

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

### Workforce Development as of March 31 , 2013

#### ***PON 1817: Oilheat Technician Training***

Community Power Network (CPN) has scheduled 18 training sessions for oilheat technicians at locations across the state. Training will begin in April, and course offerings will include NORA Silver Certification Review, NORA Gold Certification Review, NORA Tank Installation, and Combustion Air and Venting. The courses are designed to improve the technical skills of service technicians, while integrating “whole house” concepts to provide increased home heating safety and efficiency. Spring training sessions are scheduled for the Capital Region, Hudson Valley, Central New York, Western New York, Long Island, New York City and the North Country. For more information, please contact Sue Montgomery Corey at [suemc@capital.net](mailto:suemc@capital.net) or (518)251-2525.

#### ***PON 2033: On-the-job-training***

NYSERDA has executed on-the-job training agreements with 35 businesses seeking to hire new employees or advance incumbent workers. As of March 31, 2013, 108 people have been hired from NYSDOL’s One-Stop Lists, and nine incumbent workers have been advanced due to training. Approximately \$972,000 in wage and training subsidies have been awarded.

### Outreach and Marketing as of March 31 , 2013

#### **GJGNY Outreach Program**

On March 1, 2013, a follow-up webinar was held with the CBOs to discuss points that were not addressed in the CBO letter delivered and discussed at the Special GJGNY Advisory Council meeting on February 13<sup>th</sup>.

#### **Direct Referral Process**

A protocol for NYC CBOs to directly refer contractors to their clients was approved by NYSERDA. CBOs located in New York City can directly refer customers to participating Home Performance with ENERGY STAR® (HPwES) contractors on the CBO’s vetted list. The direct referral process is an attempt to expand NYC program production. The protocol allows CBOs to select from 3 processes:

1. **Vetted List and Contractor Profile:** The CBO will present the client with the vetted list and contractor profiles. The client will choose a contractor based on the information provided in the contractor profile.
2. **Round-Robin:** Participating Vetted Home Performance Contractors within a region will be assigned projects on a rotating basis by the CBO, i.e. each contractor has a turn at receiving projects, but must be able to begin and complete projects, within the prescribed project timelines stated in the HPwES Participation agreement. CBOs will perform prescreening services, and will share the results of the prescreening activities with the contractor receiving a referral. If the contractor in receipt of a referral is unable to provide all of the services identified either during the prescreening or comprehensive home assessment process, the contractor will be required to

make a partnership team of other NYSERDA Participating Contractors to provide the full suite of services. CBOs will be responsible for tracking this process.

3. **CBO Developed Referral Process:** The CBO will present NYSERDA with a proposal for contractor assignment. All proposals must receive approval from NYSERDA before implementation.

All NYC CBOs selected the Vetted List and Contractor Profile option. The client will select a contractor based on the information provided in the contractor profile. CBOs are currently updating their vetted contractor lists. A survey will be sent by the CBOs in April to participating contractors in their region to encourage participation in this option.

**EmPower Referral** – CBOs often come across households who are eligible for EmPower services in the course of performing their GJGNY outreach. NYSERDA announced a plan for reimbursement to CBOs for the successful referral of those households to the EmPower New York program. NYSERDA is offering to pay CBOs \$20 for each application referred to EmPower that results in energy efficiency services. CBOs were provided with a cover letter explaining the initiative, plan, outreach agreement, and flow chart for how the program works.

**Empower/Assisted Referrals**– CBOs were updated on the new NYSERDA guidelines created for households with incomes at or below 60% of the State median (i.e. HEAP eligible) and who are eligible for services through both EmPower New York (EmPower) and Assisted Home Performance with ENERGY STAR (Assisted). GJGNY CBOs may only refer a household to one of the two programs.

- If the GJGNY CBOs can confirm that the household is HEAP eligible, the household will be referred to EmPower. If the household is served through EmPower, the GJGNY CBO will be reimbursed \$20 for the referral.
- In all other instances the household will be referred to Home Performance with ENERGY STAR.

Downtown Manhattan Community Development Corporation (DMCDC) and Solar One have reached an agreement to deliver the Building Maintenance Worker training (105 hour building operator training) in Chinese at Solar One's Long Island City facility. A DMCDC employee, who is BPI certified, will co-teach with Solar 1 and function as the co-teacher/translator. The Solar One lab is a state-of-the-art facility, providing hands-on education in the lab using a variety of lab resources. Solar 1 and DMCDC want an ongoing partnership to continue offering training to non-English (Asian) populations.

The monthly CBO webinar was held on March 21, 2013. Presentations that were delivered included:

- How to read an audit report: Training on how to read a residential audit report and understand work scope measures
  - Provide guidance to CBOs explaining Home Performance work scopes to the homeowner
  - Training on audit measure inputs and the creation of work scope package
- RUPCO Aggregation Pilot Presentation – presentation on the development of the aggregation process.
- CBO's updated Monthly Report Template training
  - Instruction on how to pull "Work Approved" from the database. The "work approved" metric is now being used for meeting the CBO performance payment thresholds.
- Discussion of the new EmPower Program Referral program
- Discussion of the CBO specific guidelines for handling EmPower/Assisted projects
- Updates on new materials added to SharePoint

**Field visits to CBOs.** The Training and Implementation contractor, CSG, began conducting on-site visits to each CBO. The goal of the day-long visit is to provide on-site support to each organization and its staff. The meeting is open to any staff members or partner organization working on the Outreach program. Agenda topics include: a status update from the CBO (program progress, lessons learned, problems and questions); review of contract deliverables and goals; reporting; using the SharePoint system (questions, requested changes); using CRIS (questions, other capabilities, Optix briefing); and best practices from other CBOs (outreach ideas, working with contractors). The following meetings were conducted in March:

- Pathstone - 3/21
- PPEF Central - 3/22
- AAFE - 3/25–
- RUPCO – 3/25
- BOEDC - 3/26
- NHS of Staten Island - 3/26
- PPEF Central – 3/27
- PUSH – 3/27

#### **GJGNY Marketing**

NYSERDA CBO Site Redesign - NYSERDA will launch its new CBO Lead Generation Landing pages in April. These online resources will replace the current CBO locator map tool, allowing visitors to NYSERDA's website to more easily find and work with their local CBO, if desired. The new landing page incorporates a prospecting screening tool to allow the outreach program to realize several benefits including:

- Capturing information on the prospect
- Streamlining the number of questions and pages that the prospect has to go through to pre-screen and get follow-up information
- Allows NYSERDA to send the screening data to the CBO so that a richer conversation can occur once they locate their CBO

Once a customer zip code and prospect information is entered, the prospect goes to a personalized CBO page where they get a confirmation (you've taken the first step, now let us help you take the second — do you want the CBO to call, email or send information).

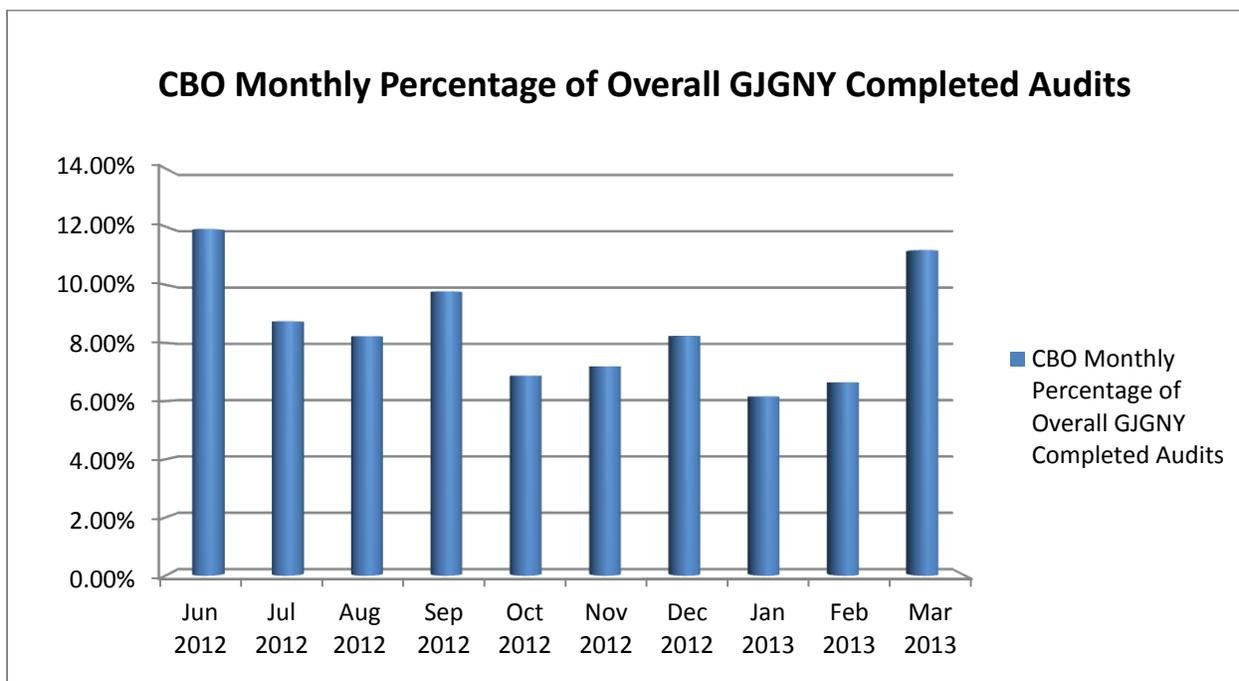
After the first contact, then the CBO can implement a series of emails based on what is most appropriate for the prospect, and the next step to take. This will help the CBOs to automate the outreach process and supplement it with other NYSERDA marketing assets that are available to keep communication flowing, such as the Comfort at Home magazine, energy efficiency tips, etc.

Brand Cool, the GJGNY Marketing contractor, is coordinating with each of the CBOs on the launch of the new web tool. CBO's are required to work with Brand Cool to complete two phases of testing:

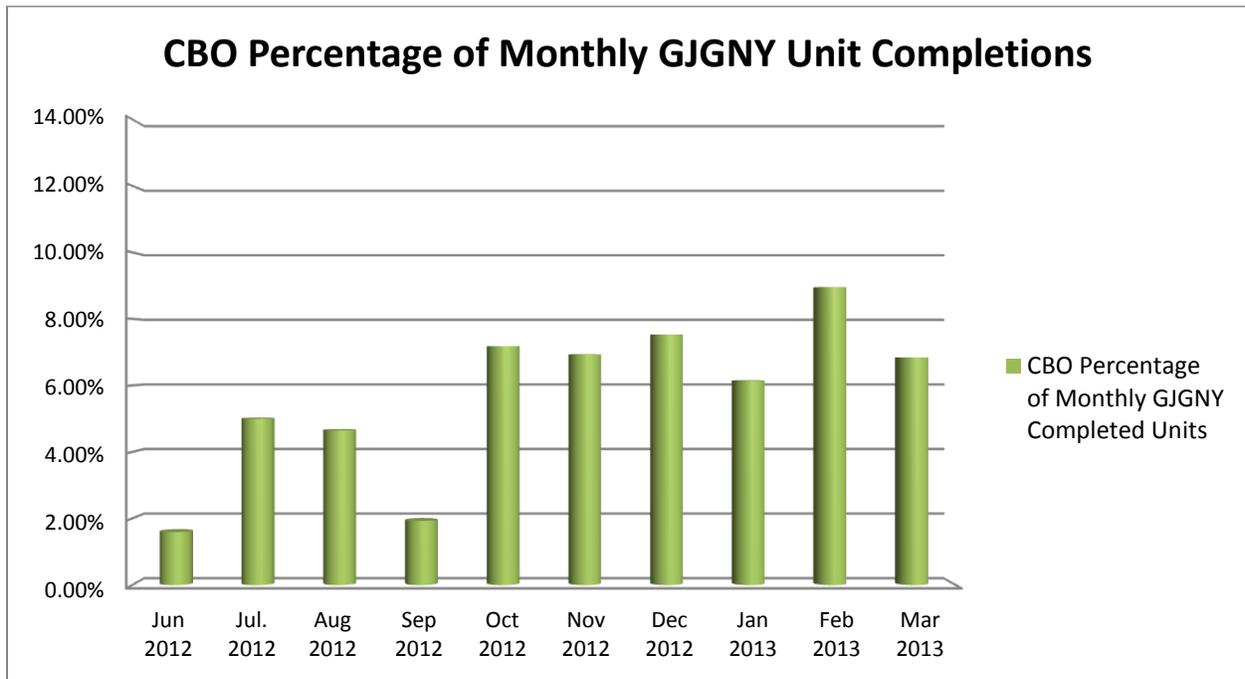
1. Confirm the CBO's intake email address is correct (a test message will then be sent to verify that that email account is active and monitored by CBO staff).
2. Confirm the CBO's ability to receive and recognize the automated emails sent by the new tool.

Completed a CBO “What to Expect” fact sheet. The fact sheet provides the step-by-step process to make the home more energy efficient and helps the homeowner feel well-informed and confident of their next steps. The fact sheet is branded by the individual CBO.

<b>One-to-Four Family Homes - Audits</b> <b>Home Performance with ENERGY STAR®</b> <b>as of March 31, 2013</b>					
		Timeframe	CBO Initiated since 11/1/11 <sup>2</sup>	GJGNY Totals Since 11/15/10 <sup>1</sup>	
<b>Received Audit Applications</b>		Month	187	2,022	
		Program to Date	2,758	45,468	
	<b>Average # of Applications Received per Month</b>		<b>162</b>	<b>1,595</b>	
<b>Approved Audit Applications</b>	Free Audit				
		Month	207	1,823	
		Program to Date	2,433	39,336	
	Reduced Cost				
		Month	13	160	
		Program to Date	118	3,267	
	<b>Total Approved Audit Applications</b>			<b>2,551</b>	<b>42,603</b>
<b>Average # of Applications Approved Per Month</b>			<b>150</b>	<b>1,495</b>	
<b>Scheduled Audits</b>	Scheduled Audits as of End of Current Month		<b>118</b>	<b>2,309</b>	
<b>Completed Audits:</b>	Completed Audits				
<b>Goal: (46,000- Audits)</b>  <b>Budget: (\$14,596,000)</b>	Free				
		Month	120	1,484	
		Program to Date	1,596	31,171	
	Reduced Cost				
		Month	6	124	
		Program to Date	75	2,498	
	<b>Total Completed Audits</b>			<b>1,671</b>	<b>33,669</b>
	<b>Audit Funds Invoiced to Date</b>			<b>\$8,416,430</b>	
<sup>1</sup> GJGNY totals since 11/15/10 are inclusive of CBO initiated activities					
<sup>2</sup> Round 2 CBO production as of 6/1/2012					



One-to-Four Family Homes - Projects Home Performance with ENERGY STAR® as of March 31, 2013				
	Timeframe	CBO Initiated since 11/1/11	GJGNY Totals Since 11/15/10 <sup>1</sup>	HPwES Totals Since 11/15/10 <sup>2</sup>
<b>Projects Contracted</b>	<b>To Date</b>	<b>363</b>	<b>9,161</b>	<b>NA</b>
<b>Completed Projects/Units<sup>3</sup></b>				
<b>Assisted</b>				
	Month	9/9	135 / 138	165 / 168
	Program to Date	109/119	2,450 / 2,613	5,075 / 5,325
<b>Market Rate</b>				
	Month	19/20	284 / 286	319 / 321
	Program to Date	187/192	6,196 / 6,281	10,036 / 10, 173
<b>Total Completed Projects/Units (Project Goal: 15,000)</b>		<b>296 / 311</b>	<b>8,646 / 8,894</b>	<b>15,112 / 15, 498</b>
<sup>1</sup> Projects completed resulting from a GJGNY Audit and/or GJGNY Financing				
<sup>2</sup> Total HPwES including GJGNY Projects				
<sup>3</sup> Projects completed and units served resulting from GJGNY				



In March, 2,022 free/reduced-cost comprehensive home assessment applications were received. The conversion rate from audit to energy retrofit remains strong at 35%. The average cycle time between audit completion to project completion is 110 days.

Of the 484 Home Performance with ENERGY STAR® project completions in March, 419 were associated with a GJGNY audit or loan. Thirty-two percent of the March GJGNY HPwES project completions were GJGNY Assisted HPwES customers.

## Green Jobs - Green New York

Monthly Update: March 2013

Green Jobs - Green New York Residential Financing as of March 31, 2013													
1- to 4- Family Homes	Loan Product	Applications Received	Applications Approved	Loans Closed				Loans Awaiting Closing	Value	Loans Pending	Loans Denied	Loans Withdrawn	
				Value	Total	Market Rate	Assisted						
Tier 1	March	Smart Energy	206	263	\$668,928	77	55	22	86	\$759,924	5	69	16
		On-Bill Recovery	186	243	\$664,943	62	52	10	67	\$708,704	12	42	35
	Program to Date	Smart Energy	<b>5,627</b>	<b>3,215</b>	<b>\$19,566,086</b>	<b>2,135</b>	<b>1,611</b>	<b>524</b>	<b>215</b>	<b>\$1,837,487</b>	<b>16</b>	<b>1,629</b>	<b>972</b>
		On-Bill Recovery	<b>2,878</b>	<b>1,574</b>	<b>\$7,005,889</b>	<b>650</b>	<b>536</b>	<b>114</b>	<b>202</b>	<b>\$2,128,064</b>	<b>29</b>	<b>762</b>	<b>579</b>
Tier 2	March	Smart Energy	29	30	\$78,100	10	1	9	13	\$137,013	0	1	4
		On-Bill Recovery	14	21	\$55,463	6	2	4	9	\$70,399	0	3	9
	Program to Date	Smart Energy	<b>374</b>	<b>321</b>	<b>\$2,235,149</b>	<b>234</b>	<b>107</b>	<b>127</b>	<b>17</b>	<b>\$163,508</b>	<b>0</b>	<b>39</b>	<b>55</b>
		On-Bill Recovery	<b>224</b>	<b>156</b>	<b>\$707,540</b>	<b>71</b>	<b>30</b>	<b>41</b>	<b>25</b>	<b>\$227,099</b>	<b>1</b>	<b>33</b>	<b>61</b>
March	Smart Energy	235	293	\$747,027	87	56	31	99	\$896,937	5	70	20	
	On-Bill Recovery	200	264	\$720,406	68	54	14	76	\$779,104	12	45	44	
<b>Total</b>		<b>435</b>	<b>557</b>	<b>\$1,467,433</b>	<b>155</b>	<b>110</b>	<b>45</b>	<b>175</b>	<b>\$1,676,041</b>	<b>17</b>	<b>115</b>	<b>64</b>	
Program to Date	Smart Energy	5,627	3,536	\$21,801,235	2,369	1,718	651	232	\$2,000,994	16	1,668	1,027	
	On-Bill Recovery	2,878	1,730	\$7,713,429	721	566	155	227	\$2,355,163	30	795	640	
<b>Total</b>		<b>8,505</b>	<b>5,266</b>	<b>\$29,514,664</b>	<b>3,090</b>	<b>2,284</b>	<b>806</b>	<b>459</b>	<b>\$4,356,157</b>	<b>46</b>	<b>2,463</b>	<b>1,667</b>	

Smart Energy		Financing Summary	On-Bill Recovery	
Tier 1	Tier 2		Tier 1	Tier 2
2,135	234	Loans Closed*	650	71
\$19,566,086	\$2,235,149	Value*	\$7,005,889	\$707,540
\$9,164	\$9,552	Average Loan*	\$10,778	\$9,965
11.8 Years	13.2 Years	Average Term*	14.4 Years	14.4 Years
N/A	N/A	2.99%	98.92%	100%
81.17%	78.63%	3.49%*	1.08%	0.00%
18.83%	21.37%	3.99%*	N/A	N/A
67.95%		Approval Rate**	68.51%	
23.65%		Denial Rate**	26.38%	
8.40%		Denied Tier 1, didn't pursue Tier 2**	5.11%	

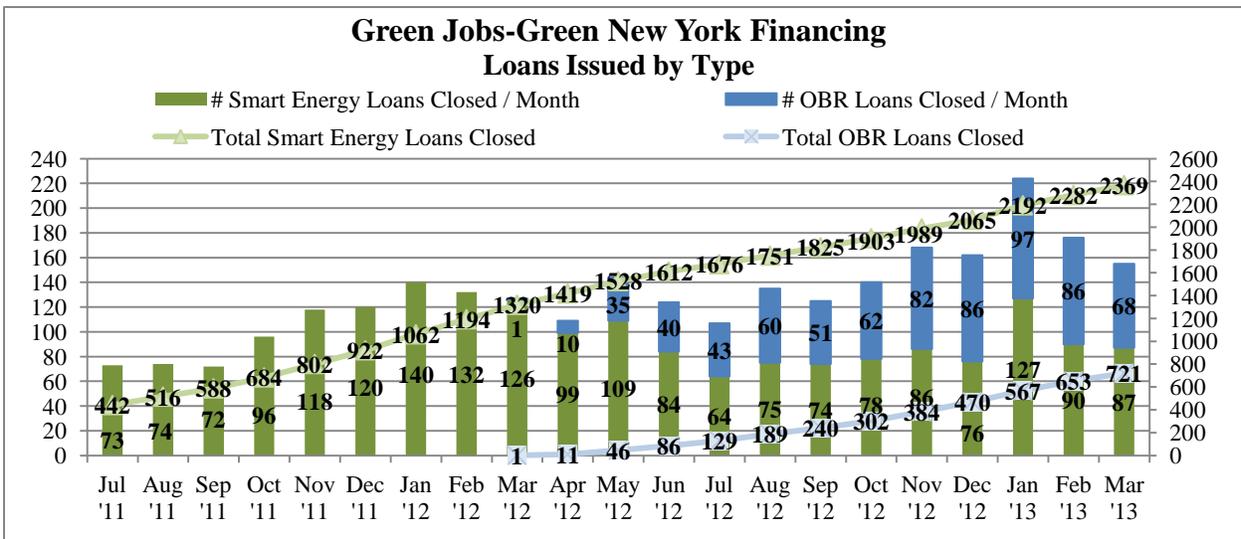
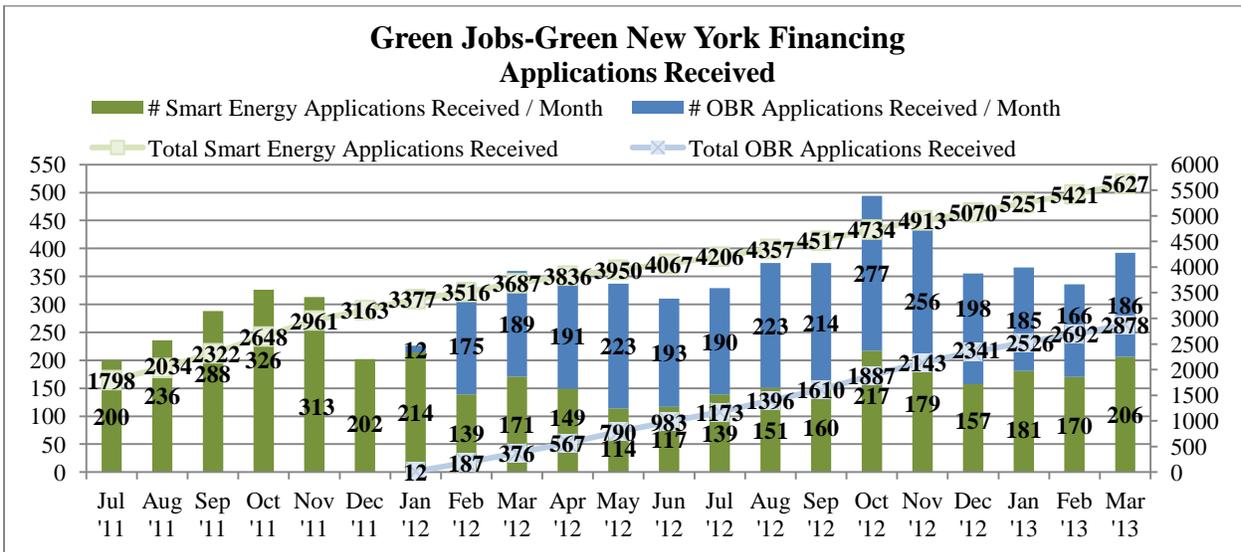
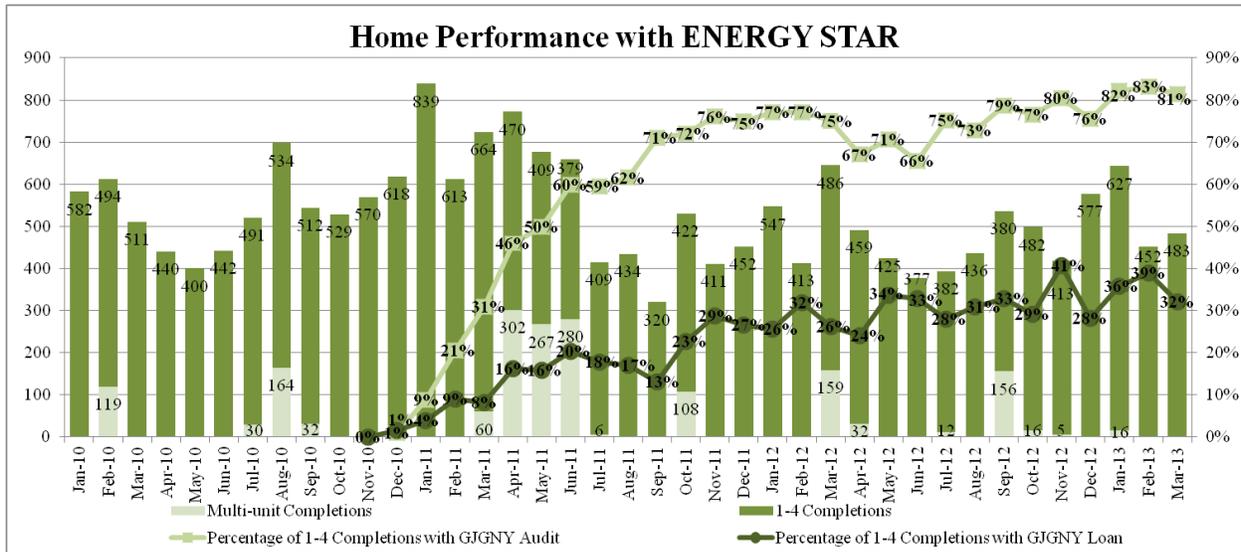
\* Refers to closed loans only

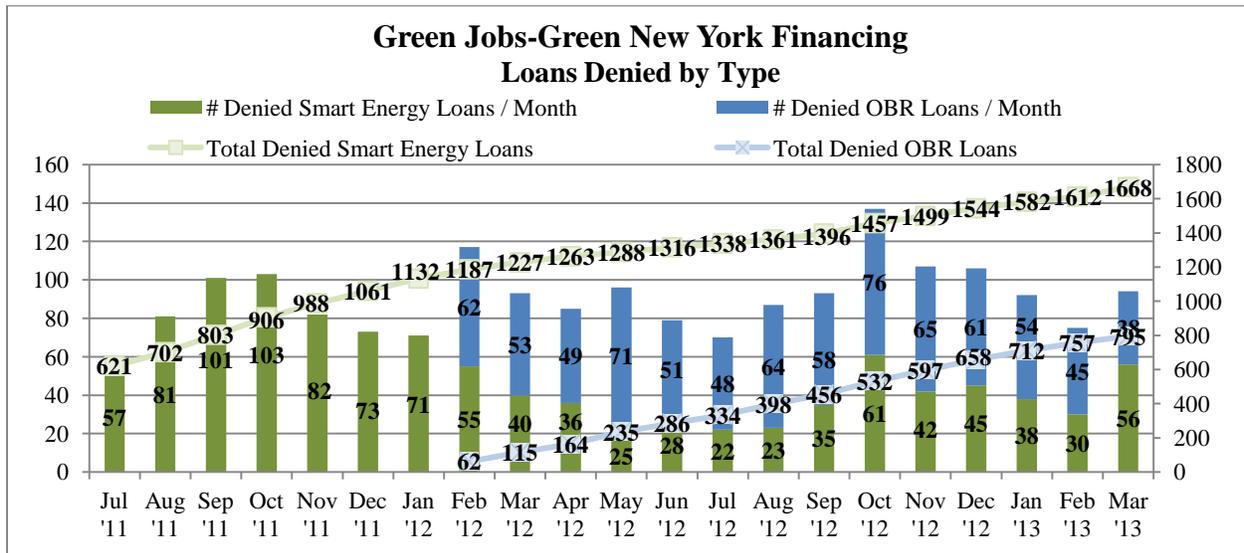
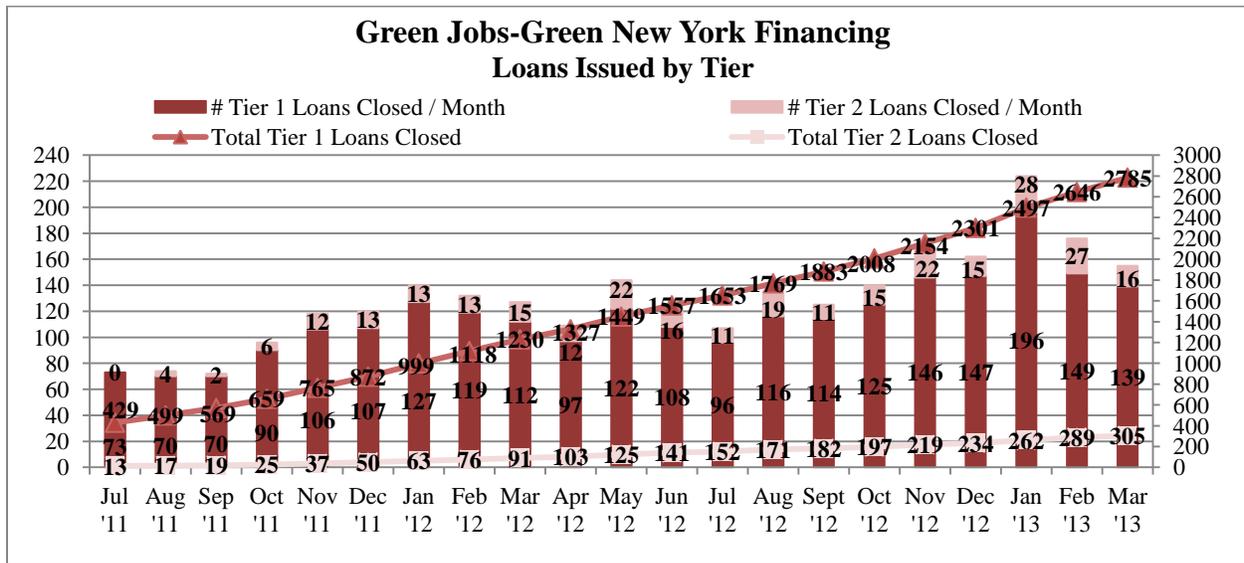
\*\* Does not include applications pending review or withdrawn.

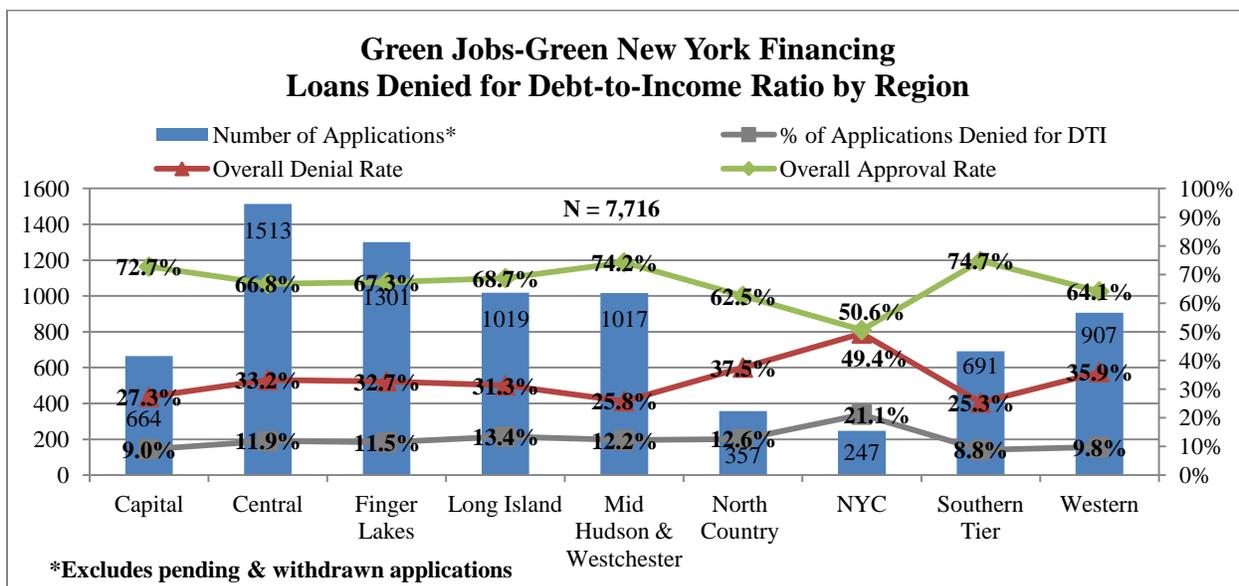
Tier 1 and Tier 2 Loans		
Smart Energy	Reason for Denial	On-Bill Recovery
37.9%	Debt Ratio	33.8%
27.5%	Credit Score	38.4%
15.9%	Bankruptcy/Foreclosure/Repo	12.5%
16.5%	Collections/Judgments/Charge-offs	14.6%
2.2%	Other	0.8%
<b>100%</b>	<b>Total</b>	<b>100%</b>

In 2010, NYSERDA received \$40 million in ARRA BetterBuildings funding that leveraged \$112 million in GJGNY (RGGI) funding. NYSERDA allocated \$900,000 from the BetterBuildings award to the utilities participating in On-Bill Recovery; funds were made available to offset the costs associated with billing system upgrades necessary to accommodate OBR Loans.

The seven utilities participating in On-Bill Recovery include: Central Hudson; ConEd; LIPA; National Grid; NYSEG; Orange & Rockland; and Rochester Gas & Electric. In March, NYSERDA received invoices and processed payment to Central Hudson and LIPA; payments to the remaining utilities are pending the receipt of invoice submissions.







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

Current Smart Energy Loan Status	# of Loans
PreApproved	30
Loan Approved	56
Loan Sold	150
Loan Withdrawn	13
Loan Denied	3
No Loan - Subsidy Only	3
<b>Total # Loans Transferred</b>	<b>255</b>

12.8% of PreApproved OBR Loans  
were transferred to Smart Energy

<b>Multifamily Audit Status</b>				
<b>as of March 31, 2013</b>				
	<b>Affordable Housing</b>	<b>Market Rate Housing</b>	<b>Totals</b>	<b>Budget/Goal</b>
Number of Audit Applications	106	107	213	500
Audit Funds Encumbered	\$1,352,480	\$712,245	\$2,064,725	
Audit Funds Invoiced	\$927,860	\$444,943	\$1,372,803	\$3,000,000
Audits Completed	81	81	162	400
Number of Projects withdrawing from MPP after audit*	15	22	37	
Number of Projects in Pipeline**	76	76	152	
Projects Contracted (to have measures installed)	56	44	100	
Households (HH) associated with Projects Contracted	10,357	10,729	21,086	
kWh Savings of installed measures†	8,669,235	774,933	9,444,168	
MMBtu Savings of installed measures†	58,675	60,262	118,936	
Dollar savings of installed measures†	\$2,442,078	\$900,650	\$3,342,728	
<i>*MPP Projects must achieve a minimum of 15% in energy savings. Projects may choose to proceed outside MPP. Some may chose smaller work scopes which will not achieve program standard and thus not be eligible for MPP and some may elect to access utility incentives. If energy efficiency projects are completed, building owners that have an authorized audit would still be eligible to apply for GJGNY financing.            **Projects that receive GJGNY-supported audits and/or financing may also receive incentives through the System Benefits Charge (SBC), Energy Efficiency Portfolio Standard (EEPS), Regional Green House Gas Initiative (RGGI), and/or utility programs, such that the projects' energy savings may not all be attributable solely to GJGNY.            *** The Operating Plan expresses anticipate energy and dollar savings on an average per project basis.</i>				

The Multifamily Performance Program continues to grow. In March two new Multifamily Partners were added to the partner network based on applications received Oct. 1 to Dec 31, 2012. An additional thirteen applications were received between Jan. 1 and the March 31 deadline for first quarter application review.

The multifamily team also approved addition GJGNY Multifamily Financing Participation Agreements. Through March 2013, five agreements have been approved for a total of \$1,720,470.50 in GJGNY Multifamily Financing. (see table)

<b>GJGNY Multifamily Building Owner Financing</b>		
<b>Participation Agreement</b>	<b>Total Loan Amount</b>	<b>NYSERDA Share of Total Loan</b>
Carnegie House	\$ 1,000,000.00	\$ 500,000.00
Wexford Terrace	\$ 500,000.00	\$ 250,000.00
UA Roosevelt	\$ 4,500,000.00	\$ 500,000.00
Vincent Apartments	\$ 765,800.00	\$ 382,900.00
Alberta Square	\$ 175,141.00	\$ 87,570.50
<b>Totals</b>	\$ 6,940,941.00	\$ 1,720,470.50

**Small Business / Not-for-Profit (SB/NFP)  
as of March 31, 2013**

<b>Audits (program to date)</b>				
		<b>Total</b>	<b>GJGNY</b>	<b>ARRA<sup>1</sup></b>
Completed Applications		2,571	1,777	794
Completed Audits		2,220	1,530	690
<b>Financing (program to date)</b>				
Participating Lenders		7		
<b>Loan Status</b>			<b>NYSERDA Share of Total Loan Value</b>	<b>Total Loan Value<sup>3</sup></b>
Applications Approved <sup>2</sup>		15		\$ 569,299
	Participation Loans	15	\$ 280,634	\$ 569,299
	On-Bill Recovery	9	\$ 304,029	\$ 304,029
Loans Closed		4		
	Participation Loans	4	\$ 89,849	\$ 207,578
	On-Bill Recovery	0	\$ -	\$ -
<sup>1</sup> The GJGNY Act of 2009 restricts the provision of GJGNY-funded energy assessments to small business and not-for-profit organizations with 10 employees or less. ARRA funds are used for eligible small business and not-for-profit organizations that have more than ten employees. <sup>2</sup> Customer applications are assessed for both Participation Loan and On-Bill Recovery Loan eligibility prior to approval. <sup>3</sup> 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% of the total energy efficiency project cost or \$50,000, whichever is less.				

The Small Commercial Energy Efficiency Program is working to better understand and continue to expand project implementation resulting from energy assessments. This includes improving the communication of energy assessment results to small business and not-for-profit customers, providing additional follow-up services to support implementation, assisting in the development of an independent evaluation of the Program, and increasing outreach to lenders in order to raise lender awareness and increase lender participation in Small Commercial Energy Efficiency Financing made available by GJGNY.

**Evaluation  
as of March 31 , 2013**

NYSEERDA Evaluation staff and consultants finalized the work plan to assess the GJGNY jobs impacts and continue to work with the various GJGNY programs to gather information to inform sample and instrument design. Efforts to leverage and coordinate with existing evaluation activities continues. The job impacts assessment, as planned, will deploy in a two-phased approach. Telephone survey questions are in final stages of development and are included in surveys already being conducted for ongoing evaluation efforts or administered separately, as needed. The first survey activity for the jobs assessment commenced in April and are planned to continue through May. NYSEERDA will work toward having preliminary results of the job impact assessment in late 2013, pending data collection and analysis in the near term.

In addition to the job impact assessment effort, the NYSEERDA Evaluation staff and consultants continue to develop the work plans to evaluate the GJGNY Small Business/Not for Profit and CBO-related activities. The Small Business/Not for Profit evaluation, as planned, will deploy in a two-phased approach. The first phase will include surveys of program participants and lenders. The first phase of research will also include secondary research to characterize the small commercial and not-for-profit programs offered in New York and other jurisdictions. The scope of the second phase is under development and is planned to include research with non-participants to fully investigate market issues. The survey activity for this effort is planned to commence in late-May and continue through early June.

The work plan to evaluate CBO-related activities is under development and will include primary research, via surveys and case studies, to understand the experiences and lessons learned, document planned and activities underway that promote energy efficiency and workforce development. Through case studies and in-depth interviews, the effort will explore various program objectives; seeking to understand the success and barriers experienced by CBOs. The survey activity for this effort is planned to commence in late-May and continue through early June.