

NYSERDA

Combined Narrative Report

Program Administrator:	NYSERDA
Program Project:	Section IV Narratives - EEPS Reports
Reporting Period:	March 2011
Report Contact Person:	Small Residential: Peggie Neville Commercial: Peter Savio Multifamily: Michael Colgrove

- 1. RESIDENTIALPages 01- 23
- 2. COMMERCIAL/INDUSTRIAL.....Pages 24- 41

Per DPS guidance, Residential Energy Services (RES) has adjusted the saving goals in the EEPS Scorecard for EmPower-Electric, EmPower-Gas, Home Performance with Energy Star-Gas, Assisted Home Performance with Energy Star-Gas, New York Energy Star Homes-Gas, Statewide POS Lighting on lines 36 or 46, depended on program fuel type, to a single figure indicating total program goals. The descriptions in column (A) and (X) have been updated accordingly. These changes were made based on direction provided via email to Program Administrators on 2/9/11.

Section IV. Narrative Report to be included with spreadsheet

Program Administrator:	NYSERDA
Program Project:	EmPower – Electric & Gas
Reporting Period:	March 2011
Report Contact Person:	Kelvin Keraga

1. Program Status

(a) Gas

To date, a total of 676 EEPS Gas funded projects have been assigned, with 211 completions. The program has achieved 18% of the production goal to date and 15% of the MMBTU savings goal to date.

(b) Electric

To date, a total of 13,877 EEPS Electric funded projects have been assigned, with 11,803 completions. The program has achieved 72% of the production goal to date and 60% of the kWh goal to date before applying the .81 realization rate. With the realization rate applied, the program has achieved 48% of the kWh goal to date.

Program Performance Goals

While National Fuel, NYSEG and RG&E continue to provide electronic referrals, other utilities--
 - National Grid, Con Edison, and KeySpan provide limited or no referrals to the program.
 National Grid staff recently communicated that a Memorandum of Understanding between
 NYSERDA and each of the three corporate entities (National Grid, KeySpan NY, and KeySpan
 Long Island) will be required before any EEPS referrals will be made to EmPower. In light of the
 low number of utility referrals, NYSERDA is expanding outreach and direct marketing activities
 including press releases and print advertising. Implementation staff continues to increase
 outreach activities.

2. Program Implementation Activities

(a) Marketing Activities

EmPower does not rely on traditional marketing activities, as it is a referral-based program.
 The marketing and outreach activities listed below are related to NYSERDA or the EmPower
 Implementation contractor staff conducting outreach to existing or potential partners to
 expand referrals/participation in the program

EmPower - EEPS Marketing & Outreach Activities				
Completed				
Date	Topic	Location	Audience Type	Approx Number of Attendees
3/4/2011	Empower NY	Asian Americans for Equality	Agency	5
3/4/2011	Empower NY	Long Island REAP	Agency	2
3/8/2011	Empower NY	Chautauqua Home Rehab	Agency	2
3/8/2011	Empower NY	Arbor Development Bath	Agency	2
3/8/2011	Empower NY	Home Headquarters Syracuse	Agency	2
3/8/2011	Empower NY	Offices for the Aging	Agency	5
3/7/2011	Empower NY	Urban League of Long Island	Clients	20
3/10/2011	Empower NY	Housing Assistance Program of Essex County	Agency	2
3/10/2011	Empower NY	Housing Resources of Essex County	Agency	2
3/10/2011	Empower NY	Hudson River Housing	Agency	2
3/11/2011	Empower NY	Ithaca Neighborhood Housing Services	Agency	2
3/11/2011	Empower NY	Royal Ulster Preservation Company	Agency	2
3/14/2011	Empower NY	Adirondack North Country Association	Agency	2
3/16/2011	Empower NY	St Lawrence Housing Council	Agency	2
3/16/2011	Empower NY	Syracuse Model Neighborhood Corporation	Agency	2
3/16/2011	Empower NY	Housing Assistance Program of Essex County	Agency	2
3/16/2011	Empower NY	Economic Development Director of Saranac Lake	Agency	2
3/17/2011	Empower NY	Long Island Health And Wellness Coalition	Agency	2
3/17/2011	Empower NY	Central Islip Civic Council	Agency	2
3/23/2011	Empower NY	Hudson River Housing	Agency	2
3/23-24/2011	Empower NY	NYSCAA Poverty Symposium	Agency	100
3/24/2011	Empower NY	Saranac Lake Adult Center	Agency	3
3/24/2011	Empower NY	Westchester Jewish Community Services	Agency	30

3/25/2011	Empower NY	Crown Heights Food Stamps	Agency	2
3/26/2011	Empower NY	Wyandance Community Center	Agency	2
3/31/2011	Empower NY	CAPTAIN	Agency	2
Upcoming				
Date	Topic	Location	Audience Type	Approx. No. of Attendees
4/1/2011	EmPower NY	Neighbor works Rochester	Agency	10
4/5/2011	EmPower NY	Hudson River Housing	Agency	2
4/7/2011	EmPower NY	JASA	Agency	2
4/19/2011	EmPower NY	Spice of Life Senior Center	Agency	20
4/27/2011	EmPower NY	Project Independence	Agency	20
5/18/2011	EmPower NY	Mexico Adult Center	Agency	20
5/25/2011	EmPower NY	Parish Adult Center	Agency	10

(b) Evaluation Activities

As described in the detailed evaluation plan for this program, NYSERDA collectively evaluates both New York Energy SmartSM and EEPS-funded projects. Particularly for impact evaluation, New York Energy SmartSM-funded projects will be the majority of projects sampled. However, as EEPS-funded projects are completed, they will then be incorporated into NYSERDA's evaluation efforts. Current EmPower evaluation activities are continuing as planned and future narrative reports will detail any major issues or changes as they occur.

3. Customer Complaints and/or Disputes

NA

4. Changes to Subcontractors or Staffing

The program has added two new contractors serving the North Country, Nispen Adirondack Builders, Inc. and Tall Pines Home Inspections.

5. Additional Issues : NA

Section IV. Narrative Report to be included with spreadsheet

Program Administrator:	NYSERDA
Program Project:	Home Performance with ENERGY STAR® and Assisted Home Performance with ENERGY STAR
Reporting Period:	March 2011
Report Contact Person:	John Ahearn

The following narrative report addresses both the Home Performance with ENERGY STAR® *(HPwES) and Assisted Home Performance with ENERGY STAR (AHPwES) programs, as listed above in the “Program Project” section. Any unique issues will be identified, as appropriate.

1. Program Status

The Home Performance with ENERGY STAR Program has experienced a recent growth in production. In March, the HPwES Program completed 427 EEPS projects and the AHPwES completed 119 EEPS projects. To date, the HPwES Program has achieved 28% of its EEPS production goal and 15% of its MMBtu goal. The Assisted HPwES Program has achieved 48% of its EEPS production goal and has achieved and 64% of its MMBtu goal.

The Program continues to refine its processes in the implementation of the Green Jobs – Green NY free/reduced cost audits and low interest financing. The Program has seen a positive response to the audit offering, which directly affects the number of EEPS eligible projects that come through the Program.

NYSERDA will be submitting proposed target adjustments for HPwES and AHPwES to DPS by April 18, 2011. The proposed adjustment is the result of the guidance provided in the Technical Manual related to the treatment of measurers replaced at/or past their Effective Useful Life (EUL). NYSERDA has traditionally reported full savings for all measurers in HPwES/AHPwES. NYSERDA is currently modifying program databases to comply with this guidance. Adopting this guidance will reduce energy savings. NYSERDA will seek guidance from DPS Staff regarding adjusting previously reported energy savings for these programs.

2. Program Implementation Activities

(a) Marketing Activities

During March, the HPwES and AHPwES continued to be promoted through numerous consumer outreach events, such as home shows, trainings, tradeshow and seminars, television, as well as online and print advertising.

Many of the metric reports associated with marketing the HPwES and AHPwES programs lag approximately one month behind this report. The section below provides the actual metrics associated with February and a high level review of activities for March. The actual metrics associated with March will be presented in April’s report.

As part of the media buying activities, in February, the Programs were promoted through a statewide TV commercial that aired over 7,200 commercials with an average frequency of 8 and reach of 63%. The frequency indicates how many times an individual saw the commercial during the month while the reach tells us 63% of our target market saw the commercial.

The print campaign yielded over 56 advertisements throughout the Capital Region, Saratoga, CNY, Finger Lakes, Southern Tier, and North County reaching a circulation of over 281,000 people. While the online geo-targeted search ads resulted in 532,207 impressions and 1,366 individuals clicking through the search ad to the HPwES promotional website. The online and print advertising directed visitors to the HPwES promotional website for additional information. The HPwES promotional website provides an easy to access location that provides high level information on how to participate in the HPwES program and directs visitors into GetEnergySmart.org for more detailed information. This is the first month of use for the site. It

experienced 1,772 page views with most visitors searching for contractors, financing options and details on how to participate in the program. The GetEnergySmart.org website received 132,873 page views with 26,505 views related to HPwES pages and 677 AHPwES.

NYSERDA’s Consumer Services and Events Management group attended 13 events during February and distributed 611 pieces of literature associated with program in addition to other NYSERDA contractor and partner outreach. Over 3,300 pieces of HPwES literature was dispersed through NYSERDA’s fulfillment tool which is accessed by contractors and other partners of the Programs. The hotline received 5,073 calls with 419 directed at HPwES and 13 calls for AHPwES.

During March, the Programs were promoted through the same tactics as February. Preliminary metrics for the HPwES promotional website indicate 19,617 page views up from 1,772 page views in February. Visitors were most interested in finding a contractor, learning how to participate and information on financing. The TV commercial continued to run statewide, as well as the print and online advertising mentioned above

The following information represents events NYSERDA or our contractor(s) attended in which the program was promoted. The ‘Actual Attendance’ figures represent the number of attendees at the event, for some events this may not necessarily represent the number of individuals receiving direct program information. The ‘Upcoming Event’ figures represent ‘Estimated Attendance’ for the pending events.

Small Homes Programs					
Start Date	End Date	Event title	Actual Attendance	Location	Program Area
02/28/11	03/01/11	Taste of New York Reception & Issues Forum 2011 State Lobby Day	58	Albany	Small Homes
03/02/11		Managing Lean & Green	20	New York	Small Homes
03/02/11		29th Annual Builders Association of the Hudson Valley Trade Show	60	New Windsor	Small Homes
03/03/11		Home Energy Efficiency: Save Energy and Money (and the Planet too!)	15	Canastota	Small Homes
03/04/11		Sustainable Development Conference III	75	Schenectady	Small Homes
03/04/11	03/06/11	Hudson Valley Spring Home Show	627	Poughkeepsie	Small Homes
03/04/11	03/13/11	Buffalo Home & Garden Show	900	Buffalo	Small Homes
03/05/11		Clarkstown Environmental Summit	50	West Nyack	Small Homes
03/10/11		The Green & Clean Expo	150	Staten Island	Small Homes
03/10/11		St. John Fisher College's "Sustainability Fair"	25	Rochester	Small Homes
03/12/11		New York Urban League Fair Housing Conference	75	Corona	Small Homes

03/12/11	03/13/11	18th Original GLBT Expo	870	New York City	Small Homes
03/12/11	03/13/11	Southern Tier Home Builders & Remodelers Assoc. Home & Garden Show	178	Binghamton	Small Homes
03/12/11	03/13/11	Adirondack Builders Assoc. 2011 Home & Lifestyle Expo	35	Plattsburgh	Small Homes
03/16/11		Interagency Awareness Day	45	Saratoga Springs	Small Homes
03/16/11		Home Energy Efficiency Tips: Save Energy, Money, (and the Planet Too!)	50	Utica	Small Homes
03/17/11	03/20/11	Home Builders & Remodelers Home & Garden Show 2011	350	Syracuse	Small Homes
03/19/11		Community Day Drive	30	Buffalo	Small Homes
03/19/11	03/20/11	29th Annual Westchester County Home Show	376	White Plains	Small Homes
03/22/11	03/23/11	5th Annual Symposium on Poverty & Econ. Security	300	Albany	Small Homes
03/23/11		Contractor Recruitment	40	Oswego	Small Homes
03/23/11		Intro to Building Performance Institute (BPI) Accreditation & Certification - Energy Seminar	15	Plattsburgh	Small Homes
03/24/11		Small Business Town Hall	25	Long Island City	Small Homes
03/24/11	03/25/11	9th Annual NYS Green Building Conference	540	East Syracuse	Small Homes
03/25/11		Screening of BAG IT, and Energy Workshop	45	Yorktown	Small Homes
03/25/11	03/27/11	Staten Island Chamber of Comm. Home Show 2011	50	Staten Island	Small Homes
03/25/11	03/27/11	27th Annual Orange County Spring Home Show	1250	Middletown	Small Homes
03/25/11	03/27/11	35th Annual Ogdensburg Boys & Girls Club Expo	30	Ogdensburg	Small Homes
03/26/11		Small Business Town Hall	25	Harlem	Small Homes
03/26/11	03/27/11	Rochester Home and Garden Show	235	Rochester	Small Homes
03/29/11		Howard C. St. John Distinguished Lecture Series	150	Stone Ridge	Small Homes
03/30/11		Wrap Up Session-First Time Homebuyers	30	White Plains	Small Homes
03/31/11		Free Home Performance with ENERGY STAR Residential Contractor Orientation	25	Malta	Small Homes
Upcoming Events					
Start Date	End Date	Event title	Estimated Attendance	Location	Program Area
04/01/11		NE Parent & Child Society Career Development Center Grand Opening/NYSERDA Partnership	100	Schenectady	Small Homes

04/01/11	04/03/11	Northern New York Builders Exchange, Inc (NNYBE) 2011 North Country Home Show	500	Watertown	Small Homes
04/01/11	04/03/11	Somos 24th Annual Spring Conference	7000	Albany	Small Homes
04/03/11		South American Spanish Association, Inc. (SASA) Health Fair	500	Albany	Small Homes
04/08/11		A Senior Resource Fair	1000	Chappaqua	Small Homes
04/08/11		Twenty-First Century Housing Conference	65	Saratoga Springs	Small Homes
04/08/11	04/10/11	The 22nd Adirondack Living Show	7500	Queensbury	Small Homes
04/09/11		Every Day is Earth Day Celebration	100	Lewiston	Small Homes
04/10/11		Treasure Your Island III	500	Staten Island	Small Homes
04/15/11		A Senior Resource Fair	250	New Rochelle	Small Homes
04/15/11		Beth El Synagogue Presents Save Energy Save Money	25	New Rochelle	Small Homes
04/15/11	04/17/11	Capital Region Spring Home Show	5000	Clifton Park	Small Homes
04/15/11	04/17/11	Greater Olean Area Home & Garden Show	4600	Olean	Small Homes
04/16/11		Buffalo Audubon Earth Day Festival	250	North Java	Small Homes
04/17/11		Earth Day Westchester 2011	2000	Valhalla	Small Homes
04/17/11		2011 Earth Week Extravaganza!	500	New York	Small Homes
04/20/11		IBM Earth Day Event - Hawthorne	150	Hawthorne	Small Homes
04/21/11		IBM Earth Day - Yorktown Heights	300	Yorktown Heights	Small Homes
04/23/11		St. George Day Festival	500	Staten Island	Small Homes
04/26/11		Rome Research Site Earth Day	250	Rome	Small Homes
04/27/11		HEALTHY YOU, HEALTHY PLANET - HEALTH & SAFETY FAIR FOR PERRY'S ICE CREAM	300	AKRON	Small Homes
04/29/11	05/01/11	Build a Greener Adirondacks EXPO	300	Tupper Lake	Small Homes
04/30/11		Town Square's 4th annual GO GREEN! GREENPOINT! Earth Day Festival	1500	Brooklyn	Small Homes
04/30/11		3rd Annual Buffalo Niagara Green Expo	500	Buffalo	Small Homes
04/30/11		Sustain White Plains	1000	White Plains	Small Homes
04/30/11		Staten Island Ecology Day 2011	3000	Staten Island	Small Homes
04/30/11	05/01/11	36th Annual Rome Home Show	4000	Rome	Small Homes

(b) Evaluation Activities

As described in the detailed evaluation plan for this program, NYSERDA collectively evaluates both New York Energy \$martSM and EEPS-funded projects. Particularly for impact evaluation, New York Energy \$martSM-funded projects will be the majority of projects sampled. However, as EEPS-funded projects are completed, they will then be incorporated into NYSERDA’s evaluation efforts. Current Home Performance with ENERGY STAR and Assisted Home Performance with ENERGY STAR evaluation activities are continuing as planned and future narrative reports will detail any major issues or changes as they occur.

(c) Other Activities

- 3. Customer Complaints and/or Disputes**
N/A.
 - 4. Changes to Subcontractors or Staffing**
N/A.
 - 5. Additional Issues**
N/A.
-

Section IV. Narrative Report to be included with spreadsheet

Program Administrator:	NYSERDA
Program Project:	New York ENERGY STAR® Homes
Reporting Period:	March 2011
Report Contact Person:	Jim Quirk

1. Program Status

Program Performance Goals

The New York ENERGY STAR Homes (NYESH) program has achieved 20% of its total EEPS production goal, and 27% of its EEPS MMBtu goal.

2. Program Implementation Activities

This section is designated to quantify major activities not captured in the progress spreadsheet.

See Small Homes Programs outreach activities listed in the HPwES and AHPwES section. New York ENERGY STAR® Homes were also promoted at these events.

Marketing Activities

During March, the NYESH Program continued to be promoted through numerous consumer outreach events, such as home shows, trainings, tradeshow and seminars, television, as well as online and print advertising.

As with the HPwES and AHPwES Programs, many of the metric reports associated with marketing the NYESH Program lags approximately one month behind this report. The section below provides the actual metrics associated with February and a high level review of activities for March. The actual metrics associated with March will be presented in April's report.

In February, online advertising for the Program focused on driving potential home buyers to the GetEnergySmart.org site that focuses on the NYESH program. The search advertisements resulted in 1,524,288 impressions and 754 individuals clicking through to NYESH landing page. The GetEnergySmart.org website received 132,873 page views with 2,408 views related to the NYESH Program.

NYSERDA's CSEM group attended 13 events during February and distributed 39 pieces of literature associated with program. Over 1,100 pieces of NYESH literature was dispersed through NYSERDA's fulfillment tool which is accessed by contractors and other partners of the Programs. The hotline received 5,073 calls with 6 directed at NYESH.

During March, the Program was promoted through the same tactics as February. NYSERDA staff reviewed proposals for selection of a marketing contractor for the NYESH program to assist in developing in integrated marketing and communications plan. The plan will incorporate messaging framework that integrates into the overall strategy which helps identify tactics to target homeowners most likely to participate in the program. Changes related to the adoption of new code and the roll out of the U.S. EPAs Version 3 will affect the current Program marketing messages and position statements. The marketing contractor will take into consideration these changes while building upon the market penetration already achieved by NYESH to develop a new integrated marketing and communications plan that drives program participation through a variety of targeted marketing and communications channels. Staff worked on developing an online and print advertisement focused on builder recruitment and awareness of the Program. Staff also worked on creating a print advertisement for consumers.

(a) Evaluation Activities

As described in the detailed evaluation plan for this program, NYSERDA collectively evaluates both New York Energy SmartSM and EEPS-funded projects. Particularly for impact evaluation, New York Energy SmartSM-funded projects will be the majority of projects sampled. However, as EEPS-funded projects are completed, they will then be incorporated into NYSERDA's evaluation efforts. Current ENERGY STAR homes evaluation activities are continuing as planned and future narrative reports will detail any major issues or changes as they occur.

(b) Other Activities

N/A.

3. Customer Complaints and/or Disputes

N/A.

4. Changes to Subcontractors or Staffing

N/A.

5. Additional Issues

N/A.

Section IV. Narrative Report to be included with spreadsheet

Program Administrator:	NYSERDA
Program Project:	Statewide POS Lighting CFL
Reporting Period:	March 2011
Report Contact Person:	Kerry Hogan

1. Program Status

Program Performance Goals

Since the Program's inception (April 1, 2009), 5,776,399 CFLs sold have been incentivized; 205,327 CFLs were incentivized in March 2011.

Eight CFL promotions were approved in March. Feit Electric continues to be our best performing manufacturer in the EEPS CFL Program. In addition to the two large CFL promotions that Feit was approved for in February with Wal-Mart and BJ's, they continued creating new distribution channels with the promotion approved in March for Big Lots. To date, Feit has sold 1,150,952 CFLs since the EEPS CFL POS Program began. Kmart was also approved in March for their first large scale promotion of CFLs, this promotion will run in all of Kmart's eligible 48 locations.

Beginning with the March 2011 Scorecard, NYSERDA is utilizing the October 2010 Consolidated Technical Manual formula to estimate the kWh savings per bulb. This represents a 15% reduction in savings compared to the deemed savings value used during program planning and all reporting to date. NYSERDA will be documenting the effect of the Technical Manual and submitting a proposed target adjustment for this program to DPS Staff by April 18, 2011.

NYSERDA will seek guidance from DPS Staff regarding adjusting previously reported kWh savings for this program.

2. Program Implementation Activities

(a) Marketing Activities

During March, staff continued to discuss potential marketing activities for 2011 which includes continued promotion through the Shining Example social media site, and several small promotional events throughout the state to encourage CFL purchases.

(b) Evaluation Activities

Current CFL Expansion evaluation activities are continuing as planned and future narrative reports will detail any major issues or changes as they occur. NYSERDA received the draft multistate modeling report in March and began review of this document with DPS.

(c) Other Activities

NA

3. Customer Complaints and/or Disputes

NA

4. Changes to Subcontractors or Staffing

Due to staff changes, Kerry Hogan, Assistant Project Manager, has been named Project Manager of the Statewide Point of Sale Lighting Program.

5. Additional Issues

NA

Section IV. Narrative Report to be included with spreadsheet

Program Administrator:	NYSERDA
Program/Project:	Workforce Development
Reporting Period:	March 2011
Report Contact Person:	Adele Ferranti

1. Program Status

PON 1816 – EEPS Workforce Development Training for Energy Efficiency Program: NYSERDA did not receive any new partnership proposals from training organizations in the month of March as several major funding categories, including Basic Skills and Technical Training, have been exhausted. The total number of proposals received to date remains at thirty-six. Eighty-two percent of the total budget has been proposed and seventy-one percent is under contract or contract negotiation. To date, sixty applications for individual certification and training reimbursements have been awarded. Over \$2.7 million in total funding has been requested, and \$2.3 million has been approved to date.

Leveraging GJGNY Funds for Workforce Training - An additional \$1.65 million in GJGNY funding was added to PON 1816 in December of 2010. As anticipated, there was a great deal of interest in the Worker Readiness funding category and the GJGNY funds were rapidly exhausted in that category.

PON 1816 proposals funded or under contract negotiation to date include:

Training Partner	Career Pathways Training	Technical Training/ Equipment
AEE-NYC Chapter	\$ -	\$ 23,750
The Altamont Program, Inc.- Albany, Syracuse, Monroe	\$ 118,125	\$ -
The Altamont Program, Inc.- Utica	\$ 68,750	\$ -
NYSBA REF	\$ -	\$ 7,920
Urban Green Council	\$ -	\$ 17,609
Erie 1 BOCES	\$ 50,000	\$ 50,000
BPCA	\$ -	\$ 40,960
Solar One		
Ulster BOCES	\$ 148,460	\$ -
Northeast Parent and Child Society, Inc.	\$ 125,000	\$ -
CEWW BOCES	\$ 15,130	\$ -
The Research Foundation of SUNY Morrisville	\$ 122,468	\$ 72,250
The Osborne Association	\$ 50,000	\$ -
Capital Region BOCES	\$ 30,362	\$ -
Karpman Consulting	\$ -	\$ 34,210
Ulster Orange BOCES	\$ 97,249	\$ -
Syracuse University -SSIC	\$ 24,047	\$ 44,093
Green University Inc.	\$ 50,000	\$ 2,500
Alfred State College	\$ 125,000	\$ 125,000
CUNY BPL	\$ -	\$ 10,100
IBEW Tri City JATC	\$ -	\$ 150,000

Northwest Energy Efficiency Council	\$ -	\$ 52,500
Association for Energy Affordability	\$ -	\$ 250,000
RPI – Lighting Research Center	\$ -	\$ 50,000
JATC NECA	\$ -	\$ 250,000
Tompkins County CC	\$ 100,000	\$ -
The Outsource Center	\$ 20,000	\$ -
Green Light New York	\$ 103,226	\$ 60,000
Stargate	\$ -	\$ 35,100

PON 1817 – Energy Efficiency Career Pathways Training and Technical Training: NYSERDA has successfully executed an EEPS workforce contract with the IBEW (listed below) and Project Managers continue to negotiate and execute the remaining EEPS contracts resulting from this PON. The proposals being funded under PON 1817 are outlined in the chart below.

Funding Category	Funding Available	Successful Proposers	Funding	Fund Balance by Training Category
EEPS - Career Pathways Training	\$750,000		\$750,000 Total	\$0
		Wayne Finger Lakes BOCES	\$139,773*	
		The Fortune Society	\$300,000*	
		Sullivan BOCES	\$122,281*	
		Workforce Development Institute	\$187,946*	
EEPS Technical Training	\$500,000		\$547,649 Total	(\$47,649)***
		HVCC	\$200,000*	
		Tri City Joint Apprenticeship & Training Committee	\$300,000*	
		Green Light NY, Inc.	\$47,649**	
GJGNY - Small Commercial Auditor Training	\$300,000		\$262,178 Total	\$37,822
		SUNY Stony Brook	\$159,313*	

		CUNY	\$102,865	
GJGNY - Oil Heat Training	\$300,000		\$290,173 Total	\$9,827
		Community Power Network of NYS, Inc.	\$290,173*	
Total Funds Available	\$1,850,000		\$1,850,000	\$0

(*)Maximum award amount; final budget will be negotiated.

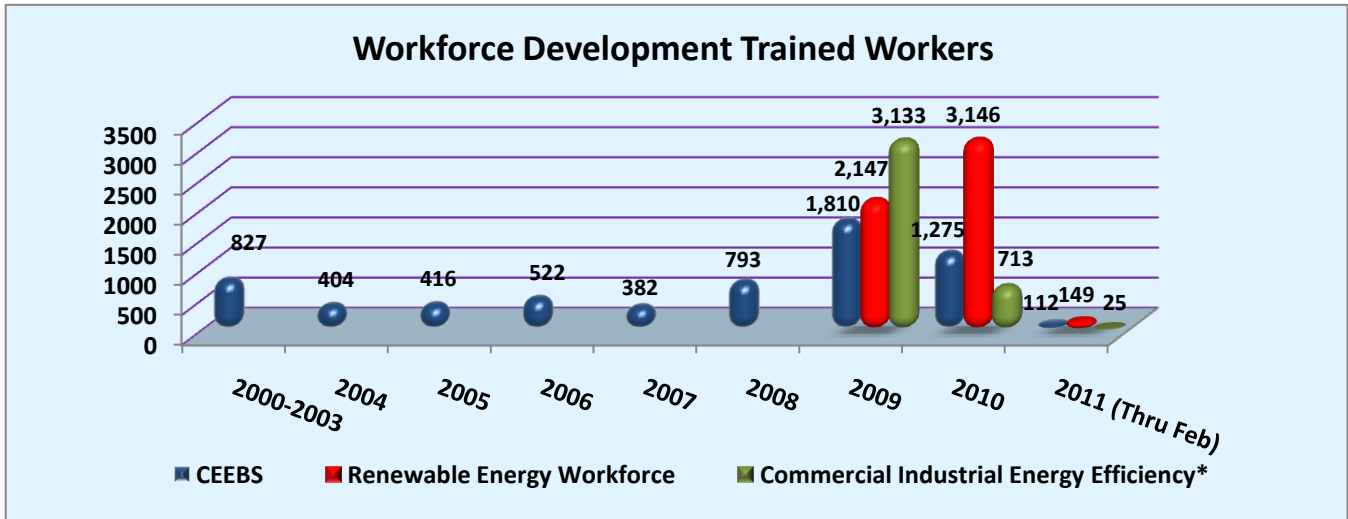
(**)Initial award amount; any remaining funds, after final budgets are determined, will be awarded to Green Light NY, Inc. up to maximum \$210,875.

(***)These funds are to be reallocated from the remaining GJGNY funding categories.

Program Performance Goals

- (a) The EEPS Workforce Development (WFD) Operating Plan outlines training goals of 6,200 participants. To date, the training partners funded under PON 1816 are targeting 8,813 participants through delivery of 529 training modules in basic skills and technical training.
- (b) Funding for Basic Skills training was rapidly exhausted demonstrating a statewide need for remedial and soft skills training for disadvantaged populations including the unemployed and formerly incarcerated. The need for worker readiness training is further demonstrated by the rate of response for similar training funded under Green Jobs Green New York. It is anticipated that there will be an increase in enrollment in Technical Training programs as students complete Basic Skills and Worker Readiness coursework.

(c) The chart below summarizes workers trained since 2000 using primarily SBC and more recently using EEPS to expand the CEEBS network initially funded under SBC and to add many new training partners and initiatives in 2010/2011. EEPS training numbers are expected to grow during 2011 as new training partners complete training planned for 2011/2012. We project that the overall goal of 6,200 workers trained under the EEPS will be exceeded. Commercial and Industrial training numbers reported below (funded through SBC initiatives) are lower than predicted as we work to bring on new training partners serving the commercial/industrial market sector.



2. Program Implementation Activities

(a) Marketing Activities

The WFD team is working closely with the Communications department to issue press releases highlighting workforce initiatives around the state. Additionally, NYSERDA is working with partners on potential press events as appropriate.

(b) Evaluation Activities

WFD Program evaluation activities are continuing as planned. The final WFD Program work plan was approved by DPS staff in March. In addition, the evaluation contractor has developed two draft survey instruments to be administered to students. The first instrument (pre-training) will assess student skills, career expectations, and learning goals to establish a baseline prior to the training. This will be administered at the first training session. The post training survey will assess similar metrics and include student perceptions of how well the training prepared them for employment or further training and certifications. This survey will be administered to students at the end of training. Both surveys are expected to be completed in early April and fielded later in the month by all training providers. Completed surveys will be sent to the evaluation contractor for entry and data analysis.

(c) Other Activities
NA

3. Customer Complaints and/or Disputes
NA

4. Changes to Subcontractors or Staffing
NA

5. Additional Issues
With the exception of funding for certifications, most of the EEPS funding has been contracted or is in the final negotiation phase.

Program Administrator:	NYSERDA
Program Project:	Electric Reduction in Master Metered Multifamily Buildings
Reporting Period:	March 2011
Report Contact Person:	Michael Colgrove / Luke Falk

1. Program Status

Program Performance Goals

On February 18th NYSERDA received written approval from DPS Staff that an advanced electric sub meter manufactured by InTech 21, the PM-2104, was approved for use in the ERMM Program. NYSERDA launched the program exactly two weeks after receiving the written approval. The program launched March 7th, 2011.

Shortly after the program launch, a rate paying building submitted a letter to DPS and NYSERDA seeking relief from the program's requirement that all participating buildings offer to replace all refrigerators that are over ten years old at no cost to the resident. The building asserted that in coops and condos, where shareholders own their refrigerators, this requirement should be dropped. NYSERDA and DPS agree. NYSERDA is in the process of amending the program documents to reflect this change. Going forward all shareholders will be exempted from this requirement.

Due to the extended duration of inactivity, it seems inevitable that the goals will have to be adjusted. NYSERDA will consult internally and with DPS regarding any goal adjustment

2. Program Implementation Activities

(c) Marketing Activities

Marketing activities have been on hold for this program pending resolution of the issue noted in Section I. On March 7th, the day of the program launch, NYSERDA blasted an email notice

alerting the MPP Partner network and all sub metering vendors and manufacturers for which we have contact information. A notice is being published in the New York State Contract Reporter on March 8th, 2011.

NYSERDA is working with a new marketing contractor, Brand|Cool, to support marketing and outreach efforts for this program, as well as the geothermal and multifamily performance programs. The initial effort by this contractor will be to identify and promote this program to market-rate master-metered buildings.

(d) Evaluation Activities

NYSERDA is in the process of developing a detailed evaluation plan for this program and will submit it to DPS for review and approval in the coming months.

3. Customer Complaints and/or Disputes

Many rate-payers, energy consultants, and metering vendors have been frustrated that the program was inactive for an extended period of time.

4. Changes to Subcontractors or Staffing

None

5. Additional Issues

It had been NYSERDA's intention to request a transfer equal to 10% of the EEPS funds from the multifamily programs from ERMM to MPP market-rate electric. Our legal department advised us that the Order authorizing such transfers applies only to the utility program administrators. On advice of DPS staff, however, NYSERDA is still going to submit the request with the hope that we will be allowed to make such a transfer.

Section IV. Narrative Report to be included with spreadsheet

Program Administrator:	NYSERDA
Program Project:	Geothermal Heat Pump Systems in Multifamily Buildings
Reporting Period:	March 2011
Report Contact Person:	Michael Colgrove / Luke Falk

1. Program Status

Program Performance Goals

The original solicitation for this program was released on January 3, 2011 and expired on February 11th, 2011. NYSERDA received no responses to the solicitation.

During the month of March NYSERDA revised the solicitation in the following ways:

1. The solicitation will now be presented as an open enrollment opportunity for participants. Rather than being competitively evaluated, any qualifying projects will be awarded funds on a first-come, first-served basis.
2. After receiving feedback from the market, NYSERDA will exempt DX geothermal installers from having to hold IGSHP certification. IGSHP certification is not targeted towards DX systems and installers and therefore holds no market transformative value. NYSERDA is in the process of determining an appropriate proxy to indicate DX installer expertise and will include the new requirement in the next issuance of the solicitation.

NYSERDA will release the revised solicitation again in April.

NYSERDA maintains that the use of electric funding in this program is a significant obstacle to the selection of viable projects as discussed in the previous three (4) EEPS reports. It has been NYSERDA's stated intent to work closely with DPS staff as project proposals are received should these concerns become manifest. With the release of a solicitation for which zero proposals were received, we believe that time may be upon us.

2. Program Implementation Activities

(a) Marketing Activities

NYSERDA promoted this program on the monthly MPP Partner Conference Call, through email blasts to the partner network and through a targeted mailing to all of NYSERDA's contacts contained in the Outreach Database that had indicated an interest in geothermal systems.

NYSERDA has also selected a marketing contractor, Brand|Cool, to support marketing and outreach efforts for this program, as well as the electric reduction and multifamily performance programs. The initial effort by this contractor will be to identify and promote this program to electrically-heated buildings that might be decent candidates for this technology.

(b) Evaluation Activities

NYSERDA is in the process of updating its detailed evaluation plan for this program (as part of the larger Multifamily Performance Program) and will submit it to DPS for review and approval in the coming months.

3. Customer Complaints and/or Disputes

Rate-payers and energy consultants are concerned that this program will not result in eligible projects. Typically geothermal systems do not save electricity. They tend to save fuel and increase electric load. Further, there is concern that in projects that could result in electric savings (electrically heated and centrally cooled buildings) the required plumbing costs will result in a TRC test value less than 1.0.

4. Changes to Subcontractors or Staffing

None

5. Additional Issues

None

Section IV. Narrative Report to be included with spreadsheet

Program Administrator:	NYSERDA
Program Project:	Electric Low Income Multifamily Performance Program Electric Multifamily Performance Program Gas Low Income Multifamily Performance Program Gas Multifamily Performance Program
Reporting Period:	March 2011
Report Contact Person:	Michael Colgrove / Luke Falk

The following narrative report addresses the four EEPS-funded Multifamily Performance Programs, as listed above in the Program Project section. Any specific issues related to gas/electric or low-income/market-rate will be identified as appropriate.

1. Program Status

Program Performance Goals

NYSERDA launched the Multifamily Performance Program on September 23rd, 2010. Since then NYSERDA has received and approved 27 applications for the Existing Buildings Component and 21 applications for the New Construction Component.

During March, NYSERDA revised the MPP operating plan to reflect the inclusion of SBC extension funds. This will result in an adjustment of goals in the monthly scorecard.

There was a significant drop in committed ancillary electric benefits in the Market Rate Gas Program. We are reviewing those projects carefully to better understand the cause of the reduction and will either have them revised or explained before they become acquired savings.

NYSERDA accepted three new partners into the network of Multifamily Performance Partners on March 1st. A representative from DPS participated in the evaluation panel.

The rate of intake of projects, particularly those that would be eligible for EEPS gas funds, remains persistently low. While we anticipate that the new marketing contractor will help to cause this rate to increase, we are concerned that time is running out. We are considering revising our incentive schedule to provide additional incentives to firm gas customers as a way to

better promote the program and catch the attention of this group of customers. We will initiate the conversation with DPS as soon as we better understand whether such a decision has an impact on our targets.

It had been NYSERDA's intention to request a transfer equal to 10% of the EEPS funds from the multifamily programs from ERMM to MPP market-rate electric. Our legal department advised us that the Order authorizing such transfers applies only to the utility program administrators. On advice of DPS staff, however, NYSERDA is still going to submit the request with the hope that we will be allowed to make such a transfer.

2. Program Implementation Activities

This section is designated to quantify major activities not captured in the progress spreadsheet.

(a) Marketing Activities

NYSERDA has also selected a marketing contractor, Brand|Cool, to support marketing and outreach efforts for this program, as well as the electric reduction and geothermal programs. The initial effort by this contractor will be to identify and promote this program to all multifamily building owners with an emphasis on firm gas customers.

Multifamily (MPP) Program					
Start Date	End Date	Event Title	Actual Attendance	Location	Program Area
Completed Events					
3/2/11	3/2/11	Managing Lean & Green	60	New York	Multifamily Performance Program
3/4/11	3/4/11	Sustainable Development Conference II	150	Schenectady	Multifamily Performance Program
3/10/11	3/10/11	The Green & Clean Expo	500	Staten Island	Multifamily Performance Program
3/12/11	3/13/11	118 th Original GLBT Expo	19620	New York	Multifamily Performance Program
3/12/11	3/13/11	Southern Tier Home Builders & Remodelers Assoc. Home & Garden Show	2300	Binghamton	Multifamily Performance Program
3/17/11	3/20/11	Home & Garden Show 2011	30,000	Syracuse	Multifamily Performance Program

3/24/11	3/25/11	9 th Annual NY State Green Building Conference	325	East Syracuse	Multifamily Performance Program
3/30/11	3/31/11	Green Building NY	7000	New York	Multifamily Performance Program

Upcoming Events					
Start Date	End Date	Event Title	Anticipated Attendance	Location	Program Area
4/1/11	4/1/11	Northeast Parent & Child Society Career Development Center Grand Opening/NYSERDA Partnership	100	Schenectady	Multifamily Performance Program
4/1/11	4/3/11	Somos 24 th Annual Spring Conference	7000	Albany	Multifamily Performance Program
4/3/11	4/3/11	South American Spanish Association, Inc. (SASA) Health Fair	500	Albany	Multifamily Performance Program
4/5/11	4/5/11	Managing Lean and Green	60	New York	Multifamily Performance Program
4/6/11	4/6/11	Intro to Green for Co-ops & Condos	40	New York	Multifamily Performance Program
4/8/11	4/8/11	A Senior Resource Fair	1000	Chappaqua	Multifamily Performance Program
4/10/11	4/10/11	Treasure Your Island III	500	Staten Island	Multifamily Performance Program
4/12/11	4/12/11	The Cooperator's 24 th Annual Co-op & Condo Expo	6000	New York	Multifamily Performance Program
4/15/11	4/15/11	A Senior Resource Fair	250	New Rochelle	Multifamily Performance Program
4/15/11	4/17/11	Capital Region Spring Home Show	5000	Clifton Park	Multifamily Performance Program
4/17/11	4/17/11	Earth Day Westchester 2011	2000	Valhalla	Multifamily Performance Program

4/17/11	4/17/11	2011 Earth Week Extravaganza!	500	New York	Multifamily Performance Program
4/21/11	4/21/11	IBM Earth Day – Yorktown Heights	300	Yorktown Heights	Multifamily Performance Program
4/23/11	4/23/11	St. George Day Festival	500	Staten Island	Multifamily Performance Program
4/29/11	5/1/11	Build a Greener Adirondacks EXPO	300	Tupper Lake	Multifamily Performance Program
4/30/11	4/30/11	Town Square’s 4 th Annual GO GREEN! Earth Day Festival	1500	Brooklyn	Multifamily Performance Program
4/30/11	4/30/11	Staten Island Ecology Day 2011	3000	Staten Island	Multifamily Performance Program

(b)Evaluation Activities

NYSERDA is in the process of updating its detailed evaluation plan for this program (as part of the larger Multifamily Performance Program) and will submit it to DPS for review and approval in the coming months.

NYSERDA and DPS staff are still in discussions regarding the Refrigerator M&V study. Otherwise, current MPP evaluation activities are continuing as planned and future narrative reports will detail any major issues or changes as they occur.

3. Customer Complaints and/or Disputes

None

4. Changes to Subcontractors or Staffing

None

5. Additional Issues

It is likely, given the allowances under the December 2010 Order that NYSERDA will submit a request to revise our savings targets for this program based on recent changes to the Tech Manual that impacted our initial analyses. This issue has been discussed with the Implementation Advisory Group. There was a data entry error in the January report (*and possibly earlier reports*) on one project, which was incorrectly coded as using Market Rate gas funds. This has been corrected and explains the drop in acquired market rate gas savings for the month of February 2011.

Program Administrator:	NYSERDA
Program/Project:	Existing Facilities Program Electric and Gas
Reporting Period:	March 2011
Report Contact Person:	Eric Mazzone

1. Program Status

Program Performance Goals

- (a) Describe and discuss circumstances that may have an impact on the achievement of project performance goals (positive or negative).
 - Customer and contractor feedback implies that there are inconsistencies amongst program administrators with the interpretation of EEPS rules.

- (b) Describe and discuss other key aspects of program performance goals that were not discussed in (a).

- (c) Provide updates to the forecast of net energy and demand impacts. The forecast should be updated at least annually. Note and explain any discrepancies between the filed program goal and the latest forecast. N/A

2. Program Implementation Activities

- (a) Marketing Activities
 - Short Term Tactics
 - Statewide targeted email blast will be implemented w/o 4/18 to support core EEPS programs while the full integrated program is in development. Up to 3 blasts will be executed including a C&I e-newsletter. Lead tracking to be coordinated through respective outreach contractors.
 - Q1 statewide tactical marketing plan launched 3/14 to support EEPS programs with targeted and trade print and online (Business Week, Entrepreneur, Fast Company, Forbes, Fortune, Money and weekly business journals.
 - Downstate tactical print/publicity program is in development for May launch to drive awareness and value of NYSERDA EEPS programs within Con Edison territory through promotion of specific NYC high profile projects/customers.

- Marketing met with DPS (D. Elfner, P. Carter, R. Gifford) on 4/6 for an update on tactical projects and status of integrated plan
- Integrated Marketing Plan Development/Implementation
 - EMA (Eric Mower and Associates) presented fully integrated marketing communications program to NYSERDA Marketing and program staff 4/7. Creative concepts to be tested via online focus groups among NYSERDA customers and prospects for refinement and final selection of campaign theme

(b) Evaluation Activities

- As described in the detailed evaluation plan for this program, NYSERDA collectively evaluates both **New York Energy \$martSM** and EEPS-funded projects. As evaluation activities commence, particularly for impact evaluation, **New York Energy \$martSM**-funded projects will be the majority of projects sampled. However, as EEPS-funded projects are completed, they will then be incorporated into NYSERDA's evaluation efforts. Current Existing Facilities Program evaluation activities are continuing as planned and future narrative reports will detail any other major issues or changes as they occur.

(c) Other Activities

N/A

3. Customer Complaints and/or Disputes

N/A

4. Changes to Subcontractors or Staffing

N/A

5. Additional Issues

EES has updated their yearly goals in the spreadsheet. The change has been made in W36 for Electric and W46 for Gas. We have added out yearly goals together to make one large yearly goal (ex. 2009+2010+2011 goals). A note has been made in the spreadsheet as well.

Also the goals have been updated to reflect the filing as of March 30, 2011

Program Administrator:	NYSERDA
Program/Project:	Industrial and Process Efficiency – Electric
Reporting Period:	March 2011
Report Contact Person:	Mark Gundrum

1. Program Status

Program Performance Goals

- (a) Describe and discuss circumstances that may have an impact on the achievement of project performance goals (positive or negative).
- The State and national economies have experienced a dramatic downturn in the time period from the 2007 NYSERDA Fast Track proposal, to the June 23, 2008 Order, and to the March 13, 2009 Supplemental Revision to the SBC Operating Plan.
- (b) Describe and discuss other key aspects of program performance goals that were not discussed in (a). N/A
- (b) Provide updates to the forecast of net energy and demand impacts. The forecast should be updated at least annually. Note and explain any discrepancies between the filed program goal and the latest forecast. N/A

2. Program Implementation Activities

This section is designed to quantify major activities not captured in the progress spreadsheet.

- (a) Marketing Activities
- Short Term Tactics
 - Statewide targeted email blast will be implemented w/o 4/18 to support core EEPS programs while the full integrated program is in development. Up to 3 blasts will be executed including a C&I e-newsletter. Lead tracking to be coordinated through respective outreach contractors.
 - Q1 statewide tactical marketing plan launched 3/14 to support EEPS programs with targeted and trade print and online (Business Week, Entrepreneur, Fast Company, Forbes, Fortune, Money and weekly business journals.
 - Downstate tactical print/publicity program is in development for May launch to drive awareness and value of NYSERDA EEPS programs within Con Edison territory through promotion of specific NYC high profile projects/customers.
 - Marketing met with DPS (D. Elfner, P. Carter, R. Gifford) on 4/6 for an update on tactical projects and status of integrated plan

- Integrated Marketing Plan Development/Implementation
 - EMA (Eric Mower and Associates) presented fully integrated marketing communications program to NYSERDA Marketing and program staff 4/7. Creative concepts to be tested via online focus groups among NYSERDA customers and prospects for refinement and final selection of campaign theme
- Focus contractors continue to conduct market research as needed to support site visits, updating of industry vendors and trade associations, strategic partner, and stakeholder interaction and development.
- Focus contractors initiated or continued relationship development with 13 industrial and 1 datacenter Tier 1 customers, 32 industrial and 49 datacenter Tier 2 customers, and 4 industrial and 3 datacenter customers in the <0.5 MW class.
- Focus Contractors provided outreach support to ensure timely implementation of projects and to provide technical guidance to 25 industrial customers and 31 data center customers.
- Outreach support included presentation and/or attendance at the following meetings and/or conferences:
 - International Pharmaceutical Expo held March 30th in New York City.
 - Greater Jamaica Development Corporation meeting held March 29th in Queens, NY.
- Focus Outreach efforts for the month of March resulted in 8 new Industrial Process Efficiency projects and 1 new FlexTech TA projects for estimated savings of 11,859,796 kWh and \$1,297,359 of incentives.
- Events Attended

March 10th – Data Center Dynamics Conference & Expo, held at the Marriott Marquis in NYC

- The Data Center Dynamics Conference & Expo addressed the challenges faced by owners and operators of legacy structures in need of upgrading and new builds required to meet the complex combination of required service delivery, technology advances, energy efficiency, resilience, and security.
- Attended by Sandy Hwang, representing NYSERDA; presented NYSERDA’s Industrial and Process Efficiency and FlexTech programs as they relate to data center efficiency.

March 16th – NYS Forum, Grants & Funding – Finding the Green for Your Green Projects, held at the Desmond in Albany

- The purpose of the Forum was to provide attendees with a better understanding of developing and implementing operations and practices that support sustainable information technology-related energy conservation initiatives. Additionally, information was provided relative to funding sources, developing the business case, understanding the application and award process, and new technologies.
- Attended by Chris Stump, representing NYSERDA; presented NYSERDA's Industrial and Process Efficiency and FlexTech programs relative to data center efficiency.

(b) Evaluation Activities

- As described in the detailed evaluation plan for this program, NYSERDA will collectively evaluate electric and natural gas-funded EEPS-funded projects. As natural gas-funded EEPS projects are completed, they will then be incorporated into NYSERDA's evaluation efforts.
- The impact team continued to develop its work plan in August incorporating revised retrofit protocols. The markets evaluation team continued refining and shortening its eligible end user survey instrument. Further, the markets team considered conducting targeted data collection for specific market actors; a final decision on the additional data collection will be made in September. The second round of process evaluation interviews with program staff, technical reviewers and Focus contractors began in August.

(c) Other Activities

None to report

3. Customer Complaints and/or Disputes

None to report.

4. Changes to Subcontractors or Staffing

None to report.

5. Additional Issues

EES has updated their yearly goals in the spreadsheet. The change has been made in W36 for Electric and W46 for Gas. We have added out yearly goals together to make one large yearly goal (ex. 2009+2010+2011 goals). A note has been made in the spreadsheet as well.

Also the goals have been updated to reflect the filing as of March 30, 2011.

Program Administrator:	NYSERDA
Program/Project:	Industrial and Process Efficiency – Gas
Reporting Period:	March 2011
Report Contact Person:	Mark Gundrum

1. Program Status

Program Performance Goals

- (a) Describe and discuss circumstances that may have an impact on the achievement of project performance goals (positive or negative).
- The State and national economies have experienced a dramatic downturn in the time period from the 2007 NYSERDA Fast Track proposal, to the June 23, 2008 Order, and to the March 13, 2009 Supplemental Revision to the SBC Operating Plan.
- (b) Describe and discuss other key aspects of program performance goals that were not discussed in (a). N/A
- (c) Provide updates to the forecast of net energy and demand impacts. The forecast should be updated at least annually. Note and explain any discrepancies between the filed program goal and the latest forecast. N/A

2. Program Implementation Activities

This section is designed to quantify major activities not captured in the progress spreadsheet.

- (a) Marketing Activities
- Short Term Tactics
 - Statewide targeted email blast will be implemented w/o 4/18 to support core EEPS programs while the full integrated program is in development. Up to 3 blasts will

be executed including a C&I e-newsletter. Lead tracking to be coordinated through respective outreach contractors.

- Q1 statewide tactical marketing plan launched 3/14 to support EEPS programs with targeted and trade print and online (Business Week, Entrepreneur, Fast Company, Forbes, Fortune, Money and weekly business journals.
- Downstate tactical print/publicity program is in development for May launch to drive awareness and value of NYSERDA EEPS programs within Con Edison territory through promotion of specific NYC high profile projects/customers.
- Marketing met with DPS (D. Elfner, P. Carter, R. Gifford) on 4/6 for an update on tactical projects and status of integrated plan
- Integrated Marketing Plan Development/Implementation
 - EMA (Eric Mower and Associates) presented fully integrated marketing communications program to NYSERDA Marketing and program staff 4/7. Creative concepts to be tested via online focus groups among NYSERDA customers and prospects for refinement and final selection of campaign theme
- Focus contractors continue to conduct market research as needed to support site visits, updating of industry vendors and trade associations, strategic partner, and stakeholder interaction and development.
- Focus contractors initiated or continued relationship development with 13 industrial and 1 datacenter Tier 1 customers, 32 industrial and 49 datacenter Tier 2 customers, and 4 industrial and 3 datacenter customers in the <0.5 MW class.
- Focus Contractors provided outreach support to ensure timely implementation of projects and to provide technical guidance to 25 industrial customers and 31 data center customers.
- Outreach support included presentation and/or attendance at the following meetings and/or conferences:
 - International Pharmaceutical Expo held March 30th in New York City.
 - Greater Jamaica Development Corporation meeting held March 29th in Queens, NY.
- Focus Outreach efforts for the month of March resulted in 8 new Industrial Process Efficiency projects and 1 new FlexTech TA projects for estimated savings of 11,859,796 kWh and \$1,297,359 of incentives.
- Events Attended

March 10th – Data Center Dynamics Conference & Expo, held at the Marriott Marquis in NYC

- The Data Center Dynamics Conference & Expo addressed the challenges faced by owners and operators of legacy structures in need of upgrading and new builds required to meet the complex combination of required service delivery, technology advances, energy efficiency, resilience, and security.
- Attended by Sandy Hwang, representing NYSERDA; presented NYSERDA’s Industrial and Process Efficiency and FlexTech programs as they relate to data center efficiency.

March 16th – NYS Forum, Grants & Funding – Finding the Green for Your Green Projects, held at the Desmond in Albany

- The purpose of the Forum was to provide attendees with a better understanding of developing and implementing operations and practices that support sustainable information technology-related energy conservation initiatives. Additionally, information was provided relative to funding sources, developing the business case, understanding the application and award process, and new technologies.
- Attended by Chris Stump, representing NYSERDA; presented NYSERDA’s Industrial and Process Efficiency and FlexTech programs relative to data center efficiency.

(b) Evaluation Activities

- As described in the detailed evaluation plan for this program, NYSERDA will collectively evaluate electric and natural gas-funded EEPS-funded projects. As natural gas-funded EEPS projects are completed, they will then be incorporated into NYSERDA’s evaluation efforts.
- The impact team continued to develop its work plan in August incorporating revised retrofit protocols. The markets evaluation team continued refining and shortening its eligible end user survey instrument. Further, the markets team considered conducting targeted data collection for specific market actors; a final decision on the additional data collection will be made in September. The second round of process evaluation interviews with program staff, technical reviewers and Focus contractors began in August.

(c) Other Activities

None to report

3. Customer Complaints and/or Disputes

None to report.

4. Changes to Subcontractors or Staffing

None to report.

5. Additional Issues

EES has updated their yearly goals in the spreadsheet. The change has been made in W36 for Electric and W46 for Gas. We have added out yearly goals together to make one large yearly goal (ex. 2009+2010+2011 goals). A note has been made in the spreadsheet as well.

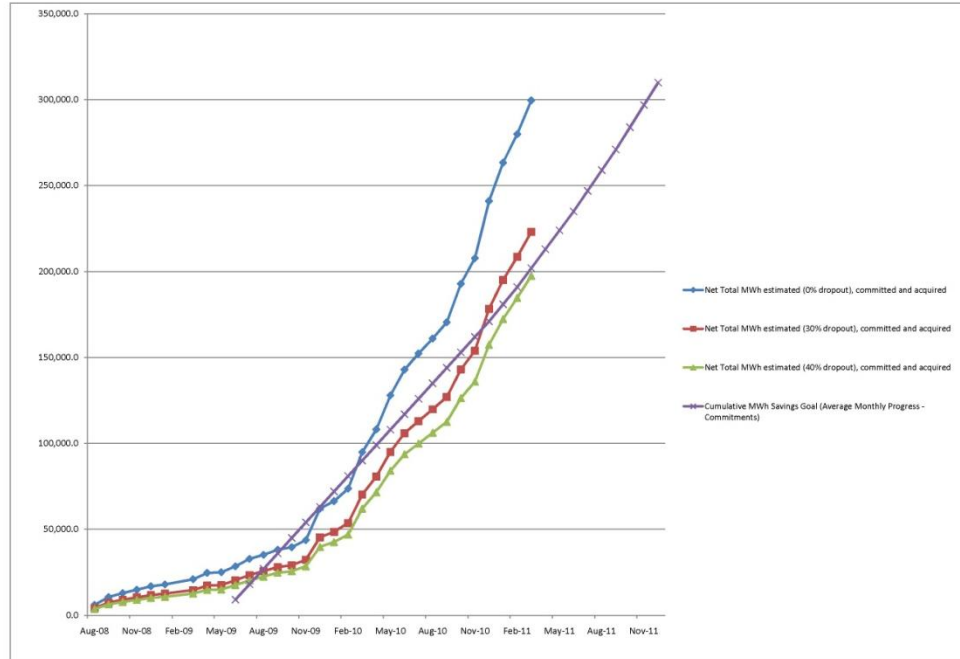
Also the goals have been updated to reflect the filing as of March 30, 2011.

Program Administrator:	NYSERDA
Program/Project:	New Commercial Buildings Program - Electric
Reporting Period:	March 2011
Report Contact Person:	Stephen Finkle

1. Program Status

Program Performance Goals

- (a) Describe and discuss circumstances that may have an impact on the achievement of project performance goals (positive or negative).
- No new information
- (b) Describe and discuss other key aspects of program performance goals that were not discussed in (a).
- Of the 925 program applications received to date for electric energy savings, 163 projects have been cancelled. The remaining 762 projects represent 94 million SF in new construction and major renovation activity. Of the 762 projects, 35 have been installed, 105 currently have incentive funds encumbered, 201 have technical assistance studies underway and 421 are in the scoping stage during program development and schematic design. NYSERDA is researching better business processes for tracking and committing projects as they move through NCP, particularly those in the earlier stages. These will be reflected in future scorecards.
- (c) Provide updates to the forecast of net energy and demand impacts. The forecast should be updated at least annually. Note and explain any discrepancies between the filed program goal and the latest forecast.
- The graph below indicates progress toward the program goals:



- The straight line represents the cumulative monthly savings goal in MWh through the end of the current month. The top curve represents committed and acquired kWh savings, plus estimated savings for pre-committed projects. The middle and bottom curves are similar but reflect 30% and 40% project dropouts during the estimating phase. Historically the program has experienced dropout rates within this range, with the majority of dropouts occurring prior to commitment of savings. The dropouts can be attributed to several factors beyond the control of the program, including owner inability to obtain financing, delays in planning, zoning and other regulatory approvals and owner or landlord failure to acquire tenants.

2. Program Implementation Activities

This section is designed to quantify major activities not captured in the progress spreadsheet.

(a) Marketing Activities

- Short Term Tactics
 - Statewide targeted email blast will be implemented w/o 4/18 to support core EEPS programs, including NCB while the full integrated program is in development. Up to 3 blasts will be executed including a C&I e-newsletter. Lead tracking to be coordinated through Outreach Project Consultants for NCP specific inquiries.
 - Q1 statewide tactical marketing plan launched 3/14 to support EEPS programs with targeted and trade print and online (Business Week, Entrepreneur, Fast Company, Forbes, Fortune, Money and weekly business journals).

- Downstate tactical print/publicity program is in development for May launch to drive awareness and value of NYSERDA EEPS programs within Con Edison territory through promotion of specific NYC high profile projects/customers.
- Marketing met with DPS (D. Elfner, P. Carter, R. Gifford) on 4/6 for an update on tactical projects and status of integrated plan
- Integrated Marketing Plan Development/Implementation
 - EMA (Eric Mower and Associates) presented fully integrated marketing communications program to NYSERDA Marketing and program staff 4/7. Creative concepts to be tested via online focus groups among NYSERDA customers and prospects for refinement and final selection of campaign theme

The following are highlights of current Outreach and Marketing activities conducted:

- Outreach Project Consultants (OPCs) followed up on leads for 386 projects.
- OPC marketers focused more on presentations to individuals and small groups, rather than at large conferences, since this type of outreach creates relationships and project leads more quickly.
- OPCs represented the program on 60 occasions. Activities included group presentations, networking events and lunch & learn sessions. Notable audiences and presentations included the Grimshaw Architects, the Town of Clifton Park, Queens Library, Saratoga Economic Development, Green Buildings NY 2011 (booth), and Central NY Regional Planning and Economic Development Board.

(b) Evaluation Activities

- As described in the detailed evaluation plan for this program, NYSERDA collectively evaluates both New York Energy Smart SM and EEPS-funded projects. As evaluation activities commence, particularly for impact evaluation, New York Energy Smart SM-funded projects will be the majority of projects sampled. However, as EEPS-funded projects are completed, they will then be incorporated into NYSERDA's evaluation efforts.
- Current New Construction Program evaluation activities are continuing as planned and future narrative reports will detail any major issues or changes as they occur.

(c) Other Activities

N/A

3. Customer Complaints and/or Disputes

N/A

4. Changes to Subcontractors or Staffing

N/A

5. Additional Issues

EES has updated their yearly goals in the spreadsheet. The change has been made in W36 for Electric and W46 for Gas. We have added out yearly goals together to make one large yearly goal (ex. 2009+2010+2011 goals). A note has been made in the spreadsheet as well.

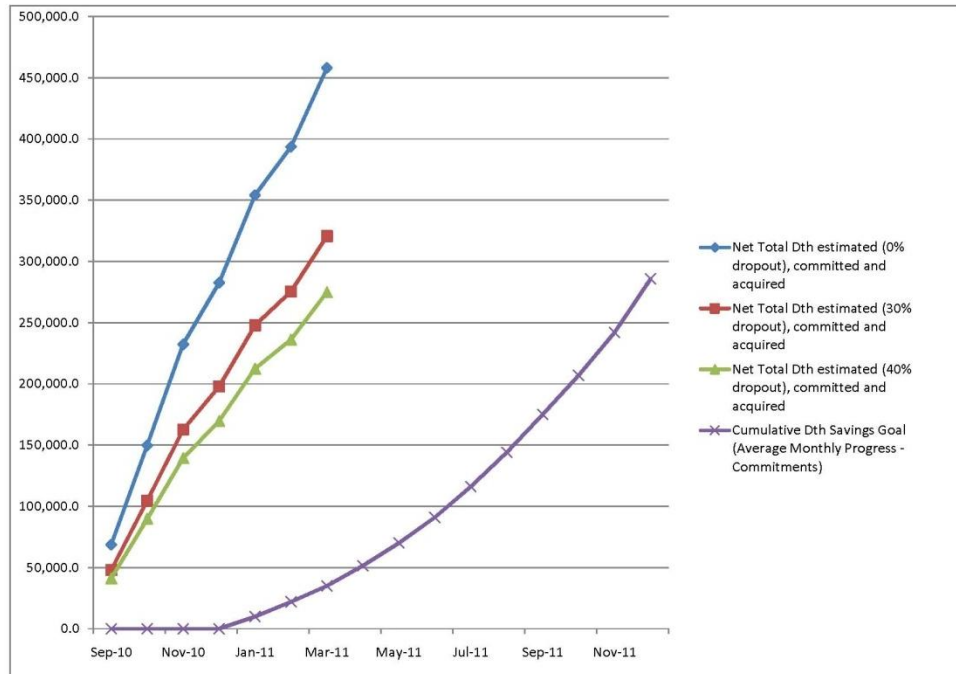
Also the goals have been updated to reflect the filing as of March 30, 2011.

Program Administrator:	NYSERDA
Program/Project:	New Commercial Buildings Program - Gas
Reporting Period:	March 2011
Report Contact Person:	Stephen Finkle

1. Program Status

Program Performance Goals

- (a) Describe and discuss circumstances that may have an impact on the achievement of project performance goals (positive or negative).
 - No new information
- (b) Describe and discuss other key aspects of program performance goals that were not discussed in (a).
 - Of the 359 program applications received since the start of the gas program, 19 projects have been cancelled and 6 projects had no gas savings opportunities. The remaining 359 projects represent 43 million SF in new construction and major renovation activity. Of the 359 projects, 0 have been installed, 0 currently have incentive funds encumbered, 52 have technical assistance studies underway and 307 are in the scoping stage during program development and schematic design. NYSERDA is researching better business processes for tracking and committing projects as they move through NCP, particularly those in the earlier stages. These will be reflected in future scorecards.
- (c) Provide updates to the forecast of net energy and demand impacts. The forecast should be updated at least annually. Note and explain any discrepancies between the filed program goal and the latest forecast.
 - The graph below indicates progress toward the program goals:



- The goal line represents the cumulative monthly savings goal in Dekatherms through the end of the program. The top curve represents committed and acquired kWh savings, plus estimated savings for pre-committed projects. The middle and bottom curves are similar but reflect 30% and 40% project dropouts during the estimating phase. Historically the New Construction program has experienced electric dropout rates within this range, with the majority of dropouts occurring prior to commitment of savings. The dropouts can be attributed to several factors beyond the control of the program, including owner inability to obtain financing, delays in planning, zoning and other regulatory approvals and owner or landlord failure to acquire tenants. Since the natural gas program has little history on which to base projections, the electric dropout percentages are being used.

2. Program Implementation Activities

(a) Marketing Activities

- Short Term Tactics
 - Statewide targeted email blast will be implemented w/o 4/18 to support core EEPS programs, including NCB while the full integrated program is in development. Up to 3 blasts will be executed including a C&I e-newsletter. Lead tracking to be coordinated through Outreach Project Consultants for NCP specific inquiries.
 - Q1 statewide tactical marketing plan launched 3/14 to support EEPS programs with targeted and trade print and online (Business Week, Entrepreneur, Fast Company, Forbes, Fortune, Money and weekly business journals).

- Downstate tactical print/publicity program is in development for May launch to drive awareness and value of NYSERDA EEPS programs within Con Edison territory through promotion of specific NYC high profile projects/customers.
- Marketing met with DPS (D. Elfner, P. Carter, R. Gifford) on 4/6 for an update on tactical projects and status of integrated plan
- Integrated Marketing Plan Development/Implementation
 - EMA (Eric Mower and Associates) presented fully integrated marketing communications program to NYSERDA Marketing and program staff 4/7. Creative concepts to be tested via online focus groups among NYSERDA customers and prospects for refinement and final selection of campaign theme

The following are highlights of current Outreach and Marketing activities conducted:

- Since the natural gas program is being marketed in conjunction with the electric program the Outreach Project Consultant marketing activities are reported identically.
- Outreach Project Consultants (OPCs) followed up on leads for 386 projects.
- OPC marketers focused more on presentations to individuals and small groups, rather than at large conferences, since this type of outreach creates relationships and project leads more quickly.
- OPCs represented the program on 60 occasions. Activities included group presentations, networking events and lunch & learn sessions. Notable audiences and presentations included the Grimshaw Architects, the Town of Clifton Park, Queens Library, Saratoga Economic Development, Green Buildings NY 2011 (booth), and Central NY Regional Planning and Economic Development Board.

(b) Evaluation Activities

- As described in the detailed evaluation plan for this program, NYSERDA collectively evaluates both New York Energy Smart SM and EEPS-funded projects. As evaluation activities commence, particularly for impact evaluation, New York Energy Smart SM-funded projects will be the majority of projects sampled. However, as EEPS-funded projects are completed, they will then be incorporated into NYSERDA's evaluation efforts.
- Current New Construction Program evaluation activities are continuing as planned and future narrative reports will detail any major issues or changes as they occur.

(c) Other Activities

N/A

3. Customer Complaints and/or Disputes

N/A

4. Changes to Subcontractors or Staffing

N/A

5. Additional Issues

EES has updated their yearly goals in the spreadsheet. The change has been made in W36 for Electric and W46 for Gas. We have added out yearly goals together to make one large yearly goal (ex. 2009+2010+2011 goals). A note has been made in the spreadsheet as well.

Also the goals have been updated to reflect the filing as of March 30, 2011

Program Administrator:	NYSERDA
Program Project:	FlexTech Benchmarking
Reporting Period:	March 2011
Report Contact Person:	Clararose Voigt

1. Program Status

- FlexTech Benchmarking is anticipated to be available next month, April 2011.
- CUNY Help Center was inaugurated in March

Program Performance Goals

- (a) Describe and discuss circumstances that may have an impact on the achievement of project performance goals (positive or negative.) N/A
- (b) Describe and discuss other key aspects of program performance goals that were not discussed in (a). N/A
- (c) Provide updates to the forecast of net energy and demand impacts. The forecast should be updated at least annually. Note and explain any discrepancies between the filed program goal and the latest forecast. N/A

2. Program Implementation Activities

(a) Marketing Activities

UGC has selected 20 industry experts to present GGBP information and NYSERDA/Con Edison incentives. UGC has been providing NYSERDA with updates as presentations are requested and scheduled.

Benchmarking to be promoted through the C&I integrated marketing communications program

(b) Evaluation Activities

NYSERDA will begin developing a detailed evaluation plan for the Benchmarking Program and will submit it to DPS for review and approval in the coming months.

(c) Other Activities

N/A

3. Customer Complaints and/or Disputes

N/A

4. Changes to Subcontractors or Staffing

N/A

5. Additional Issues

EES has updated their yearly goals in the spreadsheet. The change has been made in W36 for Electric and W46 for Gas. We have added out yearly goals together to make one large yearly goal (ex. 2009+2010+2011 goals). A note has been made in the spreadsheet as well.

Also the goals have been updated to reflect the filing as of March 30, 2011.

Program Administrator:	NYSERDA
Program Project:	Agriculture Energy Efficiency Program – Electric and Gas
Reporting Period:	March 2011
Report Contact Person:	Jaime Ritchey

1. Program Status

Program Performance Goals

- (a) Describe and discuss circumstances that may have an impact on the achievement of project performance goals (positive or negative.)

Given the tremendous response, the Agriculture Energy Efficiency Program stopped accepting applications on March 25, 2011. The program expects to have received sufficient

applications to contract all the funds, and have a queue of additional projects ready should contracted projects withdraw or ultimately cost less than anticipated.

- (b) Describe and discuss other key aspects of program performance goals that were not discussed in (a). N/A
- (c) Provide updates to the forecast of net energy and demand impacts. The forecast should be updated at least annually. Note and explain any discrepancies between the filed program goal and the latest forecast. N/A

2. Program Implementation Activities

This section is designated to quantify major activities not captured in the progress spreadsheet.

(a) Marketing Activities

During March, the NYSERDA Agriculture Energy Efficiency Program Representative presented, had a table, or was available at the following events:

- Wayne County Cornell Cooperative Extension presentation: March 10
- Farmer Boy Ag presentation: March 11
- Orleans County Cornell Cooperative Extension presentation: March 16
- Seneca County Cornell Cooperative Extension presentation: March 17
- Western New York Farm Energy Forum: March 18
- Ontario County Cornell Cooperative Extension presentation: March 24
- Onondaga County Vegetable Forum: March 25

(b) Evaluation Activities

NYSERDA will begin developing a detailed evaluation plan for the Agriculture Energy Efficiency Program and will submit it to DPS for review and approval in the coming months.

(c) Other Activities

N/A

3. Customer Complaints and/or Disputes

None to report

4. Changes to Subcontractors or Staffing

None to report

5. Additional Issues

EES has updated their yearly goals in the spreadsheet. The change has been made in W36 for Electric and W46 for Gas. We have added out yearly goals together to make one large yearly goal (ex. 2009+2010+2011 goals). A note has been made in the spreadsheet as well.

Also the goals have been updated to reflect the filing as of March 30, 2011.

AGRICULTURE ENERGY EFFICIENCY PROGRAM



NYSERDA offers assistance to identify and implement electric and natural gas energy efficiency measures for eligible farms and on-farm producers, including but **not limited to**: orchards, dairies, greenhouses, vegetables, vineyards, grain dryers, maple producers, and poultry/egg. Funding for this program is limited. Applications will be processed in the order received until program funds are fully committed. Farms must be a customer of a New York State investor-owned utility and contribute to the System Benefits Charge (SBC). Please check your farm's current utility bills.

REQUEST AN ENERGY AUDIT, PROJECT IMPLEMENTATION INCENTIVES, OR BOTH.

NYSERDA will assign a Flex Tech Consultant to perform an energy audit at no cost for audits up to \$1,500. For more complex energy audits, exceeding \$1,500, cost-sharing by the applicant will be required.

Project Implementation Incentives are:

- Provided up to 75% of eligible project costs and capped at \$250,000. The farm must contribute at least 25% cash cost-sharing toward the project.
- Based on total project cost as reflected in invoices billed to the farm. Internal labor costs will not be included as project costs.

Ineligible Projects are:

- Projects with simple payback of less than 6 months.
- Projects completed prior to application.

Projects may require NYSERDA to perform measurement and verification.

Visit our website at www.nyserdera.org/Programs/Agricultural

Please call
1.800.732.1399
to work with a
Program Representative

Submit applications to:
NYSERDA
Attn: AEEP Coordinator
17 Columbia Circle
Albany, NY 12203-6399

EESAG-fs
12/10

nyserdera
Energy. Innovation. Solutions.