



New York State Energy Research and Development Authority

Green Jobs – Green New York March 2014 Monthly Update

Period ending March 31, 2014

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Program Description

Green Jobs – Green New York provides funding for energy assessments, low-cost financing for energy upgrades, and technical and financial support to develop a clean energy workforce. GJGNY is a statewide effort to strengthen communities through energy efficiency and uses constituency-based organizations to support program outreach in underserved communities. GJGNY enables New Yorkers to make a significant difference in homes, businesses and neighborhoods—making them more comfortable, more sustainable, and more economically sound. GJGNY is administered by NYSERDA and made available by the Green Jobs – Green New York Act of 2009.

1 Workforce Development

1.1 Program Opportunity Notice Activity

Green Jobs-Green New York Technical Training and Certifications (PON 2032)

Through March 2014, PON 2032 training partners have trained 723 individuals in courses including advanced air sealing, pressure diagnostics, Building Performance Institute (BPI) Basic Air Sealing and Insulation, solar thermal installation, and thermography. Training partnerships include public and private educators, professional associations, and nonprofits. GJGNY training will continue under PON 2032 through 2014.

Clean Energy On-the-Job Training (PON 2033)

NYSERDA has executed on-the-job training agreements with 42 businesses seeking to hire new employees or advance incumbent workers under GJGNY. As of March 31, 2014, 157 people have been hired from NYS Department of Labor's (NYSDOL) New York State Career Centers (formerly NYSDOL One Stop Centers) lists, and 13 incumbent workers have been advanced due to training. Among those hired under the program, 87.3% were retained through the period of on-the-job training. Approximately \$1.33M in wage and training subsidies has been awarded. The average wage of workers hired under the program is \$16.39 per hour.

2 Outreach and Marketing

2.1 Outreach Activities

CBOs continue to assist customers to access the Home Performance with ENERGY STAR program (HPwES) offered through Green Jobs-Green New York. Through March 2014, CBOs are responsible for 3,523 completed audits resulting in 954 completed retrofits. Approximately 48 percent of those retrofits were for Assisted HPwES customers.

Figure 2-1. CBO Percentage of GJGNY Completed Audits.

Figure 2-1 provides percentages of GJGNY residential audit completions by quarter that were initiated by CBOs.

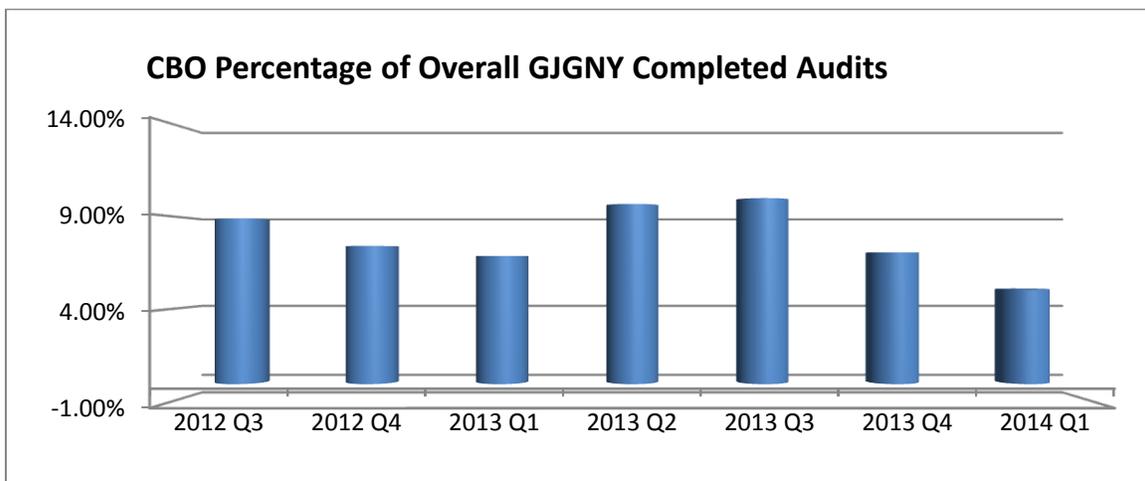
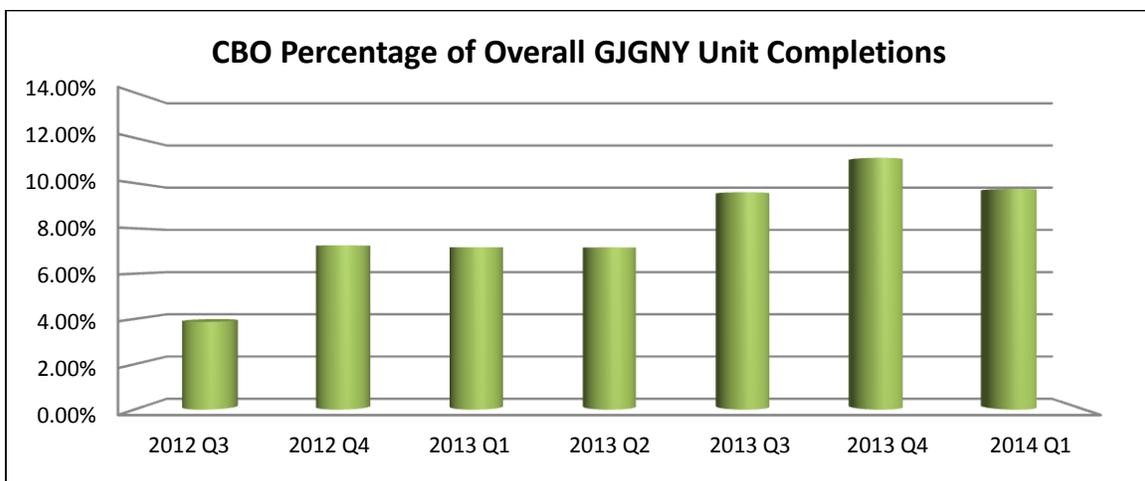


Figure 2-2. CBO Percentage of GJGNY Unit Completions.

Figure 2-2 provides percentages of project (by number of units) completions by quarter that were initiated by CBOs.



In an effort to address the New York City market for Home Performance, an Energy Champions Referral Program was developed by the NYSEERDA Outreach Program and presented to Home Performance staff on March 25. Under the program, the four NYC-based CBOs (El Puente, Neighborhood Housing Services of Jamaica, Neighborhood Housing Services of Staten Island, and Sustainable South Bronx) will allow individuals to become “Energy Champions” and nonprofits to become “Energy Champion Partner Organizations” and refer homeowners into the Home Performance with ENERGY STAR[®] (HPwES) Program. Energy Champions as well as Partner Organizations will receive monetary as well as non-monetary benefits for successfully recruiting homeowners who complete a retrofit. Energy Champions can be former clients of the CBOs or, alternatively, New York City residents who are interested in helping to reduce energy consumption in order to decrease air pollution and address climate change. This will allow people who are interested in energy efficiency to recruit homeowners into the program, even if the volunteers are renters (as are the majority of NYC residents) or unable to retrofit their own home. Outreach program staff will develop the framework for the downstate CBOs to engage their former clients and recruit Energy Champions by forming partnerships with organizations with an environmental focus and/or an active volunteer base. Planning is underway for a GJGNY Outreach workshop for CBOs who have secured new GJGNY Outreach contracts under RFP 2773. The one-day workshop will be held in Albany on Thursday, May 1. The agenda is currently under development. Topics will focus on how to expand the success of the program over the next two years.

Development work has been completed in the Residential Portal. CBOs are now able to submit applications on behalf of their customers. Instructions have been uploaded to the CBO SharePoint site.

A conference call was held with representatives from the Building Performance Contractors Association (BPCA) and Efficiency First (EF) on March 20, 2014 to discuss ways to enhance CBO / Home Performance contractor relationship-building efforts. CBOs were invited to participate in upcoming BPCA chapter meetings. CBOs were also invited to participate more broadly in the Creating and Industry Working Group (CIWG). Staff is currently developing a one-pager on each CBO for distribution to contractors.

The Monthly CBO webinar was held on March 27. Topics included:

- Technology and Occupant Behavior – Susan Mazur-Stommen, Ph.D., Director, Behavior and Human Dimensions Program, American Council for an Energy Efficient Economy.
- Reporting Best Practices and Expectations for CBOs – Meridith Nierenberg, Rural Ulster Preservation Company and Elana Bulman, Pratt Institute.
- Submitting Residential Online Applications.
- Net Promoter Scores: A Net Promoter Score (NPS) is a third-party customer satisfaction methodology. What makes NPS unique is that it asks two standard questions about the likelihood of recommending both the contractor and the program to friends and colleagues. It allows customers the ability to provide qualitative feedback. Including NPS on customer satisfaction surveys allows NYSEERDA to provide feedback from customers to the contractors who can make improvements to their service.

2.2 Marketing Activities

During March 2014, there were 556 visits to the CBO Locator webpage (<http://nyserdagreeny.org/cbo-locator>), representing 498 unique visitors. There were 107 clicks from the CBO Locator webpage to the Home Performance with ENERGY STAR application webpage and/or various CBO websites. The CBO Locator webpage was visited by 2230 people who submitted their information through the webform to get connected to their local CBO. Each of these categorical click-throughs represents an increase in web activity as compared to February 2014.

3 One- to Four-Family Residential Buildings Program

3.1 Home Performance with ENERGY STAR® Audits

Through March 31, 2014, from the 63,156 approved audit applications, 50,663 (80 percent) audits have been completed. The conversion rate from audit to HPwES project is 31.7 percent. Additional work may be proceeding outside the HPwES program, some with the support of utility rebates. The average cycle time between audit completion to project completion is 110 days.

Table 3-1. Home Performance with ENERGY STAR Audits.

Table 3-1 provides HPwES monthly and cumulative audit figures.

Timeframe	CBO Initiated since 11/1/11 ^a	GJGNY Totals since 11/15/10 ^b	
Received Audit Applications			
March	140	2,190	
Program to Date	5,347	66,908	
Average # of Applications Received per Month	184	1,652	
Approved Audit Applications			
Free			
March	172	2,105	
Program to Date	4,762	58,275	
Reduced Cost			
March	8	237	
Program to Date	278	4,881	
Total Approved Audit Applications	5,040	63,156	
Average # of Applications Approved Per Month	174	1,559	
Scheduled Audits			
Scheduled Audits as of End of Current Month	302	3,141	
Completed Audits			
Goal: (77,500-Audits) Budget: (\$19,396,000)	Free		
	March	83	1644
	Program to Date	3,323	46,963
	Reduced Cost		
	March	5	180
Program to Date	200	3,700	
Total Completed Audits	3,523	50,663	
Audit Funds Invoiced to Date		\$12,717,370	

^a Round 2 CBO production as of 6/1/2012.

^b GJGNY totals since 11/15/10 are inclusive of CBO initiated activities.

3.2 Home Performance with ENERGY STAR® Projects

Of the 13,728 completed projects completed through HPwES resulting from a GJGNY audit and/or GJGNY financing, 9,522 (69 percent) units are associated with market rate customers and 4,206 (31 percent) units are associated with assisted customers.

In March, there were 528 HPwES project completions. Of the 528 HPwES project completions, 415 (78 percent) were associated with a GJGNY audit or loan. Forty-three percent of the March GJGNY HPwES project completions were GJGNY Assisted HPwES customers.

Table 3-2. Home Performance with ENERGY STAR Projects.

Table 3-2 provides HPwES monthly and cumulative project figures.

Timeframe	CBO Initiated since 11/1/11	GJGNY Totals since 11/15/10 ^a	HPwES Totals since 11/15/10 ^b
Projects Contracted			
To Date	972	13,765	NA
Completed Projects/Units^c			
Assisted			
March	21 / 27	177 / 186	240 / 250
Program to Date	380 / 459	4,206 / 4,489	7,380 / 7,770
Market Rate			
March	18 / 20	238 / 240	288 / 290
Program to Date	460 / 495	9,522 / 9,648	13,610 / 13,788
Total Completed Projects/Units (Project Goal: 25,000)	840 / 954	13,728 / 14,137	20,990 / 21,448
^a Projects completed resulting from a GJGNY Audit and/or GJGNY Financing. ^b Total HPwES including GJGNY Projects. ^c Projects completed and units served resulting from GJGNY.			

3.3 One- to Four-Family Residential Buildings Financing

Table 3-3. Green Jobs–Green New York Financing Details.

Table 3-3 provides monthly and cumulative details of the Green Jobs–Green New York financing program.

1- to 4- Family Homes		Loan Product	Applications Received	Applications Approved	Loans Closed			
					Value	Total	Market Rate	Assisted
Tier 1	March	Smart Energy	250	361	\$568,893	48	27	21
		On-Bill Recovery	295	442	\$728,461	80	51	29
	Program to Date	Smart Energy	8,170	4,930	\$29,839,130	3,226	2,399	827
		On-Bill Recovery	5,355	2,890	\$14,502,600	1,338	1043	295
Tier 2	March	Smart Energy	24	15	\$82,311	8	3	5
		On-Bill Recovery	18	27	\$67,293	9	3	6
	Program to Date	Smart Energy	568	489	\$3,310,412	352	149	203
		On-Bill Recovery	401	267	\$1,458,024	146	64	82
March		Smart Energy	274	376	\$651,203	56	30	26
		On-Bill Recovery	313	469	\$795,753	89	54	35
Total			587	845	\$1,446,956	145	84	61
Program to Date		Smart Energy	8,170	5,419	\$33,149,542	3,578	2,548	1030
		On-Bill Recovery	5,355	3,157	\$15,960,624	1,484	1,107	377
Total			13,525	8,576	\$49,110,166	5,062	3,655	1,407

Table 3-4. Green Jobs–Green New York Financing Summary.

Table 3-4 provides a cumulative summary of Smart Energy Loan and On-Bill Recovery Loan activity.

Smart Energy		Financing Summary	On-Bill Recovery	
Tier 1	Tier 2		Tier 1	Tier 2
3,226	352	Loans Closed*	1,338	146
\$29,839,130	\$3,310,412	Value*	\$14,502,600	\$1,458,024
\$9,250	\$9,405	Average Loan*	\$10,839	\$9,986
12.4 Years	13.5 Years	Average Term*	14.6 Years	14.3 Years
N/A	N/A	2.99%	59.42%	60.27%
81.99%	80.68%	3.49%*	40.58%	39.73%
17.79%	21.31%	3.99%*	N/A	N/A
71.39%		Approval Rate**	67.63%	
21.16%		Denial Rate**	25.66%	
7.46%		Denied Tier 1, didn't pursue Tier 2**	6.71%	

* Refers to loans originated and closed by EFS. The number and value of OBR Loans varies from Concord's report due to treatment of successor loans.
 ** Does not include applications pending review or withdrawn.

Of the 5,062 Residential GJGNY Loans closed to date, 27.8 percent are for Assisted HPwES customers, representing 21.4 percent of the total funds; while 72.2 percent are for Market Rate customers representing 78.6 percent of the total funds; 9.8 percent are Tier 2 customers, representing 9.7 percent of the total funds, while 90.2 percent are Tier 1 customers representing 90.3 percent of the funds. Of the loans closed for Assisted HPwES customers, 79.7 percent are Tier 1 loans, while 20.3 percent are Tier 2.

Since the launch of On-Bill Recovery, 32.7 percent of the Assisted HPwES customers who access financing use OBR Loans, while 38.9 percent of the Market Rate HPwES customers who access financing use OBR Loans; 33.4 percent of Tier 2 customers use OBR Loans while 37.6 percent of Tier 1 customers use OBR Loans.

On February 3, NYSERDA launched GJGNY financing for residential solar PV. Customers of RPS-participating utilities can finance stand-alone PV projects, or combine solar PV with efficiency upgrades through HPwES. Plans to include PSEG-Long Island PV projects are being finalized.

Through March 2014, 75 PV contractors have completed registration with EFS to provide their customers access to GJGNY financing. Meanwhile, 68 PV OBR Loan applications have been received, of which 48 have been Pre-Approved, and 60 PV Smart Energy Loan applications have been received, of which 43 have been Pre-Approved.

Figure 3-1. Home Performance with ENERGY STAR Completions, Quarterly.

Figure 3-1 illustrates trends in HPwES project completions associated with GJGNY audits and loans, by quarter.

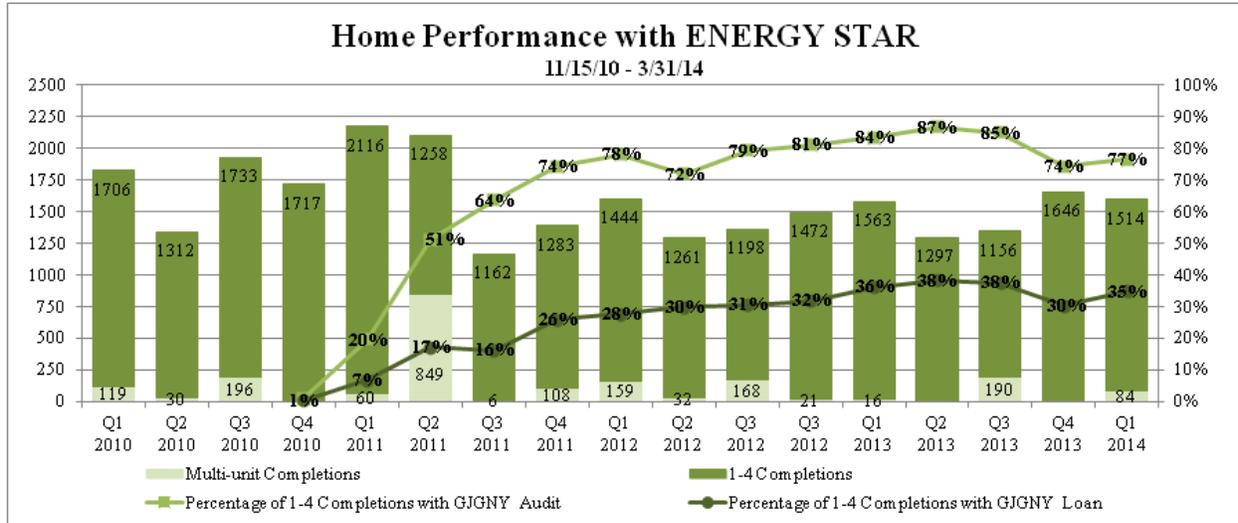


Figure 3-2. Green Jobs–Green New York Financing Applications Received, Quarterly.

Figure 3-2 illustrates the rate of applications received for GJGNY Smart Energy Loans and GJGNY On-Bill Recovery Loans, by quarter.

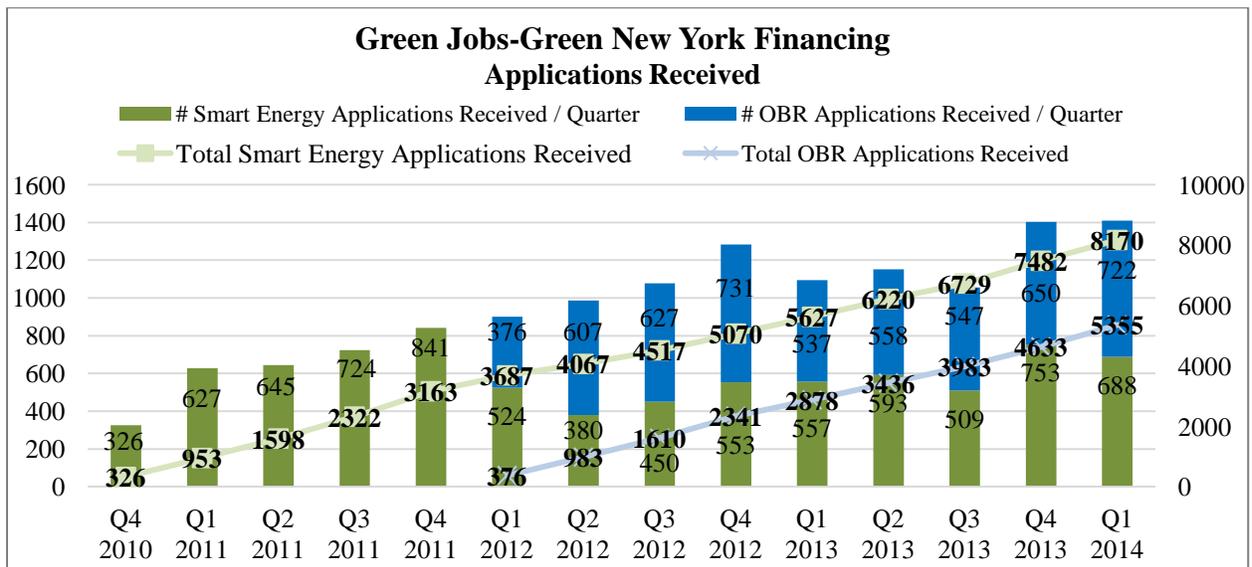


Figure 3-3. Green Jobs–Green New York Financing Loans Issued by Type, Quarterly.

Figure 3-3 illustrates the rate of loans issued for GJGNY Smart Energy Loans and GJGNY On-Bill Recovery Loans, by quarter.

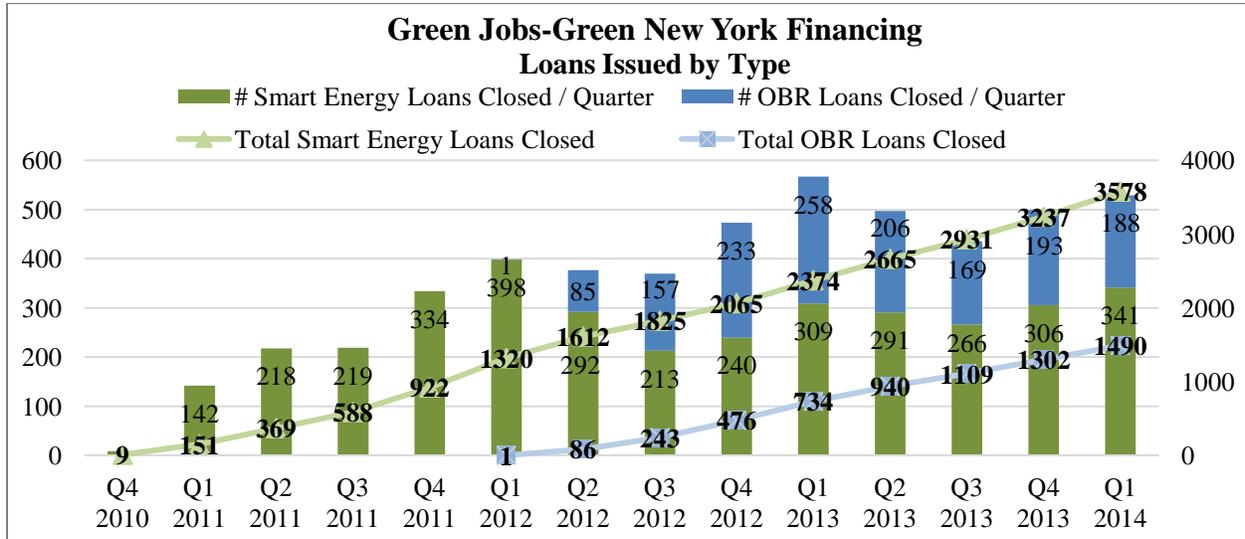


Figure 3-4. Green Jobs–Green New York Financing Loans Issued by Tier, Quarterly.

Figure 3-4 illustrates trends in GJGNY loans issued, distinguished between Tier 1 and Tier 2 loans, by quarter.

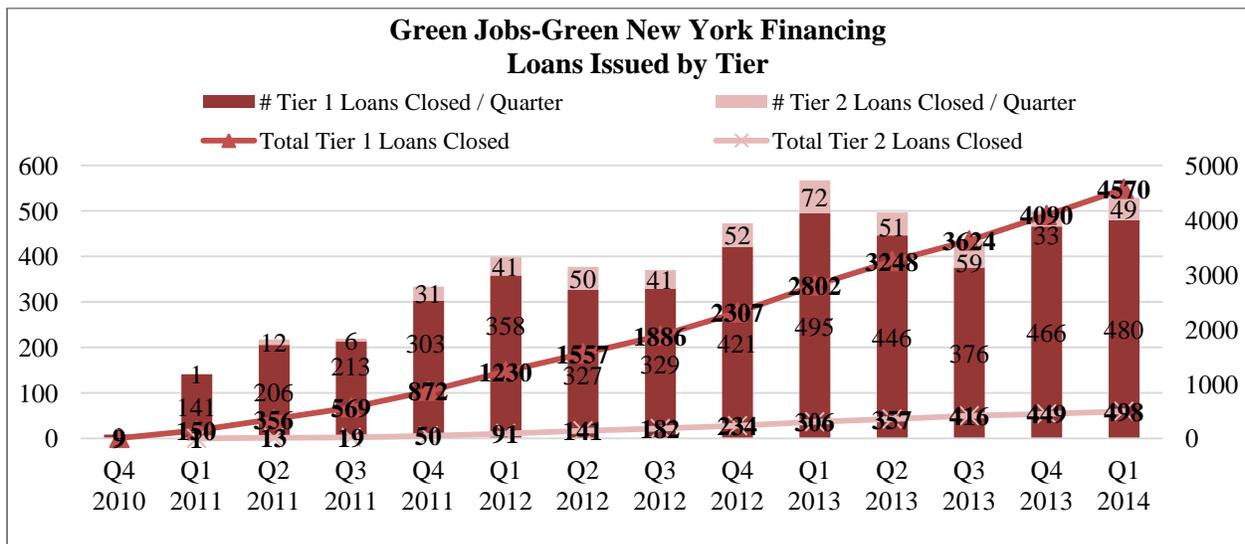


Figure 3-5. Green Jobs–Green New York Financing Loans Denied by Type, Quarterly.

Figure 3-5 illustrates trends in GJGNY loan denials, distinguished between Smart Energy Loans and On-Bill Recovery Loans, by quarter.

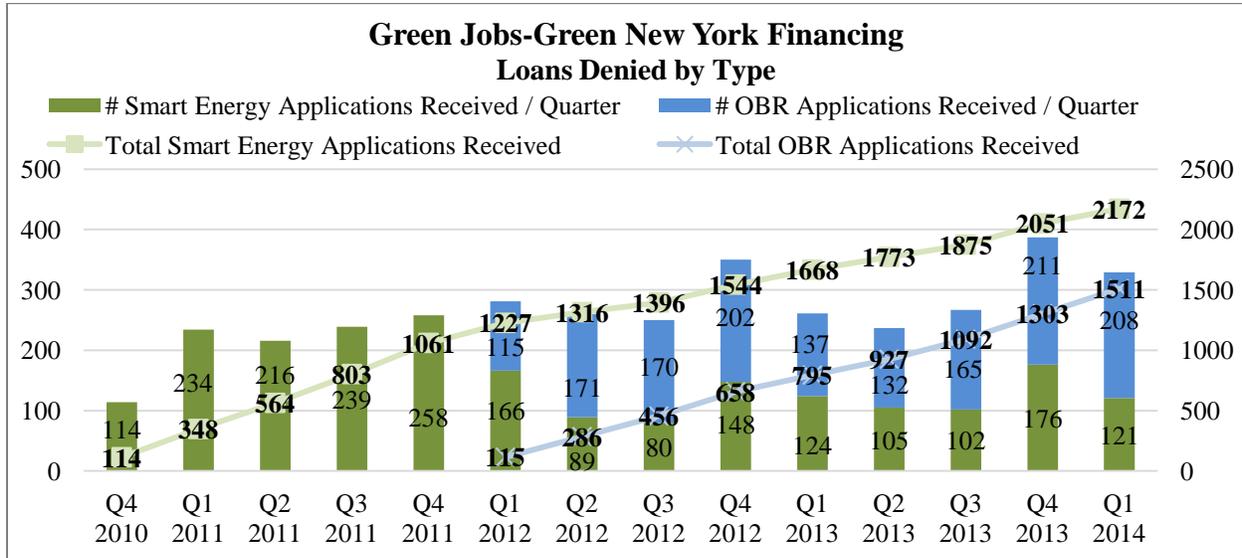


Figure 3-6. Green Jobs–Green New York Financing Loans Denied for Debt-to-Income Ratio, by Region.

Table 3-6 illustrates regional differentiation for received GJGNY loan applications and loan denial rates.

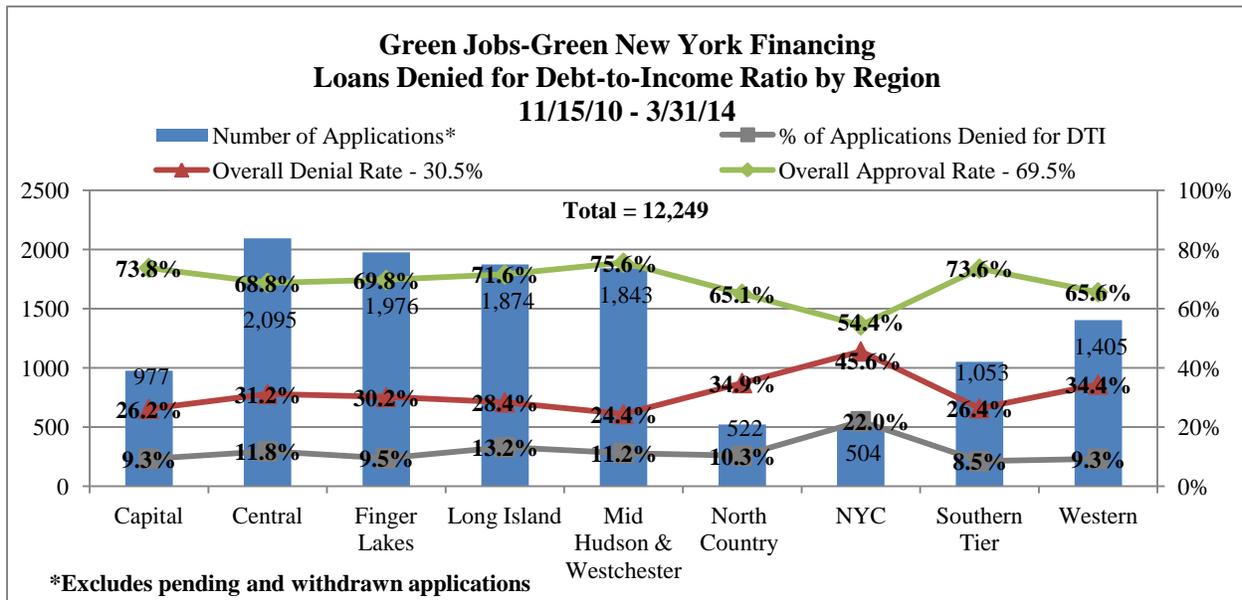


Figure 3-7. Green Jobs–Green New York Financing Loans Denied for Debt-to-Income Ratio, comparative by quarter.

Figure 3-7 illustrates comparative quarterly changes in the regions with the highest loan denials for debt-to-income ratio.

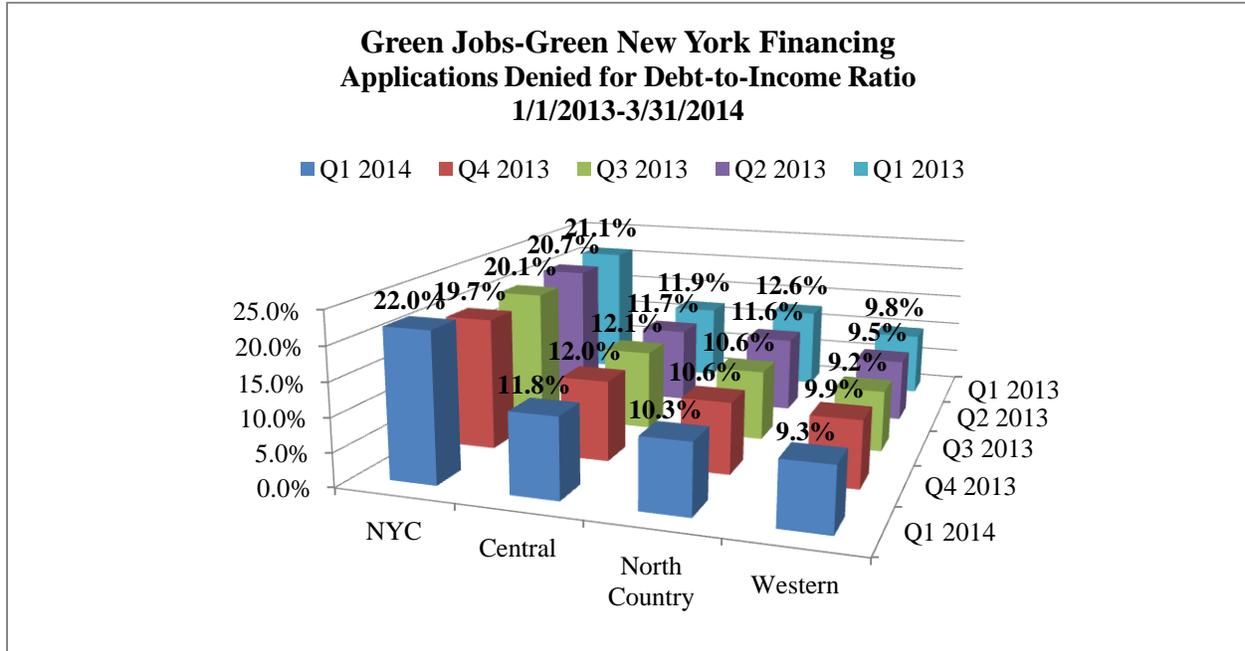


Table 3-5. Green Jobs–Green New York Financing Loans Transferred from OBR to Smart Energy.

NYSERDA allows applicants whose projects are unable to meet the cost-effectiveness requirements of the On-Bill Recovery loan product transfer to the Smart Energy loan product. Table 3-5 illustrates the transfer activity between the On-Bill Recovery and Smart Energy loan products. In March 2014, 20 loans were transferred from OBR to Smart Energy. Over the life of the program, 14 percent of pre-approved OBR loans were transferred to Smart Energy loans.

Smart Energy Loan Status	Cumulative Number of Loans
PreApproved	39
Loan Approved	37
Loan Sold	400
Loan Withdrawn	32
Loan Denied	6
No Loan - Subsidy Only	19
Total # Loans Transferred	533

4 Multifamily Performance Program

4.1 Multifamily Performance Audits

Through March 31, 2014, the Multifamily Performance Program has received 337 audit applications associated with GJGNY. Of the received audit applications, 337 (100 percent) have been approved. From those approved applications, 264 (78 percent) audits have been completed.

Table 4-1. Multifamily Performance Audits.

Table 4-1 provides Multifamily Performance monthly and cumulative audit figures.

Metric	March			Program Cumulative			
	Affordable Housing	Market Rate Housing	Monthly Total	Affordable Housing	Market Rate Housing	Program Total	Budget/ Goal
Received Audit Applications**	-4	0	-4	192	145	337	
Approved Audit Applications**	-4	0	-4	192	145	337	500
Audit Funds Encumbered (\$)**	-15,870	2,018	-13,853	2,298,125	1,143,948	3,442,073	
Audit Funds Invoiced (\$)	2,250	15,280	17,530	1,165,985	552,980	1,718,965	3,000,000
Completed Audits	9	2	11	145	119	264	400
Number of Projects withdrawing from MPP after audit*	0	0	0	18	25	43	
<p>*MPP Projects must achieve a minimum of 15 percent 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.</p> <p>**Negative figures are due to one project being misidentified as "Affordable" and transferred to "Market Rate" in addition to three projects being terminated from the program.</p>							

4.2 Multifamily Performance Projects

Through March 31, 2014, the Multifamily Performance Program has completed 18,223 projects with installed measures. Of those projects with installed measures, 7,285 (40 percent) are associated with market rate housing and 10,938 (60 percent) are associated with affordable housing.

Table 4-2. Multifamily Performance Projects.

Table 4-2 provides Multifamily Performance monthly and cumulative project figures.

Metric	March			Cumulative		
	Affordable Housing	Market Rate Housing	Monthly Total	Affordable Housing	Market Rate Housing	Program Total
Projects in Pipeline* **	-4	0	-4	192	145	337
Projects Contracted to have Measures Installed**	-6	0	-6	171	114	285
Households Associated with Projects Contracted**	-333	-7	-340	28,882	26,245	55,127
Projects with Installed Measures (units)	68	359	427	10,938	7,285	18,223
kWh Savings of Installed Measures*	0	0	0	13,876,782	1,427,950	15,304,732
MMBtu Savings of Installed Measures*	1,561	2,186	3,747	161,952	120,845	282,798
Dollar Savings of Installed Measures (\$)*	14,236	32,822	47,058	4,788,965	1,784,694	6,573,659

*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.

**Negative figures are due to one project being misidentified as "Affordable" and transferred to "Market Rate" in addition to three projects being terminated from the program.

4.3 Multifamily Performance Financing

As of March 31, 2014, the Multifamily Performance Program has closed 14 loans with a total value of \$9,243,689. NYSERDA’s share of that total loan value is \$2,800,608.

Table 4-3. Multifamily Performance Financing.

Table 4-3 provides Multifamily Performance monthly and cumulative financing figures.

Loan Status	March			Program Cumulative		
	Number	NYSERDA Share of Total Loan Value	Total Loan Value	Number	NYSERDA Share of Total Loan Value	Total Loan Value
Participation Agreements Approved*	0	\$0.00	\$0.00	14	\$2,800,608	\$9,243,689
Loans Closed	0	\$0.00	\$0.00	14	\$2,800,608	\$9,243,689

*Approved participation agreement values are inclusive of loans that have moved forward to closure.

5 Small Commercial Energy Efficiency Program

5.1 Small Commercial Energy Efficiency Audits

Through March 31, 2014, the Small Commercial Energy Efficiency Program has received 3,173 audit applications. Of those received applications, 2,850 (90 percent) have resulted in completed audits.

The Small Commercial Energy Efficiency Program continues to improve processes and services that enable Program participants to increase project installations resulting from energy assessments (audits). 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. In addition, the Small Commercial Energy Efficiency Program is currently selecting firms to provide GJGNY energy assessments, beginning in 2014, with expanded and streamlined implementation assistance services for small business and not-for-profit customers.

Table 5-1. Small Commercial Energy Efficiency Audits.

Table 5-1 provides Small Commercial Energy Efficiency monthly and cumulative audit figures.

Metric	March			Program Cumulative		
	GJGNY	ARRA*	Monthly Total	GJGNY	ARRA*	Program Total
Received Audit Applications	32		32	2,239	934	3,173
Completed Audits	15		15	2,001	849	2,850
*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 were used for eligible small business and not-for-profit organizations that have more than ten employees. ARRA funding expired on September 30, 2013.						

5.2 Small Commercial Energy Efficiency Projects

As of March 31, 2014, the Small Commercial Energy Efficiency Program estimates 570 project completions.

Table 5-2. Small Commercial Energy Efficiency Projects.

Table 5-2 provides Small Commercial Energy Efficiency monthly and cumulative project figures.

Metric	March	Program Cumulative
Estimated Projects Completed*	3	570
*NYSERDA conservatively estimates that twenty percent of energy efficiency improvements recommended on energy assessments are implemented by small business and not-for-profit customers. Estimated projects completed are inclusive of those that used ARRA funds referenced in Table 5-1 above.		

5.3 Small Commercial Energy Efficiency Financing

As of March 31, 2014, the Small Commercial Energy Efficiency Program has closed 10 loans with a total value of \$503,568. NYSERDA’s share of that total loan value is \$264,054.

Table 5-3. Small Commercial Energy Efficiency Financing.

Table 5-3 provides Small Commercial Energy Efficiency monthly and cumulative financing figures.

Loan Status	March			Program Cumulative		
	Number	NYSERDA Share of Total Loan Value	Total Loan Value**	Number	NYSERDA Share of Total Loan Value	Total Loan Value**
Applications Approved*						
Participation Loans	0	\$0	\$0	27	\$535,206	\$1,081,416
On-Bill Recovery	0	\$0	\$0	16	\$512,169	\$512,169
Loans Closed						
Participation Loans	0	\$50,000	\$110,900	8	\$200,734	\$440,248
On-Bill Recovery	0	\$50,000	\$50,000	2	\$63,320	\$63,320
Total	0	\$100,000	\$160,900	10	\$264,054	\$503,568
The Small Commercial Energy Efficiency Financing Program has 11 participating lenders.						
* Customer applications are assessed for both Participation Loan and On-Bill Recovery Loan eligibility prior to approval. Approved application values are inclusive of loans that have moved forward to closure. **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 percent of the total energy efficiency project cost or \$50,000, whichever is less.						

6 Evaluation

6.1 Evaluation Activities Currently Underway

Three market/process evaluations are nearing completion. The status of each project is described below.

- A process evaluation and market characterization assessment (PE/MCA) of the Small Commercial Energy Efficiency Program was conducted. This evaluation includes surveys of participating lenders, auditors, and small business and not-for-profit customers. NYSERDA will work toward having the results of this evaluation available April 2014. NYSERDA program staff, with the assistance of the Evaluation team, is planning a series of roundtables with non-participating financial lenders and loan originators.
- The market/process evaluation of the CBO initiative includes case studies and in-depth interviews of the CBOs. This evaluation is designed to explore the various program objectives and assess the successes and barriers experienced by CBOs during the early stages of program implementation. NYSERDA will work toward having the results of this evaluation available in April 2014.
- The PE/MCA evaluation of the Multifamily Performance Program is nearing completion. This evaluation effort is being leveraged to collect data to inform GJGNY and includes interviews with participating owners, managers, and developers regarding knowledge of GJGNY financing options and decision making. The results of this evaluation were presented to program staffs and the report is being finalized by the evaluation contractor. NYSERDA will work toward having the results of this evaluation in April 2014.

Other evaluations are in the earlier stages of planning/implementation. These studies are described below.

- The Home Performance with ENERGY STAR (HPwES) process evaluation and market characterization evaluation (PE/MCA) plan is near completion. This evaluation plan includes the assessment of HPwES and CBO-related activities. Data collection through the HPwES evaluation will allow CBOs additional time to generate retrofit projects and will limit the survey burden on HPwES participants and contractors. Planning is currently underway and evaluation efforts are targeted to commence in May 2014.
- As part of an upcoming evaluation of the HPwES program, NYSERDA will include an assessment of the GJGNY audit-only participant impacts resulting from homeowners who received a GJGNY audit and did not pursue further program support through incentive programs. The impact evaluation of this program aligns and will be coordinated with the process/market evaluation efforts currently in development. Coordination of evaluation efforts will limit the survey burden on HPwES contractors and GJGNY audit-only participants. Planning is currently underway and evaluation efforts are targeted to commence in May 2014.
- NYSERDA is planning an impact evaluation of the Small Commercial Energy Efficiency Program that will focus on quantifying the measure adoption rate over time, the degree of program influence on the participant decision making, and the proportion of installed measures for which customers accessed other NYSERDA funding. This evaluation effort is in the planning stage and is expected to commence in May 2014.