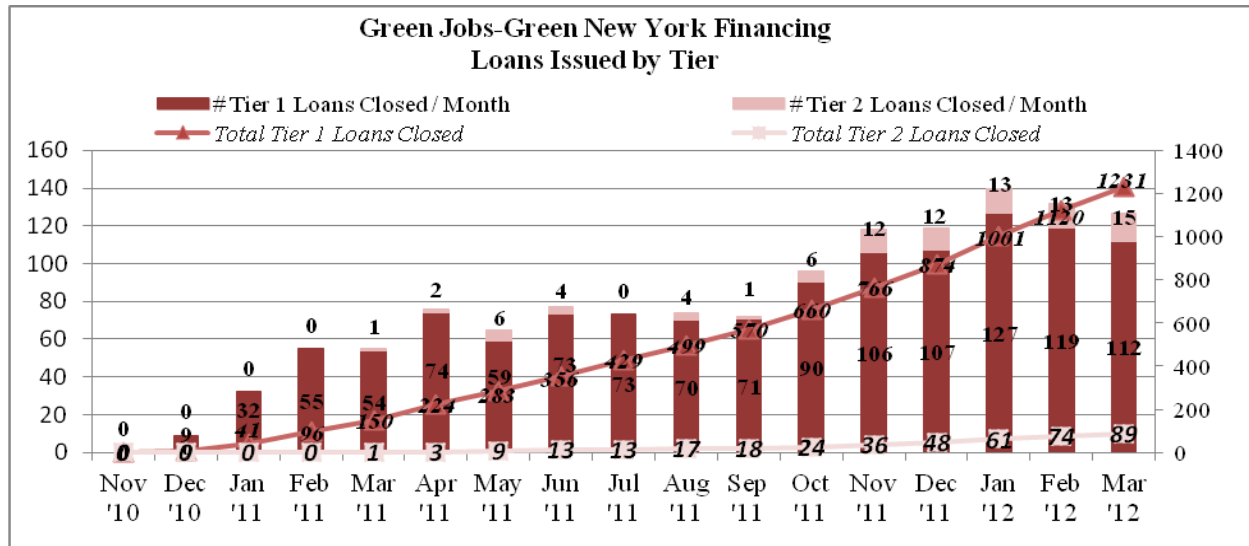
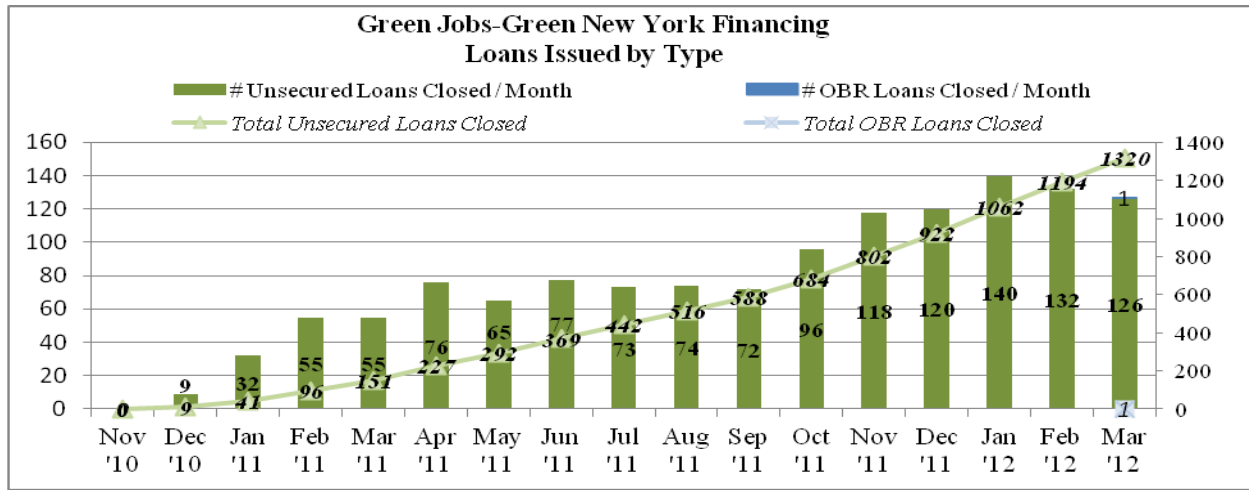
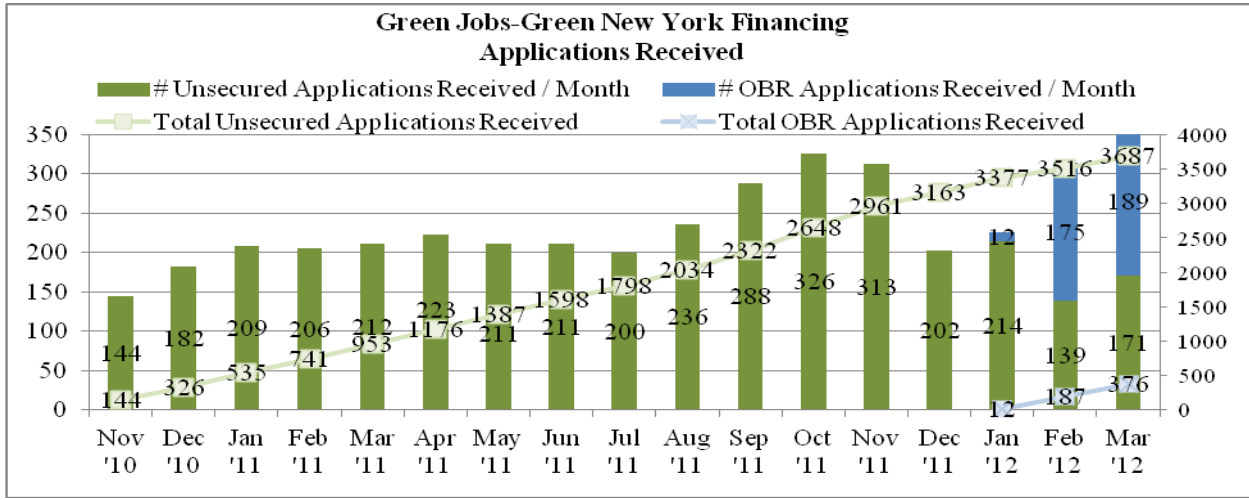
Of the 486 project completions in March, 75% originated from a completed GJGNY audit.

Assisted Home Performance customers accounted for 29% of the March project completions and 35% of the total 2011 completions.

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Green Jobs - Green New York Residential Financing								
as of 3/31/12								
1- to 4- Family Homes		Loan Product	Applications Received	Applications Approved	Loans Closed			
					Value	Total	Market Rate	Assisted
Tier 1	March	Unsecured	171	291	\$1,092,138	111	81	30
		On-Bill Recovery	189	204	\$21,860	1	1	0
	Program to Date	<b>Unsecured</b>	<b>3,687</b>	<b>2,008</b>	<b>\$11,006,351</b>	<b>1,231</b>	<b>944</b>	<b>287</b>
		<b>On-Bill Recovery</b>	<b>376</b>	<b>209</b>	<b>\$21,860</b>	<b>1</b>	<b>1</b>	<b>0</b>
Tier 2	March	Unsecured	16	35	\$155,522	15	7	8
		On-Bill Recovery	15	13	\$0	0	0	0
	Program to Date	<b>Unsecured</b>	<b>195</b>	<b>161</b>	<b>\$896,483</b>	<b>89</b>	<b>54</b>	<b>35</b>
		<b>On-Bill Recovery</b>	<b>18</b>	<b>13</b>	<b>\$0</b>	<b>0</b>	<b>0</b>	<b>0</b>
March		Unsecured	187	326	\$1,247,659	126	88	38
		On-Bill Recovery	204	217	\$21,860	1	1	0
<b>Total</b>			<b>391</b>	<b>543</b>	<b>\$1,269,519</b>	<b>127</b>	<b>89</b>	<b>38</b>
Program to Date		Unsecured	3,687	2,169	\$11,902,833	1,320	998	322
		On-Bill Recovery	376	222	\$21,860	1	1	0
<b>Total</b>			<b>4,063</b>	<b>2,391</b>	<b>\$11,924,693</b>	<b>1,321</b>	<b>999</b>	<b>322</b>

Unsecured		Financing Summary	On-Bill Recovery	
Tier 1	Tier 2		Tier 1	Tier 2
1,231	89	Loans Closed*	1	0
\$11,006,351	\$896,483	Value*	\$21,860	\$0
\$8,941	\$10,073	Average Loan*	\$21,860	\$0
11.3 Years	13 Years	Average Term*	15 Years	N/A
N/A	N/A	2.99%	100%	0%
80.83%	80.90%	3.49%*	N/A	N/A
19.17%	19.10%	3.99%*	N/A	N/A
63.46%		Approval Rate**	63.43%	
28.41%		Denial Rate**	26.57%	
8.13%		Denied Tier 1, didn't pursue Tier 2***	10.00%	
* Refers to closed loans only				
** Does not include applications pending review or withdrawn.				



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NYSERDA launched the residential component of On-Bill Recovery (OBR) on January 30, 2012, approximately four months ahead of the schedule required by the Power NY Act of 2011. OBR originally required the filing of a mortgage, which limited the ability of strategic program partners to assist customers in the loan application process. An amendment to OBR was approved in Governor Cuomo’s budget, replacing the mortgage with a declaration to notify prospective future buyers of a home that a NYSERDA installment charge exists on the home’s meter (utility bill). This legislative fix is expected to dramatically increase the uptake of OBR as the market adapts to this new, innovative financing approach.

NYSERDA is coordinating with EFS and LIPA to enable HPwES customers who also receive an incentive through LIPA to assign their utility incentive to NYSERDA. Through EFS, NYSERDA will disburse the utility incentive funds to contractors at the time of the HPwES project completion, and LIPA will reimburse NYSERDA (typically within 2-3 months). This arrangement seeks to improve the cash flow of HPwES Contractors.

PON 2350: Residential Financing and Assisted Home Performance with ENERGY STAR® Financing- is being developed to seek participating lenders to: (1) originate GJGNY Loans up to \$25,000 based upon underwriting criteria established by NYSERDA; (2) provide prospective borrowers who were determined to be ineligible for financing under GJGNY with access to alternative financing, based upon the individual lender’s own individual underwriting criteria, with NYSERDA subsidizing the interest rate charged to the borrower through the Residential Loan Fund; and (3) provide income eligibility determination services to qualify applicants for the assisted subsidy.

Multifamily				
Audit Status (as of 3/31/12)				
	Affordable Housing	Market Rate Housing	Totals	Budget/ Goal
Number of Audit Applications	58	58	116	500
Audit Funds Encumbered	\$685,980	\$393,603	\$1,079,583	
Audit Funds Invoiced	\$450,460	\$195,993	\$646,453	\$3,000,000
Audits Completed	38	30	68	400
Number of Projects withdrawing from MPP after audit*	8	17	25	
Number of Projects in Pipeline**	45	39	84	
Projects Contracted (to have measures installed)	24	11	35	
Households (HH) associated with Projects Contracted	4,395	2,880	7,275	
kWh Savings of installed measures	7,340,304	3,465	7,343,769	
MMBtu Savings of installed measures	15,313	9,322	24,635	
Dollar savings of installed measures	\$1,554,212	\$132,178	\$1,686,390	
*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.				



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The GJGNY financing program for multifamily building owners is now underway. Carnegie House was the first project that executed a Participation Agreement in the program during the first quarter of 2012. The total loan through HVB Leasing is for \$500,000.

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

### **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, 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 February 29, 2012, 696 GJGNY audits and 367 ARRA audits have been completed.

*Energy Efficiency Financing:* The SB/NFP Energy Efficiency Financing Program partners with lenders statewide to help small businesses and not-for-profits access low-interest financing for energy efficiency improvements. Since the program's launch in June 2011, NYSERDA has held webinars and conducted in person trainings for lenders, NYSERDA's Community Based Organizations, Energy Smart Community Coordinators, and FlexTech 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 working with utilities and others to incorporate the financing opportunity into their marketing and outreach materials. As of March 31, 2012, eight lending institutions have signed up to be listed as participating lenders on the NYSERDA website. Four customer applications have been received to date and one loan has been issued. NYSERDA has also been coordinating with the investor-owned utilities and lenders to develop the on-bill recovery mechanism for the GJGNY program.

### **Evaluation**

Evaluation contractors completed the primary data collection for the initial Process and Market Characterization and Assessment of the residential 1- to 4-family sector in late March. Analysis of the primary data collected through the completed surveys continues and results of this evaluation are expected mid-April 2012. Energy Analysis staff anticipates finalizing the report in May 2012.