

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

### Workforce Development

#### ***PON 1817: Small Commercial Audit Curriculum Development***

The CUNY Institute for Urban Systems is under contract to develop curriculum for small commercial energy auditing. In February 2013, CUNY convened two stakeholder focus groups to review the draft curriculum outline and several sample training modules. CUNY's program is designed to address gaps in skills, knowledge, and understanding with respect to specific needs and requirements for working with small businesses and non-profit organizations in the kinds of facilities they typically occupy. The curriculum will be finalized and ready for delivery in June 2013.

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

NYSERDA has executed on-the-job training agreements with 34 businesses seeking to hire new employees or advance incumbent workers. As of February 28, 2013, one hundred and three people have been hired from NYSDOL's One-Stop Lists, and nine employees have been advanced due to training. Approximately \$924,000 in wage and training subsidies have been awarded.

### Outreach and Marketing

as of February 28, 2013

#### **GJGNY Outreach Program**

The GJGNY Outreach Program prepared a presentation that summarized CBO 1-year performance for the Special Advisory Meeting held on February 13, 2013. The presentation is available on NYSEERDA's web site at <http://www.nyserda.ny.gov/Green-Jobs-Green-New-York/Advisory-Council/Meetings.aspx>. In addition, the GJGNY Outreach Program developed a direct referral process for use by the downstate CBOs only. The process outlines the procedures for referring customers to a shorter list of participating Home Performance contractors and explains the accountability concerns that come with directing customers to specific contractors.

NYSERDA is allowing the CBOs to revisit their original proposed Outreach target areas for possible expansion. On their initial outreach proposals, most CBOs narrowed their efforts to specific neighborhoods or zip codes, rarely covering the entire region. Many CBOs have asked if they could expand upon their initial target areas. At the end of February 2013, only four CBOs requested expansions: El Puente, Public Policy Fund of NY – Central (PPRF-Central), Asian Americans for Equality (AAFE), and Downtown Manhattan Community Development Corporation (DMCDC). Public Policy Fund of NY - Southern Tier (PPEF-ST) is still evaluating an expansion. Affordable Housing Program (AHP) and Rural Ulster Preservation Company (RUPCO) already cover their entire region.

A CBO training webinar was held on February 21, 2013. Topics included:

- Lead generation emails and CBO resource locator web pages
  - Cadence of emails for homeowners anywhere in the continuum for energy efficiency work
  - Connecting homeowners with local CBO
  - Pre-screening to ignite richer conversations

- CBO Presentation: Neighborhood Housing Services of Jamaica w/ Chhaya CDC
- Miscellaneous Updates
  - Program Metrics
  - Case Studies
  - HPwES Fuel Conversion Projects (RGGI/EEPS)
  - Eligible Measures
  - Customer Concern Tracker
  - CBO Customer Feedback Survey
  - NYSERDA Events Request Form

The Green Jobs Green New York Outreach Program began working with the NYSERDA Evaluation Contractors on the GJGNY CBO evaluation effort. Program staff held several conference calls with the evaluation contractors to explain the CBO SharePoint site, including the information gathered and the features that allow for CBO tracking and oversight.

The Outreach Program worked with Rural Ulster Preservation Company (RUPCO) on the development of their aggregation pilot. NYSERDA met with RUPCO and their participating Home Performance contractors on February 4, 2013. Staff is currently working on internal database tracking so RUPCO can view aggregation project status.

The CBOs participated in a Workforce Development webinar on NYSERDA's PON 2033: NYS Apprenticeship, Building Trades and On-the-Job Training Webinar participation.

#### **GJGNY Marketing**

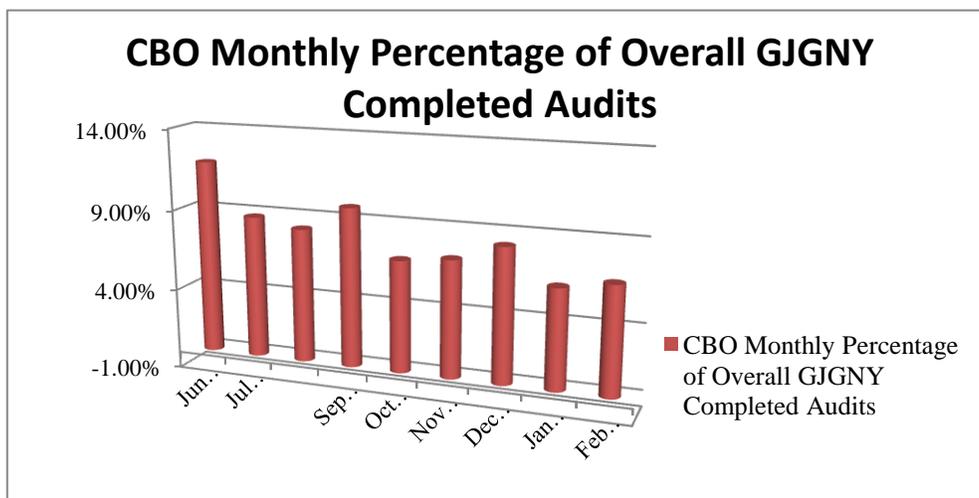
Completed:

- CBO Call Scripts – Homeowner and Contractor – along with toolkit instructions for their use.
- English and Spanish versions of the CBO workforce brochures for the North West Bronx Community and Clergy Coalition (NWBCCC)
- Small Business Energy Audit Fact Sheet
- CBO Lead Generation emails in HTML and text versions, along with toolkit instructions. The emails will be forwarded to the CBOs when the new landing page is ready.

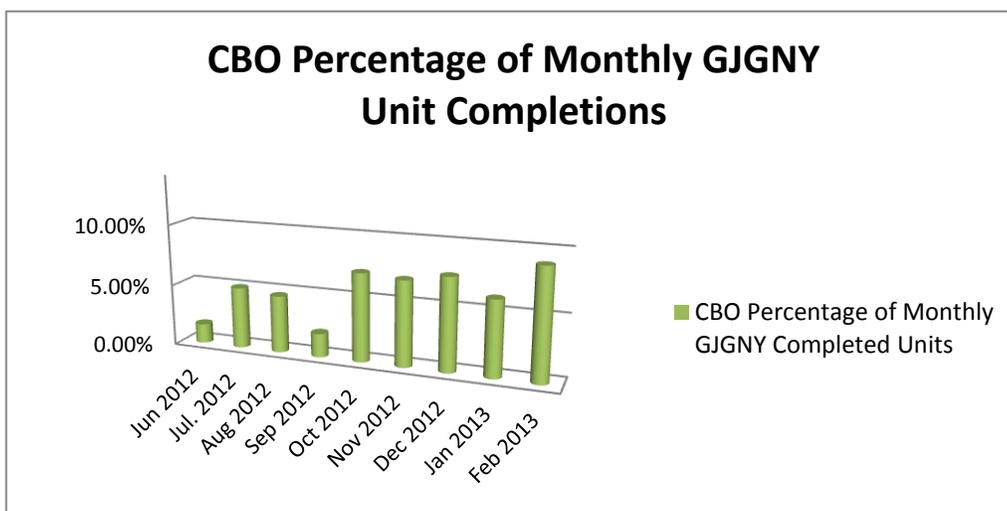
Currently Developing:

- CBO branded “What to Expect” fact sheet.
- Lead Generation web Landing Page

<b>One-to-Four Family Homes - Audits</b>				
<b>Home Performance with ENERGY STAR<sup>®</sup></b>				
<b>as of February 28, 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	99	1,845
		Program to Date	2,506	43,446
	<b>Average # of Applications Received per Month</b>		<b>157</b>	<b>1,580</b>
<b>Approved Audit Applications</b>	Free Audit			
		Month	138	1,825
		Program to Date	2,296	37,730
	Reduced Cost			
		Month	15	156
		Program to Date	111	3,113
	<b>Total Approved Audit Applications</b>		<b>2,407</b>	<b>40,843</b>
<b>Average # of Applications Approved Per Month</b>		<b>150</b>	<b>1,485</b>	
			<b>2232</b>	
<b>Scheduled Audits</b>	Scheduled Audits as of End of Current Month		<b>222</b>	<b>2,544</b>
<b>Completed Audits:</b>	<b>Completed Audits</b>			
	Free			
		Month	97	1,277
		Program to Date	1,430	28,794
	Reduced Cost			
		Month	2	104
		Program to Date	61	2,239
	<b>Total Completed Audits</b>		<b>1,491</b>	<b>31,033</b>
<b>Audit Funds Invoiced to Date</b>			<b>\$8,053,040</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 February 28, 2013</b>				
	<b>Timeframe</b>	<b>CBO Initiated since 11/1/11</b>	<b>GJGNY Totals Since 11/15/10<sup>1</sup></b>	<b>HPwES Totals Since 11/15/10<sup>2</sup></b>
<b>Projects Contracted</b>	<b>To Date</b>	<b>341</b>	<b>8,405</b>	<b>NA</b>
<b>Completed Projects/Units<sup>3</sup></b>				
<b>Assisted</b>				
	Month	16 / 18	138 / 153	172 / 191
	Program to Date	91 / 100	2,358 / 2,520	4,911 / 5,157
<b>Market Rate</b>				
	Month	18 / 19	256 / 260	280 / 284
	Program to Date	164 / 168	5,954 / 6,043	9,717 / 9,852
<b>Total Completed Projects/Units (Project Goal: 15,000)</b>		<b>255 / 268</b>	<b>8,312 / 8,563</b>	<b>14,628 / 15,009</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				



## Green Jobs - Green New York Monthly Update: February 2013

In February 2013, 1,845 free/reduced-cost comprehensive home assessment applications were received. The conversion rate from audit to energy retrofit remains strong at 35 percent. The average cycle time between audit completion to project completion is 110 days.

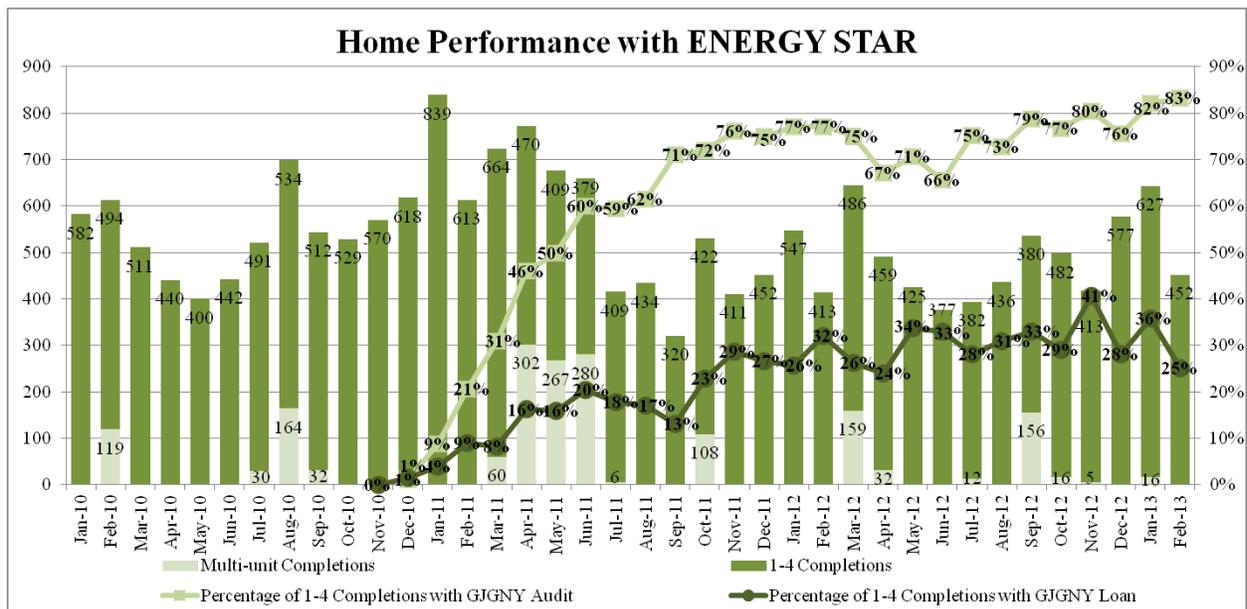
Of the 452 Home Performance with ENERGY STAR® project completions in February, 394 were associated with a GJGNY audit or loan. Thirty-five percent of the February 2013 GJGNY HPwES project completions were GJGNY Assisted HPwES customers.

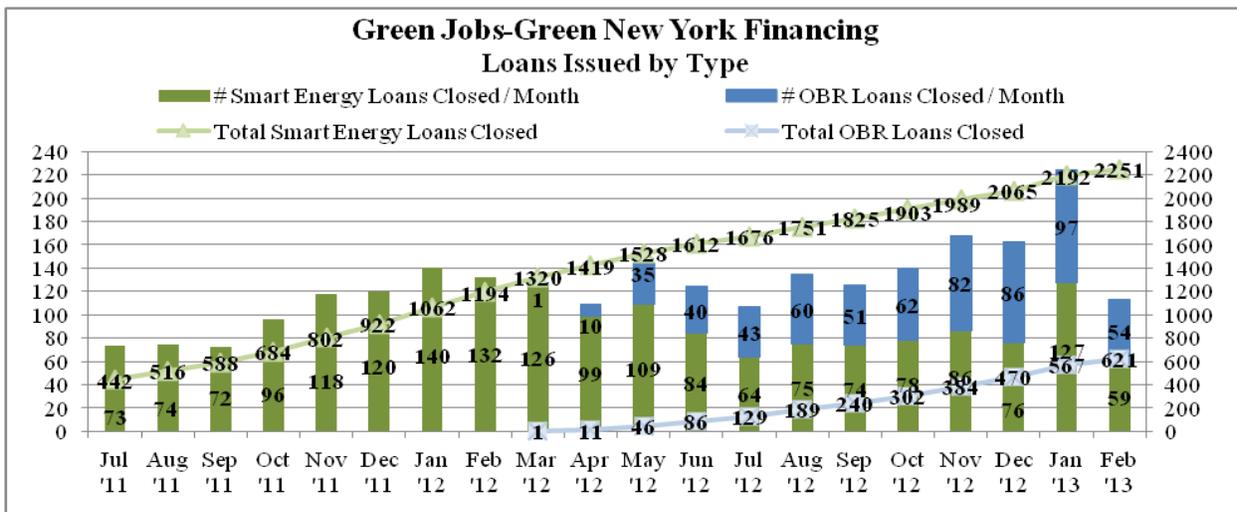
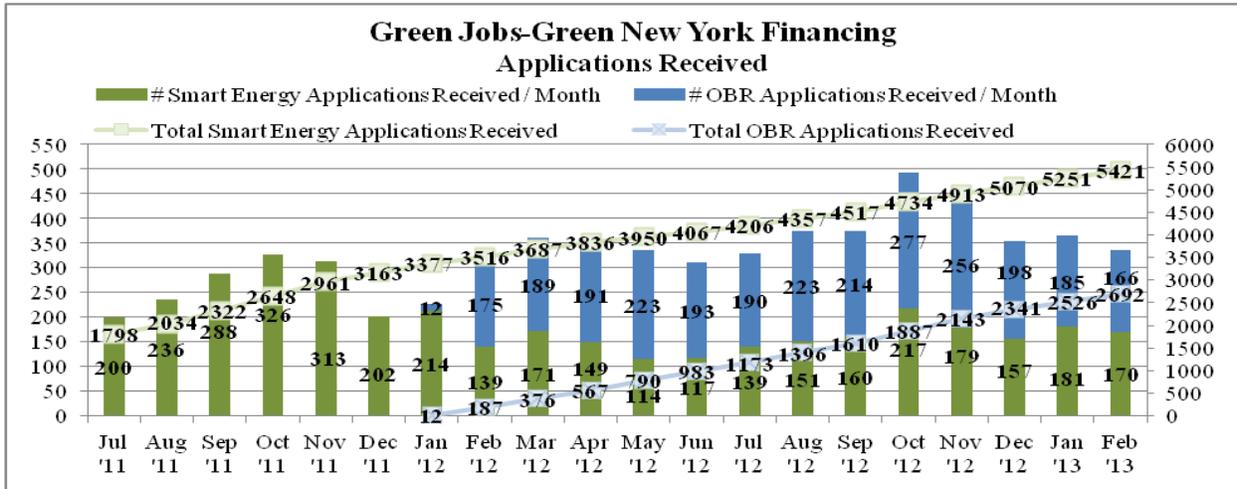
An additional \$3 million in funds have been identified to allow free or reduced cost audits to remain part of the Program through 2013. A focus group will be established to evaluate the impact free or reduced cost has had on the Program and to identify potential strategies for incentivizing audits beyond 2013.

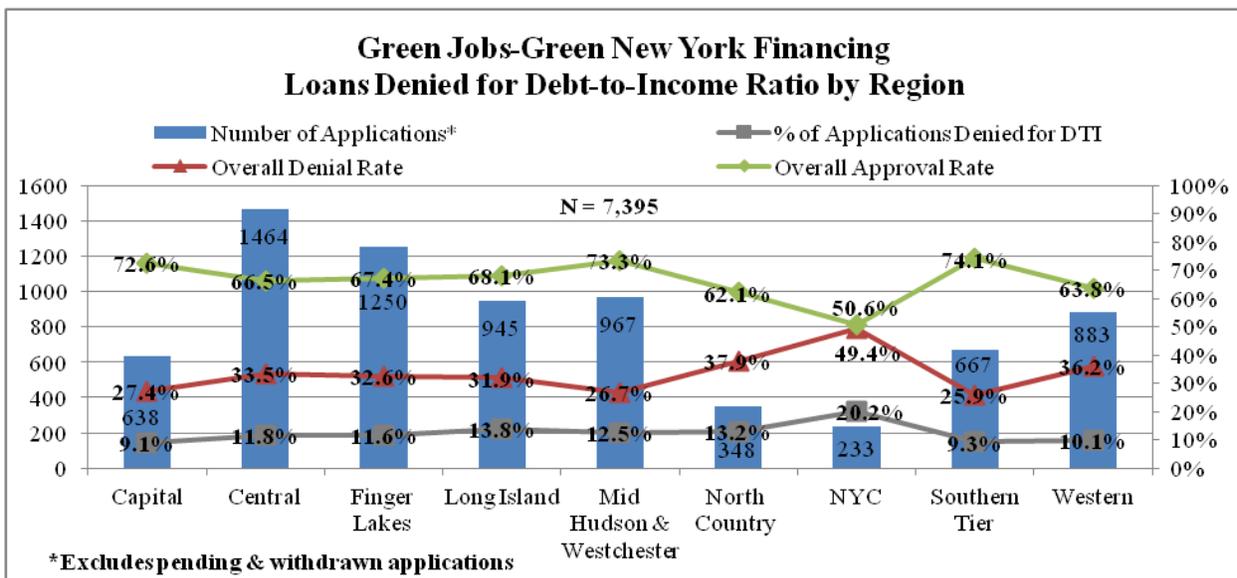
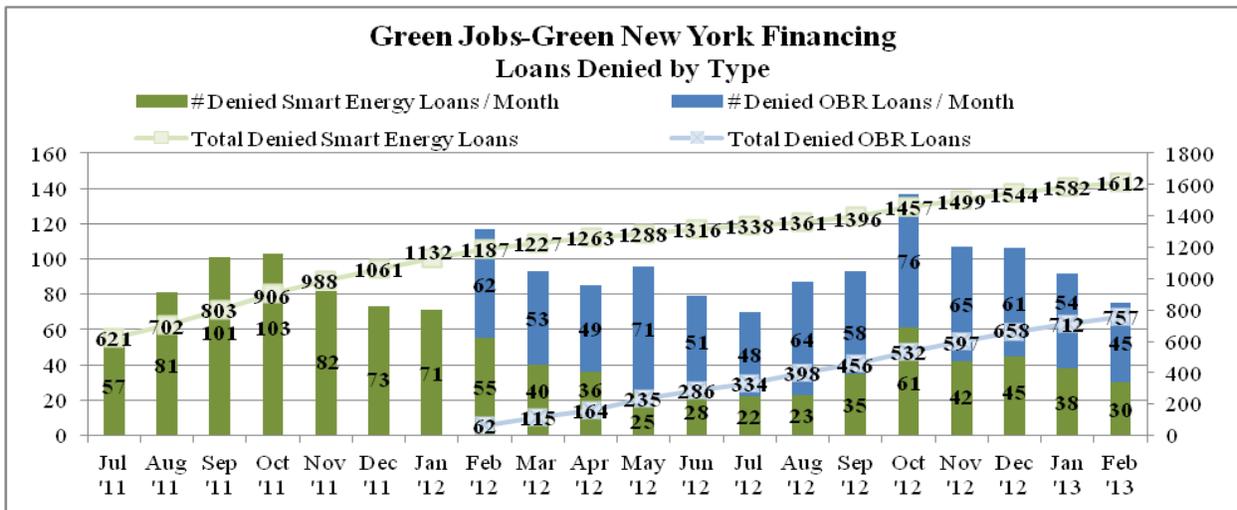
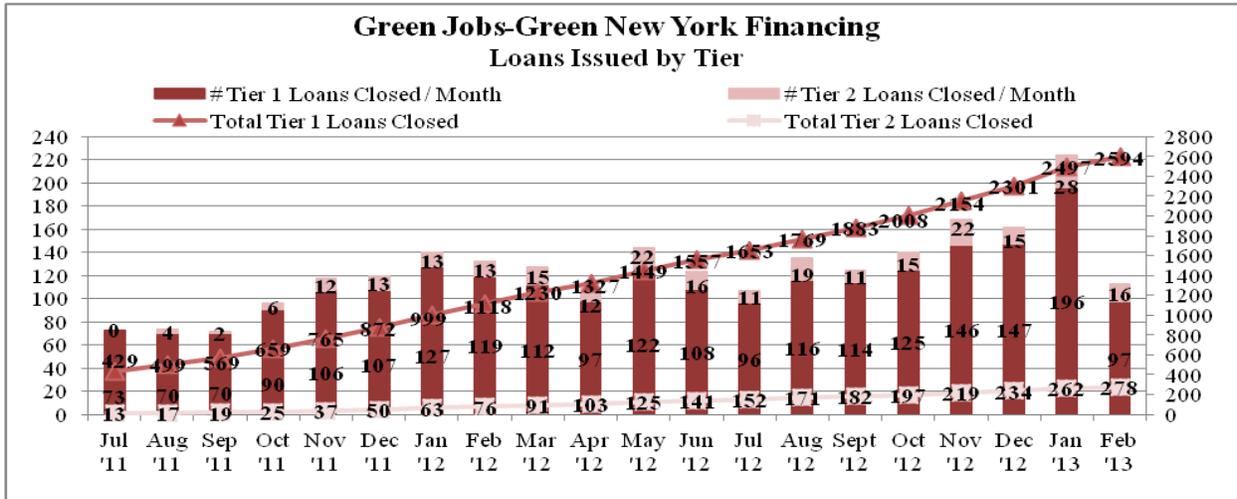
<b>Green Jobs - Green New York Residential Financing as of February 28, 2013</b>								
1- to 4- Family Homes		Loan Product	Applications Received	Applications Approved	Loans Closed			
					Value	Total	Market Rate	Assisted
<b>Tier 1</b>	February	Smart Energy	170	237	\$399,361	50	33	17
		On-Bill Recovery	166	229	\$490,877	47	39	8
	Program to Date	<b>Smart Energy</b>	<b>5,421</b>	<b>3,101</b>	<b>\$18,654,595</b>	<b>2,032</b>	<b>1,542</b>	<b>490</b>
		<b>On-Bill Recovery</b>	<b>2,692</b>	<b>1464</b>	<b>\$6,041,659</b>	<b>562</b>	<b>464</b>	<b>98</b>
<b>Tier 2</b>	February	Smart Energy	10	21	\$118,913	9	3	6
		On-Bill Recovery	21	23	\$81,903	7	4	3
	Program to Date	<b>Smart Energy</b>	<b>345</b>	<b>293</b>	<b>\$2,116,508</b>	<b>219</b>	<b>102</b>	<b>117</b>
		<b>On-Bill Recovery</b>	<b>210</b>	<b>149</b>	<b>\$609,091</b>	<b>59</b>	<b>27</b>	<b>32</b>
<b>February</b>		Smart Energy	180	258	\$518,274	59	36	23
		On-Bill Recovery	187	252	\$572,779	54	43	11
<b>Total</b>			<b>367</b>	<b>510</b>	<b>\$1,091,053</b>	<b>113</b>	<b>79</b>	<b>34</b>
<b>Program to Date</b>		Smart Energy	5,421	3,394	\$20,771,103	2,251	1,644	607
		On-Bill Recovery	2,692	1613	\$6,650,750	621	491	130
<b>Total</b>			<b>8,113</b>	<b>5,007</b>	<b>\$27,421,853</b>	<b>2,872</b>	<b>2,135</b>	<b>737</b>

Smart Energy		Financing Summary	On-Bill Recovery	
Tier 1	Tier 2		Tier 1	Tier 2
2,032	219	Loans Closed*	562	59
\$18,654,595	\$2,116,508	Value*	\$6,041,659	\$609,091
\$9,180	\$9,664	Average Loan*	\$10,750	\$10,324
11.8 Years	13.1 Years	Average Term*	14.4 Years	14.3 Years
N/A	N/A	2.99%	100%	100%
81.00%	78.54%	3.49%*	N/A	N/A
19.00%	21.46%	3.99%*	N/A	N/A
67.80%		Approval Rate**	68.06%	
23.81%		Denial Rate**	26.84%	
8.39%		Denied Tier 1, didn't pursue Tier 2**	5.11%	
* Refers to closed loans only				
** Does not include applications pending review or withdrawn.				

Through February 2013, a total of 2,251 loans have closed, valued at approximately \$27.4 million. The target date for NYSERDA's bond issuance to replenish the residential Revolving Loan Fund is now Q2, 2013. A temporary re-allocation of funds was authorized to bridge the gap, including \$6 million from the Small Business/Not-for-Profit financing program and \$4 million from Multifamily.







**Green Jobs-Green New York Financing**  
**Loans Transferred from OBR to Smart Energy**  
**February 28, 2013**

Current Smart Energy Loan Status	# of Loans
Pre-approved	29
Loan Approved	51
Loan Sold	125
Loan Withdrawn	11
Loan Denied	3
No Loan - Subsidy Only	9
<b>Total # Loans Transferred</b>	<b>228</b>

12.4% of Pre-approved OBR Loans  
were transferred to Smart Energy

<b>Multifamily Audit Status</b>				
<b>as of February 28, 2013</b>				
	Affordable Housing	Market Rate Housing	Totals	Budget/Goal
Number of Audit Applications	100	102	202	500
Audit Funds Encumbered	\$1,189,430	\$661,338	\$1,850,768	
Audit Funds Invoiced	\$913,710	\$419,313	\$1,333,023	\$3,000,000
Audits Completed	76	79	155	400
Number of Projects withdrawing from MPP after audit*	15	22	37	
Number of Projects in Pipeline**	70	73	143	
Projects Contracted (to have measures installed)	53	42	95	
Households (HH) associated with Projects Contracted	10,046	10,512	20,558	
kWh Savings of installed measures†	8,669,235	774,933	9,444,168	
MMBtu Savings of installed measures†	58,682	59,507	118,189	
Dollar savings of installed measures†	\$2,442,143	\$890,879	\$3,333,022	
<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 now has four GJGNY Multifamily loans in place. A participation agreement for another is in the approval process and four additional building owners have begun the process of securing GJGNY financing for their multifamily energy efficiency projects.

**Small Business / Not-for-Profit (SB/NFP)**  
**as of February 28, 2013**

*Energy Assessments:* GJGNY energy assessments 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 assessment funding, NYSERDA also uses American Recovery and Reinvestment Act (ARRA) funding to provide free energy assessments to any small business or not-for-profit with an average electric demand of 100 kW or less. As of February 28th, 2013, 1474 GJGNY assessments and 672 ARRA assessments have been completed.

*Energy Efficiency Financing:* In June 2011, NYSERDA launched 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 and NYSERDA's Community Based Organizations (CBOs), Energy Smart Community Coordinators, and Energy Assessment Firms. NYSERDA also presented the program to public and investor-owned utilities (IOUs), the New York Power Authority (NYPA), the Long Island Power Authority (LIPA), the Small Business Development Center (SBDC) and Department of Public Service (DPS) Staff to increase coordination between programs and to support customer implementation of energy efficiency projects.

In June 2012, the Small Commercial Energy Efficiency 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 February 28<sup>th</sup> 2013, 13 customer applications have been received to date. Customer applications are assessed for both Participation Loan and On-Bill Recovery Loan eligibility prior to approval. 13 applications have been approved for Participation Loans and 7 have been approved for On-Bill Recovery financing. As of February 28th, 2013, 4 Participation Loans have been closed and 7 lenders have agreed to offer Participation Loans and On-Bill Recovery Loans.

**Evaluation**

NYSERDA Evaluation staff and consultants continue to work with the various GJGNY programs to gather information to inform the job impacts assessment work plan and coordination with the existing evaluation activities continues. The job impacts assessment, as planned, will deploy in a two-phased approach. Telephone survey questions are being developed and will be included in surveys already being conducted for ongoing evaluation efforts or administered separately, as needed. The various survey

## **Green Jobs - Green New York Monthly Update: February 2013**

activities are planned to commence in March. NYSERDA will work toward having preliminary results of the job impact assessment in late 2013, pending start up of data collection and analysis in the near term.

In addition to the job impact assessment effort, the NYSERDA Evaluation staff and consultants are expediting the evaluation of the GJGNY the Small Business/Not for Profit and CBO-related activities and anticipate finalizing the details of the work plan March.