



New York State Energy Research and Development Authority

Green Jobs – Green New York September 2014 Monthly Update

Period ending September 30, 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 NYSEERDA and made available by the [Green Jobs – Green New York Act of 2009](#).

1 Workforce Development

The Green Jobs – Green New York Program supports a broad range of education and training programs aimed at creating an experienced green collar workforce. This workforce will have the relevant skills and credentials needed to support New York State’s growing clean energy economy. The workforce training programs help meet the demand for energy efficiency and renewable energy measures and technologies. Through public-private partnerships, Workforce Development Programs fund the development and delivery of cutting-edge training programs, and provide financial support to those who wish to pursue new career training, professional certifications and critical on-the-job training.

Training Program Updates

Clean Energy Technical Training

Through August 2014, NYSERDA’s GJGNY training partners have trained more than 1,800 individuals in courses including solar thermal installation, advanced air sealing, pressure diagnostics, BPI Basic Air Sealing and Insulation, and thermography. Training partnerships include public and private educators, professional associations, and not-for-profits. GJGNY training will continue through 2015.

LaGuardia Community College recently delivered its first round of U.S. Green Building Council Green Professional (GPRO) training to 24 Spanish-speaking New Yorkers. The training was recently translated and is the first Spanish language GPRO course ever delivered.

Training for Oilheat Industry Technicians

Over the past two years, NYSERDA has provided funding to Community Power Network (CPN), a contractor providing training for oilheat industry technicians. To date, a total of 772 technicians have been trained. Topics have included combustion efficiency, advanced oil tank installation, and combustion air and venting. In addition, the training sessions have emphasized the integration of whole building science concepts into the energy efficiency curriculum. Through an agreement with the Building Performance Institute (BPI), these training programs have also provided an alternate path to BPI accreditation for many oilheat companies—providing them with the opportunity to participate in NYSERDA’s Home Performance with Energy Star program. Most recently, CPN has utilized their portable NYSERDA-funded equipment trailer to provide an advanced class in oil burner and electrical module installation/troubleshooting with hands-on practice for technicians.

On-the-Job Training for Clean Energy

NYSERDA partners with businesses seeking incentives to hire and provide on-the-job training (OJT) for green workers. On-the-job training assists in developing a workforce equipped to implement energy efficiency, weatherization, green building principles, renewable energy, and advanced technology system design and

installation. This initiative is designed to advance the skills of new and existing workers, provide job-related experience, and connect new workers to employers.

NYSERDA has executed on-the-job training agreements with 42 businesses seeking to hire new employees or advance incumbent workers under GJGNY. Through July 2014, 170 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. Approximately \$1.27M 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

GJGNY Outreach and Marketing provides for community-based outreach, enabling one-on-one assistance with the process of participating in the GJGNY Program. This, combined with both print and electronic statewide marketing initiatives, increases the reach of the program, particularly among disadvantaged populations and those not traditionally participating in energy-efficiency programs.

2.1 Outreach Activities

Community-based organizations (CBOs) continue to assist customers to access the Home Performance with ENERGY STAR program (HPwES) offered through Green Jobs-Green New York. Through August 2014, CBOs are responsible for 4,402 completed assessments resulting in 1188 completed retrofits. Approximately 49 percent of those retrofits were for Assisted HPwES customers who have a household income of up to 80 percent of the county median income.

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

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

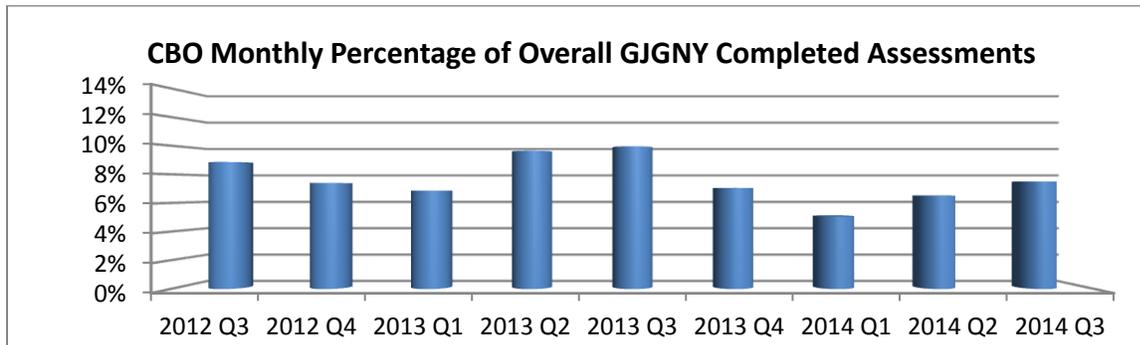
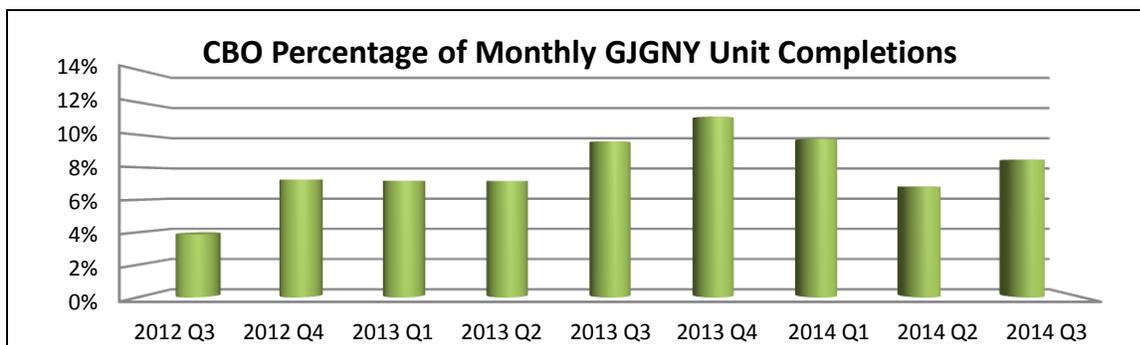


Figure 2-2. CBO Percentage of GJGNY Unit Completions.

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



Energy Champions Referral Program

In an effort to address the New York City market for Home Performance, an Energy Champions Referral Program was developed by the GJGNY outreach program. Under the referral 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 from the Home Performance contractor for successfully recruiting homeowners who complete a retrofit. As of September 2014, the program has secured 12 partner organizations and three individual Energy Champions. Nine customer referrals have been made to date. An Energy Champions Launch Party is scheduled for October 8, 2014 at the Urban Future Lab in downtown Brooklyn, sponsored by Home Performance contractors.

CBO Activities

An updated Home Performance Program Portal Guide was developed for the CBOs and posted to the CBO SharePoint site.

Rural Ulster Preservation Company (RUPCO) is working with Central Hudson Gas and Electric on a fuel conversion effort which includes information on NYSEERDA’s Home Performance with ENERGY STAR program. To date, 55 customers have been reached as a result. There has been one completed HPwES assessment, six EmPower referrals, and 29 new referrals from outreach events held in September. RUPCO also conducted its first Home Performance contractor barbeque during the month of September.

The Pratt Institute was able to secure Energy Audit Tools Training on Monday, October 27th, through the Green Jobs Training Center in Howard Beach, New York. This training is being specifically offered for the CBOs and provides a basic introduction to the tools used in an energy assessment to expand their hands-on knowledge. The Green Jobs Training Center is providing the training at no cost to NYSEERDA or the CBOs.

CBO Meetings

A downstate CBO meeting was held on September 17, 2014. Topics included: a presentation from Petro Heat along with a discussion on collaboration with the downstate CBOs, a discussion about the Energy Champions program, updates on the People’s Climate March, and general announcements and updates.

2.2 Marketing Activities

Ongoing print marketing initiatives include the production and distribution of brochures and related promotional materials intended to expand the reach of the Green Jobs-Green New York Program. Ongoing electronic marketing initiatives include the initiation and maintenance of a CBO Locator webpage that assists customers in finding a participating CBO in their region.

3 One- to Four-Family Residential Buildings Program

NYSEERDA's Home Performance with ENERGY STAR[®] (HPwES) program offers homeowners in New York State a comprehensive, whole-house approach to improving energy efficiency and home comfort while saving money. Participating Home Performance contractors accredited by the Building Performance Institute (BPI) conduct energy assessments and upgrades. Income-qualified homeowners are eligible for additional incentives to make energy improvements.

3.1 Home Performance with ENERGY STAR[®] Assessments

Through September 2014, from the 75,724 approved assessment applications, 59,990 (79 percent) assessments have been completed. The conversion rate from assessment to HPwES project is 31.4 percent. The average cycle time between assessment completion and project completion is 110 days.

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

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

Timeframe	CBO Initiated since 11/1/11 ^a	GJGNY Totals since 11/15/10 ^b	
Received Assessment Applications			
September	219	2,701	
Program to Date	6,759	79,534	
Average # of Applications Received per Month	193	1,710	
Approved Assessment Applications			
Free			
September	251	2,749	
Program to Date	6,078	69,941	
Reduced Cost			
September	3	170	
Program to Date	343	5,783	
Total Approved Assessment Applications	6,421	75,724	
Average Number of Applications Approved Per Month	183	1,628	
Scheduled Assessments			
Scheduled Assessments as of End of Current Month	542	4,046	
Completed Assessments			
Goal: (77,500-Assessments) Budget: (\$19,396,000)	Free		
	September	140	1,494
	Program to Date	4,163	55,569
	Reduced Cost		
	September	9	84
	Program to Date	239	4,421
Total Completed Assessments	4,402	59,990	
Assessment Funds Invoiced to Date		\$15,125,980	

^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 16,253 projects completed through HPwES resulting from a GJGNY assessment and/or GJGNY financing, 5,113 (31 percent) projects are associated with income-qualified customers who have a household income of up to 80 percent of the county median income.

In September 2014, there were 436 HPwES project completions. Of the 436 HPwES project completions, 388 (89 percent) were associated with a GJGNY assessment or loan. Thirty-eight percent of the September GJGNY HPwES project completions were for income-qualified customers who have a household income of up to 80 percent of the county median income.

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	1,243	16,456	NA
Completed Projects/Units^c			
Assisted			
September	17 / 20	147 / 150	167 / 170
Program to Date	484 / 585	5,113 / 5,422	8,444 / 8,861
Market Rate			
September	18 / 20	241 / 243	265 / 267
Program to Date	558 / 603	11,140 / 12,279	15,359 / 15,551
Total Completed Projects/Units (Project Goal: 25,000)	1,042 / 1,188	16,253 / 17,701	23,803 / 24,412
^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

GJGNY provides two loan options for consumers: On-Bill Recovery (OBR) loans, which enable customers to make payments through their utility bills; and Smart Energy loans, unsecured loans that are paid back directly to NYSERDA’s loan servicing contractor. Both loans offer expanded credit qualification criteria (Tier 2) enabling some applicants who would not qualify for a loan based on more traditional criteria (Tier 1) to qualify for GJGNY loans.

In September, NYSERDA began piloting a new streamlined work scope submission and approval process, which will significantly reduce approval times. Contractors will be able to use the Eligibility Screening Tool in the NY HP Portal to receive immediate feedback regarding the incentive and financing eligibility of a project before submitting to the program for approval. The new process will be rolled out to all contractors in October 2014.

Of the 6,102 Residential GJGNY Loans closed to date, 27.8 percent are for Assisted HPwES customers, representing 21.3 percent of the total funds; while 72.2 percent are for Market Rate customers representing 78.7 percent of the total funds; 9.7 percent are Tier 2 customers, representing 9.3 percent of the total funds, while 90.3 percent are Tier 1 customers representing 90.7 percent of the funds. Of the loans closed for Assisted HPwES customers, 80 percent are Tier 1 loans, while 20 percent are Tier 2.

Since the launch of On-Bill Recovery, 32.6 percent of the Assisted HPwES customers who access financing use OBR Loans, while 38.7 percent of the Market Rate HPwES customers who access financing use OBR Loans; 32.5 percent of Tier 2 customers use OBR Loans while 37.5 percent of Tier 1 customers use OBR Loans.

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

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

GJGNY Loan Type	Applications Received (number)	Applications Approved (number)	Loans Closed (number)	Loans Closed (dollars)	Loans Awaiting Closing (number)	Loans Awaiting Closing (dollars)
EE Smart Energy Loan	9,451	6,453	4,193	\$38,922,729	377	\$4,134,127
EE On-Bill Recovery Loan	6,535	3,894	1,843	\$20,018,687	275	\$3,712,235
Total	15,986	10,347	6,036	\$58,941,417	652	\$7,846,362
PV Smart Energy Loan	481	421	47	\$745,035	138	\$2,508,342
PV On-Bill Recovery Loan	675	522	19	\$276,660	79	\$1,182,293
Total	1,156	943	66	\$1,021,694	217	\$3,690,634
EE & PV Smart Energy Loan	34	24	0	\$0	3	\$56,392
EE & PV On-Bill Recovery Loan	115	60	0	\$0	0	\$0
Total	149	84	0	\$0	3	\$56,392
Grand Total	17,291	11,374	6,102	\$59,963,111	872	\$11,593,388

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
3,822	418	Loans Closed*	1,690	172
\$35,782,751	\$3,885,013	Value*	\$18,597,901	\$1,697,446
\$9,362	\$9,294	Average Loan*	\$11,005	\$9,869
12.6 Years	13.6 Years	Average Term*	14.6 Years	14.4 Years
N/A	N/A	2.99%	50.89%	51.16%
82.97%	79.67%	3.49%*	49.11%	48.84%
17.03%	20.33%	3.99%*	N/A	N/A
74.38%		Approval Rate**	71.12%	
18.97%		Denial Rate**	22.99%	
6.65%		Denied Tier 1, didn't pursue Tier 2**	5.89%	

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

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

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

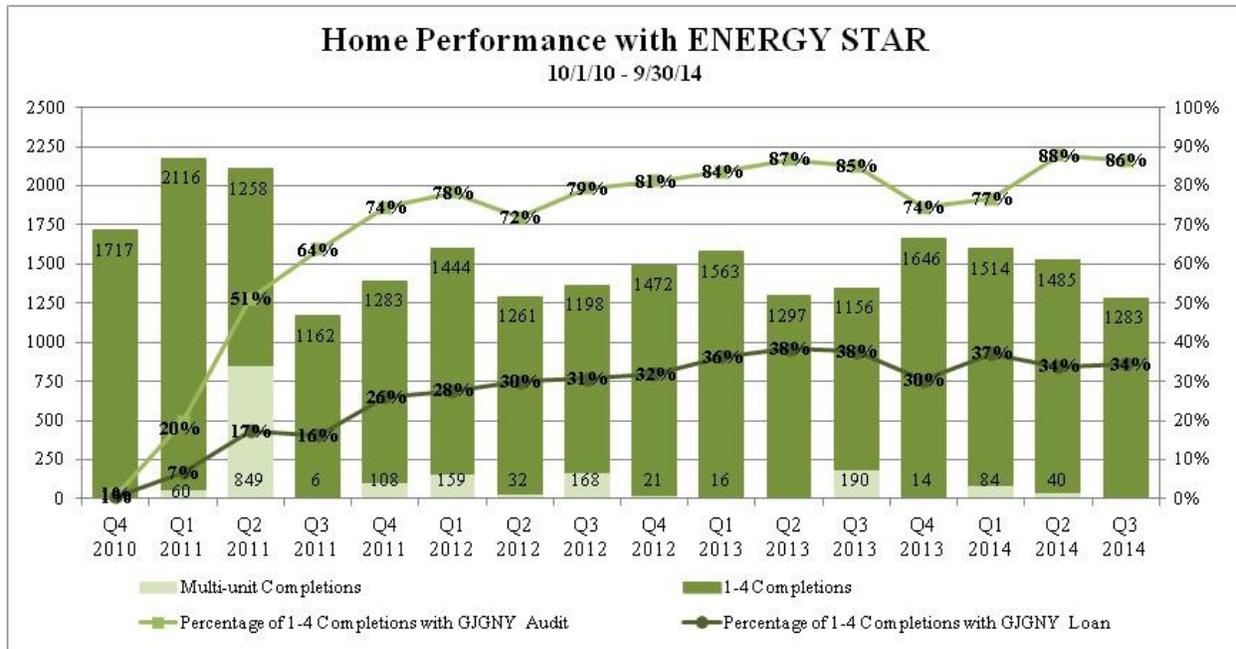


Figure 3-2. Green Jobs–Green New York Financing Applications Received, Quarterly.

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

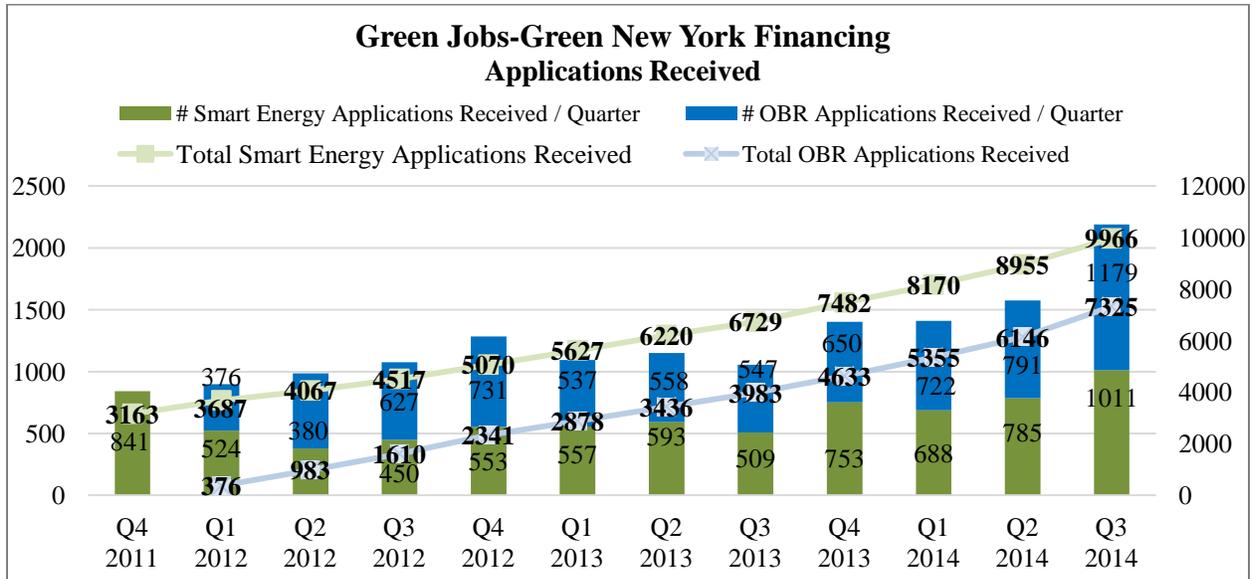


Figure 3-3. Green Jobs–Green New York Financing Loans Issued by Type, Quarterly.

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

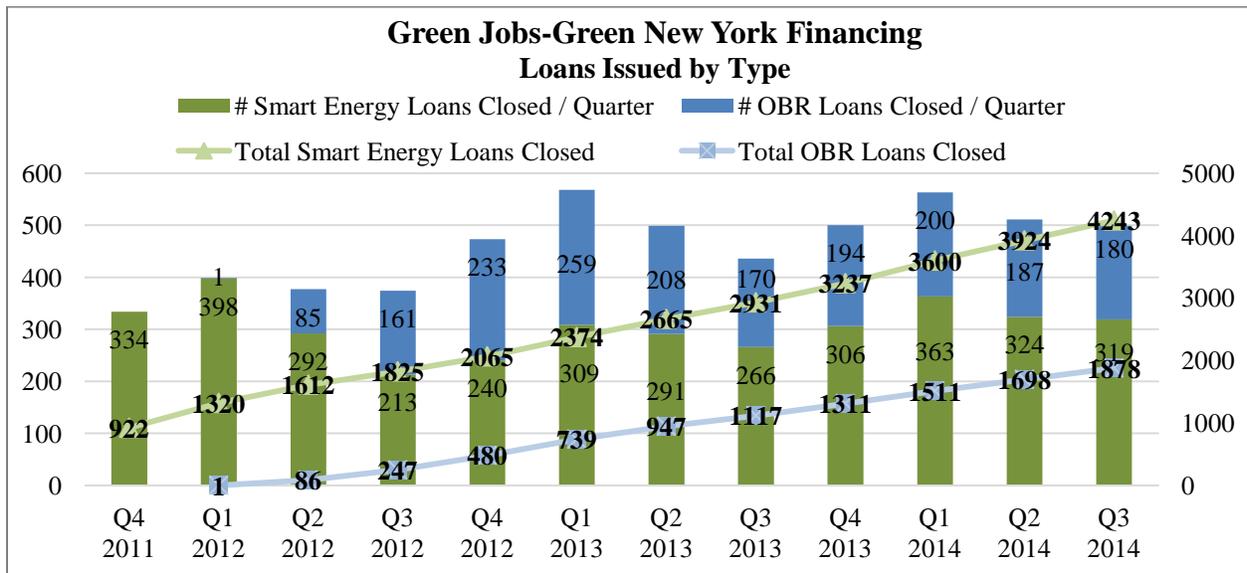


Figure 3-4. Green Jobs–Green New York Financing Loans Issued by Tier, Quarterly.

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

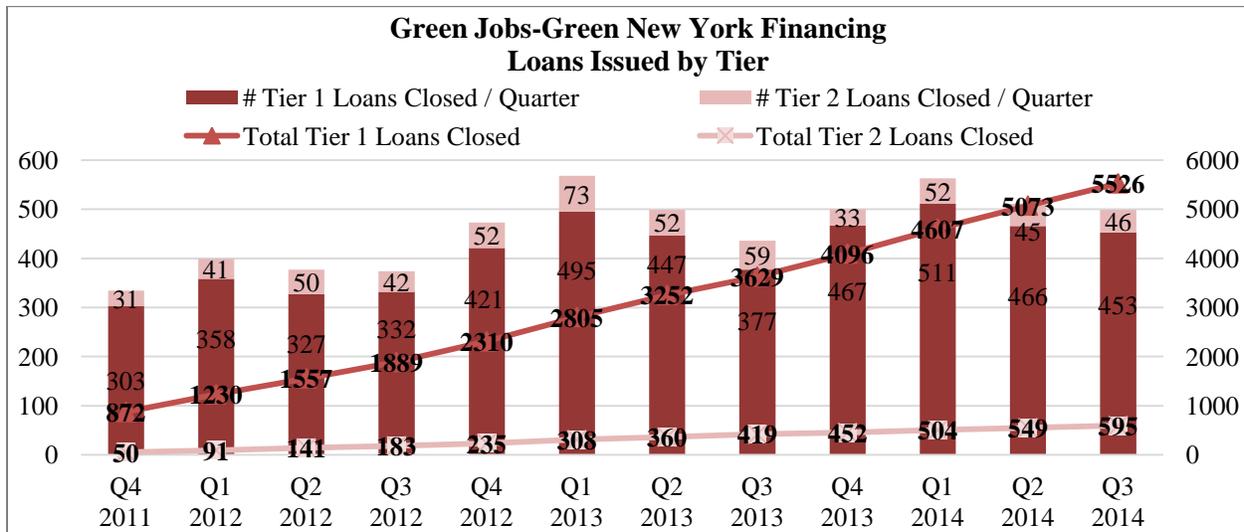


Figure 3-5. Green Jobs–Green New York Financing Loans Denied by Type, Quarterly.

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

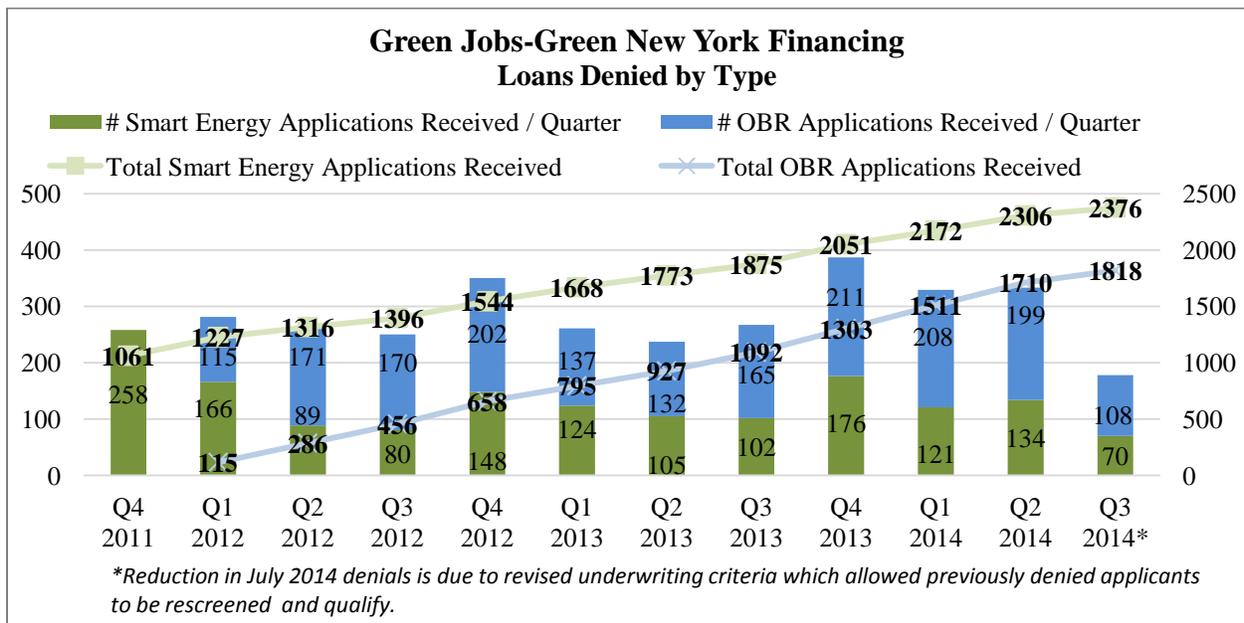


Figure 3-6. Green Jobs–Green New York Financing Loans Denied for Debt-to-Income Ratio, by Region.

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

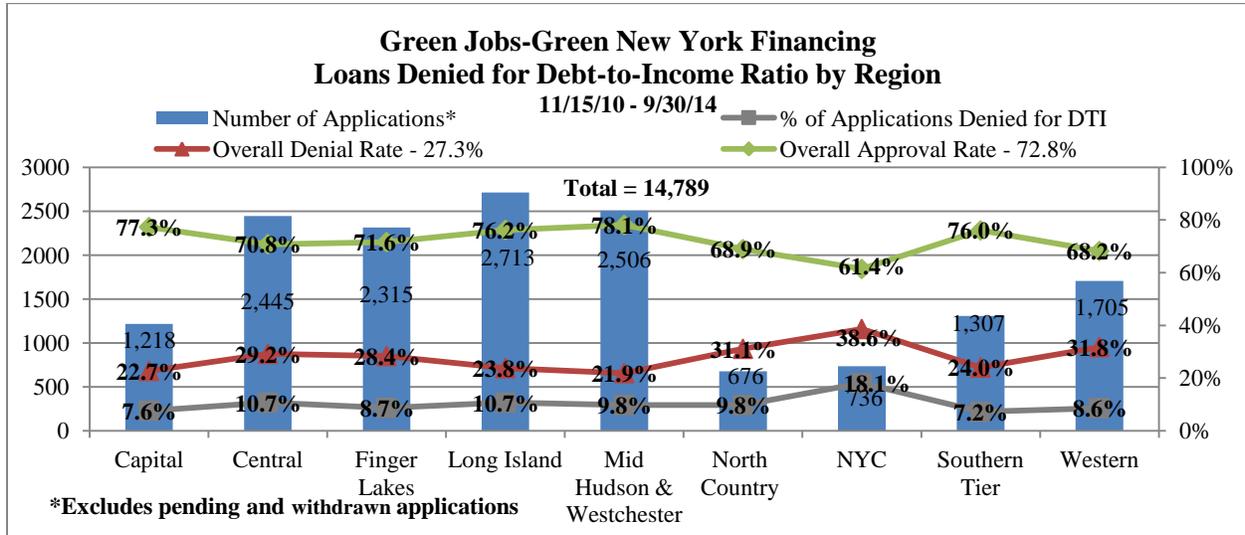


Figure 3-7. Green Jobs–Green New York Financing Percentage of Applications Denied, comparative by quarter.

Figure 3-7 illustrates comparative quarterly changes in loan denial rates. The four regions displayed represent those with the highest denial rates in the program.

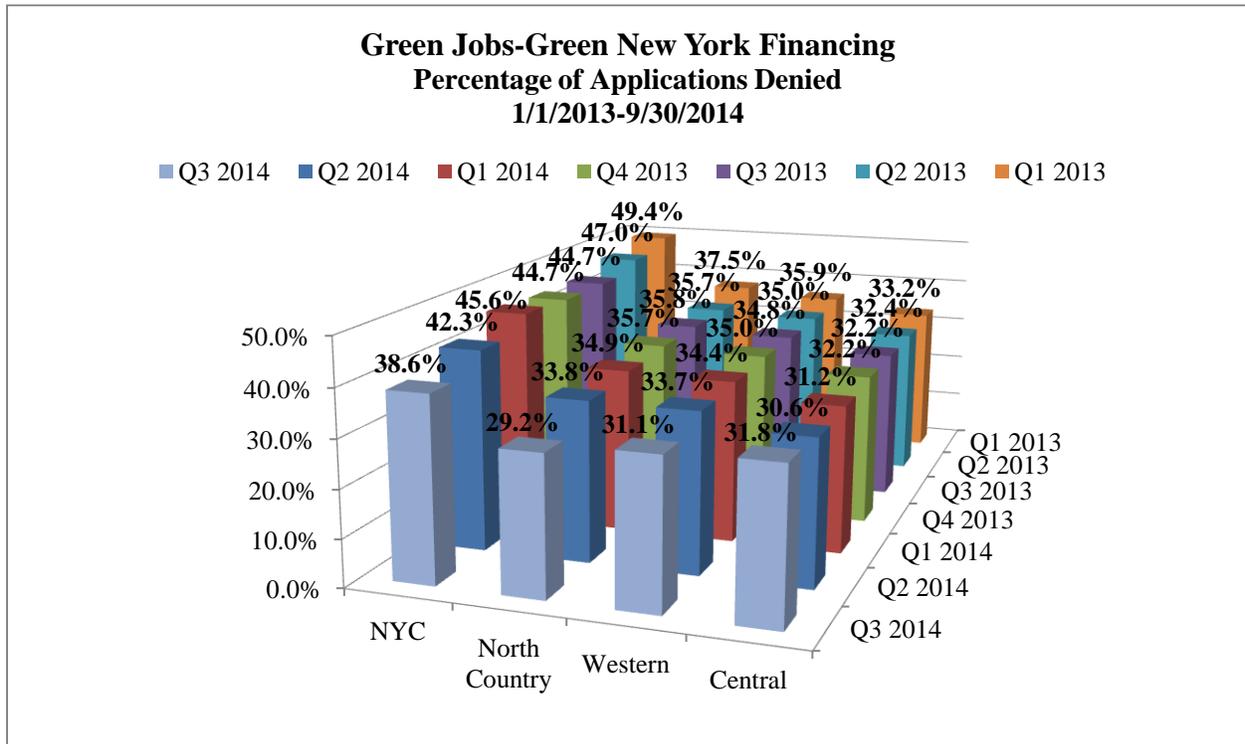


Table 3-5. Green Jobs–Green New York Financing Loans Transferred from OBR to Smart Energy.

NYSERDA allows applicants whose projects are unable to meet the cost-effectiveness requirements of the On-Bill Recovery (OBR) 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 September 2014, 47 loans were transferred from OBR to Smart Energy. Over the life of the program, 14.7 percent of pre-approved OBR loans were transferred to Smart Energy loans.

Smart Energy Loan Status	Cumulative Number of Loans
Pre-Approved	72
Loan Approved	96
Loan Sold	533
Loan Withdrawn	62
Loan Denied	7
No Loan - Subsidy Only	24
Total Number of Loans Transferred	794

4 Multifamily Energy Performance Portfolio

NYSERDA offers a portfolio of programs and incentives for owners, facility managers, developers, and condo/co-op boards of multifamily buildings with five or more units in New York State. NYSERDA's programs make it easier to assess, fund, implement, and measure energy efficiency upgrades that improve building performance and save money.

4.1 Multifamily Energy Performance Assessments

Through September 2014, from the 335 approved assessment applications, 304 (91 percent) assessments have been completed.

Table 4-1. Multifamily Energy Performance Assessments.

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

Metric	September			Cumulative			
	Affordable Housing	Market Rate Housing	Monthly Total	Affordable Housing	Market Rate Housing	Program Total	Budget/ Goal
Received Assessment Applications	2	1	3	195	141	336	
Approved Assessment Applications	1	1	2	194	141	335	500
Assessment Funds Encumbered (\$)	\$7,850	\$6,720	\$14,750	\$2,350,810	\$1,127,707	\$3,478,517	
Assessment Funds Invoiced (\$)	\$649,895	\$358,250	\$1,008,145	\$1,940,995	\$1,053,180	\$2,994,175	\$3,000,000
Completed Assessments	0	0	0	170	134	304	400
Number of Projects withdrawing from MPP after assessment*	0	0	0	17	29	46	

*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 assessment would still be eligible to apply for GJGNY financing.

4.2 Multifamily Energy Performance Projects

Through September 2014, the Multifamily Energy Performance Program has completed 24,316 housing units with installed measures. Of those units with installed measures, 12,822 (53 percent) are associated with affordable housing.

Table 4-2. Multifamily Energy Performance Projects.

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

Metric	August			Cumulative		
	Affordable Housing	Market Rate Housing	Monthly Total	Affordable Housing	Market Rate Housing	Program Total
Projects in Pipeline*	1	1	2	194	141	335
Projects Contracted to have Measures Installed	1	0	1	194	140	334
Households Associated with Projects Contracted	126	128	254	32,911	32,945	65,856
Projects with Installed Measures (units)**	1,057	758	1,815	12,822	11,494	24,316
kWh Savings of Installed Measures**	998,219	264,280	1,262,499	14,809,097.1	4,367,428.2	19,176,525
MMBtu Savings of Installed Measures**	15,106	14,755	29,861	213,386.4	192,210.9	405,597
Dollar Savings of Installed Measures**	\$426,179	\$606,169	\$1,032,315	\$6,577,064	\$4,961,744	\$11,538,808
<p>*Projects that receive GJGNY-supported assessments 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.</p> <p>** Projects with Installed Measures for August 2014 have been updated so that September 2014 totals are accurate to date. Corresponding Installed Measure Savings are also accurate to date.</p>						

4.3 Multifamily Energy Performance Financing

As of September 2014, the Multifamily Performance Program has closed 16 loans with a total value of \$10,520,238. NYSERDA’s share of that total loan value is \$3,438,883.

Table 4-3. Multifamily Energy Performance Financing.

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

Loan Status	August			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	\$0	21	\$4,403,520	\$9,243,689
Loans Closed	0	\$0	\$0	16	\$3,438,883	\$10,520,238

5 Small Commercial Energy Efficiency Program

NYSERDA’s Small Commercial Energy Efficiency Program offers financial and technical assistance to help small businesses and not-for-profit organizations improve their energy efficiency and reduce their energy costs. This program offers free assessments to help identify economically viable improvements, (e.g. lighting, motors or thermostats) that may yield substantial annual energy savings and two low-interest loan options to finance energy efficiency projects. The first one is On-Bill Recovery Financing, which makes it possible for small businesses and nonprofits to use the savings on their energy bills to pay for their energy efficiency upgrades. The second one is the Participation Loan, where NYSERDA partners with lenders across New York State to help small businesses and nonprofits access low-interest financing for energy efficiency improvements.

The Small Commercial Energy Efficiency Program continues to improve processes and services that enable Program participants to increase project installations resulting from energy assessments. This includes improving the communication of energy assessment results to small business and nonprofit customers, providing additional follow-up services to support implementation, 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, eligible small business and not-for-profit customers participating in NYSERDA’s NY-Sun Solar PV Incentive Program can now access low-interest GJGNY financing to install solar PV systems of up to 200 kW.

5.1 Small Commercial Energy Efficiency Assessments

Through September 2014, the Small Commercial Energy Efficiency Program has received 3,375 assessment applications. Of those received applications, 3,055 (91 percent) have resulted in completed assessments.

Table 5-1. Small Commercial Energy Efficiency Assessments.

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

Metric	September			Program Cumulative		
	GJGNY	ARRA*	Monthly Total	GJGNY	ARRA*	Program Total
Received Assessment Applications	44	0	44	2,441	934	3,375
Completed Assessments	37	0	37	2,206	849	3,055
*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. American Recovery and Reinvestment Act of 2009 (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

Through August 2014, the Small Commercial Energy Efficiency Program estimates 611 project completions as a result of GJGNY funded assessments.

Table 5-2. Small Commercial Energy Efficiency Projects.

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

Metric	September	GJGNY Program Cumulative
Estimated Projects Completed*	7	611
*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

Through August 2014, the Small Commercial Energy Efficiency Program has closed 11 loans with a total value of \$577,225. NYSERDA's share of that total loan value is \$300,883.

Table 5-3. Small Commercial Energy Efficiency Financing.

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

Loan Status	September			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	1	\$46,600	\$93,200	31	\$613,996	\$1,238,996
On-Bill Recovery	1	\$50,000	\$50,000	19	\$614,834	\$614,834
Loans Closed						
Participation Loans	0	\$0	\$0	9	\$237,563	\$513,905
On-Bill Recovery	0	\$0	\$0	2	\$63,320	\$63,320
Total	0	\$0	\$0	11	\$300,883	\$577,225
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

The overarching goals of Evaluation are to provide objective and credible information that supports optimum program operation and outcomes, as well as program accountability. Three major types of evaluation are implemented for the GJGNY program. Process evaluation provides information to support program operations by addressing program efficiency and effectiveness, satisfaction and barriers to participation, among other issues. Impact evaluation provides information to help understand actual program impact and improve energy impact estimates, including economic, environmental, and non-energy benefits; in doing so it supports program accountability. Market evaluation also provides information to support program operations and accountability by characterizing and assessing target markets for programs.

Evaluation Activities Currently Underway

The process evaluation/market characterization and assessment (PE/MCA) evaluation of the Multifamily Performance Program is in the final stage of completion. This evaluation includes interviews with participating owners, managers, and developers regarding knowledge of GJGNY financing options and decision making. Staff is working with the evaluators to finalize and format the final report and will work toward having the final report available in October 2014.

Other evaluations are in early stages of planning or implementation. These studies are described below.

- To limit the survey burden on Home Performance with ENERGY STAR (HPwES) participants and contractors, the HPwES PE/MCA currently underway includes process evaluation, market characterization, an analysis of CBOs and impact evaluation-related research objectives. Data collection instruments were reviewed and approved by Program in early September 2014. Data collection, via telephone interviews with participating contractor firms and BPI-related stakeholders, commenced in late September 2014.
- As part of the impact evaluation of the HPwES program, NYSERDA is planning an assessment of the GJGNY energy assessment-only participant impacts resulting from homeowners who received a GJGNY energy assessment 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 and impact evaluation described above. The HPwES impact evaluation survey instruments are final and the data collection efforts are underway.
- An impact evaluation of the Small Commercial Energy Efficiency Program is underway that focuses 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. The evaluation contractors have begun reviewing site specific assessment files to assist with sample and survey instrument development.