



## Green Jobs - Green New York, Monthly Update

October 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 (NYSDOL)**

The Workforce Team is working with NYSDOL to add a New York Youth Works (NYYW) component to PON 2033 to support the Governor’s NYYW initiative to reduce the rate of unemployment for disadvantaged youths aged 16-24. The Team has been approved to add \$750,000 in SBC4 funds to support renewable energy and advanced technology on-the-job placement and will use GJGNY funds to support energy efficiency businesses seeking to hire certified youths.

### Narrative Summary by Solicitation

#### ***PON 1817: Oilheat Technician Training***

Community Power Network delivered oilheat technician training in the month of October. NORA Tank Installation Review was offered at Suffolk Community College in Brentwood, NY on October 5, with a total of 24 technicians attending. NORA Bronze Certification Review and NORA Silver Certification Review were both offered at Petro Heating and Air Conditioning, Maspeth, NY on October 3, with 16 and 14 attendees, respectively. These training programs help experienced service technicians prepare for certification exams administered at the conclusion of the training. Specifically, these training sessions have been designed to incorporate basic health and safety and the house as system concepts from the BPI curriculum.

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

NYSERDA has executed training agreements with the Institute for Building Technology and Safety (IBTS) and Solar One. Trainings will begin mid-November.

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

NYSERDA has executed on-the-job training agreements with 31 businesses seeking to hire new employees or advance incumbent workers. As of October 31, 2012, 87 people had been hired from NYSDOL’s One-Stop Lists, and approximately \$770,780 in wage and training subsidies have been awarded.

### Outreach and Marketing

(as of 10/30/12)

#### **GJGNY Outreach Program**

NYSERDA held a training session on October 10 for all the new CBOs hired as a result of RFP 2327. The agenda was reported in last month’s GJGNY Report.

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NYSERDA conducted a CBO webinar on October 18. Presentations included:

- NYSERDA's new fall marketing campaign – presented by Brand Cool
- CBO presentations on how to deal with stalled customers – Rural Ulster Preservation company (RUPCO) and Neighborhood Housing Services of Staten Island (NHS-SI)
- Potential Multifamily Partnerships – presented by TRC

The Long Island Progressive coalition (LIPC) met with NYSERDA on October 11, 2013 to discuss the current status of their program, including Aggregation.

The 560 customers that indicated on their Home Performance with ENERGY STAR® Comprehensive Home Energy Assessment application that they had been referred by a Constituency-based Organization (CBO) but failed to identify a specific organization from the application's pull-down menu are being contacted by NYSERDA. These customers are being encouraged to either contact the CBO or to notify NYSERDA if they are interested in continuing the CBO relationship. If the customer contacts NYSERDA, NYSERDA will forward their contact information to the CBO for follow-up. Moving forward, NYSERDA's call center will notify applicants immediately that fail to identify the CBO that referred them to the program by calling or emailing them for the CBOs name, thus eliminating this problem.

NYSERDA sent an email to the Home Performance Contractors to inquire about their willingness to serve customers in two CBO regions - the Public Policy Education Fund of the Southern Tier (PPEF-ST) and Adirondack North Country Association (ANCA) regions. The email also asked contractors to provide additional information regarding additional languages spoken and certifications held. Unfortunately, only three contractors responded in the Adirondack region. NYSERDA is following up with a second email to contractors to ensure that all contractors are aware of the need in these areas for contractors and have an opportunity to provide services in these areas.

Staff is conducting the yearly reviews on CBOs selected from the first RFP (RFP 2038). The CBOs are required to file information on their performance regarding the specific tasks and deliverables outlined in their Statement of Work. These documents were due November 1, 2012.

### Workforce Development Coordination

- Staff met with the Workforce Development Team to discuss workforce-related challenges within the CBO aggregation programs. Access to paid transitional work and field-based hands-on training opportunities are needed to fill a crucial gap in Aggregation Pilot Career Pathways Programs.
- Recent discussions with the Southern Tier CBO and various Southern Tier contractors have revealed that Home Performance contractors are unable to find certified individuals for current job openings. Staff is looking for methods to connect individuals trained under NYSERDA's subsidized workforce training programs with these contractors and CBOs.
- The development of an expedited form, similar to the one used by the Youth Works Program, is being sought for use by CBOs wishing to add individuals to DOL's OSOS. Currently, individuals must visit One-Stop Centers to register.

### GJGNY Marketing

- Community newspaper ads were developed and placed for all CBOs requesting this service. Ads were placed in the CBO's respective community newspaper to run from October through the

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middle of December 2013. Web banners that will also be placed on community newspaper websites beginning two weeks after the ad placement. The ads promote the services of CBOs in explaining and assisting consumers in accessing the Home Performance energy efficiency programs.

- GJGNY Residential Financing Product Information Fact Sheets were developed to describe the residential financing options more clearly.
- As building awareness through public relations can be confusing and time consuming; NYSERDA’s contractor, Brand Cool, began offering PR support services to the CBOs. Brand Cool will provide strategies to help CBOs publicize their efforts in their communities and drive interest in energy efficiency. The support is tailored to individual CBO needs and can include help with developing mini-plans for media outreach, pitches for securing media interest, letters to the editor for local publications, and article content for neighborhood associations, community agencies, and local publications.
- Four regional CBO Workforce Fact Sheets are in production. The fact sheets provide a broad overview of workforce programs, case studies, and a brief listing of organizations offering training. The fact sheets delineate the wide range of opportunities available along the GJGNY workforce training continuum.
- New case studies are in development for several CBOs including RUPCO, LIPC, and PPEF-Central.

<b>One-to-Four Family Homes - Audits</b>				
<b>Home Performance with ENERGY STAR® (as of 10/31/12)</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	207	2,390
		Program to Date	1,997	36,208
	<b>Average # of Applications Received per Month</b>		<b>166</b>	<b>1,541</b>
<b>Approved Audit Applications</b>	Free Audit			
		Month	204	2,289
		Program to Date	1,754	31,180
	Reduced Cost			
		Month	11	166
		Program to Date	88	2,572
	<b>Total Approved Audit Applications</b>		<b>1,842</b>	<b>33,752</b>
<b>Average # of Applications Approved Per Month</b>		<b>154</b>	<b>1,436</b>	
<b>Scheduled Audits</b>	Scheduled Audits as of End of Current Month		<b>115</b>	<b>2,218</b>

<b>Completed Audits:</b>  <b>Goal: (46,000- Audits)</b>  <b>Budget: (\$11,596,000)</b>	Completed Audits		
	Free		
	Month	107	1,499
	Program to Date	1,034	23,519
	Reduced Cost		
	Month	2	87
	Program to Date	57	1,904
	<b>Total Completed Audits</b>	<b>1,091</b>	<b>25,423</b>
	<b>Audit Funds Invoiced to Date</b>		<b>\$6,273,410</b>

<sup>1</sup> GJGNY totals since 11/15/10 are inclusive of CBO initiated activities

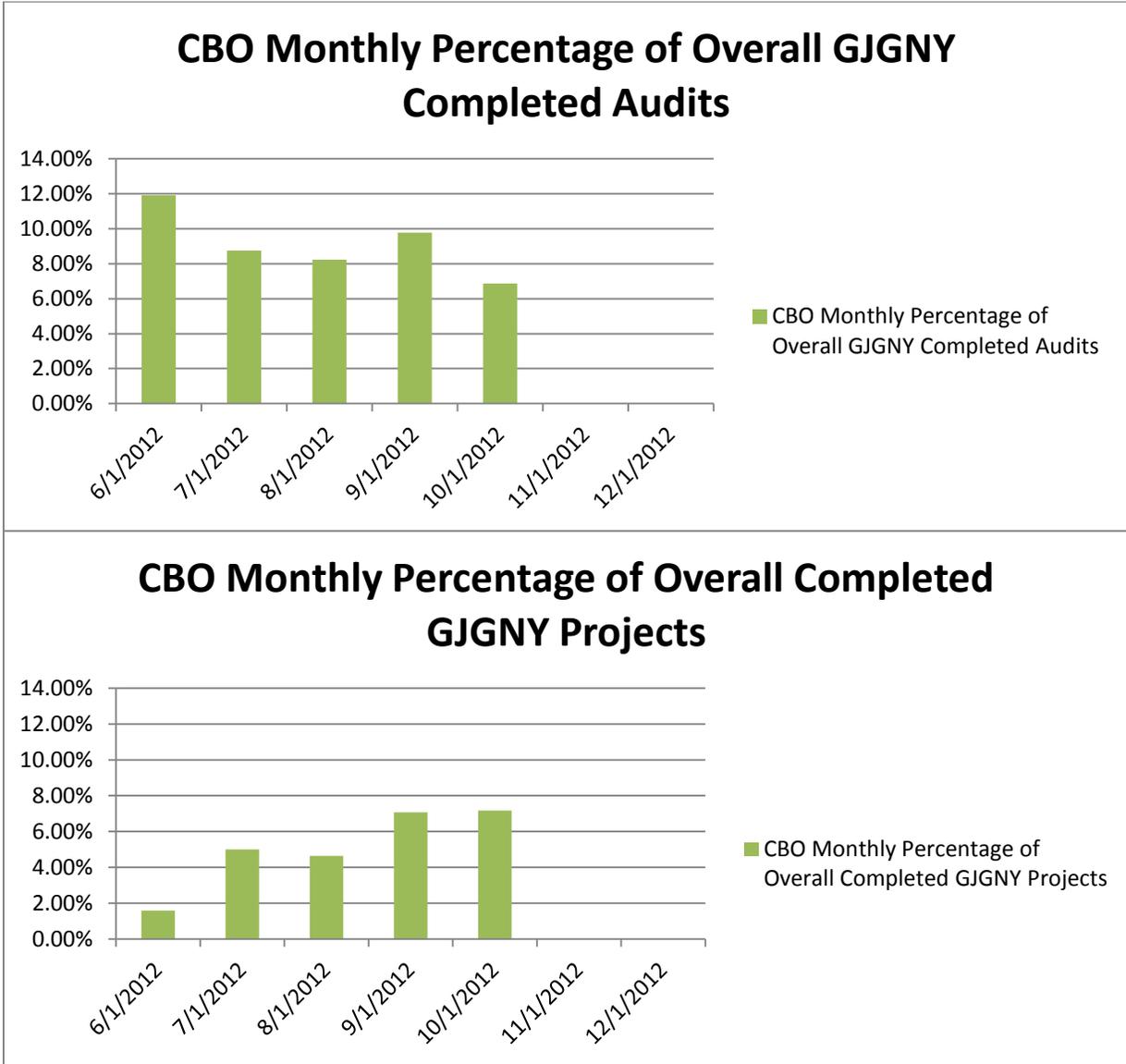
<sup>2</sup> Round 2 CBO production as of 6/1/2012

<b>One-to-Four Family Homes - Projects</b> <b>Home Performance with ENERGY STAR® (as of 10/31/12)</b>				
	Timeframe	CBO Initiated since 11/1/11	GJGNY Totals Since 11/15/10 <sup>1</sup>	HPwES Totals Since 11/15/10 <sup>2</sup>
<b>Projects Contracted</b>	<b>To Date</b>	<b>167</b>	<b>6,572</b>	<b>NA</b>
<b>Completed Projects/Units<sup>3</sup></b>				
<b>Assisted</b>				
	Month	11 / 11	117 / 125	167 / 175
	Program to Date	43/46	1,792 / 1,918	4,189 / 4,386
<b>Market Rate</b>				
	Month	19/19	287 / 293	331 / 338
	Program to Date	80/81	4,767 / 4,837	8,360 / 8,474
<b>Total Completed Projects/Units (Project Goal: 15,000)</b>		<b>123/127</b>	<b>6,559 / 6,755</b>	<b>12,549 / 12,860</b>

<sup>1</sup> Projects completed resulting from a GJGNY Audit and/or GJGNY Financing

<sup>2</sup> Total HPwES including GJGNY Projects

<sup>3</sup> **Projects completed/units served** resulting from a GJGNY Audit



\*Reporting in household units as of October 1, 2012

Contractors continue to report strong demand for free/reduced-cost comprehensive home assessments with the program receiving 2,390 audit applications in October. The conversion rate from audit to energy retrofit is 35%. The average cycle time between audit completion to project completion is 110 days.

There were 418 GJGNY Home Performance with ENERGY STAR unit completions in October. Thirty percent of the October GJGNY HPwES unit completions were Assisted HPwES customers.

An online audit application has been developed and is currently available on NYSERDA’s website. To date, more than 200 online applications have been received.

Green Jobs - Green New York Residential Financing as of October 2012								
1- to 4- Family Homes		Loan Product	Applications Received	Applications Approved	Loans Closed			
					Value	Total	Market Rate	Assisted
Tier 1	October	Unsecured	217	249	\$464,503	54	39	15
		On-Bill Recovery	277	300	\$589,158	53	43	10
	Program to Date	Unsecured	4,734	2,625	\$15,736,109	1,713	1,311	402
		On-Bill Recovery	1,887	987	\$2,829,482	265	225	40
Tier 2	October	Unsecured	16	129	\$84,791	11	3	8
		On-Bill Recovery	32	21	\$14,846	2	0	2
	Program to Date	Unsecured	285	240	\$1,620,728	171	85	86
		On-Bill Recovery	141	107	\$236,058	24	10	14
October		Unsecured	233	378	\$549,294	65	42	23
		On-Bill Recovery	309	321	\$604,004	55	43	12
<b>Total</b>			<b>542</b>	<b>699</b>	<b>\$1,153,298</b>	<b>120</b>	<b>85</b>	<b>35</b>
Program to Date		Unsecured	4,734	2,865	\$17,356,837	1,884	1,396	488
		On-Bill Recovery	1,887	1,094	\$3,065,540	289	235	54
<b>Total</b>			<b>6,621</b>	<b>3,959</b>	<b>\$20,422,377</b>	<b>2,173</b>	<b>1,631</b>	<b>542</b>

Unsecured		Financing Summary	On-Bill Recovery	
Tier 1	Tier 2		Tier 1	Tier 2
1,713	171	Loans Closed*	265	24
\$15,736,109	\$1,620,728	Value*	\$2,829,482	\$236,058
\$9,186	\$9,478	Average Loan*	\$10,677	\$9,836
11.6 Years	12.9 Years	Average Term*	14.3 Years	14.2 Years
N/A	N/A	2.99%	100%	100%
81.66%	80.49%	3.49%*	N/A	N/A
18.34%	19.51%	3.99%*	N/A	N/A
66.09%		Approval Rate**	66.63%	
25.56%		Denial Rate**	27.53%	
8.35%		Denied Tier 1, didn't pursue Tier 2**	5.85%	

\* Refers to closed loans only

\*\* Does not include applications pending review or withdrawn.

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NYSERDA received approval from the U.S. Department of Energy to extend the end date of our \$40 million BetterBuildings award from May 23, 2013 to September 30, 2013. Program staff is coordinating with the BetterBuildings sub-grantees to modify their agreements with NYSERDA to reflect this change.

Negotiations on contract modifications with Energy Finance Solutions (EFS) and Concord Servicing Corporation are nearly complete, which will memorialize NYSERDA's current underwriting and servicing processes. Upon execution of the modification with EFS, NYSERDA will re-visit the option to open-up the program to multiple loan originators.

NYSERDA continues to work with our financial advisor and rating agencies in preparation for our first bond issuance. The federally-funded Qualified Energy Conservation Bond (QECB) will be used to raise additional capital to sustain the residential Revolving Loan Fund. The target date for issuing the bonds will be during Q4 2012, as the portfolio approaches \$25 million.

### 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 October 31, 2012, 1273 GJGNY audits and 587 ARRA audits have been completed.

*Energy Efficiency Financing:* In June 2011, NYSERDA launched the SB/NFP Energy Efficiency Financing Program, offering the Participation Loan product 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, 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 NYSERDA financing opportunity information into their marketing and outreach materials. As of October 31, 2012, five customer applications have been received to date, five 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 their loan through a charge on their utility bill. When NYSERDA made On-Bill Recovery financing available to eligible small business and not-for-profit customers, the eleven lenders who had originally expressed interest in offering Participation Loans were asked to sign agreements with NYSERDA indicating whether they would offer Participation Loans and/or On-Bill Recovery loans. As of October 31, 2012, five lenders have agreed to offer Participation Loans and On-Bill Recovery Loans.

#### Evaluation

Evaluation staff finalized the Process and Market Characterization and Assessment of the residential 1- to 4-family sector. The report is available on the NYSEERDA [website](#).

Evaluation staff continues to engage its independent evaluation consultants in planning and conducting evaluation work and coordinating GJGNY evaluation activities with existing evaluation efforts. Planning meetings have been held with evaluation contractors and program staffs representing GJGNY Small Business/Not for Profit, Multifamily Performance Program, and Residential Constituency-Based Outreach efforts to discuss evaluation needs and work plans, and to coordinate GJGNY evaluation activities with existing evaluation efforts.

An Advisory Council Working Group was established and convened in early October to discuss the evaluation of jobs impacts. Information collected from this discussion will be used to inform the development of the work plan to assess job impacts for the GJGNY portfolio.