



**NYSERDA Residential Market
Advisory Group (RMAG) Quarterly
Meeting**

**In-Person Meeting: Albany, NY
Tuesday, October 28, 2025**

Table of Contents

TABLE OF CONTENTS	2
MEETING OVERVIEW	3
BACKGROUND	3
MEETING AGENDA	3
MEETING SUMMARY	4
WELCOME AND INTRODUCTIONS	4
MULTIFAMILY PROGRAM PRESENTATION	6
EMPOWER+ PROGRAM PRESENTATION	9
COMFORT HOME PROGRAM PRESENTATION	10
ENERGY AND CLIMATE EQUITY STRATEGY AND INITIATIVES PRESENTATION	12
MID-MEETING POLLING	13
CLEAN HEAT CONNECT PRESENTATION	15
COMFORT HOME DISCUSSION SESSION (DURING LUNCH)	19
BREAKOUT SESSIONS OVERVIEW	20
BREAKOUT SESSION #1: BUILDING THE RESIDENTIAL CLEAN ENERGY WORKFORCE	21
BREAKOUT SESSION #2: PACKAGING LOW-TO-MODERATE INCOME PROGRAM OFFERINGS	22
BREAKOUT SESSION #3: DELIVERING WHOLE-HOME RETROFITS WITH INTEGRATED ENERGY SOLUTIONS	24
CLOSING OUT AND NEXT STEPS	28

NYSERDA RMAG Quarterly Meeting

Tuesday, October 28, 2025, 09:00 am – 04:00 pm ET

Meeting Overview

Background

On October 28, 2025, the New York State Energy Research and Development Authority (NYSERDA) convened its Q4 2025 in-person Residential Market Advisory Group (RMAG) meeting, bringing together residential building efficiency, electrification, and distributed energy resources stakeholders from across New York State.

The meeting focused on updates and discussions related to NYSERDA's 2026-2030 Low-to Moderate-Income Energy Efficiency and Building Electrification (EE/BE) Portfolio, highlighting program changes in advancing whole-building performance, electrification readiness, and equitable access to clean energy solutions.

Participants engaged in three breakout sessions centered on workforce development, integrated energy solutions, and packaging low- and moderate-income (LMI) incentives.

In total, 114 individuals attended the meeting, including 17 NYSERDA staff.

Meeting Agenda

Time	Topic and Presenter	Presenters
09:00 am – 09:15 am	Welcome, Introductions, Icebreakers	<ul style="list-style-type: none">• Trevor Reddick, Senior Director, Kearns & West
09:15 am – 09:30 am	Opening Remarks	<ul style="list-style-type: none">• Tamar Nagel, Project Manager, NYSERDA• David Sandbank, Senior Vice President, Integrated Energy Solutions, NYSERDA
09:30 am – 10:00 am	Multifamily Program Team Presentation	<ul style="list-style-type: none">• Brian Cabezas, Program Manager, Multifamily, NYSERDA
10:00 am – 10:10 am	EmPower+ Program Update Presentation	<ul style="list-style-type: none">• Scott Oliver, Program Manager, Home Modernization, NYSERDA
10:10 am – 10:20 am	Comfort Home Program Update Presentation	<ul style="list-style-type: none">• Keith Bohling, Senior Project Manager, Home Modernization Team, NYSERDA
10:20 am – 10:35 am	Energy and Climate Equity Team Presentation	<ul style="list-style-type: none">• Pearl Gray, Energy and Climate Equity Liaison, NYSERDA
10:50 am – 11:50 am	Clean Heat Connect Presentation	<ul style="list-style-type: none">• Michael Courtney, Senior Project Manager, Home Modernization Team, NYSERDA
11:50 am – 12:00 pm	Breakout Session Introductions	<ul style="list-style-type: none">• Trevor Reddick, Senior Director, Kearns & West
01:00 pm – 03:30 pm	Breakout Sessions	<ul style="list-style-type: none">• Workforce Development

Welcome and Introductions

		<ul style="list-style-type: none">○ Adele Ferranti, Director, Workforce Development and Training, NYSERDA○ Jillian Palmer, Project Manager, Workforce Development and Training NYSERDA• Integrated Energy Solutions<ul style="list-style-type: none">○ Luke Forster, Senior Business Analyst, NYSERDA• Packaging LMI Incentives<ul style="list-style-type: none">○ Sam Bowles, Senior Consultant, Newport Ventures○ Evan Rzeznik, Building Scientist, Newport Ventures
03:30 pm – 03:45 pm	Breakout Session Report Outs	<ul style="list-style-type: none">• Anna Rossi, Senior Associate, Kearns & West• Mallory Huggins, Director, Kearns & West• Trevor Reddick, Senior Director, Kearns & West
03:45 pm – 04:00 pm	Closing and Next Steps	<ul style="list-style-type: none">• Tamar Nagel, Project Manager, NYSERDA• Trevor Reddick, Senior Director, Kearns & West

Meeting Summary

Welcome and Introductions

Trevor Reddick, the meeting facilitator, opened the meeting by reviewing the agenda and providing an overview of the Residential Market Advisory Group (RMAG).

Participants were invited to explore the RMAG webpage ([Residential Market Advisory Group - NYSERDA](#)) and to reach out to the Home Modernization Team at resmarket@nyserdera.ny.gov for interest in participating in future RMAG activities.

The group conducted an informal ice breaker to showcase the diversity of participating organizations, with representatives from nonprofit organizations, building performance consultants, contractors, manufacturers, municipalities, software providers, and utilities in attendance.

NYSERDA Opening Remarks

Tamar Nagel, Project Manager, NYSERDA, introduced herself as the NYSERDA lead for the Residential Market Advisory Group (RMAG) and thanked attendees for joining. Tamar then introduced David Sandbank, Senior Vice President of Integrated Energy Solutions (IES) at NYSERDA, who delivered opening remarks.

David introduced himself and provided an overview of the Integrated Energy Solutions team at NYSERDA, explaining that IES oversees a broad range of clean energy programs and technologies which has expanded over the past decade to include the NY-Sun Solar Program (NY-Sun), energy storage programs for residential and commercial applications, electric vehicle charging programs, electric school busing programs, medium- and heavy-duty truck electrification efforts, and micro-mobility initiatives at NYSERDA. The

Welcome and Introductions

NYSERDA Home Modernization Team recently joined the IES umbrella, reflecting NYSERDA's efforts toward providing New Yorkers with offerings that combine energy efficiency, beneficial electrification, and the installation of distributed energy resources.

David shared with attendees that he began his career as a solar contractor, later joining NYSERDA in 2014 as Director of NY-Sun. Over the past decade David has led the program from its earliest stages to a successful statewide initiative while expanding the portfolio of NYSERDA programs offered for IES. Reflecting on his background in the renewable energy industry and what it took to scale the NY-Sun Program, David identified Certainty, Transparency, and Efficiency as three guiding principles as the Home Modernization Team scales to meet New York's two-million electrification-ready homes commitment.

1. **CERTAINTY:** Ensuring stable and predictable funding for developers and customers through the Home Modernization Team's implementation plan for the New York Department of Public Service's Energy Efficiency and Building Electrification Order (EE/BE Order) for 2026 - 2030.
2. **TRANSPARENCY:** Evolving and designing programs in a way that brings developers and customers along in the process, avoiding abrupt program changes, and providing clear communication throughout.
3. **EFFICIENCY:** Simplifying interactions between NYSERDA, contractors, customers, and advocates, and maintaining high compliance and operational effectiveness.

David noted that these principles, combined with a commitment to compliance and strategic prioritization, will guide decision making within the Home Modernization Team. He thanked Courtney Moriarta and Scott Oliver for supporting his transition into the role and expressed enthusiasm for advancing shared goals in the coming year under these guiding principles. He also outlined the team's work on an implementation plan aligned with the New York Department of Public Service (DPS) EE/BE order to ensure that NYSERDA is prepared to launch program activities on January 1, 2026. This plan will define incentive levels for efficiency and electrification improvements (qualifying measures), application processes for interested consumers, and how NYSERDA will meet its commitments to Low-and-Moderate Income (LMI) New Yorkers.

David concluded by emphasizing that collaboration is critical, particularly in developing the next iterations of programs serving LMI customers, including EmPower+. Reaffirming that decisions will not be made in isolation, he attributed NYSERDA's success to the collective expertise and dedication of those in the room and thanked attendees for their continued partnership.

Multifamily Program Presentation

Brian Cabezas, Program Manager on the Multifamily team at NYSERDA, provided an update on programs, including how design and implementation will evolve under the EE/BE Order to focus on serving LMI customers. He discussed the structure of the LMI Multifamily portfolio for 2026 – 2030 across several coordinated initiatives between NYSERDA, utilities, and agency partnerships. NYSERDA, regulated utilities, and other state agencies will be transitioning to new focuses in the new portfolios.

NYSERDA is preparing to assume responsibility for delivering Upstate Multifamily Programs from the utilities. NYSERDA will continue administering statewide technical assistance. Downstate, Consolidated Edison and National Grid will administer end-use incentives for affordable multifamily buildings via the Affordable Multifamily Energy Efficiency Program (AMEEP). In addition to collaboration supporting AMEEP, NYSERDA will continue and expand its collaborations with agency partners like New York State Division of Housing and Community Renewal (HCR), and New York City Department of Housing Preservation and Development (HPD) to deliver technical and financial assistance.

Priorities include expanding opportunities for Public Housing Authorities (PHAs) and enhancing technical assistance offerings to better support affordable housing providers statewide. Brian discussed the intervention strategies that will drive success – simplifying participation, maintaining tenant affordability, and prioritizing efficiency-first approaches. A core program will serve regulated and naturally occurring affordable properties with additional support offered for hard-to-reach disadvantaged community (DAC) portfolios, beginning with Upstate Public Housing Authorities.

The updated Upstate Multifamily Program is planned for a soft launch early Q1 2026, followed by a full launch later in the quarter.

Upstate Public Housing Authority Pathway

The Upstate Public Housing Authority (PHA) Pathway, a new initiative designed to address barriers that have limited participation of public housing authorities in energy efficiency and building electrification programs. The effort stems from extensive stakeholder engagement with PHAs, which revealed that many face challenges navigating the abundance of funding opportunities, identifying eligible projects, and dedicating staff capacity to energy planning.

To address these needs, the Pathway provides specialized technical assistance and peer learning opportunities to help PHAs develop comprehensive energy management and capital planning strategies. Through a 12-month engagement, participating authorities will

Multifamily Program Presentation

work with NYSERDA-supported technical service providers to create portfolio-wide energy management plans, building audits, and capital planning roadmaps.

Participation offers no-cost technical support, peer-to-peer learning, and access to specialized service providers to guide projects toward funding readiness. The program was launched in August 2025, and Brian invited participants seeking additional information to contact the team at Multifamilyinfo+PHA@nyserda.ny.gov.

Upstate Program – Affordable Multifamily Program Upstate (AMP Up)

AMP Up, formerly known as the Upstate Multifamily Residential Upgrade Program—establishes a dedicated low-rise pathway for smaller affordable multifamily properties. By focusing on 5- to 20-unit properties this program addresses a segment that has historically been difficult to reach while also constituting roughly ninety-eight percent of upstate LMI buildings.

AMP Up is designed to overcome long-standing barriers such as limited technical capacity among small building owners and the tendency of contractors to pursue larger projects with higher incentive values. The program engages local actors to connect with building owners and offers a complimentary concierge service to streamline participation. To further reduce administrative burden, AMP Up is incorporating Performance System Development's Compass tool to simplify energy modeling for energy service providers.

The incentive structure is designed to accommodate a range of building needs and investment capacities, allowing participants to select from four categories of measures—prescriptive (appliance installs), weatherization, electrification, and deep retrofit. Incentives may cover up to 85 percent of eligible project costs, with payments distributed in three installments to support cash flow and project completion. Building eligibility criteria were broadened to increase participation among smaller properties; for buildings with fewer than ten units, at least 50 percent must serve households below 80 percent of Area or State Median Income (AMI/SMI) to qualify.

In addition to implementation incentives, AMP Up provides dedicated technical assistance funding to support the cost of building assessments and project development. Participating Contractors offering project support may receive up to 100 percent of technical assistance costs, with 75 percent paid at Milestone 1 (scope development) and the remaining 25 percent at the start of construction, pending documentation. For projects enrolled through the Concierge Service, this technical assistance incentive is additive and included as part of the overall support package. Technical assistance costs are counted toward the project's total incentive cap. Projects that have completed an energy audit within the past two years may waive the audit requirement if the existing report meets minimum program standards.

Multifamily Program Presentation

Together, the incentive and technical assistance framework is designed to simplify participation, reduce up-front costs, and strengthen quality assurance—ensuring that small multifamily properties can access comprehensive support while meeting NYSERDA’s performance and compliance standards.

Statewide Technical Assistance

To provide consistent, high-quality support for project scoping, energy planning, and implementation across all regions, NYSERDA will offer statewide technical assistance as a unifying framework connecting NYSERDA’s upstate and downstate multifamily initiatives administered in collaboration with utilities and agency partners. Existing technical assistance offerings—such as FlexTech, On-site Energy Manager incentives, and Owner’s Representative Services—will continue to operate under this new integrated model.

Two forms of technical assistance will be available: Integrated Technical Assistance, delivered as part of AMP Up and AMEEP to provide in-depth, program-specific support; and Independent Technical Assistance, offered outside of program enrollment to address broader or unique project needs. This dual structure is intended to maintain flexibility while improving consistency and coordination statewide.

NYSERDA continues to refine this framework, including coordination with the Downstate Clean Heat Program, to ensure that all multifamily participants can access technical support aligned with the state’s energy efficiency and electrification goals.

Closing and Next Steps

Brian concluded the presentation by directing participants to additional NYSERDA Multifamily Residential Resources. Attendees were encouraged to access the program webpage and program menu for comprehensive information on available initiatives, eligibility criteria, and participation pathways. He also invited stakeholders to join the program email list to receive ongoing updates on program developments, funding opportunities, and upcoming engagement activities. Participants were advised to contact the team at multifamilyinfo@nysERDA.ny.gov with any follow-up questions or to request program-specific guidance.

Multifamily Q&A

Question/Comment	NYSERDA Answer
A few years ago, the Multifamily Program was running Retrofit New York, which focused on smaller upstate properties—typically one- to three-story buildings with up to 20 units. Given the similarities, will that type of project be eligible for funding under the initiatives you mentioned today?	We’re hoping that the new deep retrofit measure category will include Retrofit New York-type projects. Retrofit NY was a program we ran a few years ago that focused on comprehensive upgrades, including addressing overcrowded heating systems. If we can advance this new deep retrofit category, we expect it will bring us

closer to that same level—especially when combined with the new technical assistance incentives. One of our longer-term goals is to build a stronger pipeline for deep retrofit projects. Those familiar with Retrofit NY may recall that identifying suitable buildings was a challenge and that the projects required significant hands-on support. As this program matures, we plan to explore strategies to develop and sustain that pipeline more effectively.

EmPower+ Program Presentation

Scott Oliver, Program Manager at NYSERDA provided an update on the EmPower+ Program. His presentation highlighted recent program performance, changes implemented in 2025, and upcoming adjustments guided by the DPS Energy Efficiency and Building Electrification (EE/BE) order.

EmPower+ has maintained strong participation levels throughout 2025, supported by data as of October 22, 2025. Several program modifications were implemented earlier in the year, including the removal of refrigerator replacements in the spring and the discontinuation of fossil fuel heating system incentives, except in no-heat emergency situations, consistent with directives outlined in the EE/BE order. The program also began strictly enforcing project caps: \$10,000 for low-income customers and \$5,000 for moderate-income customers, with an additional \$14,000 available in incentives through the Inflation Reduction Act (IRA) funding for both income tiers.

For the 2025–26 heating season, NYSERDA has allocated \$1 million to replace failed fossil fuel heating systems under its No Heat initiative—a 20 percent increase from 2024 levels. The Office of Temporary and Disability Assistance (OTDA) has issued updated guidance to align district-level processes, which will be posted on the No Heat program website. As of the meeting, approximately \$800,000 in funding remained available.

NYSERDA continues to collaborate with Con Edison and National Grid on the submission of LMI Implementation Plans under the DPS Energy Efficiency and Building Electrification (EE/BE) Order. The plan will serve as a roadmap for EmPower+ operations from 2026 through 2030. Key focus areas include:

- Strengthening coordination with utilities to better serve participants in Energy Affordability Programs
- Developing region-based incentive levels to better reflect geographic differences in program delivery
- Revising the definition of low income to ensure broader inclusion of downstate households

Comfort Home Program Presentation

Incentive levels are still being developed with the goal of finalizing them by early next year. Increased health and safety funding were noted, with the goal of reducing the number of deferred projects due to health and safety concerns. Further details are expected in the forthcoming Implementation Plan.

Empower+ Q&A

Question/Comment	NYSERDA Answer
Regarding the No Heat funding – you mentioned that NYSERDA is replacing fossil fuel equipment. Are those replacements being done with heat pumps?	The funding set aside for No-Heats is for projects with fossil fuel replacements. Heat Pumps can proceed with the no-heat expedited process but the funding would be from other sources.
Also, the Governor recently announced the Small Green Homes Program under the Sustainable Futures Fund, which I understand will target LMI households and smaller buildings. Will EmPower+ continue to serve one-to-four-family homes statewide?	As for the Small Green Homes Program, we're aware of it, but since it's being developed separately, we'll need to see how it aligns once details are released. EmPower+ does have a robust budget through the EE/BE order, and we expect it to continue focusing on one-to-four-family homes statewide.
And finally, has the pace of applications changed since the program adjustments in August, particularly now that contractors are no longer submitting applications on behalf of clients?	In terms of application pace, there has been some slowdown since the August changes. We're currently assessing whether the rate of new applications remains sustainable given our budget and whether the additional effort involved indirect customer submissions is cost effective in the long run. We're also reviewing data by region to help inform next steps.

Comfort Home Program Presentation

Keith Bohling, Sr. Project Manager at NYSERDA provided an update on NYSERDA's Comfort Home Program. Comfort Home is a statewide market-rate weatherization initiative designed to help New York families reduce energy costs and improve home comfort through pre-defined efficiency packages. The program offers several upgrade pathways, each providing a mix of insulation, air sealing, and related efficiency measures, with incentives ranging from \$2,500 to \$3,000 per project.

Project volume has grown substantially since program launch, with Comfort Home on track to help 10,000 families lower their energy bills by the end of 2025. NYSERDA contracts with an independent third-party evaluator to analyze energy bills before and after upgrades are completed, ensuring that reported energy savings are based on verified performance. The average New York home energy project reduces a household's heating and cooling energy use by about 15%, leading to meaningful overall cost savings. Evaluated

Comfort Home Program Presentation

results show average savings of 14% for Package A, 20% for Package B, and 8% for Package C, depending on the measures installed.

Looking ahead to Comfort Home 2026, Keith noted that the DPS EE/BE Order directs NYSERDA to operate the Comfort Home Program through 2030 with increased funding and energy-savings goals. For 2026, NYSERDA is planning for approximately 7,400 projects, more than double the 2025 total of 3,600.

To support this expansion, NYSERDA has outlined a multi-pronged marketing strategy, including paid search ads beginning in December 2025, followed by paid social and video placements, pre-roll advertising, and retargeting campaigns starting in January 2026. The approach will be reassessed in March 2026 to ensure effectiveness. Marketing and incentive offerings will remain statewide, with the exception of Nassau and Suffolk Counties, which fall outside the program's current funding scope. Updates to incentive structures and contractor participation requirements will be shared once the 2026 plan is finalized.

NYSERDA continues to welcome new contractors into the Comfort Home network. Recruiting efforts in 2026 will depend on how much the project pipeline expands within the existing contractor base. Keith invited interested contractors to contact the program team at residential.programs@nyserdera.ny.gov for more information.

Comfort Home Q&A

Question/Comment	NYSERDA Answer
You showed a chart with average energy savings by package, but Package C showed lower savings. Shouldn't Package C be inclusive of Package B? Could you explain that?	Most of the projects completed under Package C were in homes that had already been air sealed and insulated, so the incremental savings from windows alone appear smaller. The intent of the chart was to illustrate that each package is cumulative. A home is only eligible for window incentives under Package C if the measures from Packages A and B have already been installed or if the home already meets those performance criteria—for example, having sufficient attic insulation, sealed rim joists, and insulated walls.
Just to clarify—if a customer has already completed air sealing and insulation work through EmPower+, can they still qualify for window upgrades through the Comfort Home Program?	Yes. If the previous NYSERDA project was completed within the past year, the customer is eligible for \$1,000 toward window upgrades through Comfort Home. If it's been more than a year, they're eligible for \$2,000. This is currently the only area of crossover or dual participation available between our programs.

Energy and Climate Equity Strategy and Initiatives Presentation

Pearl Gray, Energy and Equity Liaison at NYSERDA, provided an update on the agency's Energy and Climate Equity Strategy, describing how equity principles guide program development and implementation across NYSERDA's residential portfolio.

NYSERDA's approach is built around three interconnected pillars: Structural Equity, Procedural Equity, and Distributional Equity, which together frame the agency's climate and equity work statewide.

- Structural Equity involves integrating equity considerations into policies and programs to address historical disparities and support frontline communities.
- Procedural Equity ensures that decision-making processes are inclusive and transparent, with meaningful opportunities for stakeholder participation.
- Distributional Equity focuses on directing clean energy benefits and investments toward disadvantaged communities (DACs) to reduce energy burdens and expand access to clean energy solutions.

Pearl discussed three initiatives to highlight these equity principles in practice: Regional Clean Energy Hubs, the Energy Equity Collaborative, and the Disadvantaged Communities (DAC) Consultant Pool.

Regional Clean Energy Hubs serve as trusted, community-based connectors that increase energy literacy, support workforce development, and ensure access to information for New Yorkers living in disadvantaged communities. The twelve hubs collectively help residents engage in the clean energy economy while providing NYSERDA with on-the-ground feedback to shape more responsive programs.

The Energy Equity Collaborative is a statewide partnership that brings together community-based organizations (CBOs), state agencies, and NYSERDA staff to embed equity into energy planning. The Collaborative is guided by a Steering Committee of 13 CBOs representing historically marginalized communities and operates through four Sector Working Groups—Workforce Development and Economic Opportunities; Housing and Building Energy Efficiency and Electrification; Energy Transition; and Engagement and Access. Participants are compensated for their expertise, acknowledging the value of lived experience in shaping equitable policy. The EEC has helped to inform major state initiatives such as the Extreme Heat Action Plan, State Energy Plan, and Offshore Wind Strategic Plan, and NYSERDA's response to the EE/BE Order.

The Disadvantaged Communities (DAC) Consultant Pool established through RFQL 4922 allows qualified organizations, including Indigenous Nations and Indigenous-led groups, to advise NYSERDA directly on equity-focused work. Under this RFQL, program teams issue

Mid-Meeting Polling

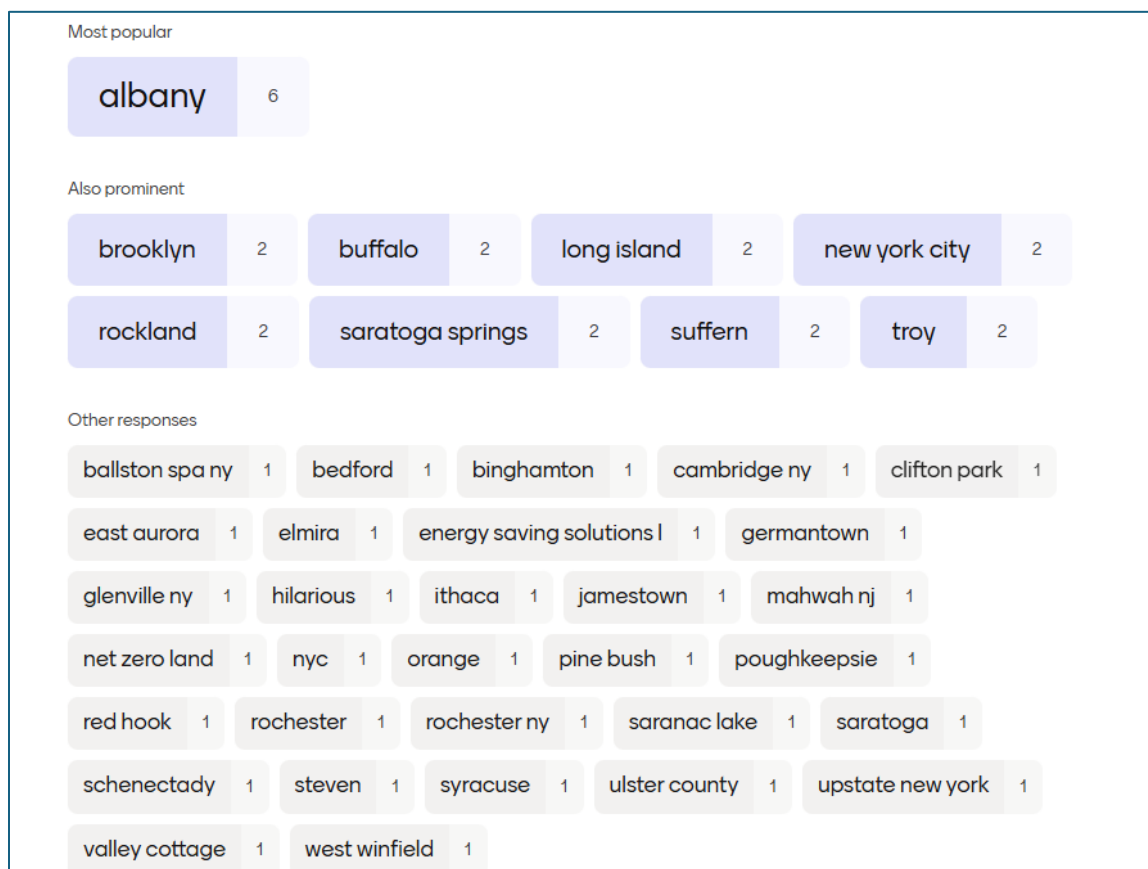
Task Orders to engage DAC consultants on NYSERDA program design and community engagement activities, with compensation provided for their contributions.

Across all efforts, NYSERDA seeks to ensure that stakeholders and the communities they represent feel meaningfully engaged in program design; that NYSERDA staff are equipped to advance equitable programs and initiatives; and that at least forty percent of the benefits from clean energy and climate investments flow to disadvantaged communities, consistent with the Climate Leadership and Community Protection Act (CLCPA).

Mid-Meeting Polling

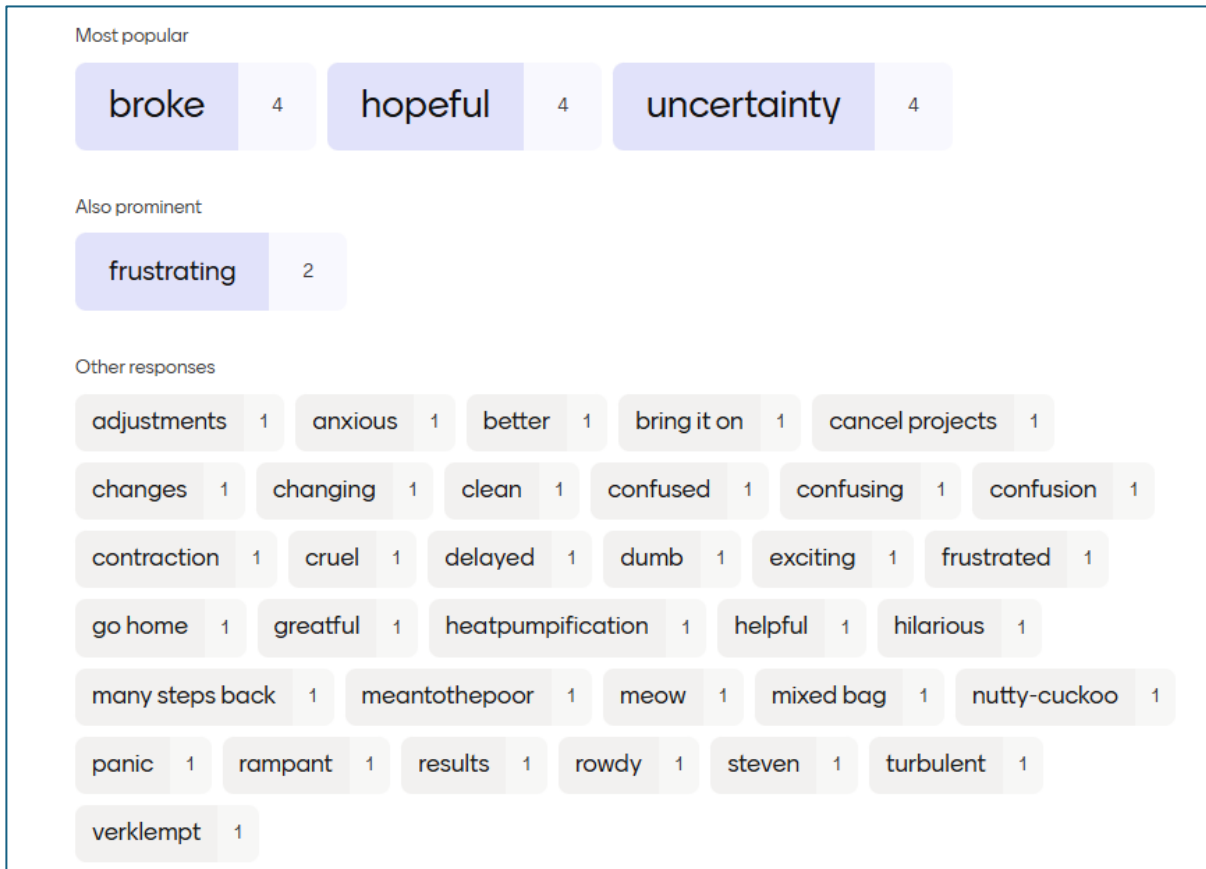
The group participated in three polling questions to see where participants had traveled from to attend the meeting, thoughts on residential clean energy market development in 2025, and the outlook for residential clean energy market development in 2026. Full details of responses are provided here.

Poll Question: Where are you joining us from today? (48 responses)

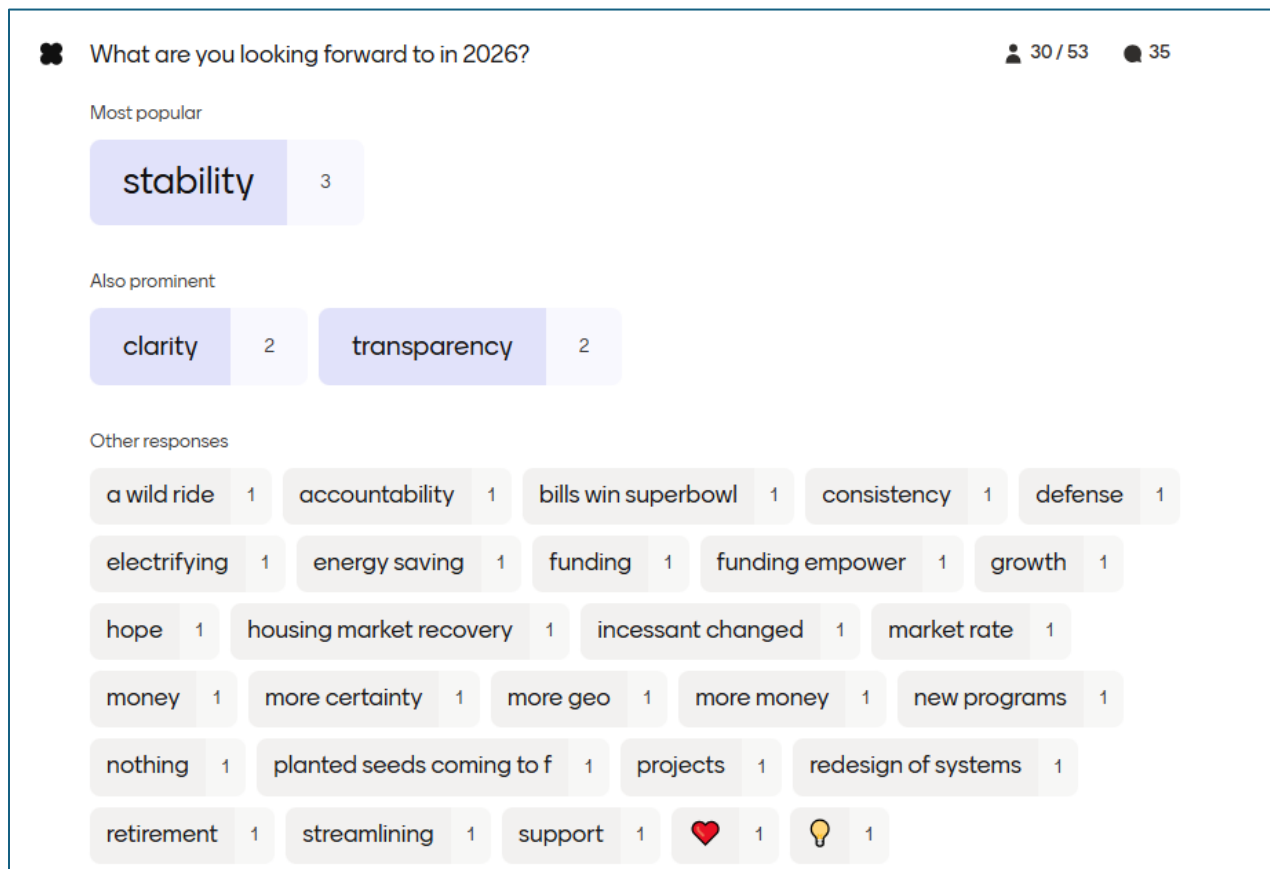


Mid-Meeting Polling

Poll Question: What's one word that reflects your feelings about residential clean energy market development in 2025? (48 responses)



Poll Question: What are you looking forward to in 2026? (48 responses)



Clean Heat Connect Presentation

Michael Courtney, Program Manager at NYSERDA, provided an update on Clean Heat Connect (CHC). Clean Heat Connect is a network of cold-climate air source heat pump manufacturers and distributors to help identify the most effective interventions to improve and scale the installation of ccASHPs in New York State.

Overview and Market Development Approach

Clean Heat Connect aligns initiatives with the value propositions of key market actors throughout the HVAC supply chain, from manufacturers and distributors to contractors and customers. NYSERDA convened HVAC Supply Chain Roundtables, engaging C-suite-level representatives from leading companies across the HVAC sector. These sessions, supported by follow-up one-on-one interviews, sought to identify barriers and drivers to whole-home heat pump adoption, assess business model impacts, and explore opportunities for growth.

Findings from the roundtables highlighted several critical priorities for strengthening the heat pump market. Contractors underscored the importance of market demand, noting

that NYSERDA's outreach and marketing play a key role in raising public awareness and building confidence in technology. Participants also pointed to the need for effective educational tools and hands-on technical training to help contractors communicate the benefits of heat pumps and "close the kitchen gap," referring to the point of sale where customer decisions are made. Fast, simple processes and easily accessible materials—such as quick-reference guides available before a job—were cited as essential for supporting contractor success. Additional insights focused on the availability of affordable and right-sized equipment that does not increase energy burdens, and on improving coordination across the supply chain to deliver reliable, high-quality installations.

To further its interventions the Clean Heat Connect team developed an HVAC Ecosystem Map, a visual tool illustrating the flow of money, information, and influence across market actors. This analysis helps NYSERDA identify high-leverage points where interventions can most effectively shift market behavior. The Ecosystem Map packet included contractor profiles that categorize firms into four key segments—marketers, traditional contractors, owner-operators, and single-truck operators—each playing distinct roles within the market.

NYSERDA's current efforts focus on engaging larger, more influential contractors whose adoption of heat pump technologies can trigger broader market shifts. A follow-up roundtable is planned to explore strategies for reaching smaller, less-connected contractors who may require more targeted support.

Key takeaways from starting up the initiative included:

- Distributors are pivotal influencers in the market, holding trusted relationships with both contractors and manufacturers. Their business models—driven by volume and velocity with low margins—require tailored strategies to motivate adoption of new technologies.
- Maintenance agreements and ongoing service relationships play a critical role in ensuring long-term system performance and customer satisfaction.
- Service technicians remain key influencers; they are more likely to recommend and install products they believe in, underscoring the importance of training and trust-building.
- Finally, cash incentives, while valuable, are not always the most effective intervention.

Key Areas of Intervention and Evaluation

Michael Courtney discussed key areas of intervention under CHC, emphasizing efforts to expand market confidence and competence in heat pump technologies. These efforts are centered on marketing, education, and partnerships designed to reach customers and contractors through trusted industry channels.

Clean Heat Connect Presentation

Marketing, Education, and Awareness

NYSERDA's existing partner network is leveraged to distribute materials, build market awareness, and support contractors in developing business and sales tools. Noting many field teams lack resources and access to utility programs, Clean Heat Connect seeks to bridge this gap by delivering training and materials through distributor relationships.

One major outreach effort, Experience Clean Heat, engages local businesses and public venues as demonstration sites where New Yorkers can see and feel how heat pumps operate. These sites—46 statewide—have hosted more than 35 public events and generated over 42 million social media impressions.

Clean Heat Connect Partner Network

The Partner Network now includes 14 distributors, 14 manufacturers, 123 distributor locations, 37 resource types, and 22 interventions developed collaboratively with industry partners. Participation in the network is voluntary, and all resources—ranging from technical guides to marketing collateral—are co-designed based on partner feedback.

Michael shared that the technical materials have seen strong adoption beyond New York; for example, a contractor at a NEEP conference in New Jersey reported using CHC training videos for staff preparation. The CHC website has also seen sustained traffic, with the training calendar consistently ranked as the most valuable feature. The site's content has been reorganized into sections on sizing and design, installation, and sales and marketing to improve usability. Future updates will add a search function and other enhancements.

Technical Resources and Training

To support design accuracy and cost efficiency, NYSERDA collaborated with the Northeast Energy Efficiency Partnerships (NEEP) to develop a Sizing and Design Tool. This tool allows users to input climate data, load calculations, and product information from the NEEP qualified product list to assess system performance. It is accompanied by tutorial videos and case studies demonstrating how weatherization measures such as air sealing and attic insulation reduce loads and enable cost-effective heat pump installations.

An installation video series featuring 11 short training modules on cold-climate air source heat pump best practices is available online and is being used in distributor training and staff onboarding. Complementing these materials is a marketing drip campaign, which enables distributors to integrate CHC content into their regular communications with contractors.

This approach was informed by lessons from the EmPower+ program, where a rapid response training initiative successfully improved installation quality and cost efficiency.

Clean Heat Connect Presentation

Additional 20-minute video modules are expected in early 2026 to help contractors apply value-engineered design principles.

Evaluation and Market Impact

Measuring impact is challenging given the voluntary structure of the group and indirect contractor engagement through the network. However, third-party evaluations—including distributor-sent contractor surveys, interviews with manufacturers and distributors, and in-depth case studies—have validated the program’s effectiveness.

Findings show that 93% of contractors surveyed reported at least one positive business impact from CHC resources. The most cited benefits included improved training and technical support, greater understanding of available incentives, increased installation quality, and higher sales. Respondents who were aware that materials originated from NYSERDA reported even greater improvements across these metrics.

Partners echoed these results, emphasizing that CHC has advanced the New York State heat pump market by enhancing installation quality, generating new customers, and supporting overall market readiness.

A case study of Adema Heating & Air Conditioning illustrated these impacts: after engaging with CHC partners Meier Supply and Mitsubishi Electric, heat pumps grew to represent 5–10% of Adema’s annual projects and 15–20% of total revenue. Additional contractor case studies showed consistent patterns—fewer callbacks, higher employee confidence, and improved customer satisfaction.

CHC Partner and Contractor Recommendations

The network is actively implementing updates to meet recommendations from contractors and partners. The Clean Heat Connect website has been updated with reorganized content and enhanced usability. Other partner-driven recommendations include the development of consumer education tools, a statewide marketing campaign to raise public awareness of heat pump benefits, and increased coordination with utilities to streamline incentive offerings and align messaging across programs.

Social Network Mapping and Market Influence

Michael discussed an HVAC social network mapping effort undertaken by NYSERDA to inform Clean Heat Connect. The mapping revealed that contractor-to-contractor interactions were the most common type of information exchange, suggesting that contractors view one another as trusted resources for technical and business guidance. This dynamic highlights the importance of peer networks in spreading best practices and improving installation quality across the market.

Comfort Home Discussion Session (During Lunch)

Within this network, NYSERDA occupies a central, coordinating role, connecting multiple clusters of activity and serving as a hub for information flow and resource distribution. The analysis also showed that sub-networks tend to form around major distributors and manufacturers, while a number of highly engaged contractors have also emerged as influential nodes within their regions.

Michael noted that this growing connectivity indicates that CHC is successfully strengthening relationships across the supply chain, enabling peer-to-peer sharing of materials and expertise. By leveraging these well-connected contractors and distribution partners, NYSERDA aims to amplify market transformation impacts through trusted, community-based industry networks.

Partner Experiences with Clean Heat Connect

Michael Courtney moderated a panel featuring Rebecca Biros of Daikin Northeast and Nicholas Pryputniewicz of NP Environmental, who discussed how CHC tools and partnerships are advancing workforce skills and customer confidence in heat pump technology.

Panelists discussed Clean Heat Connect as a trusted, centralized source of accurate information that bridges communication across manufacturers, contractors, and state agencies. The educational resources developed through Clean Heat Connect improve market alignment, counter misinformation, and strengthen both workforce readiness and customer confidence in heat-pump technologies.

The panelists also underscored how important distributor–contractor relationships are to successful heat pump adoption. Distributors provide timely product access, responsive technical support, and a reliable communication link to manufacturers – all of which improve installation quality, reduce downtime, and strengthen customer satisfaction.

Quality heat pump installations depend on disciplined design practices, consistent training, and strong coordination between manufacturers, distributors, and contractors. Methodical system design ensures comfort and reliability, while programs like Clean Heat Connect help align technical standards and communication across the supply chain, reinforcing customer trust.

Comfort Home Discussion Session (During Lunch)

Keith Bohling, Senior Project Manager at NYSERDA, and Courtney Moriarta, Director of Home Modernization at NYSERDA, introduced the session. The discussion was convened to understand contractor feedback about process improvements to consider that would better facilitate the continued growth of the Comfort Home program in 2026.

Breakout Sessions Overview

Participants discussed several ongoing topics related to contractor experience and program implementation, including:

- **Administrative requirements:** Concerns that the volume of required inputs remains misaligned with project needs despite recent reductions, potentially discouraging participation.
- **Homeowner perceptions:** The need to address homeowner misconceptions and reluctance toward disruptive projects, and to ensure clear, standardized information sharing.
- **Contractor retention and ethics:** Interest in using audit findings to inform ongoing participation, given challenges posed by unethical contractor behavior.
- **Performance assessment:** Differing views on whether project outcomes should be evaluated by measurable performance results or adherence to best practices, and how standards should account for varied building conditions.
- **Data capture and systems:** Discussion of challenges with current data entry processes, incentives for complete information, and the potential for standardized or pre-populated data fields to reduce administrative burden.

Breakout Sessions Overview

Three breakout sessions were hosted in the afternoon. Each was held twice so participants could join different discussions. The sessions were designed to gather feedback and help shape NYSERDA's upcoming program strategies.

1. **Building the Residential Clean Energy Workforce** focused on aligning NYSERDA's 2026–2030 Workforce Implementation Plan with industry needs and strengthening outreach for on-the-job and targeted skills training.
2. **Packaging Low-to-Moderate Income Program Offerings** explored ways to simplify and optimize incentives for LMI consumers through flexible, bundled program models.
3. **Delivering Whole-Home Retrofits with Integrated Energy Solutions** examined opportunities to better coordinate incentives, education, and market offerings across energy efficiency, electrification, and distributed energy technologies.

Breakout Session #1: Building the Residential Clean Energy Workforce

Overview

Adele Ferranti, Director of Workforce Development at NYSERDA, and Jill Palmer, Workforce Development & Training team at NYSERDA, welcomed participants to the session and asked them to introduce themselves. After, Adele provided an overview of the Workforce Development Implementation Plan. There are three primary workforce development activities, including clean energy career pathways training, targeting skills training, and “earn as you learn” wage reimbursement & retention incentives. NYSERDA was seeking feedback on all three initiatives but focused the discussion primarily on the upskilling and “earn and you learn” activities for this audience.

In May 2025, the NYS Public Service Commission authorized \$83M in funding for NYSERDA’s Workforce Development and Training Programs under its EE/BE Orders. NYSERDA’s Workforce Development Implementation Plan directs EE/BE funding towards three activities across low-income and non-low-income portfolios.

CLEAN ENERGY CAREER PATHWAYS TRAINING: Competitively awards funding to training providers to offer clean energy technical skills, supportive services, and job placement support. Serves new entrants in the clean energy sector. Funding supplemented by regional greenhouse gas initiative (RGGI) funding.

TARGETED SKILLS TRAINING & UPSKILLING: Enhances knowledge, skills and competencies to help existing workers advance their careers in the clean energy space. Includes training for building electrification/heat pumps, energy efficiency, and building weatherization.

EARN-AS-YOU-LEARN PROGRAM: Provides wage subsidies to employers hiring new workers for in-demand clean energy jobs. Once program is rolled out, employers will have a clean slate (funding use reset to 0) but will need to reapply. Application process has been streamlined and submission deadline extended to 30 days from hire.

Key Themes

- **UTILIZE RESOURCES AVAILABLE.** More awareness and uptake of existing educational opportunities is key. Leveraging individuals and organizations already active in the programs to help guide implementation and share lessons learned can accelerate awareness raising efforts.
- **CONSIDER USER EXPERIENCE OF APPLICATION AND WEBSITE NAVIGATION.** Review the website from a user’s standpoint and address user experience challenges for understanding training and resource availability.

Breakout Session #2: Packaging Low-to-Moderate Income Program Offerings

- **MORE COLLABORATION IS NEEDED AND DESIRED.** Increased collaboration from both ends will benefit the programs, including expanding geographic offerings, gathering lessons learned and success stories, and opening networks to employers and contractors.
- **HANDS-ON TRAINING IS PREFERENTIAL TO VIRTUAL TRAINING.** From the employer and employee perspective, hands-on training is more successful and is preferred over virtual or hybrid opportunities. NYSERDA took feedback under advisement, though it is limited by market interest.
- **CUSTOMER EDUCATION ON THE FRONT END SUPPORTS EASIER ADOPTION.** Getting the public and contractors to buy into clean energy is challenging. Some ways to tackle this challenge included sharing personal experience, public education, connecting neighbors, posting on Facebook community sites, and yard signs.
- **LONG-TERM RETENTION CAN STILL BE A CHALLENGE.** Retention can be a major issue with employee investment. The Workforce Development Implementation Plan is intended to encourage both employee investment and retention by addressing some of these issues.

Breakout Session #2: Packaging Low-to-Moderate Income Program Offerings

Overview

Sam Bowles, Senior Consultant at Newport Ventures; Evan Rzeznik, Building Scientist at Newport Ventures; and Scott Oliver, Program Manager at NYSERDA presented proposals for updates to simplify the NYSERDA EmPower+ Program. Currently the EmPower+ Program delivers discrete energy efficiency and building electrification measures. In exploration of how to streamline the entry of multiple measures on a work scope, the EmPower+ Program is exploring potential updates, including the bundling of several measures into a fixed cost package. Contractors would need to select the building type and the bundle, or package, of measures, which would reduce the data input required by the contractor for each project. To maintain flexibility for contractors and project types, this would not be required but would be an option to consider alongside the current approach in which individual measures are input and approved for each project. Some of the benefits of a package-based framework are to help reduce contractor burden, improve turnaround times in the project process, and enhance marketability through clearer, consumer-friendly communication.

The breakout discussion discussed example packages for attic insulation and air sealing measures in common home types—Ranch, Colonial, and Cape Cod—to demonstrate how standardized incentive levels could align with typical project scopes. In addition to core

Breakout Session #2: Packaging Low-to-Moderate Income Program Offerings

measures such as air sealing, insulation, ventilation, additional measures, and attic access, the proposal includes optional add-ons to address unique attic conditions such as rim joists, bump outs, attic storage platforms, addressing attached garage ceilings, overhangs, and more. All incentive values were illustrative only.

Key Themes

Across both sessions, the following themes emerged:

- **BALANCING STANDARDIZATION AND FLEXIBILITY IN CONTRACTOR PRICING.** Several participants supported the idea of standardized “packages” (e.g., attic, wall, or basement packages) to simplify project scoping, NYSERDA-side data entry, and approval processes. However, participants expressed strong reservations about adoption barring the inclusion of two key factors, (1) Pricing scale by square footage of the project site, and (2) Age of the home, arising from differences in project complexity based on if a home was built pre- or post-adoption of building codes in the 1970s.
- **IMPROVING COMMUNICATION AND MANAGING CUSTOMER EXPECTATIONS.** Some contractors expressed concern that word of mouth is the primary lead development for interested homeowners and that these packages may lead to misunderstandings when two different property owners compare potential scopes of work without understanding what drives those differences. Participants highlighted a need for consistent messaging around costs, incentive caps, and Savings-to-Investment Ratio (SIR) requirements.
- **LEVERAGING TECHNOLOGY TO SIMPLIFY DATA COLLECTION AND VALIDATION.** Several contractors flagged that submitting documentation to NYSERDA for qualifying measures can be overly burdensome due to the need to re-enter project data multiple times in inconsistent formats. One participant shared the concern that if you don’t collect enough information from a project that there is added ambiguity which could inadvertently cause more projects to fail QA/QC at the project approval stage. Several participants noted that “simplifying packages is distinct from simplifying the program” and called for adoption of a single field data collection tool across programs to reduce administrative burden.
- **STRENGTHENING COMMUNITY-BASED OUTREACH AND EQUITY IN ACCESS:** Reaching rural and disadvantaged communities emerged as a major theme. Suggestions included village-based, in-person outreach meetings in places like the North Country, coordinated with hubs and NYSERDA staff, to overcome geographic barriers. Others recommended that marketing efforts be tailored to the most prevalent Disadvantaged Communities criteria / indicators (e.g., immigration,

Breakout Session #3: Delivering Whole-Home Retrofits with Integrated Energy Solutions

housing burden, heat vulnerability) and that the state mapping tool should be used to aid in identification of local CBO partners that focus on these areas.

- **CLEAR AND FAIR PRICING RULES ARE ESSENTIAL.** Several contractors emphasized the need for clear parameters around pricing. Participants noted the importance of transparency on what costs are included, any allowable add-ons, and minimum payment thresholds for project incentives –to avoid confusion, maintain equity, and prevent adverse incentives around project sizing. One participant noted importance in the context of strong consumer protection requirements for LMI customers to ensure they are not asked to provide onerous out of pocket contributions.
- **ADDRESSING HEALTH AND SAFETY BARRIERS IS KEY TO LMI PARTICIPATION.** Several contractors noted health and safety issues, especially knob-and-tube wiring, roof repairs, and cluttered attics— as leading causes of project deferrals in LMI homes. Participants strongly supported expanding EmPower+ incentives to cover small but critical fixes in the \$500–\$1,000 range to help make a project work economically.
- **BROADEN PACKAGING CONCEPTS TO REFLECT COMMON LMI HOUSING TYPES.** One participant recommended that NYSERDA explore packages for two-family flats, a midcentury residence style prevalent in Buffalo and surrounding areas. If NYSERDA seeks to further explore the packaged approach proposal, several participants noted that manufactured homes may be a useful test case for expanding packages to include whole-home improvements.

Breakout Session #3: Delivering Whole-Home Retrofits with Integrated Energy Solutions

Overview

Mallory Huggins, Director at Kearns & West, reviewed the goals and purpose of the breakout session. She stated that NYSERDA has many programs and incentives to promote weatherization, electrification, and distributed energy resources, and that the goal of this session is to discuss how NYSERDA can promote and enhance coordination among those programs and promote whole-home retrofits rather than one-off upgrades. She then introduced Luke Forster, Senior Business Analyst with NYSERDA, who gave an overview of the various programs and incentives coordinated by NYSERDA.

Luke reported great success regarding solar photovoltaic (PV) in New York State, with more than 260,000 residential solar system projects implemented in the past decade. He highlighted a difference in customer-owned solar and leasing models from third-party companies but stated that both options are quite popular. NYSERDA has provided

Breakout Session #3: Delivering Whole-Home Retrofits with Integrated Energy Solutions

incentives but is scaling them down as rooftop solar becomes more affordable. Much of the NY-Sun incentives for such projects has been used up for projects in New York City and Westchester. There is still a small amount of funding left for Orange, Rockland, and Central Rockland counties via the NY-Sun Solar Program. Up to 25% of project costs can be covered by a New York State tax credit, capped at \$5,000. An additional \$25,000 in loan funding is available for New Yorkers via NYSERDA's Green Jobs-Green New York program, which provides residents with access to energy assessments, installation services, low interest financing, and training for green-collar careers.

Luke then moved into discussing home battery storage programs, stating these options are often paired with solar and are popular in areas more at risk from power outages during storms (e.g., Long Island). NYSERDA incentive programs offer \$200-250 per kilowatt hour of installed capacity of home battery storage units along with a 30% federal tax credit. Many of New York State's utilities also offer residential demand response programs for batteries. If there is a need for additional power on the grid, households with battery storage will be notified and receive a payment from the utility if they discharge their stored energy to the grid, compensated at roughly \$50 per kilowatt hour. Overall, this helps reduce demand on the grid and Luke expects these programs to continue growing.

Incentives and tax credits for energy efficiency upgrades were highlighted, as well as for the installation of smart thermostats and appliances, heat pumps, and EV chargers. Tax credit considerations like who receives the tax credit, eligibility based on if the technologies are leased or owned, and impacts of the One Big Beautiful Bill on tax credit eligibility timelines were discussed.

Luke reiterated that goal of this breakout was to find opportunities for coordination and synergy among individual programs with common goals and overlapping processes. Mallory facilitated discussion around three key questions. Overarching takeaways from the breakout group and summaries of discussion on each of the three questions is provided here.

Key Takeaways

Since working with multiple streams of funding is confusing for homeowners, creating a single funding stream (whether from NYSERDA or other sources) may increase participation in whole home retrofit programs.

Most customers are not ready for whole home retrofits, but proactive planning and detailed road maps could help many customers.

Very often the importance of doing things in the "right order" conflicts with contractor business models.

Breakout Session #3: Delivering Whole-Home Retrofits with Integrated Energy Solutions

NYSERDA should disseminate education and information for both customers and contractors about the full suite of programs and how they interact so that all stakeholders can approach projects from a multi-faceted lens. It is also important to support relationships among contractors and a referral network so that it is easier for all stakeholders to navigate the residential program ecosystem. Contractors can leverage their existing trade groups to share information and customer referrals.

The landscape in which all these programs sit is changing (federal policy shifts, load growth, rate increases, etc.), so clear messaging is more important than ever.

Q1: To what extent are customers interested in pursuing multiple home solutions technologies (solar, battery storage, heat pumps, EV charges) at once? Do you have a sense of what is driving their interest or lack of interest?

Participants emphasized that while interest in whole-home energy retrofits is high, financing complexity, incentive fragmentation, and communication gaps remain major barriers for LMI households. Many participants called for integrated, accessible financial mechanisms, proactive planning support, and better consumer education on technology sequencing, rate structures, and incentive navigation. Stakeholders also underscored the need to align retrofit messaging with affordability rather than luxury, streamline interagency coordination, and expand program design beyond energy metrics to include health, safety, and equity considerations.

Key Takeaways:

- **FINANCING & ACCESSIBILITY:** Homeowners struggle with fragmented financing; a unified funding mechanism and transparent loan structures would improve access and reduce confusion, especially for LMI households.
- **EDUCATION & MESSAGING:** Simplified, non-luxury messaging and clear explanations of incentives, installation order, and time-of-use rates can build trust and drive adoption.
- **PROGRAM COORDINATION:** Misaligned incentives, siloed programs, and inconsistent policies across agencies and geographies create confusion; an integrated roadmap is needed.
- **PROACTIVE PLANNING:** Concierge-style home assessments and retrofit roadmaps can help homeowners plan phased improvements before appliance failures drive reactive decisions.
- **POLICY & REGULATORY REFORM:** Participants urged shifting program evaluation from pure energy savings to include demand reduction, health, safety, and local government engagement to improve holistic outcomes.

Breakout Session #3: Delivering Whole-Home Retrofits with Integrated Energy Solutions

Q2: To what extent are contractors interested in or already offering multiple services versus specializing in one product?

Participants discussed the balance between contractor diversification, consumer protection, and systemic integration in home retrofit markets. While diversification can expand access and streamline homeowner experiences, it is not feasible for every contractor to offer all services, especially given financial risks and regulatory complexities. Participants emphasized the importance of foundational electrical upgrades, better coordination among service providers, and creation of referral or approved contractor networks to improve efficiency and trust. They also highlighted the role of load management technologies and regulatory oversight in ensuring that homeowners receive appropriate, optimized, and ethical retrofit solutions.

Key Takeaways:

- **FOUNDATIONAL UPGRADES FIRST:** Electrical panel and wiring upgrades should precede other retrofit work to ensure long-term performance and cost savings.
- **BALANCED CONTRACTOR DIVERSIFICATION:** While expanding services can help, it is unrealistic for every contractor to offer all technologies; referral networks can bridge service gaps.
- **LOAD MANAGEMENT INTEGRATION:** NYSERDA should incentivize systems that manage demand effectively and provide clear guidance on technology compatibility (e.g., EVs, batteries, heat pumps).
- **CONSUMER PROTECTION & OVERSIGHT:** Strong regulatory safeguards and an approved contractor network can protect homeowners from predatory sales or inappropriate projects.
- **FINANCING & EQUITY:** High dealer fees and large upfront costs remain major barriers; income-adjusted financing and phased retrofit approaches can improve affordability and participation.

Q3: What approaches could NYSERDA take to promote "whole house" or multiple/simultaneous retrofits instead of one-off energy improvements?

Participants emphasized that rather than pursuing "whole-home" retrofits as a universal goal, NYSERDA and partners should prioritize creating supportive infrastructure—business development for small contractors, integrated referral and data systems, and flexible, affordable retrofit pathways. There was consensus that improving coordination among agencies, updating digital tools, and focusing on consumer education over sales would help rebuild trust and improve program accessibility. Participants also highlighted that metrics of success should reflect household affordability and practicality, not just technical or energy-efficiency benchmarks, and that policies and codes should evolve to streamline new construction and reduce future retrofit burdens.

Closing Out and Next Steps

Key Takeaways:

- **SUPPORT FOR CONTRACTORS:** NYSERDA should offer business development and collaboration incentives to help smaller contractors expand services and geographic reach.
- **SHIFT FROM “WHOLE HOME” TO FLEXIBLE RETROFITS:** Smaller, modular retrofit packages and financing models (like point-based systems) can make participation more achievable for diverse households.
- **INTEGRATED DATA & REFERRAL SYSTEMS:** A shared, accurate “home history” database could help contractors and homeowners identify past upgrades and future opportunities efficiently.
- **FOCUS ON EDUCATION & TRUST:** Programs should emphasize homeowner education and transparent communication rather than sales-driven participation, to rebuild confidence in public programs.
- **REVISED METRICS & COORDINATION:** Success should be measured by affordability, access, and interagency coordination rather than only energy savings or retrofit completion rates.

Closing Out and Next Steps

Facilitators provided summaries of the breakout sessions and then moved to close the meeting.

Attendees who are not yet subscribed to the Residential Market Advisory Group (RMAG) listserv were invited to join by clicking “Connect With Us” on the NYSERDA website: [Residential Market Advisory Group - NYSERDA](#)