

NYSERDA Residential Market Advisory Group

Q2 2025 Meeting

05/20/2025

11:00 am – 12:30 pm ET



NYSERDA

Introductory Comments

Tamar Nagel

Residential Market Advisory Group Lead



The RMAC is a forum for stakeholder engagement on the residential market's highest-priority issues

Engagement Opportunities

- Quarterly Meetings (In-Person and Virtual)
- Working Groups
- Expert Panels
- Listening Sessions

Functions

- Advance residential clean energy and efficiency market development and innovation
- Iterate on programmatic design and implementation with stakeholder feedback
- Provide policy updates and relevant knowledge sharing for residential actors
- Foster NYSERDA clean energy and energy efficiency thought leadership

RMAG Objectives

- > **Maintain market awareness** of public policies driving investments in energy efficiency and clean energy in the residential market.
- > **Share information** on current and planned activities to enable coordination and avoid unproductive duplication of efforts in advancing progress towards policy and industry objectives.
- > **Discuss opportunities and challenges** associated with wide-scale deployment of energy efficiency and clean energy services for the residential sector and seek solutions to overcome market barriers.
- > Help **guide the direction** of the market's existing and future clean energy solutions.
- > **Make connections** and **develop collaborations** among participants and partners to meet mutual objectives.
- > **Develop and coordinate** shared messaging and outreach strategies where appropriate.

Meeting Agenda

Time (Eastern Time)	Topic and Presenter	Presenters
11:00 am – 11:05 am	Welcome and Introductions	<ul style="list-style-type: none">• Tamar Nagel• Trevor Reddick
11:05 am – 11:40 am	New York State Policy and Program Updates	<ul style="list-style-type: none">• Courtney Moriarta• Scott Oliver• Lucinda Gilman
11:40 am – 12:25 pm	Participatory Activities: Topical Breakout Rooms	<ul style="list-style-type: none">• Zach Barr• Trevor Reddick• Miquela Craytor
12:25 pm – 12:30 pm	Breakout Reports	<ul style="list-style-type: none">• Zach Barr• Trevor Reddick• Miquela Craytor
12:20 pm – 12:30 pm	Closing	<ul style="list-style-type: none">• Tamar Nagel• Trevor Reddick

New York State Updates

Courtney Moriarta



NYSERDA Residential Re-organization News

Single Family Residential is now the Home Modernization Team under the Integrated Energy Solutions Business Unit

Welcome to new participants!

Current Activities Include:

- **Integration of EE/BE/DER services for homeowners**
- **Continued development of MyEnergy.ny.gov portal**
- **Deployment of Virtual Energy Assessments**
- **Continued deployment of IRA HEAR Incentives**
- **Develop implementation plans for CEF 2.0 (EE/BE) Order**



May 2025 RMAG Updates – EmPower+

Scott Oliver, Program Manager, Equity and Affordability and Building Decarbonization



EmPower+ Statistics

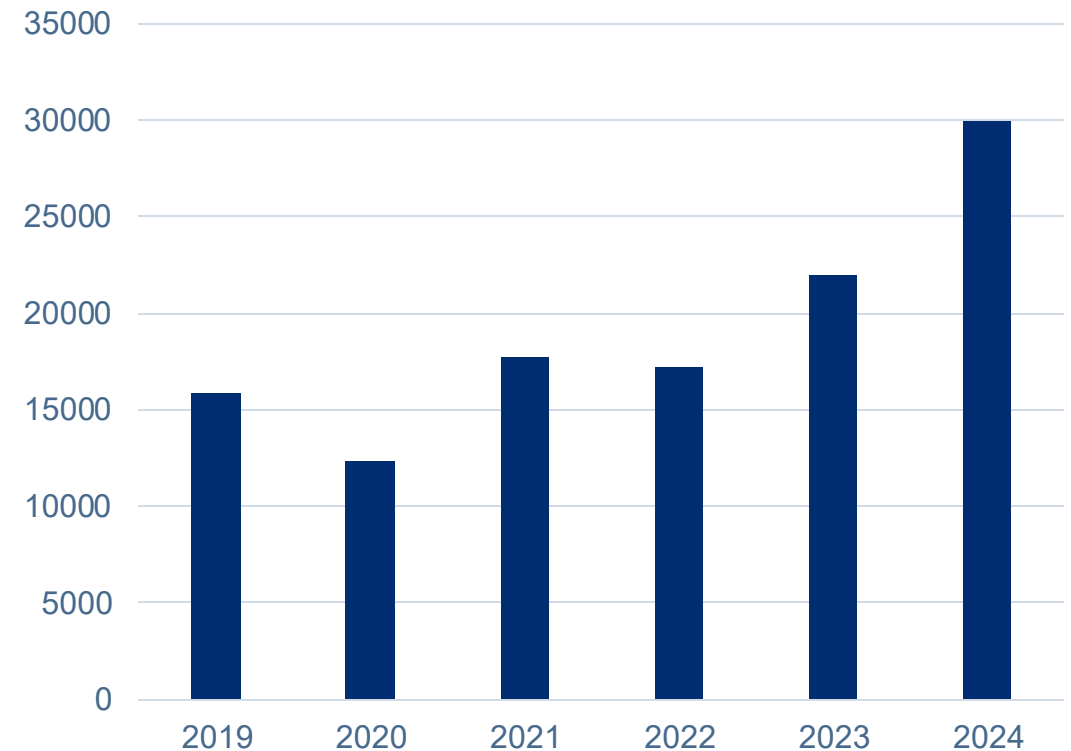
By the numbers:	Last Month	April 2025	YTD- April
Applications Approved	3,502	2,255	11,827
Workscopes Reviewed	3,448	3,574	8,925
Projects Completed	2,691	3,158	11,800
Incentives Paid	\$ 18,161,841	\$ 23,763,551	\$84,675,501

EmPower+ Pipeline Management

The EmPower+ program has seen 30% year over year growth over the last two years.

To improve pipeline management, NYSERDA is implementing measures to help staff manage the distribution of projects and maximize the impact of the program.

**LMI Projects Completed
By Calendar Year**



EmPower+ Pipeline management steps

1. **Manage production through implementing a provisional workflow step starting April 2, 2025.**
 - A. Create a queue for work scopes approved but not yet installed
 - B. Approvals will be released on a weekly schedule
 - C. Criteria for approval include referral source (Utility, State Agency, Hub) and date of customer enrollment
2. **Consumer appliance industry has embraced the adoption of ENERGY STAR standards, improving the overall efficiency of appliances found in the marketplace and reducing the incremental energy savings available to the program through incentives for upgraded replacements.**

As a result, NYSERDA will reallocate funding to higher impact measures and no longer provide incentives for refrigerator and freezer upgrades through the EmPower+ program, effective 3/14/25.

EmPower+ Pipeline management steps

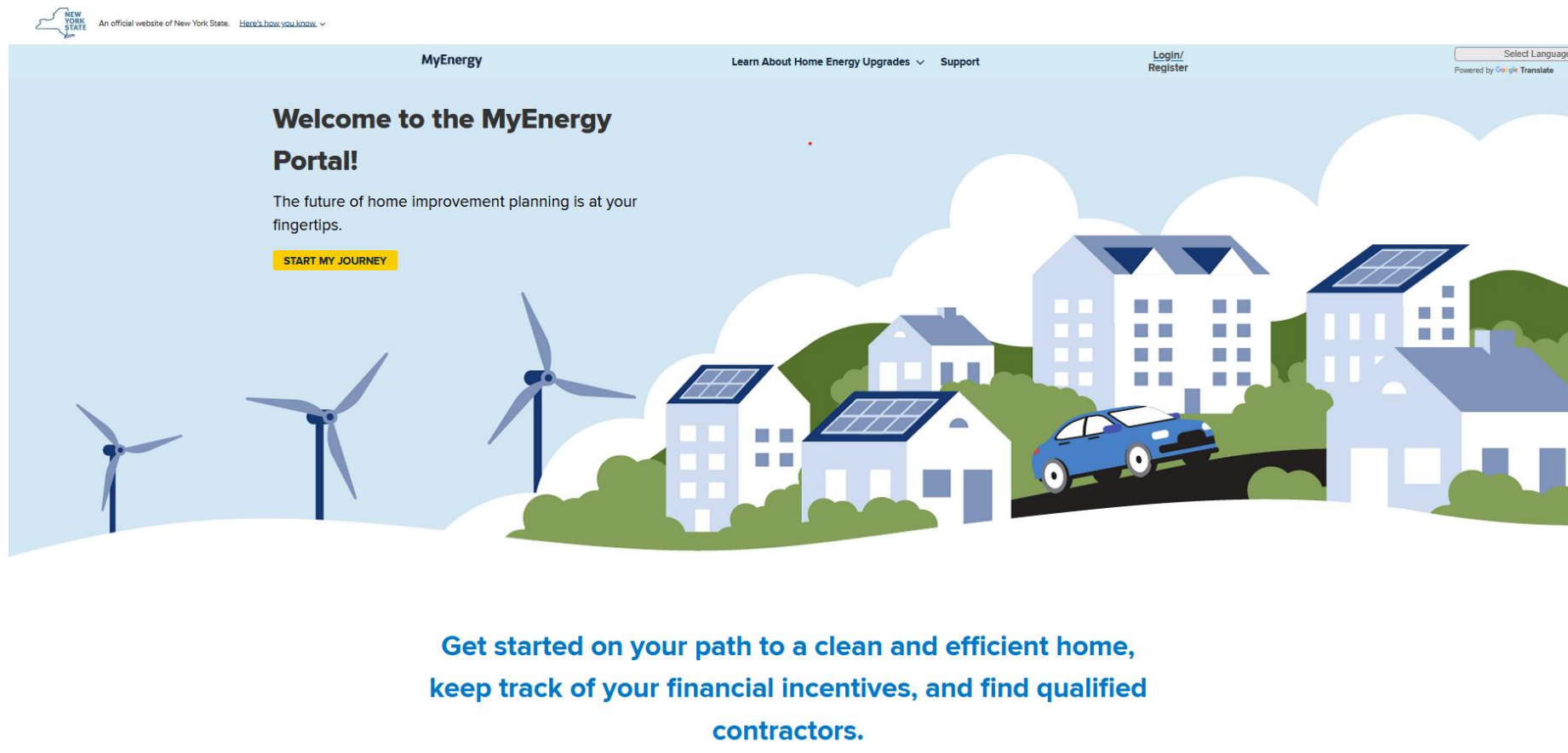
3. **NYSERDA is working to ensure the equitable distribution of projects supported through EmPower+ and will be focusing the onboarding of new contractors to geographic regions that may be deemed underserved, as indicated by lower program participation rates relative to existing LMI 1-4 unit housing density.**

These areas include:

1. North Country
2. Capital Region
3. Hudson Valley
4. New York City

MyEnergy

The Empower+ application will be moving to the My ENERGY platform this summer.



Energy Efficiency Beneficial Electrification Order

- The LMI EEBE order was released by the Public Service Commission on May 15. This order will serve as the template for LMI programs from 2026 through 2030.
- This order gives guidance for the LMI implementation plans that the utilities and NYSERDA are required to submit in 120 days.
- KEDNY/KEDLI, NYSERDA and Con Ed will coordinate on a downstate multifamily program. NYSERDA will implement an upstate multifamily program. Empower+ will serve both upstate and downstate with a 1-4 unit program.
- The proposed incentive and implementation budget for EmPower+ is \$445.5 million for 5 years or \$89.1 million a year.

Energy Efficiency Beneficial Electrification Order

- **Some changes called for in the order:**

Changing the qualification of low income to 60% AMI or SMI , whichever is higher.

Ending incentives for natural gas appliances, except for narrowly defined no-heat situations.

A move to incentives for measure packages, like the Comfort Home program.

A focus on serving utility energy assistance program customers.

Up to 10% of the budget for pre-weatherization health and safety.

Up to 15% of the budget for heat pumps with a focus on energy affordability and delivered fuel customers.

BOOST-NY

Business Opportunities and Operations in Skilled Trades Program Overview

Lucinda Gilman

05/20/2025



NYSERDA

Agenda

- Program Overview
- Business Consultants
- Trade Contractors

Program Overview

Overview

- Connects business consultants with trade contractors to remove barriers to growth
- Skill-building initiative
- Pre-qualified consultants
- Easy application for contractors
- 50% copay for projects up to \$50K

Goal

- Grow trade contractor capacity across NY State to help NYSERDA reach its aggressive decarbonization goals
- Current trade contractor base does not have the physical capacity to achieve these goals
- Work with existing contractors to grow capacity
- Interviewed trade contractors and partner organizations to determine what they need

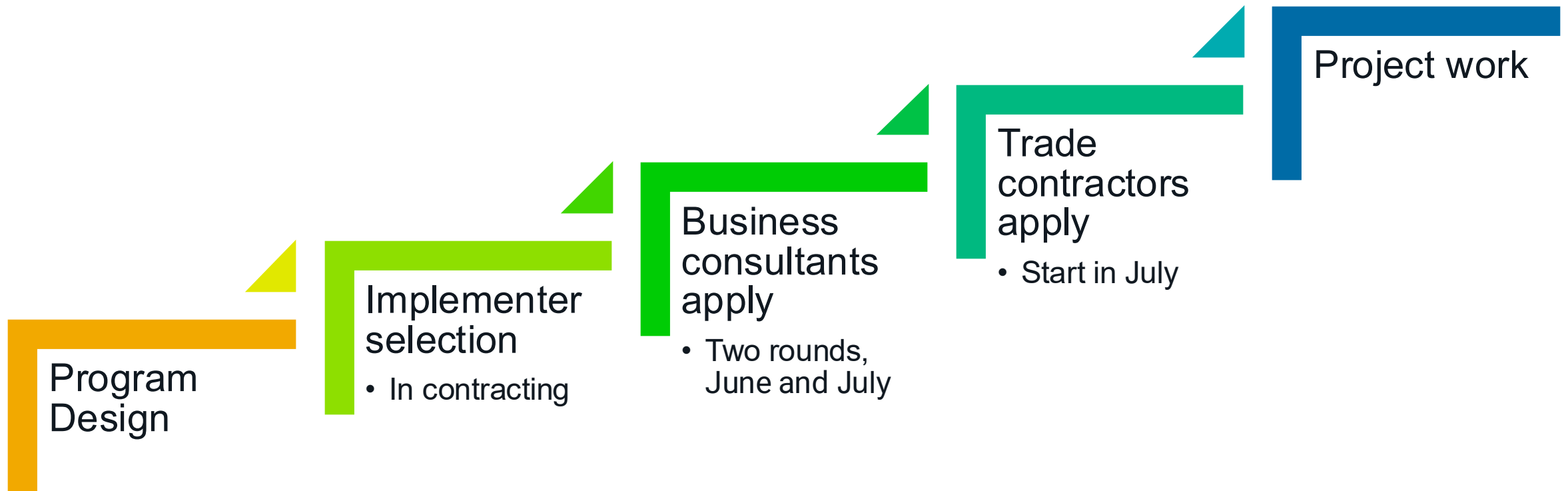
Focus Areas

- Advertising and lead generation
- Financial planning and records management
- Leadership in business management
- Operations and business management
- Sales training and customer relationship management
- Technology in operations management
- Workforce recruitment, hiring, and retention practices

Demonstrating Success

- Projects must all have qualitative and quantitative metrics attached
- Metrics to be measured at baseline, project completion and three and six months after project completion
- Case studies will be created from early projects

Workflow



Business Consultants

Business Consultants

- Seeking to contract with two specialists in each focus area
- Focus on consultants that provide concrete, actionable advice

Eligibility

- Must have demonstrated competency in the area they apply for
- Must have significant experience working with trades contractors
- If they have a BBB rating, it must be B or better

Scope

- Develop materials to advertise company to trade contractors
- Collaborate with trade contractors to develop scope of work
- Develop task work order
- Collaborate with contractors to do the work
- Share deliverables with NYSERDA
- Bill contractors and NYSERDA for work as defined in TWO

Trade Contractors

Trade Contractors

- Seeking to contract with 20+ contractors in 2025-6
- Looking for contractors who are serious about growth
- Hoping for a broad distribution across both geography and focus areas, but are not filtering for that
 - We understand that trade contractors may consistently need help more in some areas than others

Eligibility

- Operates in NY State (need not be based there)
- Single- or multi-family residential contractor
- Must install Home Performance, heat pump or envelope decarbonization measures, or be looking to add that as a line of business
- Must have a concrete goal in mind (this can be developed collaboratively)
- Must commit to doing the work and contributing 50% of project cost
- Must commit to sharing results
- If they have a BBB rating, it must be B or better
- If they are a member of NYSERDA's contractor network, must be in good standing

Scope

- Work with NYSERDA to identify goals
- Collaborate with business consultant to develop scope of work
- Collaborate with business consultant to do the work
- Share results with NYSERDA
- Pay business consultants for work as defined in scope
- Fill out follow-up surveys three and six months after project completion

Breakout Sessions' Summary Descriptions

Each session will run until 12:25 pm ET.

Please select the topic that aligns most closely with your interests or expertise.

Breakout Session 1 – Geothermal Hotspots:

We'll explore perceptions regarding geothermal heat pumps to identify key market factors / characteristics that make areas suitable (or less suitable) for geothermal heat pumps. Insights will inform a new Working Group focused on mapping “hot spots” for geothermal adoption.

Breakout Session 2 – Energy Affordability:

Continues a year-long conversation on making residential efficiency and clean energy more affordable, especially for low- and moderate-income households. We'll discuss what's working, what's not, and explore how sectors are collaborating—or could collaborate better.

Breakout Session 3 – Community Based Organization (CBO) Collaboration:

We'll discuss how Community-Based Organizations are supporting the clean energy residential market, including the barriers they face, and what collaboration looks like when it works well.

Thank you for your input!

- >Q3 RMAG Meeting will be in-person, let us know what topics you want to cover in the post-meeting survey.**
- >New Working Group: We are exploring the startup of a Geothermal Hot Spot Working Group. Please keep your eyes out for information!**
- >We Encourage Continued Input on NYSERDA Residential Programs:**
 - Send written comments to resmarket@nyserda.ny.gov at any time