

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

### Workforce Development as of April 30 , 2013

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

LaGuardia Community College was funded to offer Spanish language Green Professional (GPRO) training to New Yorkers in the construction industry. NY Designs at LaGuardia Community College is developing and will implement Carreras Verdes: Green Jobs for Latino New Yorkers, a pipeline program that will educate, train, and connect Spanish-speaking individuals with jobs in green building maintenance.

Solar One has trained 123 individuals in various certifications ranging from entry-level building science and solar thermal installation to technical courses in green building and operations and maintenance.

The New York State Weatherization Directors Association has trained 48 individuals under its skills enhancement program for existing contractors. Practitioners attended courses designed to provide an overview of the American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE) 62.2 ventilation standards, as well as hands-on practice with heating, venting, and testing procedures for combustion appliances.

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

NYSERDA has executed on-the-job training agreements with 38 businesses seeking to hire new employees or advance incumbent workers. As of April 30, 2013, 118 people have been hired from NYSDOL's One-Stop lists, and 11 incumbent workers have been advanced due to training. Approximately \$1,100,000 in wage and training subsidies have been awarded. The average wage of workers hired under the program is \$17.44 per hour.

### Outreach and Marketing as of April 30, 2013

CBOs continue to assist customers to access programs offered through Green Jobs- Green NY. Metrics for the Home Performance Program as of 4/30, are as follows:

- Home Performance Work Approved: 424 jobs
- CBO Conversion Rate (audits to retrofits): 32%

CBO monthly webinar was held on April 18. Topics included:

- EDGE: Economic Development Growth Extension Program overview - Kelly Tyler, Program Manager, Economic Development and Community Outreach, NYSERDA
- EmPower-Assisted Coordination - Kelvin Keraga, NYSERDA
- Workforce Development Programs at Rising Sun Center, a leading green workforce development and retrofit services non-profit organization in California – Elena Foshay, Director of Adult Programs for the Rising Sun Energy Center. Rising Sun described their summer youth program

that trains and employs youth aged 15-22 to provide free Green House Calls to encourage participation in energy efficiency programs.

- Small Commercial Outreach at Adirondack North Country Association (ANCA) - Jerry Loch and Jamie Rogers
- Overview of the Local Energy Alliance Program (LEAP), a non-profit organization in Northern Virginia - Cynthia Adams – Local Energy Alliance Program Virginia. LEAP is a community-based nonprofit which provides a comprehensive energy efficiency to both commercial and residential sectors. They presented their work to secure sustained program funding through other local partners such as local government and contractors.
- Miscellaneous Updates - Program Metrics, Brand Cool – Lead Nurturing Campaign, updated Marketing Toolkit review, and new CBO Case Studies.

The EcoHouse joined with El Puente in Brooklyn and Downtown Manhattan Community Development Corporation for the month of April as well as Earth Day to promote energy efficiency. In May, the EcoHouse was moved to the Bronx Overall Economic Development Corporation for Bronx Week and following that, partnered with Neighborhood Housing Services of Staten Island. EcoHouse will also participate in Staten Island's June 8<sup>th</sup> community event. The EcoHouse allows the CBOs to provide information on the free and reduced cost residential audits available through GJGNY, including audit applications. The EcoHouse has been visited by more than 5,000 New Yorkers and nearly 200 school groups have visited the House on class field trip events.

On-site CBO status meetings were held with the following CBOs:

- Long Island Progressive Coalition (LIPC) - 4/2
- El Puente - 4/3
- Adirondack North Country Association (ANCA) - 4/4
- Affordable Housing program (AHP) - 4/22
- PUSH Buffalo- 4/29
- Downtown Manhattan Community Development Corporation (DMCDC) - 4/30

NYSERDA and CSG are in discussion with BPI regarding opportunities for MWBE Contractor development.

### Marketing

CBOs generate leads from a number of sources. In order to support the varied capabilities of the CBOs, in terms of managing a prospect database, lead generation materials were developed to help systemize this process and make it easier for the CBOs to follow up with their leads. The goal is to keep the CBOs in front of their prospects and encourage prospects to move forward with work. The campaign includes a series of emails to encourage homeowners to move through the HPwES program by taking the next milestone step no matter where they are in the process (apply for assessment, schedule assessment and complete work etc). Examples include:

- **Limited/No Program Knowledge** (Email 1) - The first email speaks to those with very limited to no knowledge of the program offerings. The desired response being that the prospect visits the landing page to learn more about the program and get information about their local CBO.
- **Entered Database via Event/Outreach** (Email 2) - The second email speaks to those who have entered CBO databases via a landing page, from events, or other outreach. The desired response is that they contact the CBO to apply now.
- **Applied for an Assessment** (Email 3) - The third email can be sent to those who have applied for an assessment, but haven't acted yet. The call to action is that the lead should contact their CBO to schedule an assessment.

- **Had an assessment & have not made upgrades** (Email 4) - The fourth email can be sent to those who have had an assessment, but haven't made any of the recommended upgrades. The desired response is that the lead contacts the CBO to help move forward or prioritize recommended upgrades.
- **Had an assessment & made upgrades** (Email 5) - The fifth email speaks to those who have gone through the assessment and made upgrades in their homes. We want these folks to spread the word.
- **General Interest Group** (Email 6) - The sixth is a group for general interest. There are four emails in this category that can go out quarterly, and are not necessarily seasonally specific. The idea here is for the recipient simply to contact the CBO to learn more information.

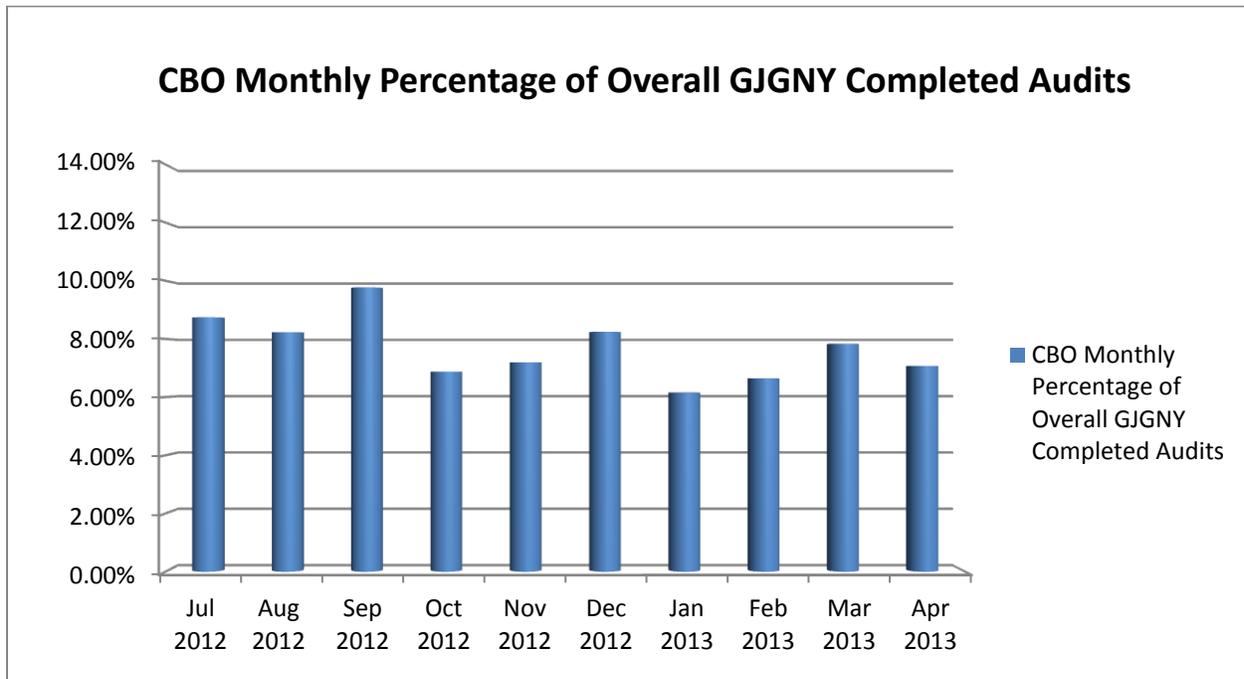
New CBO locator pages have replaced the current geographic map on the NYSERDA website to make it easier for people to find and connect with their local CBO using their zip code. The Lead Generation or "CBO Locator" Page enables leads to better connect with individual CBOs.

- Prospects provide their zip codes which narrows the CBOs by region.
- Profiling questions are included to help gather data to make the initial conversation with the homeowner easier.
- Content focuses on "warmer" introduction to the CBO.

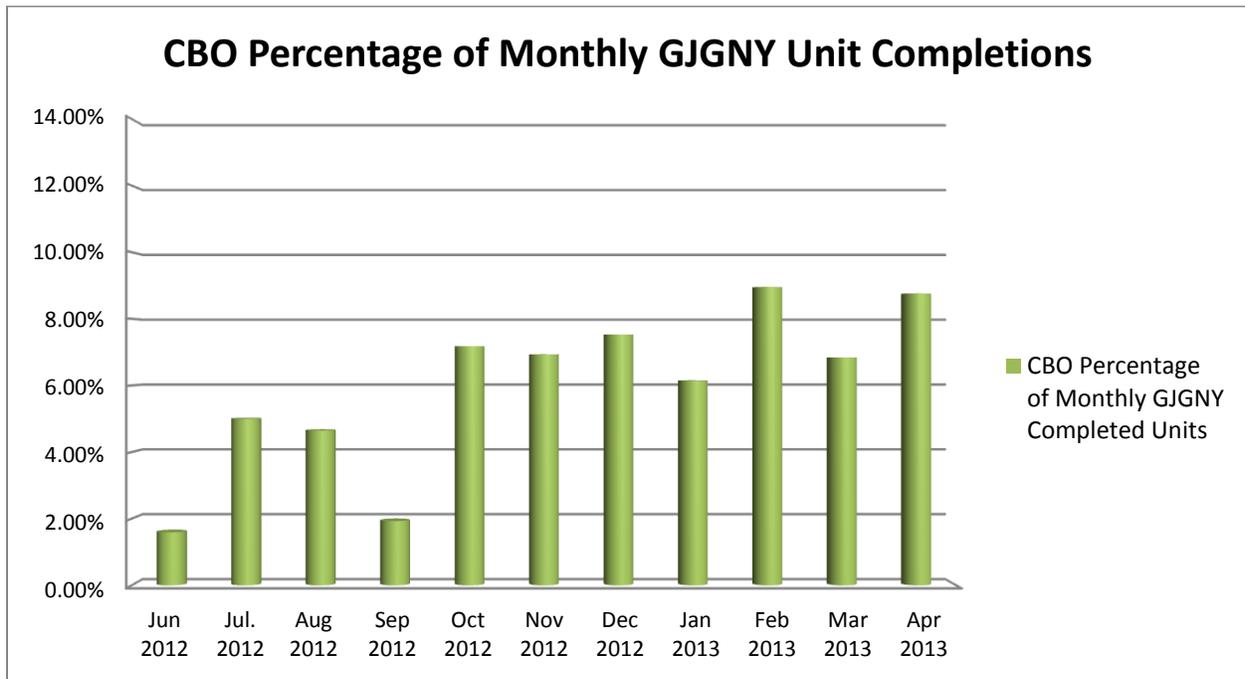
Current Drivers to the CBO Locator Page include the HPwES Residential Magazine: CBO article, HPwES Irreconcilable Temperatures microsite, and CBO developed materials. Future CBO collateral pieces will direct customers to the new Locator page.

Print Ads promoting the Residential Financing options were developed and are in market. Ads will be running in May editions of Clipper Magazine and Better Homes and Gardens. Outdoor ads and on-line banners will follow in May.

<b>One-to-Four Family Homes - Audits Home Performance with ENERGY STAR<sup>®</sup> as of April 30, 2013</b>					
		<b>Timeframe</b>	<b>CBO Initiated since 11/1/11<sup>2</sup></b>	<b>GJGNY Totals Since 11/15/10<sup>1</sup></b>	
<b>Received Audit Applications</b>		Month	208	2,072	
		Program to Date	2,980	47,450	
	<b>Average # of Applications Received per Month</b>		<b>166</b>	<b>1,608</b>	
<b>Approved Audit Applications</b>	Free Audit				
		Month	228	1,980	
		Program to Date	2,636	41,097	
	Reduced Cost				
		Month	16	148	
		Program to Date	137	3,385	
	<b>Total Approved Audit Applications</b>			<b>2,773</b>	<b>44,482</b>
<b>Average # of Applications Approved Per Month</b>			<b>154</b>	<b>1,508</b>	
2232					
<b>Scheduled Audits</b>	Scheduled Audits as of End of Current Month		<b>186</b>	<b>2,460</b>	
<b>Completed Audits:</b>  Goal: (46,000-Audits)  Budget: (\$14,596,000)	Completed Audits				
	Free				
		Month	113	1,564	
		Program to Date	1,718	32,669	
	Reduced Cost				
		Month	6	118	
		Program to Date	82	2,616	
	<b>Total Completed Audits</b>			<b>1,800</b>	<b>35,285</b>
	<b>Audit Funds Invoiced to Date</b>				<b>\$8,912,970</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					



One-to-Four Family Homes - Projects Home Performance with ENERGY STAR <sup>®</sup> as of April 30, 2013				
	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>399</b>	<b>9,422</b>	<b>NA</b>
<b>Completed Projects/Units<sup>3</sup></b>				
<b>Assisted</b>				
	Month	20/23	158 / 167	177 / 186
	Program to Date	126/140	2,694 / 2,849	5,254 / 5,511
<b>Market Rate</b>				
	Month	15/16	274 / 278	305 / 209
	Program to Date	206/212	6,657 / 6,755	10,340 / 10,481
<b>Total Completed Projects/Units (Project Goal: 15,000)</b>		<b>342/352</b>	<b>9,351 / 9,604</b>	<b>15,594 / 15,992</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 and units served resulting from GJGNY				



In April, 2,072 free/reduced-cost comprehensive home assessment applications were received. The conversion rate from audit to energy retrofit remains strong at 34%. The average cycle time between audit completion to project completion is 110 days.

Of the 482 Home Performance with ENERGY STAR® project completions in April, 432 were associated with a GJGNY audit or loan. Thirty-seven percent of the April GJGNY HPwES project completions were GJGNY Assisted HPwES customers.

## Green Jobs - Green New York

Monthly Update: April 2013

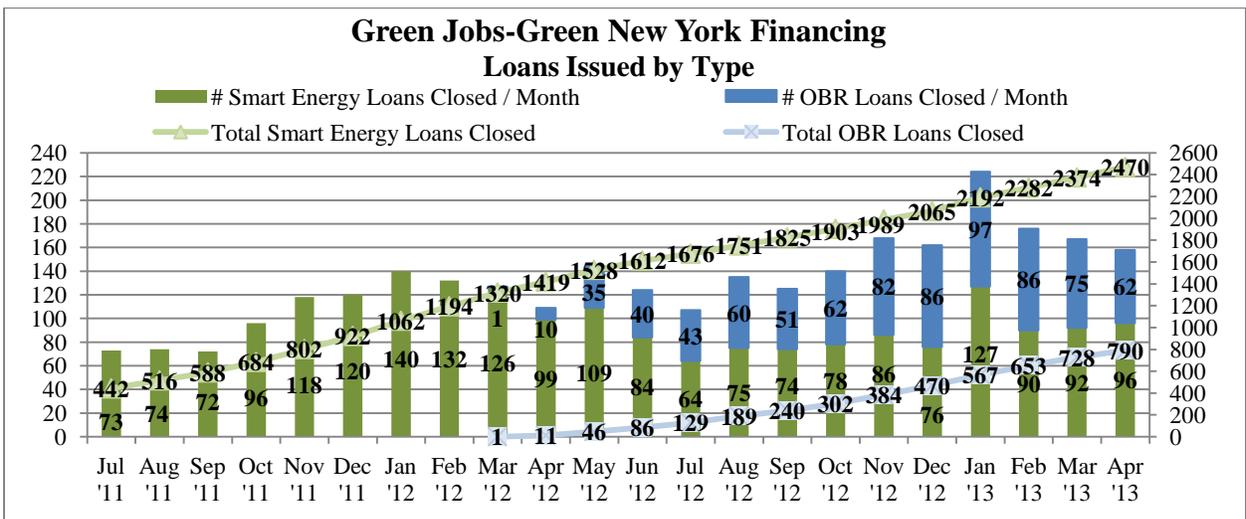
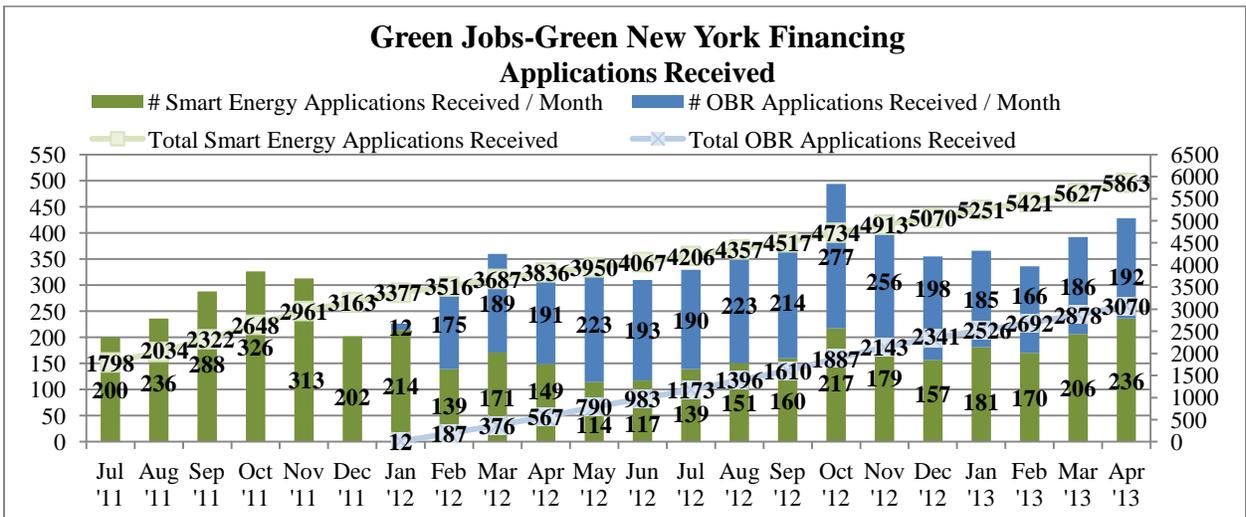
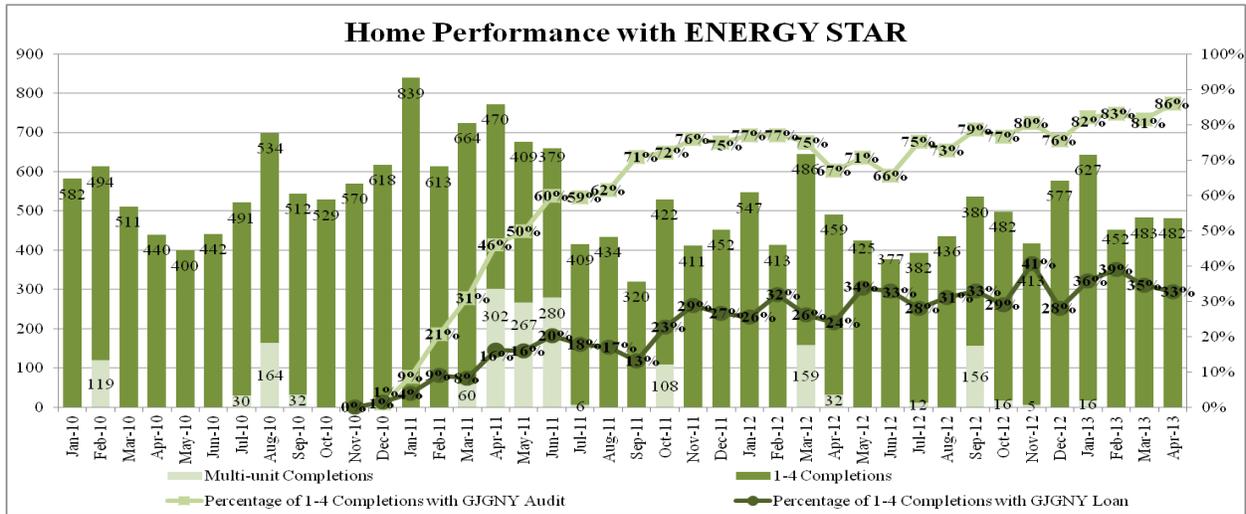
Green Jobs - Green New York Residential Financing as of April 2013								
1- to 4- Family Homes		Loan Product	Applications Received	Applications Approved	Loans Closed			
					Value	Total	Market Rate	Assisted
Tier 1	April	Smart Energy	236	318	\$700,987	87	61	26
		On-Bill Recovery	192	234	\$534,410	56	33	23
	Program to Date	<b>Smart Energy</b>	<b>5,863</b>	<b>3,377</b>	<b>\$20,313,363</b>	<b>2,227</b>	<b>1,676</b>	<b>551</b>
		<b>On-Bill Recovery</b>	<b>3,070</b>	<b>1,662</b>	<b>\$7,585,557</b>	<b>712</b>	<b>572</b>	<b>140</b>
Tier 2	April	Smart Energy	27	34	\$94,068	9	1	8
		On-Bill Recovery	16	24	\$47,791	6	2	4
	Program to Date	<b>Smart Energy</b>	<b>401</b>	<b>346</b>	<b>\$2,329,217</b>	<b>243</b>	<b>108</b>	<b>135</b>
		<b>On-Bill Recovery</b>	<b>240</b>	<b>166</b>	<b>\$767,456</b>	<b>78</b>	<b>32</b>	<b>46</b>
April		Smart Energy	263	352	\$795,054	96	62	34
		On-Bill Recovery	208	258	\$582,201	62	35	27
<b>Total</b>			<b>471</b>	<b>610</b>	<b>\$1,377,255</b>	<b>158</b>	<b>97</b>	<b>61</b>
Program to Date		Smart Energy	5,863	3,723	\$22,642,581	2,470	1,784	686
		On-Bill Recovery	3,070	1,828	\$8,353,013	790	604	186
<b>Total</b>			<b>8,933</b>	<b>5,551</b>	<b>\$30,995,594</b>	<b>3,260</b>	<b>2,388</b>	<b>872</b>

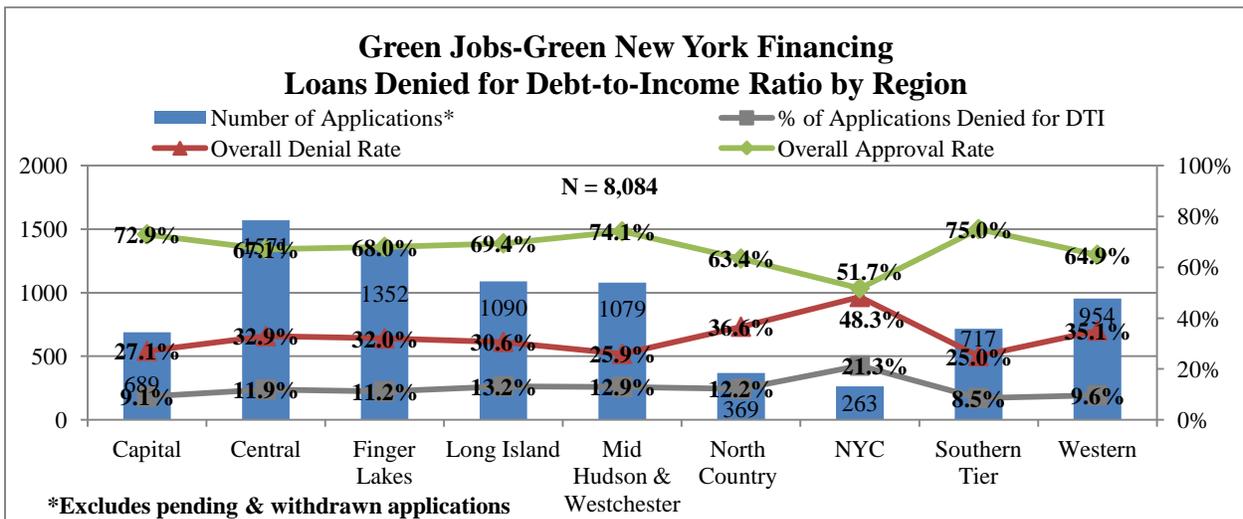
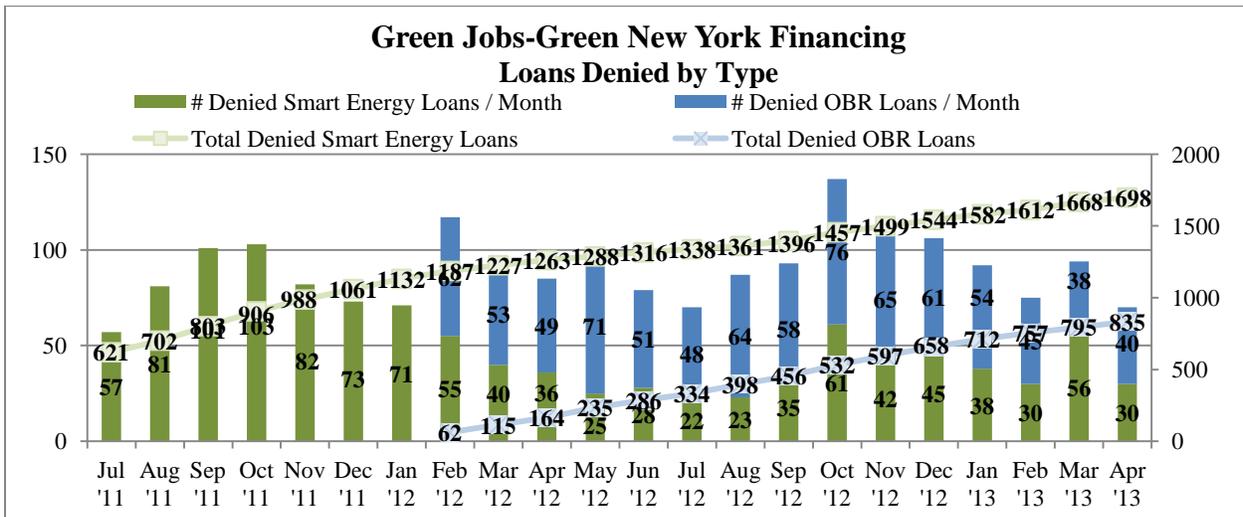
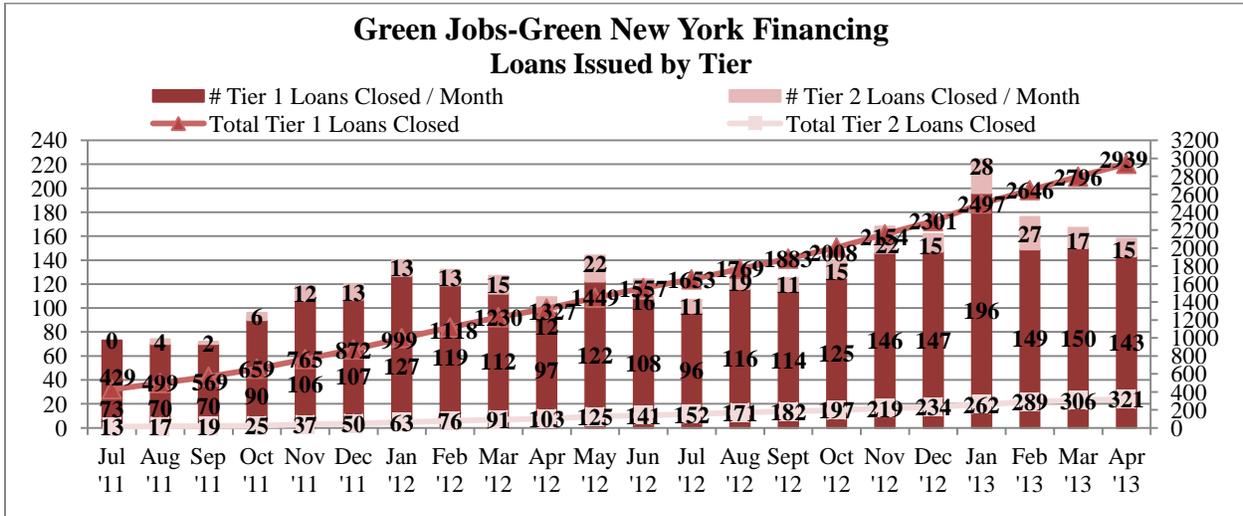
Smart Energy		Financing Summary	On-Bill Recovery	
Tier 1	Tier 2		Tier 1	Tier 2
2,227	243	Loans Closed*	712	78
\$20,313,363	\$2,329,217	Value*	\$7,585,557	\$767,456
\$9,121	\$9,585	Average Loan*	\$10,654	\$9,839
11.9 Years	13.3 Years	Average Term*	14.4 Years	14.4 Years
N/A	N/A	2.99%	97.05%	99%
81.19%	79.01%	3.49%*	2.95%	1.28%
18.81%	20.99%	3.99%*	N/A	N/A
68.68%		Approval Rate**	68.64%	
23.32%		Denial Rate**	26.40%	
8.01%		Denied Tier 1, didn't pursue Tier 2**	4.96%	
* Refers to closed loans only				
** Does not include applications pending review or withdrawn.				

Tier 1 and Tier 2 Loans		
Smart Energy	Reason for Denial	On-Bill Recovery
37.93%	Debt Ratio	34.97%
27.56%	Credit Score	37.01%
15.84%	Bankruptcy/Foreclosure/Repo	12.57%
16.55%	Collections/Judgments/Charge-offs	14.73%
2.12%	Other	0.72%
<b>100%</b>	<b>Total</b>	<b>100%</b>

In 2010, NYSERDA received \$40 million in ARRA BetterBuildings funding that leveraged \$112 million in GJGNY (RGGI) funding. NYSERDA allocated \$900,000 from the BetterBuildings award to the utilities participating in On-Bill Recovery; funds were made available to offset the costs associated with billing system upgrades necessary to accommodate OBR Loans.

Of the seven participating On-Bill Recovery utilities (Central Hudson; ConEd; LIPA; National Grid; NYSEG; Orange & Rockland; and Rochester Gas & Electric), NYSERDA received invoices and processed payment in-full to Central Hudson, LIPA, and Orange & Rockland (balance of \$6,790 as they did not use their entire allocation), and processed partial payments to ConEd, NYSEG, and RG&E. National Grid's invoice has been received and is awaiting processing.



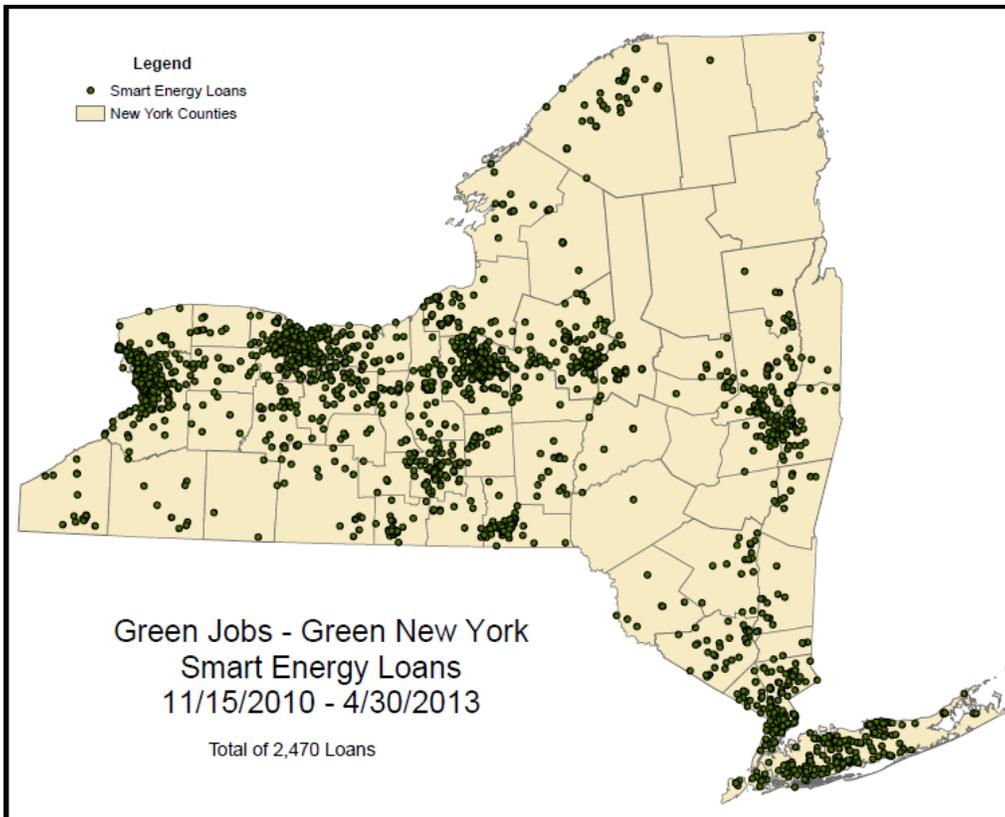
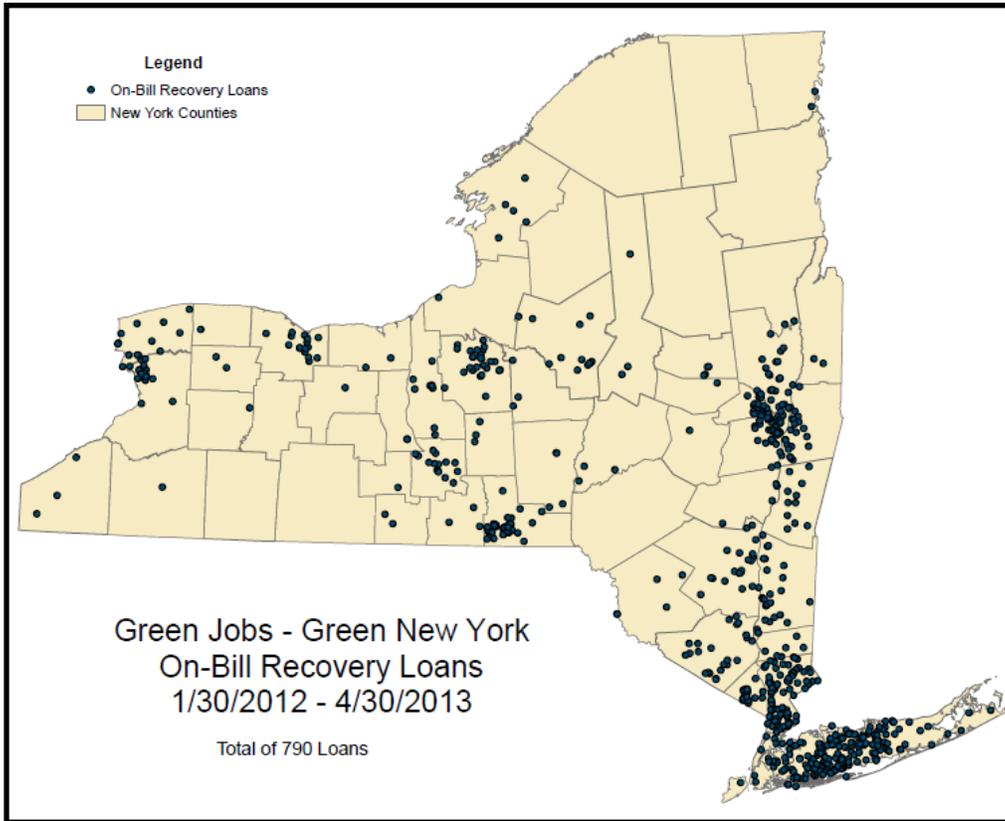


### Green Jobs-Green New York Financing Loans Transferred from OBR to Smart Energy April 30, 2013

Current Smart Energy Loan Status	# of Loans
PreApproved	32
Loan Approved	55
Loan Sold	173
Loan Withdrawn	13
Loan Denied	4
No Loan - Subsidy Only	10
<b>Total # Loans Transferred</b>	<b>287</b>

13.6% of PreApproved OBR Loans  
were transferred to Smart Energy





<b>Multifamily Audit Status</b>				
<b>as of April 30, 2013</b>				
	<b>Affordable Housing</b>	<b>Market Rate Housing</b>	<b>Totals</b>	<b>Budget/Goal</b>
Number of Audit Applications	113	108	221	500
Audit Funds Encumbered	\$1,515,805	\$699,235	\$2,215,040	
Audit Funds Invoiced	\$939,660	\$440,383	\$1,380,043	\$3,000,000
Audits Completed	85	88	173	400
Number of Projects withdrawing from MPP after audit*	15	21	36	
Number of Projects in Pipeline**	112	102	214	
Projects Contracted (to have measures installed)	60	48	108	
Households (HH) associated with Projects Contracted	10,705	11,461	22,166	
kWh Savings of installed measures†	9,135,367	797,972	9,933,339	
MMBtu Savings of installed measures†	99,627	61,820	161,447	
Dollar savings of installed measures†	\$3,329,940	\$916,214	\$4,246,154	
<i>*MPP Projects must achieve a minimum of 15% in energy savings. 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.</i> <i>**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.</i> <i>*** The Operating Plan expresses anticipate energy and dollar savings on an average per project basis.</i>				

The MPP program continues to grow as the program is over the 200 mark in audit applications. GJGNY Financing also is growing. Two additional loans were approved and there is another loan in process as well as interest in financing by building owners at the Energy Reduction Stage of their projects.

The Partner TEP referenced in last month's report yielded nine new partners for the MPP program.

<b>GJGNY Multifamily Building Owner Financing</b>		
<b>Participation Agreement Approved</b>	<b>Total Loan Amount</b>	<b>NYSEDA Share of Total Loan</b>
Carnegie House	\$ 1,000,000.00	\$ 500,000.00
Wexford Terrace	\$ 500,000.00	\$ 250,000.00
UA Roosevelt	\$ 4,500,000.00	\$ 500,000.00
Vincent Apartments	\$ 765,800.00	\$ 382,900.00
Alberta Square	\$ 175,141.00	\$ 87,570.50
2249-2255 Delaware	\$ 132,500	\$ 48,250.00
Whispering Woods	\$ 75,000.00	\$ 37,500.00
<b>Totals</b>	\$ 6,978,441.00	\$ 1,806,220.50

**Small Commercial Energy Efficiency Program**  
**as of April 30, 2013**

<b>Audits (program to date)</b>				
	<b>Total</b>	<b>GJGNY</b>	<b>ARRA<sup>1</sup></b>	
Completed Applications	2,646	1,812	834	
Completed Audits	2,300	1,580	720	
<b>Financing (program to date)</b>				
Participating Lenders	7			
<b>Loan Status</b>		<b>NYSERDA Share of Total Loan Value</b>	<b>Total Loan Value<sup>3</sup></b>	
Applications Approved <sup>2</sup>	16		\$ 610,094	
Participation Loans	16	\$ 301,032	\$ 610,094	
On-Bill Recovery	10	\$ 344,824	\$ 344,824	
Loans Closed	4			
Participation Loans	4	\$ 89,849	\$ 207,578	
On-Bill Recovery	0	\$ -	\$ -	
<sup>1</sup> The GJGNY Act of 2009 restricts the provision of GJGNY-funded energy assessments to small business and not-for-profit organizations with 10 employees or less. ARRA funds are used for eligible small business and not-for-profit organizations that have more than ten employees.				
<sup>2</sup> Customer applications are assessed for both Participation Loan and On-Bill Recovery Loan eligibility prior to approval.				
<sup>3</sup> The total loan value represents the total value of the loan issued by the lender to the borrower. The total loan value may include financing for non-energy efficiency projects. NYSERDA's share of the total loan value represents 50% of the total energy efficiency project cost or \$50,000, whichever is less.				

The Small Commercial Energy Efficiency Program is working to better understand and continue to expand project implementation resulting from energy assessments. This includes improving the communication of energy assessment results to small business and not-for-profit customers, providing additional follow-up services to support implementation, assisting in the development of an independent evaluation of the Program, and increasing outreach to lenders in order to raise lender awareness and increase lender participation in Small Commercial Energy Efficiency Financing, made available by GJGNY.

Per Advisory Council request NYSERDA has publically posted standards for Small Commercial Energy Efficiency Program energy auditors/assessors to review and follow when completing an energy assessment. [These standards are available on NYSERDA's website.](#)

**Evaluation  
as of April 30, 2013**

The job impacts assessment, as planned, was deployed in a two-phased approach. Telephone surveys are being conducted with various GJGNY market actors. The first survey activity for the jobs assessment commenced in April and are planned to continue through May. NYSERDA will work toward having preliminary results of the job impact assessment in late 2013, pending data collection and analysis in the near term.

In addition to the job impact assessment effort, the NYSERDA Evaluation staff and consultants finalized the work plan to evaluate the GJGNY Small Business/Not for Profit and CBO-related activities. The Small Business/Not for Profit evaluation is a phased approach. Phase 1 is underway and includes primary data collection via telephone surveys of program participants and lenders. Secondary research to characterize the small commercial and not-for-profit programs offered in New York and other jurisdictions is also underway. The scope of the second phase is under development and is planned to include research with non-participating small commercial and not-for-profit organizations, lenders and loan originators. The survey activity for this effort is planned to commence in April and continue through June.

The work plan to evaluate CBO-related activities is final and will include primary research, via surveys and case studies, to understand the experiences and lessons learned, and document planned and activities underway that promote energy efficiency and workforce development. Through case studies and in-depth interviews, the effort will explore various program objectives; seeking to understand the success and barriers experienced by CBOs. The survey activity for this effort commenced in late-April and is planned to continue through June.