

January 2013

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

### Workforce Development

#### ***PON 1817: Pressure Houses for Field Testing***

Green Jobs Training Center (GJTC) 15516 99<sup>th</sup> Street, Howard Beach NY 11414, began construction on their lab house on March 12, 2012 and had planned a grand opening for November 2012. However, due to Super Storm Sandy and other complications the event was postponed. The storm did not affect the GJTC facility directly but it did impact the tenants on the first level. The GJTC is currently under gut rehab and because of this some of the GJTC pressure lab original achievements have been negatively impacted. The completion date for the lab house is now anticipated in March 2013.

Northeast Parent Child and Society will be closing on the purchase of their pressure house in the city of Schenectady the last week of January 2012. Renovation work will begin the first week of February and is scheduled for completion in May.

The Champlain Valley Technical School (CV-TEC) continues to communicate with Earth Science Engineering (ESE)/Zebra-Tech as they complete the pressure house blueprints on a pro-bono basis. The pressure house will be located on the CV-TEC campus. ESE/Zebra-Tech has submitted the project blueprints to the New York State Education Department's Office of Facilities Planning for initial review.

Kelder House– The contractor on the construction of the Pressure House for BPI field testing is well underway. This facility will be located at SUNY Ulster. The excavation, installation of all new windows, exterior framing for access ramp, foundation masonry repair and insulation of lower level slab for solar thermal/radiant floor heating have been completed. Kelder House continues to work with YouthBuild on this project.

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

The New York State Weatherization Directors Association (NYSWDA) was funded to offer skill enhancement training for existing contractors. Included in these trainings are four course offerings: an applied studies course focused on the energy use of various housing styles--Cape Cod, Ranch/Raised Ranch, and Balloon Frame/2-Story Colonial; heating and venting fundamentals; health and safety issues in the Combustion Appliance Zone; and a new course addressing the recently-announced American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE) Standard 62.2 for residential buildings.

#### ***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 January 30, 2013, one-hundred people had been hired from NYSDOL's One-Stop Lists and nine employees have been advanced due to training. Approximately \$914,000 in wage and training subsidies has been awarded.

In January, \$750,000 in SBC4 funds were added to the PON and eligibility expanded to include renewable energy and advanced technology businesses seeking to hire.

<b>Outreach and Marketing</b>
<b>(as of 1/31/13)</b>

**GJGNY Outreach Program**

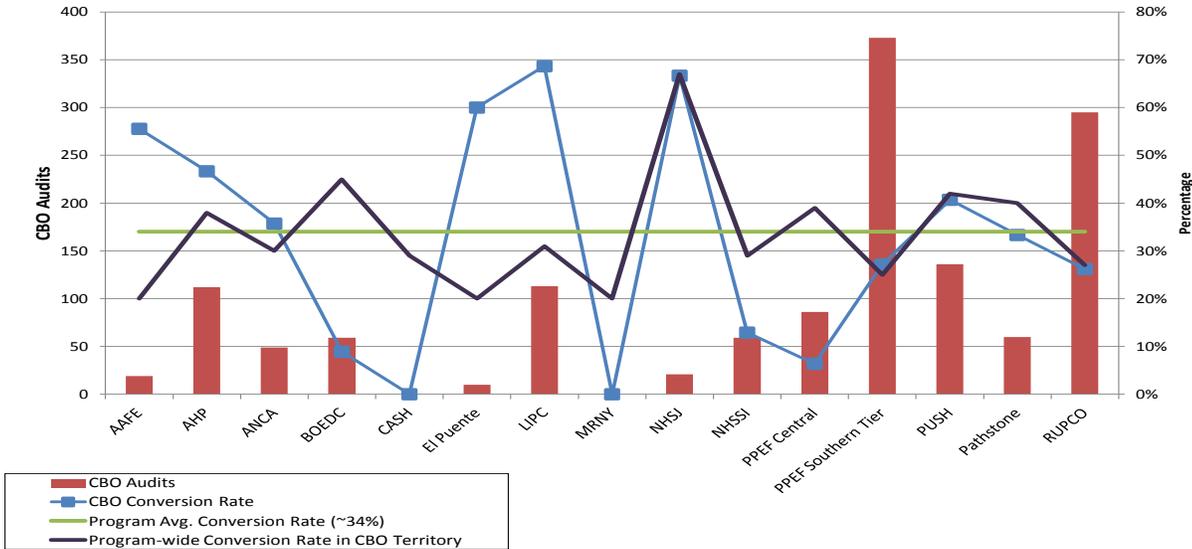
Staff conducted a one year status review of the GJGNY Outreach Program in preparation for the upcoming Special Advisory Group meeting on February 13, 2013. While data from which to draw conclusions are still limited, the following, are high level observations from that review.

**CBOs appear to be reaching a different group of customers in regard to GJGNY and On-Bill Recovery (OBR) Financing.** Approximately 41.1% of CBO-attributed projects took advantage of program financing, compared to approximately 30% program wide. There were 76 closed OBR and Smart Energy Loans attributed to the CBOs at the end of December 2012. CBOs are having some success with Tier 2 loans (OBR and unsecured). Approximately 10 of the 76 loans (13%) were Tier 2. The average loan amount for CBO customers are lower than program averages, indicating that the CBOs may be reaching larger percentages of customers that qualify for the Assisted Home Performance subsidies. Additionally, lower loan amounts could indicate that even when eligible, many customers are less comfortable taking on larger amounts of debt.

**CBOs are responsible for Increased Retrofit Activity in the Downstate Area.** CBOs are getting traction in areas that historically, have not had a significant amount of Home Performance work, particularly in the downstate market (5 boroughs). Even though current retrofit numbers are low, CBOs in the downstate market are responsible for between 14%-33% of all the retrofits conducted by the Home Performance Program to date.

**Several CBO conversion rates mirror the regions they are located in and some are above the program average.** Many CBOs appear to be using effective strategies for converting audits to retrofits, using prescreening and prequalifying tools to bring contractors qualified leads that are more likely go proceed to retrofit.

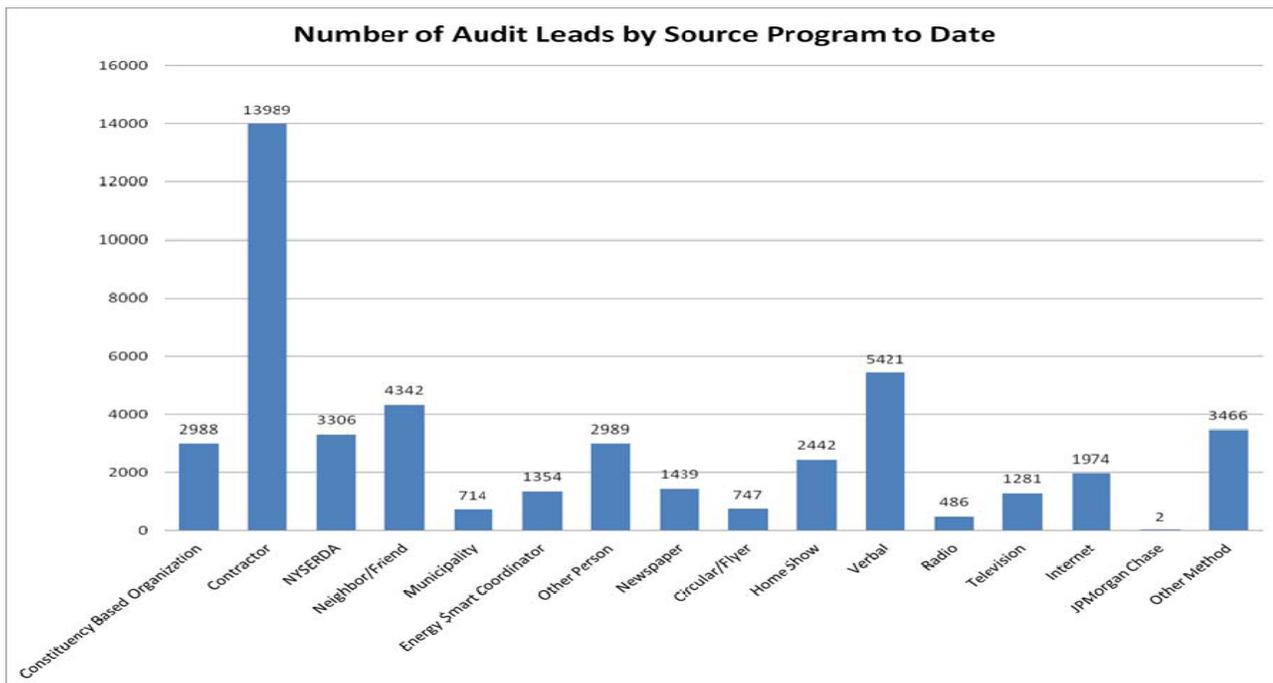
**CBO Conversion Rate – through January 31, 2013**



CASH, MRNY, and NHSJ were selected from the second RFP (2327) and are approximately 5-6 months behind the first round of CBOs (2038)

**CBOs are generating interest in the program (awareness)** - According to information from the Residential Audit application, CBOs are an effective means for generating interest in audits as compared to some of NYSERDA’s other general marketing strategies. While marketing is needed to generate a general awareness of the services available for NYSERDA, CBO outreach is based on an innate understanding of their target population. CBOs are trusted resources, communicating the availability of energy efficiency services, and educating potential beneficiaries about the eligibility requirements and how to enroll.

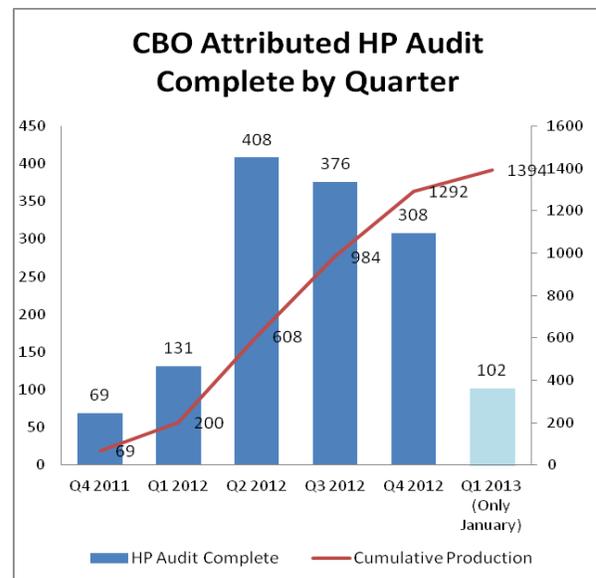
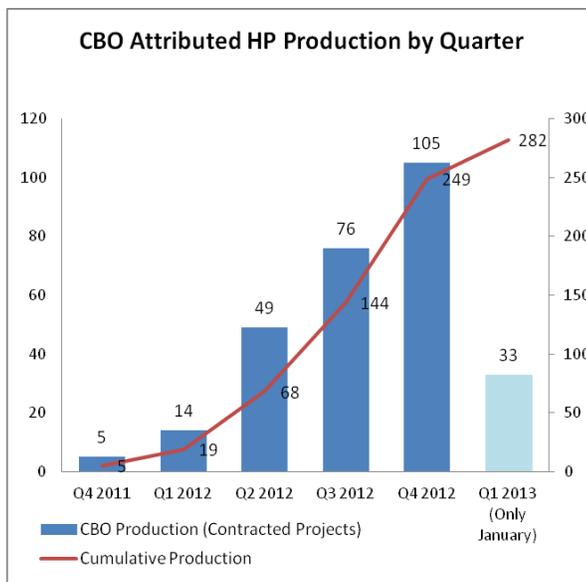
**Number of Audit Leads by Source Program to Date – January 2013**



**The numbers of retrofits resulting from the CBO Outreach effort are steadily increasing, and the numbers of audits are decreasing.**

The CBO strategy to spend more upfront time with customers to prescreen for audit participation has been successful and the Outreach effort is experiencing a trend where customers having audits are more likely to move forward with the retrofit. The Outreach effort is experiencing a steady increase in the number of retrofits performed since the program's inception.

### Home Performance Work & Audits – through January 31, 2013



#### CBOs are providing other value-added services:

- CBOs are reaching multilingual markets for recruitment into HPsES and into workforce training initiatives. For example, Downtown Manhattan CDC has translated the Material Procurement Training and Building Operator Training curriculum into Chinese. They will be offering classes in the summer. The Chinese speaking population in NYS is very large.
- Several CBOs are leveraging other funds (Land Trust, FEMA) to get Home Performance work complete
- Aggregation pilots are bringing new ways of reaching customers into the program while enhancing community benefits through hiring practices and wage standards. Additionally, CBOs are breaking new ground in Aggregation – developing a model for handling new housing structures like condominiums and condos (RUPCO).
- CBOs are replacing services that the NYS Energy Smart Coordinators (a program no longer in place) used to perform. The CBOs are developing a network of successful partnerships. For instance, Neighborhood Housing Services of Staten Island (NHS-SI) is working with a core group of Home Performance contractors on Staten Island to address homes impacted by Hurricane Sandy, Long Island

**January 2013**

Progressive Coalition is working with Suffolk County Veteran's Association to recruit potential workforce trainees, and Rural Ulster Preservation Company (RUPCO) has forged an alliance with Spinaker Properties to address large scale energy efficiency in condominiums and townhouses in the Mid-Hudson Region.

- CBOs are winning the approval of local government and community leaders. These “endorsements” validate the program at the community level.
- CBOs are attending local events like home shows and street fairs to spread the word to new populations. This commitment to personal interaction, coupled with creative social media strategies, has helped forge strong connections with local community and environmental groups.
- CBOs provide area-specific, NYSERDA-approved contractor lists to facilitate the contractor selection process.

Staff conducted the monthly webinar with the CBOs on January 17. Presentations included:

- Renewable Energy: Solar Power, Max Joel – Director of Energy Connections, Solar One
- Workforce: Equitable Market Transformation, John Mello – Green Projects Director, Baltimore Center for Green Careers, and Eli Allen – Green Projects Development Coordinator, Baltimore Center for Green Careers
- Outreach: Changing Energy Behavior in the United States, Brian Keane – President, SmartPower
- Program Updates
  - CBO Performance Update
  - Federal Energy Efficiency Tax Incentive
  - CBO Monthly Report: Word Template
  - Assisted HPwES Owner/Tenant Agreement
  - New NYSERDA CBO web pages – Follow Up
  - Workforce Brochure: verify CBO info – Follow Up
  - PR Support Reminder & Social Media Resources

GJGNY CBO Process and Market Evaluation Kick-off Meeting was held on January 16, 2013

Marketing Staff coordinated meetings between CBOs implementing Aggregation Pilots with NYSERDA staff implementing the next set of LIFE Regional Meetings. CBOs that are currently implementing pilots will be making presentations at their regional LIFE event.

### **GJGNY Marketing**

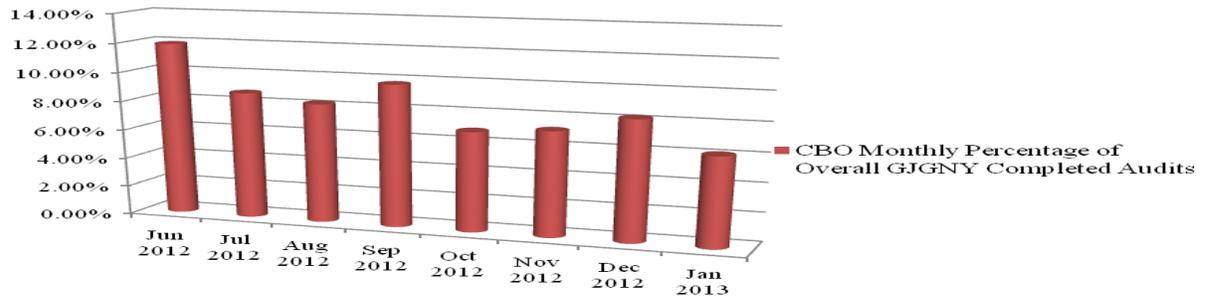
- The CBO Workforce brochures were printed and delivered to CBOs requesting them.
- Staff worked with CBOs to develop several new case studies including one on the contractor/CBO relationship, and one on workforce development.
- Work continues on finalizing the new CBO landing page for the NYSERDA website. The new landing page replaces the current geographic map making it easier for potential participants to find and connect with their local CBO. The new page includes information on how CBOs can assist applicants through audit and retrofit processes, and incorporates a screening tool to capture information on the prospect.
- Currently updating the “What to Expect” brochure for use by the CBOs and Home Performance contractors.

<b>One-to-Four Family Homes - Audits</b> <b>Home Performance with ENERGY STAR® (as of 1/31/13)</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	144	2,094	
		Program to Date	2,407	41,601	
	<b>Average # of Applications Received per Month</b>		<b>160</b>	<b>1,570</b>	
<b>Approved Audit Applications</b>	Free Audit				
		Month	180	2,029	
		Program to Date	2,158	35,905	
	Reduced Cost				
		Month	7	183	
		Program to Date	96	2,957	
	<b>Total Approved Audit Applications</b>			<b>2,254</b>	<b>38,862</b>
<b>Average # of Applications Approved Per Month</b>			<b>150</b>	<b>1,466</b>	
2232					
<b>Scheduled Audits</b>	Scheduled Audits as of End of Current Month		<b>77</b>	<b>2,292</b>	
<b>Completed Audits:</b>  Goal: (46,000- Audits)  Budget: (\$11,596,000)	Completed Audits				
	Free				
		Month	104	1,618	
		Program to Date	1,333	27,517	
	Reduced Cost				
		Month	4	139	
		Program to Date	59	2,235	
	<b>Total Completed Audits</b>			<b>1,392</b>	<b>29,752</b>
	<b>Audit Funds Invoiced to Date</b>				<b>\$7,559,720</b>

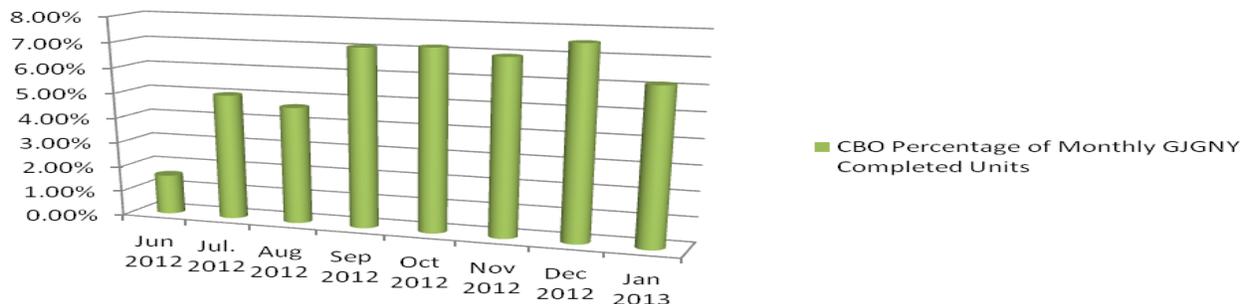
<sup>1</sup> GJGNY totals since 11/15/10 are inclusive of CBO initiated activities

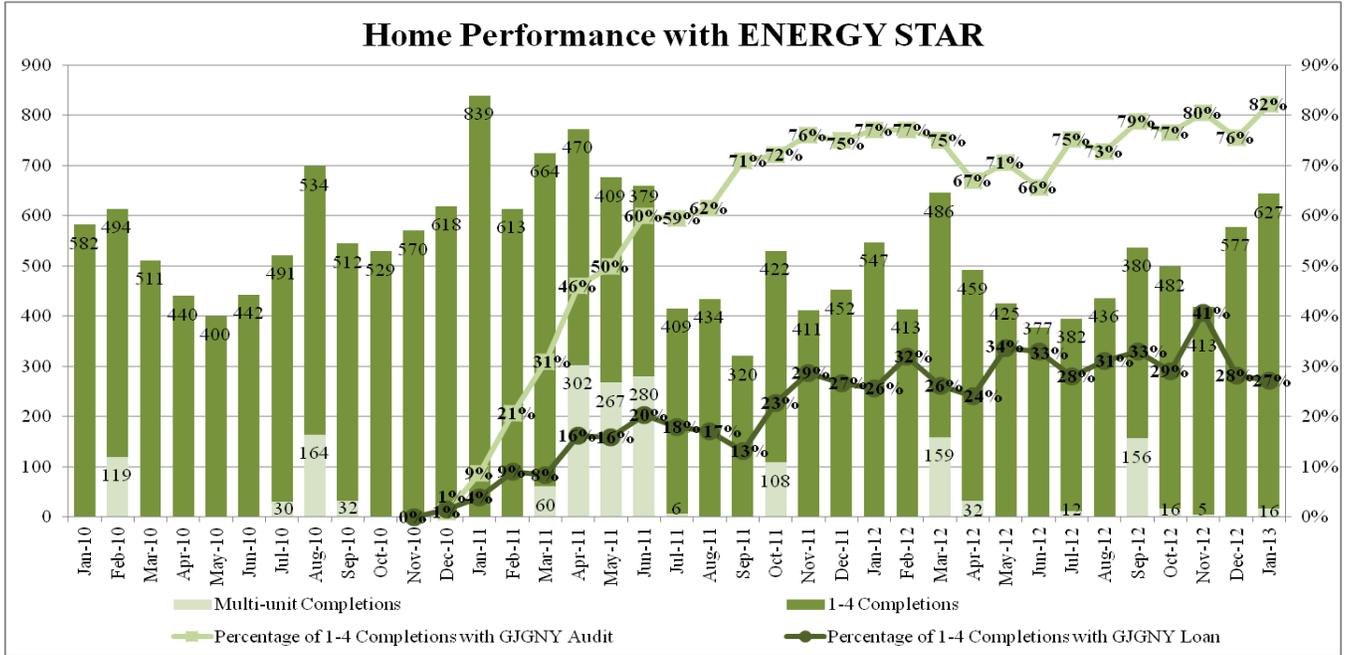
One-to-Four Family Homes – Projects/Units				
Home Performance with ENERGY STAR® (as of 1/31/13)				
	Timeframe	CBO Initiated since 11/1/11	GJGNY Totals Since 11/15/10 <sup>1</sup>	HPwES Totals Since 11/15/10 <sup>2</sup>
<b>Projects Contracted</b>	<b>To Date</b>	<b>288</b>	<b>7,827</b>	<b>NA</b>
<b>Completed Projects/Units<sup>3</sup></b>				
<b>Assisted</b>				
	Month	11/13	177 / 188	230 / 244
	Program to Date	75/82	2,220 / 2,367	4,739 / 4,966
<b>Market Rate</b>				
	Month	23/23	394 / 398	413 / 417
	Program to Date	146/149	5,698 / 5,783	9,437 / 9,568
<b>Total Completed Projects/Units (Project Goal: 15,000)</b>		<b>221/231</b>	<b>7,918 / 8,150</b>	<b>14,176 / 14,534</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				

### CBO Monthly Percentage of Overall GJGNY Completed Audits



### CBO Percentage of Monthly GJGNY Completed Units





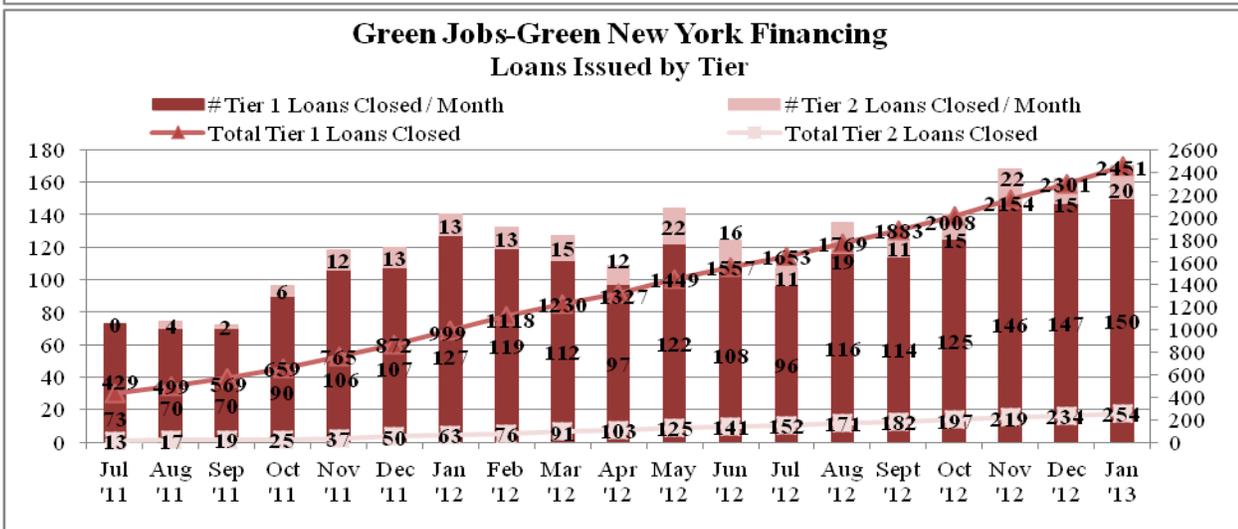
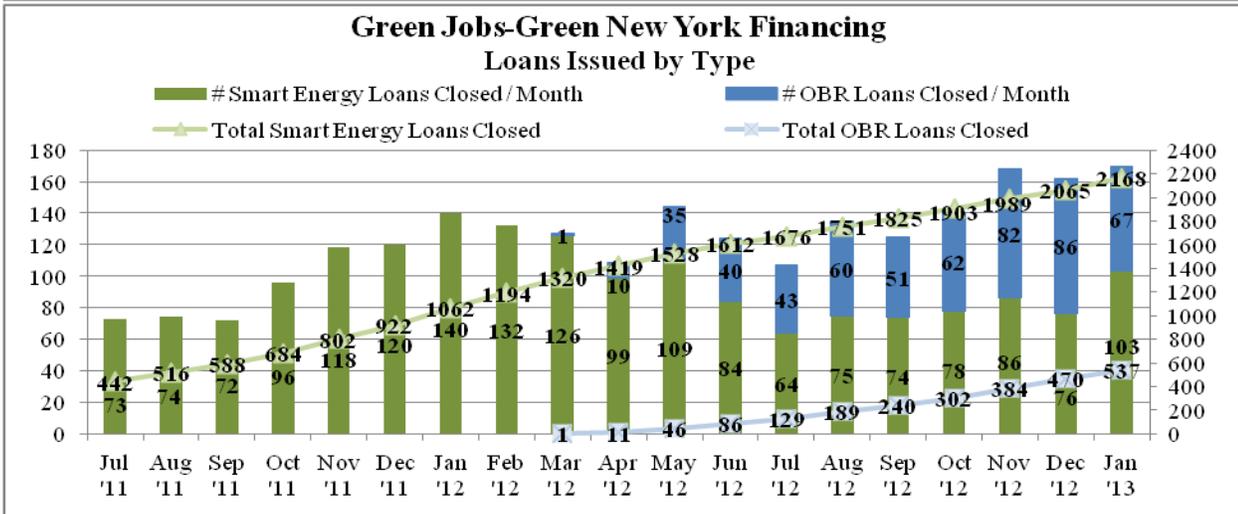
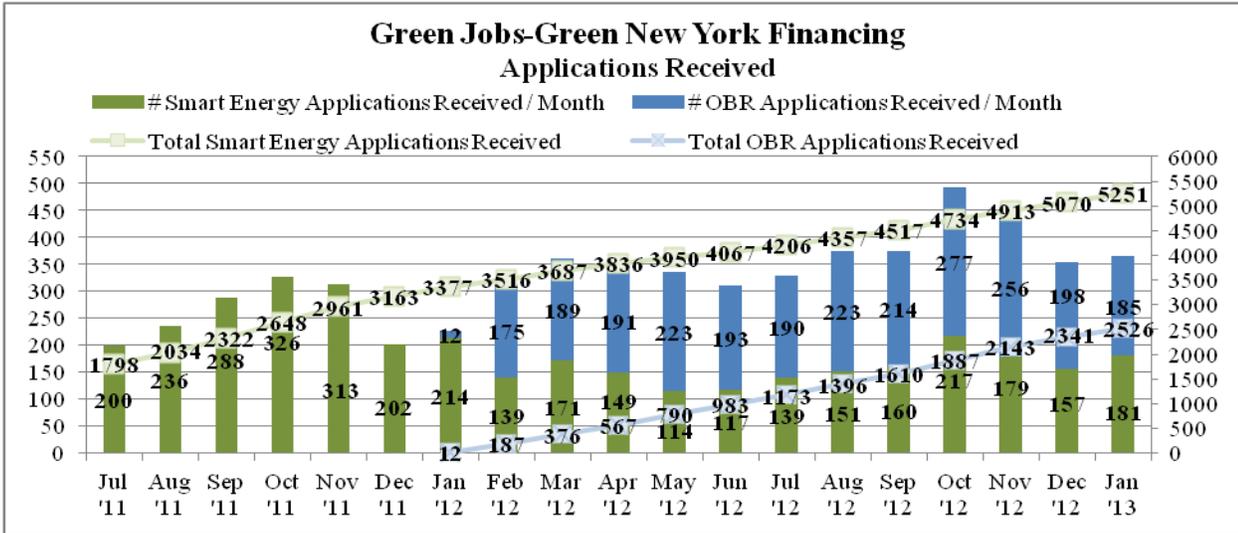
In January, 2,094 free/reduced-cost comprehensive home assessment applications were received. The conversion rate from audit to energy retrofit remains strong at 34%. The average cycle time between audit completion to project completion is 110 days.

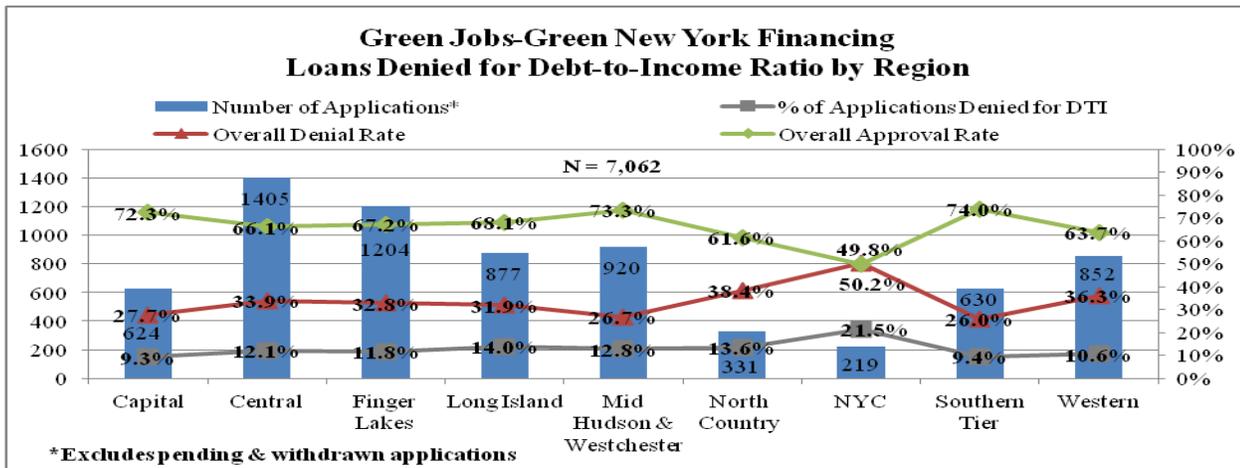
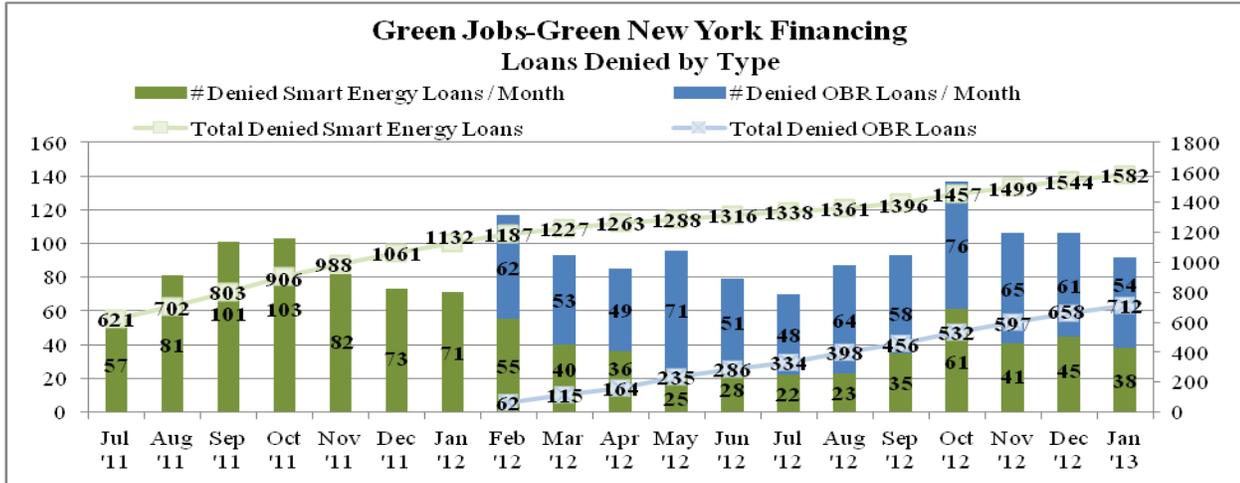
Of the 643 Home Performance with ENERGY STAR® project completions in January, 511 were associated with a GJGNY audit or loan. Twenty-three percent of the January GJGNY HPwES project completions were GJGNY Assisted HPwES customers.

Demand for free or reduced cost audits remains strong and 78% of the audit budget has been encumbered, including both paid invoices and commitments from the audit reservation number system. It is expected that the balance of audit funds will be committed by mid-year.

Green Jobs - Green New York Residential Financing as of January 31, 2013								
1- to 4- Family Homes		Loan Product	Applications Received	Applications Approved	Loans Closed			
					Value	Total	Market Rate	Assisted
Tier 1	January	Smart Energy	181	265	\$866,980	91	71	20
		On-Bill Recovery	185	276	\$618,249	59	46	13
	Program to Date	Smart Energy	5,251	2,971	\$18,075,896	1,963	1,495	468
		On-Bill Recovery	2,526	1389	\$5,205,524	488	401	87
Tier 2	January	Smart Energy	67	33	\$119,397	12	6	6
		On-Bill Recovery	10	30	\$70,739	8	3	5
	Program to Date	Smart Energy	335	284	\$1,948,919	205	99	106
		On-Bill Recovery	189	133	\$466,294	49	21	28
January		Smart Energy	248	298	\$986,377	103	77	26
		On-Bill Recovery	195	306	\$688,988	67	49	18
<b>Total</b>			<b>443</b>	<b>604</b>	<b>\$1,675,365</b>	<b>170</b>	<b>126</b>	<b>44</b>
Program to Date		Smart Energy	5,251	3,255	\$20,024,815	2,168	1,594	574
		On-Bill Recovery	2,526	1522	\$5,671,818	537	422	115
<b>Total</b>			<b>7,777</b>	<b>4,777</b>	<b>\$25,696,634</b>	<b>2,705</b>	<b>2,016</b>	<b>689</b>

Smart Energy		Financing Summary	On-Bill Recovery	
Tier 1	Tier 2		Tier 1	Tier 2
1,963	205	Loans Closed*	488	49
\$18,075,896	\$1,948,919	Value*	\$5,205,524	\$466,294
\$9,208	\$9,507	Average Loan*	\$10,667	\$9,516
11.7 Years	13.0 Years	Average Term*	14.4 Years	14.3 Years
N/A	N/A	2.99%	100%	100%
81.00%	79.51%	3.49%*	N/A	N/A
19.00%	20.49%	3.99%*	N/A	N/A
67.29%		Approval Rate**	68.13%	
24.19%		Denial Rate**	26.77%	
8.52%		Denied Tier 1, didn't pursue Tier 2**	5.10%	
* Refers to closed loans only				
** Does not include applications pending review or withdrawn.				





### Green Jobs-Green New York Financing Loans Transferred from OBR to Smart Energy January 31, 2013

Current Smart Energy Loan Status	# of Loans
PreApproved	25
Loan Approved	48
Loan Sold	111
Loan Withdrawn	12
Loan Denied	2
No Loan - Subsidy Only	2
<b>Total # Loans Transferred</b>	<b>200</b>

11.6% of Pre Approved OBR Loans  
were transferred to Smart Energy

**January 2013**

Effective January 1, 2013, all new OBR Loan applications received were processed at 3.49%; this modest increase from 2.99% provides rate parity between the OBR and the Smart Energy Loans, while recognizing NYSERDA was not recouping all of our costs for origination, servicing and financing of OBR Loans. On January 8, financing forms and related content were updated to reflect the change to Smart Energy Loan, as was previously known as the Unsecured Loan.

NYSERDA continues to work with our financial advisor and rating agencies in preparation for our first bond issuance. To allow time to explore a new opportunity, the target date for the bond issuance was moved to Q1, 2013. Through January 2013, a total of 2,705 loans have closed, valued at nearly \$25.7 million.

Plans for a solution to invite additional lenders to originate OBR and Smart Energy Loans have been put on hold. Due to the complexity of the financing program and the shift toward systems integration through the Optix platform, NYSERDA has opted to continue working with Energy Finance Solutions (EFS) as the sole originator of residential GJGNY loans.

<b>Multifamily</b>				
<b>Audit Status (as of 1/31/13)</b>				
	<b>Affordable Housing</b>	<b>Market Rate Housing</b>	<b>Totals</b>	<b>Budget/Goal</b>
Number of Audit Applications	95	101	196	500
Audit Funds Encumbered	\$1,164,065	\$653,113	\$1,817,178	
Audit Funds Invoiced	\$844,170	\$393,223	\$1,237,393	\$3,000,000
Audits Completed	70	70	140	400
Number of Projects withdrawing from MPP after audit*	11	22	33	
Number of Projects in Pipeline**	71	75	146	
Projects Contracted (to have measures installed)	52	38	90	
Households (HH) associated with Projects Contracted	9,932	9,437	19,369	
kWh Savings of installed measures**	8,511,718	644,247	9,155,965	
MMBtu Savings of installed measures**	58,873	56,456	115,329	
Dollar savings of installed measures**	\$2,402,326	\$816,954	\$3,219,279	
<p><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></p> <p><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></p> <p><i>*** The Operating Plan expresses anticipate energy and dollar savings on an average per project basis.</i></p>				

January 2013

A pre-loan and post-loan validation process for GJGNY Multifamily financing has been established with NYSERDA's GJGNY loan servicer. That process is now active.

Interest in GJGNY Multifamily financing continues to grow. Two large banks are working with multiple building owners putting together GJGNY financing for their energy efficiency projects. One bank, M&T, has had a teleconference with a NYSERDA project manager to review the loan process and address questions about GJGNY financing. The second bank, First Niagara, is working to schedule a presentation on GJGNY financing for its loan officers.

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

*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 January 31<sup>st</sup>, 2013, 1429 GJGNY assessments and 645 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 January 31, 2013, 11 customer applications have been received to date. Customer applications are assessed for both Participation Loan and On-Bill Recovery Loan eligibility prior to approval. Eleven applications have been approved for Participation Loans and six have been approved for On-Bill Recovery financing. As of January 31, 2013, 4 Participation Loans have been closed and seven lenders have agreed to offer Participation Loans and On-Bill Recovery Loans.

#### Evaluation

NYSEERDA 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. The job impacts assessment, as planned, will deploy in a two-phased approach and is planned to commence in late-February. NYSEERDA 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 NYSEERDA 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 in mid-February.