

# NYSERDA Combined Narrative Report

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

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## Section IV. Narrative Report to be included with spreadsheet

<b>Program Administrator:</b>	<b>NYSERDA</b>
<b>Program Project:</b>	<b>EmPower – Electric &amp; Gas</b>
<b>Reporting Period:</b>	<b>September 2011</b>
<b>Report Contact Person:</b>	<b>Kelvin Keraga</b>

### 1. Program Status

#### (a) Gas

To date, a total of 1,543 EEPS Gas funded projects have been assigned, with 594 completions. The program has achieved 33% of the production goal to date and 26% of the MMBTU savings goal to date.

NYSERDA anticipates that the EEPS Gas budget will be fully committed by November 30, 2011.

#### (b) Electric

To date, a total of 18,701 EEPS Electric funded projects have been assigned, with 13,654 completions. The program has achieved 60% of the production goal to date and 52% of the kWh goal to date before applying the .81 realization rate. With the realization rate applied, the program has achieved 42% of the kWh goal to date.

The percentage of program goals has been adjusted to reflect the increase in production and savings goals effective July 1.

#### Program Performance Goals

With the approval of EEPS supplemental funding for period of July 1, 2011 to December 31, 2011, the EmPower goal for EEPS Electric households to be served has increased from 22,539 to 27,015 and savings goal increased from 29,387 MWh to 34,935 MWh. The respective goals to date are 22,921 households and 29,888 MWh.

While Central Hudson, National Fuel, National Grid Upstate, NYSEG and RG&E continue to provide electronic referrals, other utilities provide limited or no referrals to the program. NYSERDA staff continues discussions with DPS and utility staff to resolve referral issues. At the request of National Grid, NYSERDA will work with National Grid staff to institute a Memorandum of Understanding between NYSERDA and each of the three corporate entities (National Grid Upstate, National Grid NY, and National Grid Long Island) in order to facilitate referrals for EmPower.

Outreach activities continued in September with two print insertions in over 200 publications with a circulation of over 1.7 million readers and through implementation staff outreach. While the EmPower website saw an increase in traffic from August to September, web referrals have not had a significant impact.

## 2. Program Implementation Activities

### (a) Marketing Activities

During September, the EmPower program continued to be promoted through a laser targeted print advertisement campaign focused on local community newspapers in select regions of the state identified as having lower referrals. The publications targeted readers in the demographics qualified for the program. The regions included the Capital District Region, Saratoga, CNY, Finger Lakes, Southern Tier, North County, NYC Hudson Valley and Western NY. In September there were two print insertions in over 200 publications with combined circulations of over 1.7 million readers. During October, EmPower will continue to be promoted through two insertions in the publications. The advertisement educated readers on the program offerings and drove them to a promotional website. On the heels of a strong community newspaper campaign in September, the EmPower website saw a 280% increase in traffic from August to September with over 65% of those visiting the site linking to the EmPower application in September.

EmPower does not rely principally on traditional marketing activities, as it has traditionally been 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.

<b>EmPower - EEPS Marketing &amp; Outreach Activities Completed</b>				
<b>Date</b>	<b>Location</b>	<b>Topic</b>	<b>Audience Type</b>	<b>Approx # Attend</b>
9/1/2011	Onondaga, CNY Reg Pln & Dvlpmnt Brd, Energy Smart Coord.	EmPower NY call/email	Agency	2
9/1/2011	Albany, Capital District Association of Rental Property Owners, Inc.	EmPower NY call/email	Agency	2
9/1/2011	Onondaga, CNY Reg Pln & Dvlpmnt Brd, Energy Smart Coord.	EmPower NY call/email	Agency	2
9/1/2011	Rensselaer, OFA	EmPower NY call/email	Agency	2
9/1/2011	Seneca, House of Concern	Outreach Meeting	Agencies	3
9/2/2011	Schenectady, Department of Senior & Long Term Care Services	EmPower NY call/email	Agency	2
9/2/2011	Albany, Capital District Association of Rental Property Owners, Inc.	EmPower NY call/email	Agency	2
9/2/2011	Onondaga, CNY Reg Pln & Dvlpmnt Brd, Energy Smart Coord.-pending	Outreach Meeting	Agency	2
9/2/2011	Tompkins, Woodsedge Apts., CRM Rental Management	Outreach Mtg-multi site visit/audit	Landlord	3
9/2/2011	Rensselaer, OFA	EmPower NY call/email	Agency	2
9/2/2011	Fulton, OFA	EmPower NY call/email	Agency	2

9/2/2011	Onondaga, Grove Street Apts., Kingsley-Johnston Inc.	EmPower NY call/email	Agency	2
9/2/2011	Fulton, OFA	EmPower NY call/email	Landlord	2
9/6/2011	Chenango, Woodside Manor Apts., Joe & Tom Talarico	EmPower NY call/email	Agency	2
9/6/2011	Monroe, Lake Village Apts., Cianciana Property Mngmnt.	EmPower NY call/email	Agency	2
9/6/2011	Onondaga, PEACE Inc.	EmPower NY call/email	Agency	2
9/6/2011	Chenango, OFA	EmPower NY call/email	Agency	2
9/6/2011	Chenango, Woodside Manor Apts., Joe & Tom Talarico	EmPower NY call/email	Agency	2
9/7/2011	Oneida, North George Apts., CRM Rental Management	EmPower NY call/email	Agency	2
9/7/2011	Saratoga, Crisis Action Network	EmPower NY call/email	Agency	2
9/7/2011	Oneida, North George Apts., CRM Rental Management	EmPower NY call/email	Agency	2
9/7/2011	Chenango, OFA	EmPower NY call/email	Agency	2
9/7/2011	Woodside Manor Apts. Joe & Tom Talarico, LLC	EmPower NY call/email	Agency	2
9/7/2011	Herkimer, OFA	EmPower NY call/email	Agency	2
9/7/2011	Erie, God City, Belmont Management Co.	EmPower NY call/email	Agency	2
9/7/2011	Onondaga, PEACE Inc.	EmPower NY call/email	Agency	2
9/7/2011	Chenango, OFA	EmPower NY call/email	Agency	2
9/7/2011	Onondaga, CNY Reg Pln & Dvlpmnt Brd, Energy Smart Coord.-pending	EmPower NY call/email	Agency	2
9/7/2011	Chenango, OFA	EmPower NY call/email	Agency	2
9/8/2011	Erie, Schiller Park Senior Center	EmPower NY call/email	Agency	2
9/8/2011	Saratoga, Experience Works	EmPower NY call/email	Agency	2
9/8/2011	Saratoga, Crisis Action Network	EmPower Presentation	Potential Clients	20
9/8/2011	Rensselaer, OFA	Outreach Meeting	Agency	2
9/8/2011	Albany, Capital District Association of Rental Property Owners, Inc.	EmPower Presentation	Landlords	40
9/8/2011	Oswego, The Legislative Chambers	EmPower Presentation-Energy Forecast Seminar	Potential Clients	30
9/8/2011	LI, LIPA REAP	EmPower NY call/email	Agencies	2
9/8/2011	Nassau, Long Island Center for Independent Living	EmPower NY call/email	Agencies	2
9/8/2011	LI, National Grid Consumer Advocates	EmPower NY call/email	Agencies	2
9/8/2011	Nassau, Long Island Center for Independent Living	EmPower NY call/email	Agencies	2
9/8/2011	Suffolk, DSS Commissioner's Office	EmPower NY call/email	Agencies	2
9/8/2011	Tompkins, Human Services Coalition of Tompkins County	Outreach Meeting	Agencies	3
9/8/2011	NYC, Energy Smart Communities Downstate South	EmPower NY call/email	Agencies	2
9/8/2011	NYC, Energy Smart Communities Downstate South	EmPower NY call/email	Agencies	2
9/8/2011	Suffolk, SPARC	EmPower NY call/email	Agencies	2
9/8/2011	Tompkins, Human Services Coalition of Tompkins County	EmPower NY call/email	Agencies	2
9/8/2011	Tompkins, Catholic Charities NOEP	EmPower NY call/email	Agencies	2
9/8/2011	NYC, Energy Smart Communities Downstate East	EmPower NY call/email	Agencies	2
9/9/2011	Fulton County, OFA	Outreach Meeting	Agency	2
9/9/2011	NYC, Energy Smart Communities Downstate South	EmPower NY call/email	Agencies	2
9/9/2011	Kings, UJO	EmPower NY call/email	Agencies	2
9/10/2011	Tompkins, Human Services Coalition of Tompkins County	EmPower NY call/email	Agencies	2
9/10,11/2011	Tomatofest of Central New York	Public Event	Potential Clients	300

9/12/2011	Oneida, North George Apts., CRM Rental Management	Outreach Mtg-multi site visit/audit	Landlord	4
9/12/2011	Onondaga, CNY Reg Pln & Dvlpmnt Brd, Energy Smart Coord.-pending	EmPower NY call/email	Agency	2
9/12/2011	Queens, Institute for the Puerto Rican and Hispanic Elderly	EmPower NY call/email	Agencies	3
9/12/2011	Suffolk, SPARC Steering Committee	Outreach Meeting	Agencies	20
9/12/2011	Suffolk, HomeWorks	Outreach Meeting	Agencies	2
9/12/2011	Suffolk, Stony Brook University Medical Center	Outreach Meeting	Agencies	4
9/13/2011	Chenango, Woodside Manor Apts., Joe & Tom Talarico	EmPower NY call/email	Landlord	2
9/13/2011	Golden Age Apts, CRM Rental Management	EmPower NY call/email	Landlord	2
9/13/2011	Chenango, Woodside Manor Apts., Joe & Tom Talarico	EmPower NY call/email	Landlord	2
9/13/2011	Suffolk, Martin Luther Terrace	EmPower NY call/email	Agencies	2
9/13/2011	LI, LIMAC	EmPower NY call/email	Agencies	2
9/13/2011	Suffolk, Martin Luther Terrace	EmPower NY call/email	Agencies	2
9/13/2011	NYC, Energy Smart Communities Downstate South	EmPower NY call/email	Agencies	2
9/13/2011	NYC, Energy Smart Communities Downstate South	EmPower NY call/email	Agencies	2
9/13/2011	NYC, Energy Smart Communities Downstate South	EmPower NY call/email	Agencies	2
9/13/2011	Rockland, Village of New Square Housing Authority	EmPower NY call/email	Agencies	2
9/13/2011	Suffolk, The Retreat	EmPower NY call/email	Agencies	2
9/14/2011	Cortland, Friendship House, CRM Rental Management	EmPower NY call/email	Landlord	2
9/14/2011	Greene, Hunter Foundation, Inc.	EmPower NY call/email	Agency	2
9/14/2011	Saratoga, St. Clement's Outreach	EmPower NY call/email	Agency	2
9/14/2011	Onondaga, Syracuse Housing Authority	EmPower NY call/email	Agency	2
9/14/2011	Onondaga, CNY Reg Pln & Dvlpmnt Brd, Energy Smart Coord.	EmPower NY call/email	Agency	2
9/14/2011	Schenectady, Department of Senior & Long Term Care Services	EmPower NY call/email	Agency	2
9/14/2011	Schenectady, Community Action Program, Inc.	EmPower NY call/email	Agency	2
9/14/2011	Schenectady, Rotterdam multi-housing	EmPower NY call/email	Landlord	2
9/14/2011	Jefferson, Cleveland House Apts.	EmPower NY call/email	Landlord	2
9/14/2011	Onondaga, CNY Reg Pln & Dvlpmnt Brd, Energy Smart Coord.	EmPower NY call/email	Agency	2
9/14/2011	Onondaga, National Grid, Consumer Advocate	EmPower NY call/email	Agency	2
9/14/2011	Onondaga, CNY Reg Pln & Dvlpmnt Brd, Energy Smart Coord.	EmPower NY call/email	Agency	2
9/14/2011	Wayne, Red Creek Garden Apartments-Baldwin/Dimarco Group	EmPower NY call/email	Landlord	2
9/14/2011	Wayne, Hope Village Inc.-Baldwin/Dimarco Group	EmPower NY call/email	Landlord	2
9/14/2011	Onondaga, Grove Street Apts., Kingsley-Johnston Inc.	EmPower NY call/email	Landlord	2
9/14/2011	Onondaga, The Meadows, Tully Housing Group, Two Plus Four Mgmt.	EmPower NY call/email	Landlord	2
9/14/2011	Onondaga, Upper Crown Landing, Two Plus Four Mgmt.	EmPower NY call/email	Landlord	2
9/14/2011	Cayuga, Fairhaven Senior Apartments, Two Plus Four Mngmnt	EmPower NY call/email	Landlord	2
9/14/2011	Erie, Beam of WNY	EmPower NY call/email	Agency	2
9/14/2011	Oswego, ARISE Inc.	EmPower NY call/email	Agency	2
9/14/2011	Wayne, Hope Village Inc.-Baldwin/Dimarco Group	EmPower NY call/email	Landlord	2

9/14/2011	Erie, Beam of WNY	EmPower NY call/email	Agency	2
9/14/2011	Monroe, Lake Village Apts., Cianciana Property Mngmnt.	EmPower NY call/email	Landlord	2
9/14/2011	Erie, Beam of WNY	EmPower NY call/email	Agency	2
9/14/2011	Wayne, Hope Village Inc.- Baldwin/Dimarco Group	EmPower NY call/email	Agency	2
9/14/2011	NYC, Energy Smart Communities Downstate South	EmPower NY call/email	Agencies	2
9/14/2011	Suffolk, The Retreat	EmPower NY call/email	Agencies	2
9/14/2011	Suffolk, Stony Brook University Medical Center	EmPower NY call/email	Agencies	2
9/14/2011	NYC, Energy Smart Communities Downstate South	EmPower NY call/email	Agencies	2
9/14/2011	Suffolk, The Retreat	EmPower NY call/email	Agencies	2
9/15/2011	Onondaga, National Grid, Consumer Advocate	EmPower NY call/email	Agency	2
9/15/2011	Albany, CDARPO Board Member	EmPower NY call/email	Agency	2
9/15/2011	Monroe, Lake Village Apts., Cianciana Property Mngmnt.	EmPower NY call/email	Agency	2
9/15/2011	Saratoga, Central Office-Section 8 Programs	EmPower NY call/email	Agency	2
9/15/2011	Albany, First World Properties	EmPower NY call/email	Landlord	2
9/15/2011	Jefferson, Cleveland House Apts.	EmPower NY call/email	Landlord	2
9/15/2011	Onondaga, CNY Reg Pln & Dvlpmnt Brd, Energy Smart Coord.-pending	EmPower NY call/email	Agency	2
9/15/2011	Onondaga, The Meadows, Tully Housing Group, Two Plus Four Mgmt.	EmPower NY call/email	Landlord	2
9/15/2011	Jefferson, Cleveland House Apts.	EmPower NY call/email	Landlord	2
9/15/2011	Onondaga, Upper Crown Landing, Two Plus Four Mgmt.	EmPower NY call/email	Landlord	2
9/15/2011	Onondaga, CRM Rental Management, Property Manager	EmPower NY call/email	Landlord	2
9/15/2011	Oneida, North George Apts., CRM Rental Management	EmPower NY call/email	Agency	2
9/15/2011	Onondaga, Michael Spazini Properties	EmPower NY call/email	Landlord	2
9/15/2011	Manhattan, Manhattan Borough President's Model Block Cmt	Outreach Meeting	Agencies	16
9/15/2011	NYC, Energy Smart Communities Downstate South	Outreach Meeting	Agencies	16
9/15/2011	NYC, BEAM NY	Outreach Meeting	Agencies	16
9/16/2011	Onondaga, CNY Reg Pln & Dvlpmnt Brd, Energy Smart Coord.-pending	EmPower NY call/email	Agency	2
9/16/2011	Jefferson, Cleveland House Apts.	EmPower NY call/email	Landlord	2
9/16/2011	Albany, CDARPO Board Member	EmPower NY call/email	Landlord	2
9/16/2011	Onondaga, Syracuse Housing Authority	EmPower NY call/email	Landlord	2
9/16/2011	Onondaga, CNY Reg Pln & Dvlpmnt Brd, Energy Smart Coord.-pending	EmPower NY call/email	Agency	2
9/16/2011	Onondaga, Syracuse Housing Authority	Outreach Meeting	Agency	2
9/16/2011	LI, Health & Welfare Council	Outreach Meeting	Agencies	2
9/19/2011	Jefferson, AARP	EmPower NY call/email	Agency	2
9/19/2011	Schenectady, Community Action Program, Inc.	EmPower NY call/email	Agency	2
9/19/2011	Oneida, North George Apts., CRM Rental Management	EmPower NY call/email	Landlord	2
9/19/2011	Saratoga, Energy Smart Communities- Courtney Strong Inc.	EmPower NY call/email	Agency	2
9/19/2011	Schenectady, Community Action Program, Inc.	EmPower NY call/email	Agency	2
9/19/2011	Jefferson, Cleveland House Apts.	EmPower NY call/email	Landlord	2
9/19/2011	Schenectady, Community Action Program, Inc.	EmPower NY call/email	Agency	2
9/19/2011	Greene, Hunter Foundation, Inc	EmPower NY call/email	Agency	2

9/20/2011	Ontario, Workforce Development	EmPower NY call/email	Agency	2
9/20/2011	Erie, North-Northwest Community Center	EmPower NY call/email	Agency	2
9/20/2011	Erie, Beam of WNY	EmPower NY call/email	Agency	2
9/20/2011	Erie, LT. Col. Matt Urban Human Services Center of WNY	EmPower NY call/email	Agency	2
9/20/2011	Erie, Buffalo	Outreach Event-NYSEG Conference	Potential Clients	35
9/20/2011	NYS, LIFE Steering Committee Retreat	Outreach Meeting	Agencies	20
9/21/2011	Monroe, Rochester	Outreach Event-NYSEG Conference	Potential Clients	35
9/21/2011	Schenectady, YWCA - Schenectady, OFA	EmPower Presentation	Potential Clients	30
9/21/2011	Schenectady, Community Action Program, Inc.	EmPower Presentation	Agency	10
9/21/2011	Schenectady, AmeriCorps VISTA-Northeast Parent/Child Society	EmPower NY call/email	Agency	2
9/21/2011	Greene, Hunter Foundation, Inc	EmPower Presentation	Potential Clients	50
9/21/2011	Ontario, Workforce Development	EmPower NY call/email	Agency	2
9/21/2011	Erie, Beam of WNY	EmPower NY call/email	Agency	2
9/21/2011	Schenectady, AmeriCorps VISTA-Northeast Parent/Child Society	EmPower NY call/email	Agency	2
9/21/2011	Onondaga, PEACE Inc.	EmPower NY call/email	Agency	2
9/21/2011	Schenectady, AmeriCorps VISTA-Northeast Parent/Child Society	EmPower NY call/email	Agency	2
9/21/2011	Albany, DML Corp	EmPower NY call/email	Landlord	2
9/21/2011	Jefferson, AARP	EmPower NY call/email	Agency	2
9/21/2011	Niagara, DSS/HEAP	EmPower NY call/email	Agency	2
9/21/2011	Albany, Beam of ENY	EmPower NY call/email	Agency	2
9/21/2011	Orange, Bush Gardens	EmPower NY call/email	Agencies	2
9/21/2011	Orange, Bush Gardens	Outreach Meeting	Agencies	2
9/22/2011	Onondaga, On Center	Energy & Environmental Network Event	Potential Clients	30
9/22/2011	Tompkins, Ithaca	Outreach Event-NYSEG Conference	Potential Clients	35
9/22/2011	Jefferson, AARP	EmPower NY call/email	Agency	2
9/22/2011	Erie, Beam of WNY	EmPower NY call/email	Agency	2
9/22/2011	LI, Anti-Hunger Task Force	Outreach Meeting	Agencies	15
9/22/2011	LI, Health & Welfare Council	EmPower NY call/email	Agencies	2
9/22/2011	NYC, Energy Smart Communities Downstate South	EmPower NY call/email	Agencies	2
9/22/2011	LI, Health & Welfare Council	EmPower NY call/email	Agencies	2
9/22/2011	Orange, TM Associates	EmPower NY call/email	Agencies	2
9/22, 23/2011	Onondaga, Center of Excellence Symposium	Outreach Event-Energy & Environ. Conference	Potential Clients	200
9/23/2011	Jefferson, AARP	EmPower NY call/email	Agency	2
9/23/2011	Livingston, OFA	EmPower NY call/email	Agency	2
9/23/2011	Jefferson, Cleveland House Apts.	EmPower NY call/email	Landlord	2
9/23/2011	Albany, DSS	EmPower NY call/email	Agency	2
9/23/2011	Manhattan, Fourth Arts Block	EmPower NY call/email	Agencies	2
9/23/2011	NYC, Energy Smart Communities Downstate South	EmPower NY call/email	Agencies	2
9/23/2011	Manhattan, Cooper Square Committee	EmPower NY call/email	Agencies	7
9/23/2011	Manhattan, Borough President's Office	EmPower NY call/email	Agencies	2
9/23/2011	Manhattan, Borough President's Office	EmPower NY call/email	Agencies	2
9/23/2011	Manhattan, Cooper Square MHA	EmPower NY call/email	Agencies	2
9/23/2011	Manhattan, Fourth Arts Block	EmPower NY call/email	Agencies	2
9/23/2011	Manhattan, Borough President's Office	EmPower NY call/email	Agencies	2
9/23/2011	Putnam, Putnam County Housing	EmPower NY call/email	Agencies	2
9/24/2011	Manhattan, Fourth Arts Block	Community Event	Agencies	100

9/24/2011	NYC, Grow NYC	Outreach Meeting	Agencies	2
9/24/2011	NYC, Unwaste NY	Outreach Meeting	Agencies	2
9/24/2011	NYC, Energy Smart Communities Downstate South	Outreach Meeting	Agencies	3
9/26/2011	Jefferson, AARP	EmPower NY call/email	Agency	2
9/26/2011	Jefferson, Cleveland House Apts.	EmPower NY call/email	Landlord	2
9/26/2011	Tompkins, Woodsedge Apartments	EmPower NY call/email	Landlord	2
9/26/2011	Erie, Beam of WNY	EmPower NY call/email	Agency	2
9/26/2011	Monroe, Lake Village Apts., Cianciana Property Mngmnt.	EmPower NY call/email	Landlord	2
9/26/2011	Tompkins, DSS	EmPower NY call/email	Agency	2
9/26/2011	Livingston, DSS-HEAP	EmPower NY call/email	Agency	2
9/26/2011	Albany, DML Corp	EmPower NY call/email	Agency	2
9/26/2011	Erie, Beam of WNY	EmPower NY call/email	Agency	2
9/26/2011	Albany, CDARPO Board Member	EmPower NY call/email	Landlord	2
9/26/2011	NYC, Grow NYC	EmPower NY call/email	Agencies	2
9/26/2011	NYC, Energy Smart Communities Downstate South	EmPower NY call/email	Agencies	2
9/26/2011	NYC, Energy Smart Communities Downstate South	EmPower NY call/email	Agencies	2
9/27/2011	NYS, United Way	EmPower NY call/email	Agency	2
9/27/2011	Tompkins, DSS	EmPower NY call/email	Agency	2
9/27/2011	Monroe, Lake Village Apts., Cianciana Property Mngmnt.	EmPower NY call/email	Landlord	2
9/27/2011	Livingston, DSS-HEAP	EmPower NY call/email	Agency	2
9/27/2011	Onondaga, PEACE Inc.	EmPower NY call/email	Agency	2
9/27/2011	Saratoga, Energy Smart Communities Program-Courtney Strong Inc.	EmPower NY call/email	Agency	2
9/27/2011	Livingston, DSS-HEAP	EmPower NY call/email	Agency	2
9/27/2011	Tompkins, DSS	EmPower NY call/email	Agency	2
9/27/2011	LI, LIPA REAP	Outreach Meeting	Agencies	3
9/27/2011	LI, United Way of Long Island	Outreach Meeting	Agencies	2
9/27/2011	LI, Nat Grid Consumer Advocates	Outreach Meeting	Agencies	3
9/27/2011	NYC, Energy Smart Communities Downstate South	EmPower NY call/email	Agencies	2
9/27/2011	Putnam, Putnam County Housing	EmPower NY call/email	Agencies	2
9/27/2011	Rockland, New Square Housing	EmPower NY call/email	Agencies	2
9/27/2011	Manhattan, Borough President's Office	EmPower NY call/email	Agencies	2
9/27/2011	NYC, Energy Smart Communities Downstate South	EmPower NY call/email	Agencies	2
9/27/2011	Orange, Bush Gardens	EmPower NY call/email	Agencies	2
9/28/2011	Erie, Northwest Buffalo Seniors	EmPower Presentation	Potential Clients	75
9/28/2011	Erie, LT. Col. Matt Urban Human Services Center of WNY	Outreach Meeting	Agency	3
9/28/2011	Onondaga, PEACE Inc.	Multi-site Mtg	Agency	6
9/28/2011	Queens, Institute for the Puerto Rican and Hispanic Elderly	EmPower NY call/email	Agencies	2
9/28/2011	NYC, Energy Smart Communities Downstate South	EmPower NY call/email	Agencies	3
9/28/2011	Manhattan, Fourth Arts Block	EmPower NY call/email	Agencies	2
9/29/2011	Onondaga, Syracuse United Neighbors	EmPower NY call/email	Agency	2
9/29/2011	Saratoga, Energy Smart Communities Program-Courtney Strong Inc.	EmPower NY call/email	Agency	2
9/29/2011	Saratoga, St. Clements Church	EmPower NY call/email	Agency	2
9/29/2011	Ontario, Workforce Development-pending	Outreach Meeting	Agency	2
9/29/2011	Ontario, Catholic Charities of the Finger Lakes	Outreach Meeting	Agency	2
9/29/2011	Putnam, Putnam County Housing	EmPower NY call/email	Agencies	2

9/29/2011	Manhattan, Borough President's Office	EmPower NY call/email	Agencies	2
9/29/2011	Putnam, Putnam County Housing	EmPower NY call/email	Agencies	2
9/29/2011	LI, Health & Welfare Council of LI	EmPower NY call/email	Agencies	2
9/29/2011	LI, LIPA REAP	EmPower NY call/email	Agencies	2
9/29/2011	LI, LI Center for Independent Living	EmPower NY call/email	Agencies	2
9/29/2011	LI, Health & Welfare Council	EmPower NY call/email	Agencies	2
9/29/2011	LI, LI VOAD	EmPower NY call/email	Agencies	2
9/29/2011	LI, LI Center for Independent Living	EmPower NY call/email	Agencies	2
9/29/2011	NYC, Energy Smart Communities Downstate South	EmPower NY call/email	Agencies	2
9/29/2011	LI, LI VOAD	EmPower NY call/email	Agencies	2
9/30/2011	Saratoga, Energy Smart Communities Program-Courtney Strong Inc.	EmPower NY call/email	Agency	2
9/30/2011	Albany, DML Corp	EmPower NY call/email	Landlord	2
9/30/2011	Tompkins, Woodsedge Apts. CRM Rental Management	EmPower NY call/email	Landlord	2
9/30/2011	Broome, Red Cross	EmPower NY call/email	Agency	2
9/30/2011	Jefferson, Cleveland House Apts.	EmPower NY call/email	Landlord	2
9/30/2011	Tompkins, DSS	EmPower NY call/email	Agency	2
9/30/2011	Jefferson, Cleveland House Apts.	EmPower NY call/email	Landlord	2
9/30/2011	Onondaga, Syracuse United Neighbors	EmPower NY call/email	Agency	2
9/30/2011	Albany, DML Corp	EmPower NY call/email	Landlord	2
9/30/2011	Tompkins, Woodsedge Apts. CRM Rental Management	EmPower NY call/email	Landlord	2
9/30/2011	Jefferson, Hunters Run	EmPower NY call/email	Landlord	2
9/30/2011	Cayuga, Southern Cayuga Non-Profit Housing Co. Inc.	EmPower NY call/email	Agency	2
9/30/2011	Delaware, Opportunities, Inc.	EmPower NY call/email	Agency	2
9/30/2011	Essex, Adirondack Community Action Programs, Inc.	EmPower NY call/email	Agency	2
9/30/2011	SI, Northfield Community LDC	EmPower NY call/email	Agencies	2
9/30/2011	Kings, Bed Stuy Restoration Group	EmPower NY call/email	Agencies	3
9/30/2011	SI, Northfield Community LDC	EmPower NY call/email	Agencies	3
9/30/2011	Bronx, NW Bronx Community & Clergy Coalition	EmPower NY call/email	Agencies	2
9/30/2011	Kings, People's Firehouse	EmPower NY call/email	Agencies	2
9/30/2011	LI, Clean Energy Leadership Task Force	Outreach Meeting	Agencies	50
9/30/2011	NYC, Energy Smart Communities Downstate East	EmPower NY call/email	Agencies	2
9/30/2011	LI, LIPA REAP	EmPower NY call/email	Agencies	2
9/30/2011	LI, Institute for a Sustainable Long Island	Outreach Meeting	Agencies	3
<b>Upcoming Events</b>				
<b>Date</b>	<b>Location</b>	<b>Topic</b>	<b>Audience Type</b>	<b>Approx # Attend</b>
10/3/2011	Cortland, Preble Fire Department	EmPower Presentation	Agency	40
10/3/2011	NYC, HEAP	Outreach Meeting	Agencies	2
10/5/2011	LI, Care Coordination Committee	Outreach Meeting	Agencies	15
10/6/2011	Monroe, Baldwin LLC	Outreach Mtg-multi site audit	Landlord	3
10/6/2011	Seneca, Baldwin LLC	Outreach Mtg-multi site audit	Landlord	3
10/6/2011	Onondaga, On Center	Outreach Event-SOHO	Potential Clients	200
10/6/2011	Suffolk, DSS Networking and Training	Outreach Meeting	Agencies	50
10/7/2011	Oswego, ARISE Inc.	EmPower Presentation	Agency	25



10/10,11/2011	Otsego, Delaware, Chemung, Tioga, Broome Agencies-TBD	Outreach Meetings	Agencies	TBD
	LI, Harm Reduction Coalition	Outreach Meeting	Agencies	8
10/12,13/2011	Erie, Buffalo	Outreach Event-Advanced Energy Conference		250
	Ontario, Catholic Charities of the Finger Lakes	EmPower Presentation	Potential Clients	60
10/19,20/2011	Otsego, Delaware, Chemung, Tioga, Broome Agencies-TBD	Outreach Meetings	Agencies	TBD
	Schenectady, Community Action Program, Inc.	EmPower Presentation	Potential Clients	30
	LI, Energy Forum for Advocates (EmPower to "emcee")	Outreach Meeting	Agencies	200
	Chenango, OFA	EmPower Presentation	Agency	5
11/1/2011	LI, Harm Reduction Coalition (tentative)	Outreach Meeting	Agencies	8
11/2/2011	LI, Care Coordination Committee (tentative)	Outreach Meeting	Agencies	15
11/9/2011	LI, HIV Planning Council (tentative)	Outreach Meeting	Agencies	45
	Saratoga, Knights of Columbus	EmPower Presentation	Agency	15
	LI, Health & Welfare Council Gen'l Mtg (tentative)	Outreach Meeting	Agencies	50
12/1/2011	Ontario, Office for the Aging	EmPower Presentation	Agency	15
12/9/2011	Nassau, Keys for the Homeless Conference	Outreach Meeting	Agencies	125
	LI, Harm Reduction Coalition (tentative)	Outreach Meeting	Agencies	8
	Nassau, Utopia Home Care	EmPower Presentation	Potential Clients	10
2//2012	NYS Division of Consumer Protection	Consumer Day-EmPower Presentation	30 state agencies	40

**(b) Evaluation Activities**

As described in the detailed evaluation plan for this program, NYSERDA collectively evaluates both New York Energy \$mart<sup>SM</sup> and EEPS-funded projects. Particularly for impact evaluation, New York Energy \$mart<sup>SM</sup>-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 gas and electric 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 to Report

**4. Changes to Subcontractors or Staffing**

New Contractor and Vendor Service Agreements were finalized and made available to organizations seeking to participate in the program for the period starting October 1, 2011 through September 30, 2013 pending the availability of funding. The current Agreements expire September 30, 2011.

**5. Additional Issues**

None to Report

## Section IV. Narrative Report to be included with spreadsheet

<b>Program Administrator:</b>	<b>NYSERDA</b>
<b>Program Project:</b>	<b>Home Performance with ENERGY STAR® and Assisted Home Performance with ENERGY STAR</b>
<b>Reporting Period:</b>	<b>September 2011</b>
<b>Report Contact Person:</b>	<b>John Ahearn</b>

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

### 1. Program Status

In September, the Home Performance with ENERGY STAR (HPwES) Program completed 112 EEPS projects and the Assisted HPwES Program component completed 36 EEPS projects. To date, the HPwES Program has achieved 34% of its EEPS production goal and 25% of its MMBtu goal. The Assisted HPwES Program has achieved 61% of its EEPS production goal and has achieved and 80% of its MMBtu goal.

The Home Performance with ENERGY STAR and Assisted Home Performance with ENERGY STAR Programs submitted an Operating Plan to DPS on September 28, 2011, which is pending approval.

### 2. Program Implementation Activities

#### (a) Marketing Activities

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 August and a high level review of activities for September and October. The actual metrics associated with September will be presented in November’s report.

As part of the media buying activities, the Programs have been promoted through a statewide TV commercial during Q1 and Q2 of 2011. The commercials did not run during July and August but are scheduled to begin again in September.

Through October, the HPwES program was promoted through several radio campaigns. The plan includes airing (2):15 second in-game spots on the NY Yankees Radio network that reaches across the state. During August, the NY Yankee Radio resulted in 20 radio spots aired. In addition, during September, a statewide radio campaign accessing the top-rated stations in the major markets will promote the benefits of HPwES.

Overall, the August online search advertising plan performed better than the previous month. During August the search ads generated over 6.2 million impressions with over 4,000 visits. Overall response rate on the high end of industry averages 1.48% click through rate (CTR) vs. 1% - 1.5% industry average. The cost per click is below \$2 overall, driving traffic to the site being much more cost effectively than other media initiatives. Keywords in the “Brand” ad group had the most clicks and maintained a very high 11.26% CTR which included keywords like NYSERDA, NYSERDA rebates; NYSERDA grant “NYSERDA” generated the most clicks (1,321)

Overall, the August online banner advertisement plan performed slightly lower than the previous month. To address the lower performance, the plan was optimized by adding

Environmental News Network (ENN.com) targeting A35-64 across New York State (8/15 start). The green network has a dedicated ‘green’ creative, which generated 0.23% click-through-rate over two-week period. The continuous optimizing on the lower-performing About.com is now showing a 22% decrease in the average cost-per-click over the past two months: \$19 (June) - \$17.31(July) - \$14.88(August). Staff is working on optimizing the Home Performance online portfolio by eliminating/re-allocating lower-performing sites. Facebook ads as well as some more ‘green’ sites will be added to the plan.

Month-to-month:

- The average cost –per- click increased 21% (from \$4.71 in July to \$5.71 in August).
- The overall number of clicks decreased 23% (8,778 in July to 6,739 in August).
- The click-thru rate was 0.11%, in-line with July’11 (0.13%).

The online and print advertising continued to direct 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.

For August the site saw over 15,000 page views with over 13,000 unique views with most visitors searching for contractors, financing options and details on how to participate in the program. About 28% of unique visitors followed one of the links on the page with a quarter of people responding to the web ad were engaged enough to click through. Those visitors were interested in finding a contractor, financing, followed by linking to the audit application. The promotional site captured 130 names for future marking tactics. The majority of unique visitors (93%) came from Google.

The GetEnergySmart.org website received 106,652 page views. Of the page views, over 20,000 were related to HPwES pages and over 3,500 low-income. The Programs will continue to be promoted through these tactics during August and September.

During September, the Programs were promoted through similar tactics as in August. The marketing presented the homeowner benchmark study in September and started message platform development that resonates with the identified market segments. The contractor continues to work on homeowner case studies, contractor recruitment material, homeowner video case study, and communication audit. The contractor is developing homeowner and contractor recruitment case studies as well.

The following information represents events NYSERDA or its contractor(s) attended in which the programs were promoted.

<b>Small Homes Programs</b>					
<b>Program Area</b>	<b>Start Date</b>	<b>End Date</b>	<b>Event Title</b>	<b>Actual Contacts</b>	<b>Location</b>
Small Homes	08/25/11	09/05/11	The Great 2011 New York State Fair	2394	Syracuse
Small Homes	09/09/11	09/09/11	Mall walkers of The Westchester Mall Energy Workshop	45	White Plains
Small Homes	09/10/11	09/10/11	TEC-SMART Community Day	225	Malta
Small Homes	09/10/11	09/10/11	200th Anniversary Bicentennial Kids & Family Day	175	Saugerties
Small Homes	09/10/11	09/10/11	2011 Back to School MVP Expo	135	Albany
Small Homes	09/10/11	09/11/11	Rochester Fall Home Show	400	Rochester

Small Homes	09/11/11	09/11/11	Habitat for Humanity 5K Fun Run/Walk - Sept. 11, 2011 - Nat'l Day of Service and Remembrance	125	Schenectady
Small Homes	09/13/11	09/13/11	Human Services Conference 2011	175	Rochester
Small Homes	09/13/11	09/14/11	New York Contractor Exchange: Growing Your Business in a Difficult Market	50	Tarrytown
Small Homes	09/14/11	09/14/11	Abyssinian Homeownership Program	45	New York
Small Homes	09/14/11	09/16/11	Fundamentals of Measurement and Verification (CMVP Certification)	75	Ithaca
Small Homes	09/15/11	09/15/11	The Business of Energy - Sustainable Transportation	35	Buffalo
Small Homes	09/16/11	09/16/11	Brown Bag Lunch Session--Energy Conservation at Home	40	New York
Small Homes	09/16/11	09/18/11	Hudson Valley Fall Home Show	550	Poughkeepsie
Small Homes	09/16/11	09/18/11	Albany Fall Home Show	675	Albany
Small Homes	09/17/11	09/17/11	Battery Park City Block Party	150	New York
Small Homes	09/17/11	09/17/11	Chautauqua County Visit the Farm Day	40	Jamestown
Small Homes	09/17/11	09/17/11	Five Rivers Fall Festival	135	Delmar
Small Homes	09/17/11	09/17/11	Parade of Playhouses 2011	175	Williamsville
Small Homes	09/17/11	09/18/11	Greentopia Festival	350	Rochester
Small Homes	09/18/11	09/18/11	Earth Day in Autumn & Live Well Be Well	50	Bethel
Small Homes	09/18/11	09/18/11	Westcott Street Cultural Fair	350	Syracuse
Small Homes	09/18/11	09/18/11	14th Street Y OPEN green HOUSE	125	New York
Small Homes	09/18/11	09/18/11	ECOFEST 2011	150	New York
Small Homes	09/20/11	09/20/11	NYS Higher Education Services Corp's "Go Green Day"	85	Albany
Small Homes	09/22/11	09/22/11	Energy and Environmental Library Series: Energy Efficiency and Renewables	35	Katonah
Small Homes	09/22/11	09/22/11	Free Home Performance with ENERGY STAR Residential Contractor Orientation	4	Troy
Small Homes	09/24/11	09/24/11	Wildlife Festival and Energy Expo 2011	185	North Blenheim
Small Homes	09/24/11	09/24/11	Town of Cortlandt Stop N' Swap Green Fair	10	Cortlandt Manor
Small Homes	09/24/11	09/24/11	9th Annual Cauliflower Festival	55	Margaretville
Small Homes	09/24/11	09/24/11	3rd Annual Catskill Mountains Eco-Faire	150	East Durham
Small Homes	09/24/11	09/24/11	7th Annual Western New York (WNY) Environmental Summit at Daemen College	80	Amherst
Small Homes	09/24/11	09/24/11	Fourth Arts Block - FAB! Festival	25	New York
Small Homes	09/24/11	09/25/11	2011 Wildlife Festival at the Niagara Power Vista	110	Lewiston
Small Homes	09/28/11	09/28/11	FREE Workshop Sessions on Residential Energy Reduction & Savings	45	Schenectady
Small Homes	09/28/11	09/28/11	Monroe Village Farmer's Market	35	Rochester

<b>Upcoming Events</b>					
<b>Program Area</b>	<b>Start Date</b>	<b>End Date</b>	<b>Event Title</b>	<b>Anticipated Attendance</b>	<b>Location</b>
Small Homes	10/01/11	10/01/11	Energy Smart in the Park Day	400	Schenectady
Small Homes	10/01/11	10/01/11	Ferry Festa	250	Dobbs Ferry
Small Homes	10/01/11	10/01/11	GreenHomeNYC's The NEW New York Green Street Festival	2500	Brooklyn
Small Homes	10/01/11	10/01/11	Western New York Solar Homes & Green Buildings Tour	350	Buffalo
Small Homes	10/02/11	10/02/11	Sneak Peak at Freshkills Park	300	Staten Island
Small Homes	10/04/11	10/04/11	Make the Switch and Save - Staten Island	100	Staten Island
Small Homes	10/05/11	10/05/11	Energy Hog or an Energy Hero? - Beaver Lake Nature Center	35	Baldwinsville
Small Homes	10/05/11	10/05/11	New Green City, 2011	300	New York
Small Homes	10/05/11	10/05/11	Make the Switch and Save - Brooklyn	100	Brooklyn
Small Homes	10/05/11	10/05/11	Make Your Home Energy Efficient and Healthy	30	Rochester
Small Homes	10/06/11	10/06/11	Make the Switch and Save - Brooklyn	100	Brooklyn
Small Homes	10/08/11	10/08/11	The Rochester Public Market	500	Rochester
Small Homes	10/08/11	10/08/11	Make the Switch and Save - Penfield	100	Penfield
Small Homes	10/08/11	10/08/11	Make the Switch and Save - Buffalo - Wegman's	100	Buffalo
Small Homes	10/08/11	10/08/11	Make the Switch and Save - Ithaca	100	Ithaca
Small Homes	10/10/11	10/10/11	Make the Switch and Save - Brooklyn - Landmark Lighting	100	Brooklyn
Small Homes	10/10/11	10/10/11	Make the Switch and Save - Buffalo - Davis Electrical Supply	100	Buffalo
Small Homes	10/12/11	10/12/11	FREE Workshop Sessions on Residential Energy Reduction & Savings	45	Schenectady
Small Homes	10/12/11	10/12/11	Make the Switch and Save - Brooklyn - Manhattan Light's	100	Brooklyn
Small Homes	10/12/11	10/13/11	Advanced Energy 2011- New York State's Premier Conference for Advanced Energy	500	Buffalo,
Small Homes	10/13/11	10/13/11	Home Heating and Energy Savings - What You Need to Know	40	Greenburgh
Small Homes	10/13/11	10/13/11	Make the Switch and Save - Brooklyn - Rainbow Lighting	100	Brooklyn
Small Homes	10/13/11	10/13/11	Intro to Green for Co-ops & Condos	30	New York
Small Homes	10/15/11	10/15/11	Make the Switch and Save - New York - K-Mart	100	New York
Small Homes	10/15/11	10/15/11	Make the Switch and Save - Staten Island - Doody's Home Center	100	Staten Island
Small Homes	10/15/11	10/15/11	Make the Switch and Save - Buffalo - Buffalo Light & Supply™	100	Buffalo
Small Homes	10/18/11	10/18/11	Livable Communities NE Region Presents Making Your Home More Energy Efficient	30	Mount Kisco
Small Homes	10/21/11	10/23/11	Capital Region Fall Home Show	8000	Clifton Park

Small Homes	10/22/11	10/22/11	Make the Switch and Save - Cazenovia - Buyea's True Value	100	Cazenovia
Small Homes	10/23/11	10/23/11	Energize North Salem Traffic-Free Bike Ride	100	North Salem
Small Homes	10/23/11	10/23/11	Green City Challenge Race & Family Expo	1000	New York
Multifamily	10/23/11	10/25/11	Building Power: 2011 Multifamily Performance Program (MPP) Partner Summit	2500	Ellenville
Small Homes	10/25/11	10/25/11	Go Green, Save \$\$\$	75	Rochester
Small Homes	10/26/11	10/26/11	Energy Hog or an Energy Hero? - Jervis Public Library	35	Rome
Small Homes	10/27/11	10/28/11	Healthy Homes & Communities Conference - 2011 NPCNYS's Conference on Affordable Housing and Community Development	300	Rensselaer
Small Homes	10/27/11	10/27/11	Home Performance with ENERGY STAR Residential Contractor Orientation	25	Troy

**(b) Evaluation Activities**

HP & AHP

As described in the detailed evaluation plan for these programs, NYSERDA collectively evaluates both **New York Energy \$mart<sup>SM</sup>** and EEPS-funded projects. For the evaluation activities underway, particularly for impact evaluation, **New York Energy \$mart<sup>SM</sup>**-funded projects are 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**

None to Report

**3. Customer Complaints and/or Disputes**

None to Report.

**4. Changes to Subcontractors or Staffing**

None to Report.

**5. Additional Issues**

None to Report

**Section IV. Narrative Report to be included with spreadsheet**

<b>Program Administrator:</b>	<b>NYSERDA</b>
<b>Program Project:</b>	<b>New York ENERGY STAR® Homes – Gas New York ENERGY STAR Home – Electric Assisted New York ENERGY STAR Homes – Gas Assisted New York ENERGY STAR Homes - Electric</b>
<b>Reporting Period:</b>	<b>September 2011</b>
<b>Report Contact Person:</b>	<b>Jim Quirk</b>

The following narrative report addresses the four EEPS-funded New York Energy Star Homes Programs, as listed above in the Program Project section. Any specific issue related to the gas/electric or low income/market rate programs will be identified as appropriate.

## 1. Program Status

### Program Performance Goals

The New York ENERGY STAR Homes (NYESH)-Gas program has achieved 27% of its cumulative goal for 2010/2011 EEPS-Gas production (2,523 projects), and 37% of its 2010/2011 MMBtu goal.

The NYESH- Electric program has completed 278 projects towards its EEPS Electric production goal, and 15% of its mWh goal.

The Assisted New York ENERGY STAR Homes (ANYESH)-Gas program has achieved 73% of its EEPS-Gas production goal (126 projects), and 89% of its MMBtu goal.

The ANYESH-Electric program has achieved 20% of its EEPS-Electric production goal (126 projects), and 27% of its mWh goal.

The August 2011 EEPS Scorecard included kWh acquired savings and application information that were reported in error. This information has been corrected in the September 2011 submission and is noted in the corresponding cells of the Scorecard.

## 2. Program Implementation Activities

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

### (a) Marketing Activities

As with HPwES and AHPwES, many of the metric reports associated with marketing the NYESH program lag approximately one month behind this report. The section below provides the actual metrics associated with August and a high level review of activities for September and October. The actual metrics associated with September will be presented in November's report.

In August, online advertising for the Program focused on driving potential home buyers to the GetEnergySmart.org site that focuses on the NYESH program.

Overall, the August Search plan had mixed results compared to the previous month.

#### Month-to-month:

- The average cost- per- click increased 45% (\$1.81 in July to \$2.63 in August).
- Clicks increased +104% (1,520 in July to 3,102 in August).
- The average position was close to July's - 3.2 in August vs. 2.9 in July.
- The click-thru-rate decreased from 0.10% in July to 0.08% in August.

The August Banner performance was better than July's.

#### Month-to-month:

- The average cost –per- click decreased 3% (from \$9.47 to \$9.22)
- The number of clicks increased 14% (472 in July to 540 in August).
- The click -thru rate increased 20% – 0.12% in August vs. 0.10% in July.

For the online banner campaign, all Hanley Wood ad positions are above-the-fold and this keeps the number of clicks and the click-through-rate increasing. Starting September, a

broad portfolio of MNI online real estate, home/garden and local newspaper sites will be added to the campaign.

During August, NYESH was promoted through a print campaign using community newspapers that yielded over 152 advertisements reaching a circulation of over 935,692 people.

The GetEnergySmart.org website received 106,652 page views with over 7,200 pages related to NYESH.

During September and October, the marketing contractor, Eric Mower and Associates, developed and began fielding the homeowner/ renter, builder/developer and influencer qualitative and quantitative research. The research is scheduled to be complete during the late October. The contractor developed a set of short-term marketing tactics to include print, online, sponsorship, website landing page, factsheet, media placements and radio promotions that began in September and will continue through the end of the year focusing on builder recruitment and driving consumer participation.

See outreach/events Small Homes Chart in the HPwES/AHPwES section for a list of outreach activities in which the programs were promoted.

(b) Evaluation Activities

As described in the detailed evaluation plan for this program, NYSERDA collectively evaluates both **New York Energy \$mart<sup>SM</sup>** and EEPS-funded projects. For the evaluation activities underway, particularly for impact evaluation, **New York Energy \$mart<sup>SM</sup>**-funded projects are 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.

(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**

None to Report

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**Section IV. Narrative Report to be included with spreadsheet**

<b>Program Administrator:</b>	<b>NYSERDA</b>
<b>Program Project:</b>	<b>Statewide POS Lighting CFL</b>
<b>Reporting Period:</b>	<b>September 2011</b>



## 1. Program Status

### Program Performance Goals

Since the Program's inception (April 1, 2009), 7,717,645 CFLs sold have been incentivized; 216,859 CFLs were incentivized in September 2011.

Two CFL promotions were approved in September. The approved promotions were for Energy Mad and Sunshine Lighting. The Energy Mad promotion allows for CFL buy down on three Quality Choice Branded ENERGY STAR® Qualified CFLs in 47 Rochester Drug Store locations in New York State. Energy Mad has been a solid performer under the Point-of-Sale Program selling over 250,000 incented CFLs. Sunshine Lighting fills an important niche in the CFLs distribution in New York Downstate area. Due to their main warehouses' location in Brooklyn, they are able to provide fast delivery and the ability to deal with smaller quantities per order in the Greater New York Metropolitan area. Their diverse product offering that includes GU-24 and T2 spirals in both single and multi pack increases availability of these hard to come buy categories. Furthermore, they have been very successful in their approved promotion implementation, selling almost 900,000 incented CFLs.

## 2. Program Implementation Activities

### (a) Marketing Activities

During September staff began planning for the retailer events associated with "Make the Switch and Save to ENERGY STAR® Qualified CFLs" being held in October. Similar to the June events, the fall events will promote the sale of CFLs while increasing awareness and education. The events will be supported by in-store events, advertising, online promotion and special promotional pricing to drive store traffic, sales and CFL awareness and education. All advertising will be geographically targeted. Currently, there are fifteen retailer events identified for October.

The events will be promoted by social media, radio and print advertising. Each retailer event will be highlighted on NYSERDA's website, promotional landing page, and through the Shining Example Facebook page. A special display booth located at the main entrance of the participating retailer alerts customers of special lighting offers to encourage sales. The radio and print ads include strong educational messages in addition to the promotional offers. Print advertisements will run in each of the geographic regions major daily paper. Similarly, the radio campaign will target the top-rated stations in each of the geographic regions. The Shining Example page is the hub for the promotional and educational campaign, supported by NYSERDA's web site. The Shining Example page directs visitors to the promotional website which 250% increase in traffic from August.

### (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. During September, the CFL Multistate Modeling report was finalized and will be available and posted on NYSERDA's website soon. In addition, during September, dialogue continued with DPS on when the new net-to-gross ratio should be incorporated into program savings estimates and the NYSERDA evaluation contractor developed a proposal for NYSERDA program staff, DPS and the DPS evaluation consultant on possible future evaluation activities for this program.

### (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**

None to Report

**Section IV. Narrative Report to be included with spreadsheet**

<b>Program Administrator:</b>	<b>NYSERDA</b>
<b>Program/Project:</b>	<b>Workforce Development</b>
<b>Reporting period:</b>	<b>September 2011</b>
<b>Report Contact person:</b>	<b>Adele Ferranti</b>

**1. Program Status**

PON 1816 – EEPS Workforce Development Training for Energy Efficiency Programs: No new partnership proposals were received in the month of September. The total number of proposals received to date is forty-three. Ninety-one percent of the total budget has been proposed and eighty-seven percent is under contract or contract negotiation. To date, 210 applications for individual certification and training reimbursements have been awarded totaling \$499,127. Through PON 1816, over \$2.9 million in total funding has been committed and \$2.5 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. Funds under the Worker Readiness category were rapidly exhausted and have resulted in five executed contracts with two more under negotiation. Proposals for Part 5, Lab Houses for Field Testing, have been reviewed and the four awards were announced in August.

PON 2033- Internships/Apprenticeships/OJT: released in June 2011, provided \$2,625,000 in support of energy efficiency curriculum enhancement for building trades and apprenticeship programs as well as funding to encourage hiring by offsetting the cost of on-the-job (OJT) training. Under Category A, curriculum enhancement, one proposal has been reviewed by the TEP and several notices of intent to apply have been received. Under Category B, thirty-three proposals for OJT have been preliminarily approved and forwarded to the NYS DOL Business Services division. NYSERDA has received five complete contracts, the result of collaboration between the applicant and the DOL Business Services Representative, and expects that additional contracts will be negotiated throughout October.

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

<b>Training Partner</b>	<b>Career Pathways Training</b>	<b>Technical Training/ Equipment</b>	<b>Leveraged GJGNY \$ Worker Readiness</b>
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	
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	\$ -	\$ 34,435	
Ulster Orange BOCES	\$ 97,249	\$ -	
Syracuse University –SSIC			\$ 24,047
Green University Inc.	\$ 50,000	\$ 2,500	
Alfred State College	\$ 118,285	\$ 16,770	
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	\$ 19,585	\$ -	
The Outsource Center	\$ 20,000	\$ -	\$40,548
CEC Stuyvesant Cove (Solar One)			\$76,099
Northern Manhattan Improvement Corp	\$ 48,261		\$50,000
Wayne Fingerlakes BOCES			\$31,568
Mason Tenders Training Fund			\$10,238
Madison Oneida BOCES		\$ 2,500	\$15,000
Stargate		\$ 4,315	
Crescent Energy, Inc.		\$ 225,000	
Association Energy Engineers		\$ 50,000	
Building Commissioning Association		\$ 50,000	
Home Energy Team, LLC		\$ 125,000	
IUOE Local 94 Training Center		\$ 95,685	
Northeast Parent and Child Society, Inc.	\$ 80,415	\$ 145,000	

PON 1817 – Energy Efficiency Career Pathways Training and Technical Training: EEPS WFD:  
Of the 10 proposals recommended for funding, technical training contracts with the IBEW/JATC and Green Light NY have been executed and 4 Career Pathways contracts, The Fortune Society, Wayne Finger Lakes BOCES, the Workforce Development Institute and Sullivan BOCES, have been executed. The GJGNY award to CUNY Institute for Urban Systems for Small Commercial Auditing

has been executed and a second contract for Small Commercial Auditing is under negotiation. Also under GJGNY, the Community Power Network has contracted training in Oil Heat Efficiency. The remaining contract package is under internal review. The HVCC proposal to develop multifamily building analyst, multifamily hydronic, and crew chief training has been cancelled because this curriculum is currently available and will require only minor update, and these funds have been allocated to Green Light New York per management approval.

<b>Funding Category</b>	<b>Funding Available</b>	<b>Successful Proposers</b>	<b>Funding</b>	<b>Fund Balance by Training Category</b>
<b>EEPS - Career Pathways Training</b>	<b>\$750,000</b>		<b>\$750,000 Total</b>	<b>\$0</b>
		Wayne Finger Lakes BOCES	\$139,773*	
		The Fortune Society	\$300,000*	
		Sullivan BOCES	\$122,281*	
		Workforce Development Institute	\$187,946*	
<b>EEPS Technical Training</b>	<b>\$500,000</b>		<b>\$463,225 Revised Total \$547,649 Original Total</b>	<b>\$36,775 Revised (\$47,649)***</b>
		Tri City Joint Apprenticeship & Training Committee	\$300,000*	
		Green Light NY, Inc.	\$163,225****	
		Green Light NY, Inc.	\$47,649**	
<b>GJGNY - Small Commercial Auditor Training</b>	<b>\$300,000</b>		<b>\$262,178 Total</b>	<b>\$37,822</b>
		SUNY Stony Brook	\$159,313*	
		CUNY	\$102,865	
<b>GJGNY - Oil Heat Training</b>	<b>\$300,000</b>		<b>\$290,173 Total</b>	<b>\$9,827</b>
		Community Power Network of NYS, Inc.	\$290,173*	
<b>Total Funds Available</b>	<b>\$1,850,000</b>		<b>\$1,850,000 Total Awarded</b>	<b>\$0</b>

(\*)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.

(\*\*\*\*)These funds were awarded to Green Light NY, Inc after HVCC award was cancelled.

### **Program Performance Goals**

- (a) The EEPS WFD Operating Plan outlines training goals of 6,200 participants. All training goals will be met and it is expected, based on contracted commitments, that the total number trained will exceed 8,000.
- (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) There are no changes to our project forecast as of this report. EEPS training numbers are expected to grow throughout 2011 as new training partners complete training planned for 2011/2012. Commercial and Industrial training numbers (previously funded under SBC) are lower than predicted as we work to bring on new training partners through EEPS to serve the commercial/industrial market sector.

### **2. Program Implementation Activities**

- (a) Marketing Activities

The Workforce team is working actively with the CSG/Haggman team to develop web banners for the NYSERDA site as well as a comprehensive marketing plan that may include, but is not limited to, print materials and radio advertising of training opportunities.

- (b) Evaluation Activities

The final WFD Program work plan was approved by DPS staff in March. Current Workforce Development Program evaluation activities are continuing as planned and future narrative reports will detail any major issues or changes as they occur.

- (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**

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

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<b>Program Administrator:</b>	<b>NYSERDA</b>
<b>Program Project:</b>	<b>Electric Reduction in Master Metered Multifamily Buildings</b>
<b>Reporting Period:</b>	<b>September 2011</b>
<b>Report Contact Person:</b>	<b>Michael Colgrove / Dean Zias</b>

## 6. Program Status

### Program Performance Goals

To date, NYSERDA has received 3 applications to the program, though only 1 of which was eligible. We have heard from a handful of other projects that are planning to submit applications.

Quadlogic, a meter manufacturer, has submitted its testing results to DPS and we are awaiting its approval.

Due to the extended duration of inactivity, it seems inevitable that the goals will not be attained for 2011.

## 7. Program Implementation Activities

### (c) Marketing Activities

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

To date a new landing page for the Multifamily Programs has been developed on NYSERDA.org. It directs interested participants to the information pages embedded in Getenergysmart.org.

### (d) Evaluation Activities

None

## 8. Customer Complaints and/or Disputes

None

## 9. Changes to Subcontractors or Staffing

None

## 10. Additional Issues

None

**Section IV. Narrative Report to be included with spreadsheet**

<b>Program Administrator:</b>	<b>NYSERDA</b>
<b>Program Project:</b>	<b>Geothermal Heat Pump Systems in Multifamily Buildings</b>
<b>Reporting Period:</b>	<b>September 2011</b>
<b>Report Contact Person:</b>	<b>Michael Colgrove / Ed Morrison</b>

## 1. Program Status

### Program Performance Goals

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

On July 6, 2011 DPS released their “Energy Efficiency Portfolio Standard Program Review White Paper” and stated that Geothermal Heat Pump program is not reporting savings toward their authorized targets and that the program may be limited by the program’s requirements; buildings must be heated electrically to be eligible for the program. It also had the comment of, “...*The Commission should direct NYSERDA to cancel its Multifamily Geothermal Heat Pump program and request reallocation of its funding to a higher performing program, or explain how the program will achieve savings in the near future in accordance with original expectations.*”

## 2. Program Implementation Activities

### (a) Marketing Activities

As a result of the July 6<sup>th</sup> DPS White Paper, NYSERDA has decided to pull the program information from their website and determine how to proceed after future discussions with DPS and the direction of the upcoming order release, scheduled for the Fall of 2011.

### (b) Evaluation Activities

NYSERDA is re-evaluating this in lieu of the July 6<sup>th</sup> DPS White Paper comments.

## 3. Customer Complaints and/or Disputes

None

## 4. Changes to Subcontractors or Staffing

None

## 5. Additional Issues

None

## Section IV. Narrative Report to be included with spreadsheet

<b>Program Administrator:</b>	<b>NYSERDA</b>
<b>Program Project:</b>	<b>Electric Low Income Multifamily Performance Program Electric Multifamily Performance Program Gas Low Income Multifamily Performance Program Gas Multifamily Performance Program</b>
<b>Reporting Period:</b>	<b>September 2011</b>
<b>Report Contact Person:</b>	<b>Michael Colgrove / Ed Morrison</b>

**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 23<sup>rd</sup>, 2010. Since then NYSERDA has received and approved 61 applications for the Existing Buildings Component and 58 applications for the New Construction Component.

The rate of intake of projects, particularly those that would be eligible for EEPS gas funds, remains lower than anticipate, but constant. While we anticipate that the new marketing contractor will help to cause this rate to increase, we do not currently expect the program to achieve above the revised projections submitted to DPS earlier this year. Despite considering a revision to 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 have decided to wait to revise the program until the continuation of EEPS is determined.

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### 2. Program Implementation Activities

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

#### *(a) Marketing Activities*

NYSERDA's Multifamily marketing contractor, Brand|Cool, is still working on marketing and outreach efforts for this program, as well as the electric reduction program.

OTHER MARKETING



<b>Multifamily (MPP) Program</b>					
<b>Start Date</b>	<b>End Date</b>	<b>Event Title</b>	<b>Actual Attendance</b>	<b>Location</b>	<b>Program Area</b>
<b>Completed Events</b>					
9/9/2011	9/9/2011	Mallwalkers of The Westchester Mall Energy Workshop	40	White Plains	Multifamily Performance Program
9/13/2011	9/14/2011	New York Contractor Exchange: Growing Your Business in a Difficult Market	100	Tarrytown	Multifamily Performance Program
9/14/2011	9/16/2011	Fundamentals of Measurement and Verification (CMVP Certification)	30	Ithaca	Multifamily Performance Program
9/16/2011	9/16/2011	Brown Bag Lunch Session: Energy Conservation at Home	25	New York	Multifamily Performance Program
9/13/2011	9/27/2011	Human Services Conference 2011	100	Rochester	Multifamily Performance Program
9/17/2011	9/17/2011	Chautauqua County Visit the Farm Day	400	Jamestown	Multifamily Performance Program

<b>Upcoming Events</b>					
<b>Start Date</b>	<b>End Date</b>	<b>Event Title</b>	<b>Anticipated Attendance</b>	<b>Location</b>	<b>Program Area</b>
10/01/2011	10/01/2011	GreenHomeNYC's The NEW New York Green Street Festival	2500	Brooklyn	Multifamily Performance Program
10/01/2011	10/01/2011	Ferry Festa	2000	Dobbs Ferry	Multifamily Performance Program
10/02/2011	10/02/2011	Sneak Peak at Freshkills Park	100	Staten Island	Multifamily Performance Program
10/05/2011	10/05/2011	New Green City, 2011	300	New York	Multifamily Performance Program
10/13/2011	10/13/2011	Home Heating & Energy Savings – What You Need to Know	40	Greenburgh	Multifamily Performance Program
10/13/2011	10/13/2011	Intro to Green for Co-ops & Condos	30	New York	Multifamily Performance Program
10/18/2011	10/18/2011	Livable Communities NE Region Presents Making Your Home More Energy Efficient	30	Mount Kisco	Multifamily Performance Program
10/23/2011	10/23/2011	Green City Challenge Race & Family Expo	1000	New York	Multifamily Performance Program
10/23/2011	10/25/2011	Building Power: 2011 MPP Partner Summit	200	Ellenville	Multifamily Performance Program
10/23/2011	10/23/2011	Energize North Salem Traffic – Free Bike Ride	200	North Salem	Multifamily Performance Program
10/25/2011	10/25/2011	Go Green, Save \$\$\$	75	Rochester	Multifamily Performance Program

(b)Evaluation Activities

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**

None

## 2. COMMERCIAL/INDUSTRIAL.....Pages 26-39

<b>Program Administrator:</b>	<b>NYSERDA</b>
<b>Program/Project:</b>	<b>Existing Facilities Program Electric and Gas</b>
<b>Reporting Period:</b>	<b>September 2011</b>
<b>Report Contact Person:</b>	<b>Eric Mazzone</b>

### 1. Program Status

#### Program Performance Goals

- Describe and discuss circumstances that may have an impact on the achievement of project performance goals (positive or negative).
- Describe and discuss other key aspects of program performance goals that were not discussed in (a).
  - Activity through 9/30/11, including applications received that are not yet reflected in the scorecard, suggests that available funding may be committed prior to November 30, 2011 which could necessitate closing the program early.
- 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.**

- Marketing Activities
  - The C&I Integrated Marketing Program officially launched the week of 7/25.

Initial phase of the new “Measurable Results” campaign including lead generation print, online banners, email and pay per click programs have been actively driving leads to the nyserdasolutions.org micro site where each lead is directed to a respective vertical industry contractor or NYSERDA staff representative to handle. Micro site is also working to push out the CFA to prospects that are “ready” to participate in our programs.

NYSERDA marketing and program staff continues to develop and roll out additional elements for this program including new direct postal mail pieces, case studies (video testimonials and written cases), and updated vertical industry fact sheets and brochures for our core programs to nurture engaged prospects. EMA conducted planning sessions for implementation of Fall PR and event tactics that are designed to increase program exposure and drive awareness among key prospects.

To date, 366 leads have been generated from the marketing effort, of which 269 have opted in to receive future communications. 131 “hot” leads (contacts who say they have a project ready and request to speak to an expert) have been distributed to respective handlers (OPCs, vertical outreach contractors, program staff).

Additional assets designed to drive customers and prospects to [nyserdasolutions.org](http://nyserdasolutions.org) are in the final stages of development including newsletter #2, a White Paper on ROI for energy efficiency, and an Energy Savings Evaluator tool that will help prospects narrow in on specific energy savings opportunities to meet their needs.

The downstate C&I print and publicity campaign launched on 8/15 in the Wall Street Journal and Crain’s as well as other key association publications in the downstate region, many with editorial adjacencies. Online and print campaign portfolio includes key customers success stories, Empire State Building, Macy’s, Columbia University and Vornado. Traffic to the website where readers are invited to download case studies is currently being evaluated.

- Evaluation Activities

As described in the detailed evaluation plan for this program, NYSERDA collectively evaluates both **New York Energy \$mart**<sup>SM</sup> and EEPS-funded projects. For the evaluation activities underway, particularly for impact evaluation, **New York Energy \$mart**<sup>SM</sup>-funded projects are 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.

- Other Activities

List and describe major accomplishments not captured in either the spreadsheet or this report. Describe work activities in quantitative and qualitative terms.

### 3. Customer Complaints and/or Disputes

Describe any customer disputes or complaints and how they have been resolved.

N/A

### 4. Changes to Subcontractors or Staffing

Describe any staff or subcontractor/consultant changes.

N/A

### 5. Additional Issues

N/A

<b>Program Administrator:</b>	<b>NYSERDA</b>
<b>Program/Project:</b>	<b>Industrial and Process Efficiency</b>
<b>Reporting Period:</b>	<b>September 2011</b>
<b>Report Contact Person:</b>	<b>Mark Gundrum</b>

## 1. Program Status

### Program Performance Goals

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

- 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.**

- Marketing Activities
  - The C&I Integrated Marketing Program officially launched the week of 7/25.

Initial phase of the new “Measurable Results” campaign including lead generation print, online banners, email and pay per click programs have been actively driving leads to the nyserdasolutions.org micro site where each lead is directed to a respective vertical industry contractor or NYSERDA staff representative to handle. Micro site is also working to push out the CFA to prospects that are “ready” to participate in our programs.

NYSERDA marketing and program staff continues to develop and roll out additional elements for this program including new direct postal mail pieces, case studies (video testimonials and written cases), and updated vertical industry fact sheets and brochures for our core programs to nurture engaged prospects. EMA conducted planning sessions for implementation of Fall PR and event tactics that are designed to increase program exposure and drive awareness among key prospects.

To date, 366 leads have been generated from the marketing effort, of which 269 have opted in to receive future communications. 131 “hot” leads (contacts who say they have a project ready and request to speak to and expert) have been distributed to respective handlers (OPCs, vertical outreach contractors, program staff).

Additional assets designed to drive customers and prospects to nyserdasolutions.org are in the final stages of development including newsletter #2, a White Paper on ROI for energy efficiency, and an Energy Savings Evaluator tool that will help prospects narrow in on specific energy savings opportunities to meet their needs.

The downstate C&I print and publicity campaign launched on 8/15 in the Wall Street Journal and Crain’s as well as other key association

publications in the downstate region, many with editorial adjacencies. Online and print campaign portfolio includes key customers success stories, Empire State Building, Macy's, Columbia University and Vornado. Traffic to the website readers are invited to download case studies is currently being evaluated.

- Focus Outreach efforts for the month of September resulted in 19 new Industrial Process Efficiency projects, and 1 new Data Center Efficiency projects for estimated savings of 6,579,375 kWh, 20,000 therms and \$796,983.36 in incentives.
- One project was submitted to the Joint Data Center Efficiency Program for estimated energy savings of 3,274,543 kWh.
- Focus contractors initiated or continued relationship development with 34 industrial and 36 data center Tier 1 customers, 44 industrial and 35 data center Tier 2 customers, and 7 industrial and 1 datacenter customer in the <0.5 MW class.
- Focus Contractors provided outreach support to ensure timely implementation of projects and to provide technical guidance to 67 industrial and 11 data center customers.
- Outreach support included presentations, follow up meetings and participation at board meetings and trade shows, conference calls, and outreach email coordination:
  - Attended 2011 Telex New York Metro Discussion Panel Event
  - NYSERDA Data Center Program presentations to clients, strategic partners, and at industry events
  - Vendor contact to discuss possible collaboration on industrial vendors
  - Partner organization and trade allies engaged to assist with facility introductions and to explore collaboration opportunities
  - Planning for Compressed Air Challenge Fundamental Training to be held in NYC on November 1, 2011
  - Participated in DOE webinar on Securing Financial Incentives for Energy Efficiency Project: How to Create Corporate Support
  - Participated in NY Consolidation Funding Application webinar
  - Participated in ReCharge NY Informational Session and submitted summary
  - Participated in NYSERDA meeting concerning gas funding termination
  - Attended MACNY Kick-Off meeting for 2011/2012 season
- Events Attended

- September 7, 2011 – Groundbreaking ceremony at Greenpac facility, Niagara Falls, NY
- Greenpac is a new corporation created for the purpose of building and operating a state of the art containerboard mill, one of a kind in North America.
- NYSERDA provided Greenpac with a \$3.7 million incentive through the Industrial and Process Efficiency program to purchase and install energy efficient process and support systems.
- Stacey Sabo attended the event on behalf of NYSERDA.
- 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**

- Industrial and Process Efficiency Program - Natural Gas Funding Closure

Due to an overwhelmingly positive response, the Industrial and Process Efficiency Program natural gas funding has been fully encumbered and was closed on August 9th, 2011.

NYSERDA has created a waiting list for applications received prior to August 9th. This waiting list accounts for more than 300,000 MMBtu in potential savings and reflects the customer and stakeholder interest in natural gas projects within the industrial sector.

The Industrial Process and Efficiency gas program received, during the July/early August time frame, applications seeking \$2.5 million natural gas incentives representing 17% of the total program budget, less administration and evaluation.

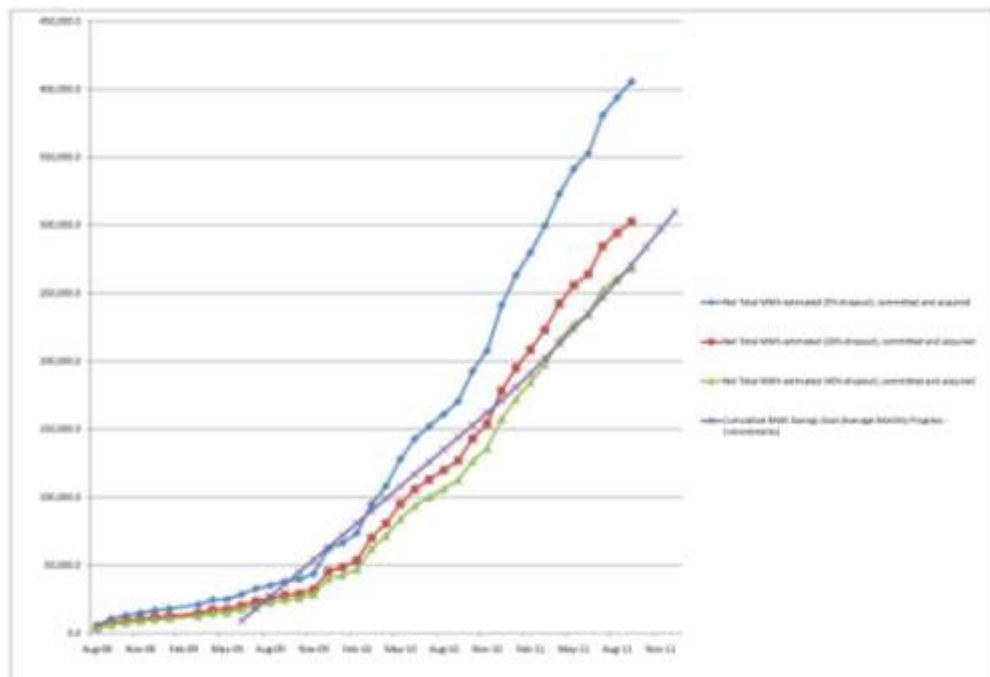


<b>Program Administrator:</b>	<b>NYSERDA</b>
<b>Program/Project:</b>	<b>New Commercial Buildings Program - Electric</b>
<b>Reporting Period:</b>	<b>September 2011</b>
<b>Report Contact Person:</b>	<b>Stephen Finkle</b>

## 1. Program Status

### Program Performance Goals

- Describe and discuss circumstances that may have an impact on the achievement of project performance goals (positive or negative).
- No new information
- Describe and discuss other key aspects of program performance goals that were not discussed in
- Of the 1205 program applications received to date for electric energy savings, 309 projects have been cancelled. The remaining 895 projects represent 116 million SF in new construction and major renovation activity. Of the 895 projects, 74 have been installed, 133 currently have incentive funds encumbered, 1 is an electric application with gas only funding, 268 have technical assistance studies underway and 420 are in the scoping stage during program development and schematic design.
- 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.**

- Marketing Activities

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Additional assets designed to drive customers and prospects to [nyserdasolutions.org](http://nyserdasolutions.org) are in the final stages of development including newsletter #2, a White Paper on ROI for energy efficiency, and an Energy Savings Evaluator tool that will help prospects narrow in on specific energy savings opportunities to meet their needs.

The downstate C&I print and publicity campaign launched on 8/15 in the Wall Street Journal and Crain’s as well as other key association publications in the downstate region, many with editorial adjacencies. Online and print campaign portfolio includes key customers success stories, Empire State Building, Macy’s, Columbia University and Vornado. Traffic to the website readers are invited to download case studies is currently being evaluated.

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

- Outreach Project Consultants (OPCs) followed up on leads for 272 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 more than 25 occasions. Activities included group presentations, networking events and lunch & learn sessions. Notable audiences and presentations included 300 persons at Construction 2012 – The Phoenix Rises, the Culinary Institute of America facility design meeting, the Consulate General of Canada to discuss businesses relocating to the U.S., City of Oswego Community Development, Greater Watertown-North Country Chamber of Commerce and small business Sweet Dream Cuisine.
- Evaluation Activities

- As described in the detailed evaluation plan for this program, NYSERDA collectively evaluates both **New York Energy \$mart<sup>SM</sup>** and EEPS-funded projects. For the evaluation activities underway, particularly for impact evaluation, **New York Energy \$mart<sup>SM</sup>**-funded projects are 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.

- Other Activities

List and describe major accomplishments not captured in either the spreadsheet or this report. Describe work activities in quantitative and qualitative terms.

**3. Customer Complaints and/or Disputes**

N/A

**4. Changes to Subcontractors or Staffing**

N/A

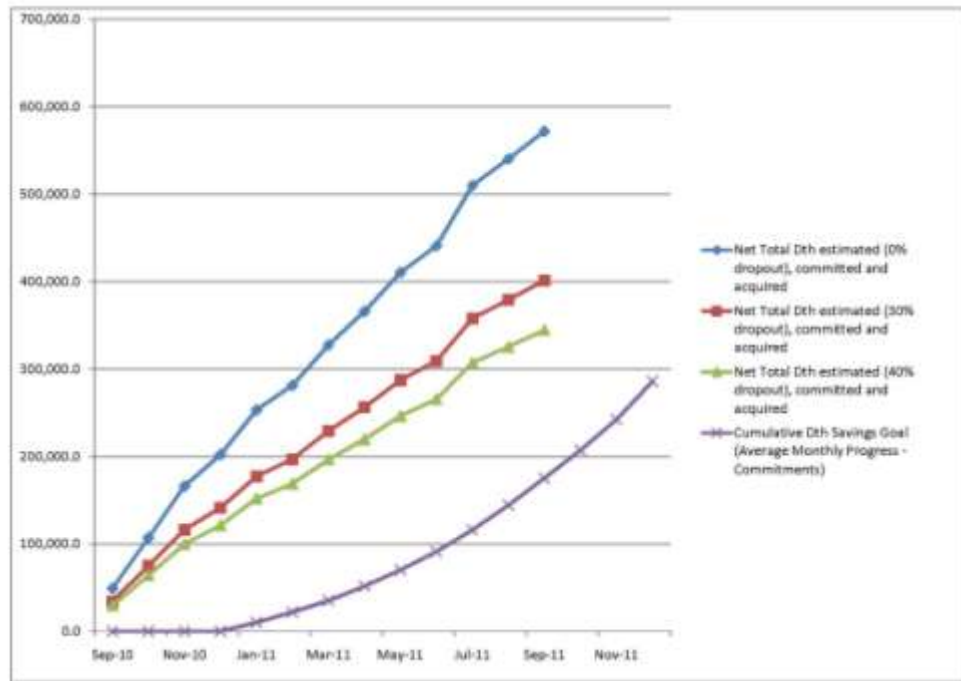
**5. Additional Issues**

<b>Program Administrator:</b>	<b>NYSERDA</b>
<b>Program/Project:</b>	<b>New Commercial Buildings Program - Gas</b>
<b>Reporting Period:</b>	<b>September 2011</b>
<b>Report Contact Person:</b>	<b>Stephen Finkle</b>

**1. Program Status**

**Program Performance Goals**

- Describe and discuss circumstances that may have an impact on the achievement of project performance goals (positive or negative).
  - No new information
- Describe and discuss other key aspects of program performance goals that were not discussed in (a).
  - Of the 664 program applications received since the start of the gas program, 119 projects have been cancelled and 24 projects had no gas savings opportunities. The remaining 521 projects represent 68 million SF in new construction and major renovation activity. Of the 521 projects, 2 have been installed, 13 currently have incentive funds encumbered, 145 have technical assistance studies underway and 361 are in the scoping stage during program development and schematic design.
  - 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

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

- Marketing Activities

The C&I Integrated Marketing Program officially launched the week of 7/25.

Initial phase of the new “Measurable Results” campaign including lead generation print, online banners, email and pay per click programs have been actively driving leads to the [nyserdasolutions.org](http://nyserdasolutions.org) micro site where each lead is directed to a respective vertical industry contractor or NYSERDA staff representative to handle. Micro site is also working to push out the CFA to prospects that are “ready” to participate in our programs.

NYSERDA marketing and program staff continues to develop and roll out additional elements for this program including new direct postal mail pieces, case studies (video testimonials and written cases), and updated vertical industry fact sheets and brochures for our core programs to nurture engaged prospects. EMA conducted planning sessions for implementation of Fall PR and event tactics that are designed to increase program exposure and drive awareness among key prospects.

To date, 366 leads have been generated from the marketing effort, of which 269 have opted in to receive future communications. 131 “hot” leads (contacts who say they have a project ready and request to speak to and expert) have been distributed to respective handlers (OPCs, vertical outreach contractors, program staff).

Additional assets designed to drive customers and prospects to nyserdasolutions.org are in the final stages of development including newsletter #2, a White Paper on ROI for energy efficiency, and an Energy Savings Evaluator tool that will help prospects narrow in on specific energy savings opportunities to meet their needs.

The downstate C&I print and publicity campaign launched on 8/15 in the Wall Street Journal and Crain’s as well as other key association publications in the downstate region, many with editorial adjacencies. Online and print campaign portfolio includes key customers success stories, Empire State Building, Macy’s, Columbia University and Vornado. Traffic to the website readers are invited to download case studies is currently being evaluated.

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

- Outreach Project Consultants (OPCs) followed up on leads for 272 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 more than 25 occasions. Activities included group presentations, networking events and lunch & learn sessions. Notable audiences and presentations included 300 persons at Construction 2012 – The Phoenix Rises, the Culinary Institute of America facility design meeting, the Consulate General of Canada to discuss businesses relocating to the U.S., City of Oswego Community Development, Greater Watertown-North Country Chamber of Commerce and small business Sweet Dream Cuisine.
- Evaluation Activities
  - As described in the detailed evaluation plan for this program, NYSERDA collectively evaluates both **New York Energy \$mart**<sup>SM</sup> and EEPS-funded projects. As evaluation activities commence, particularly for impact evaluation, **New York Energy \$mart**<sup>SM</sup>-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.
- Other Activities

List and describe major accomplishments not captured in either the spreadsheet or this report. Describe work activities in quantitative and qualitative terms.

### **3. Customer Complaints and/or Disputes**

### **4. Changes to Subcontractors or Staffing**

### **5. Additional Issues**

<b>Program Administrator:</b>	<b>NYSERDA</b>
<b>Program Project:</b>	<b>FlexTech Benchmarking</b>
<b>Reporting Period:</b>	<b>September 2011</b>
<b>Report Contact Person:</b>	<b>Clararose Voigt</b>

## 1. Program Status

NYSERDA is planning to offer an Agriculture Disaster Program in response to the extensive damage caused by Hurricane Irene and Tropical Storm Lee to New York State farms. Funds to support this will likely be provided from the Benchmarking Pilot effort.

### Program Performance Goals

- Describe and discuss circumstances that may have an impact on the achievement of project performance goals (positive or negative.) N/A
- Describe and discuss other key aspects of program performance goals that were not discussed in (a). N/A
- 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.**

- Marketing Activities
  - The C&I Integrated Marketing Program officially launched the week of 7/25.

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- Evaluation Activities

The impact evaluation of NYSERDA’s New York Energy Smart SM Focus Program benchmarking activities is expected to begin soon and will help inform methods to evaluate impacts of the EEPS-funded Benchmarking activities. NYSERDA will develop a detailed evaluation plan for the EEPS Benchmarking program once adequate information is gleaned from the planned study on New York Energy Smart benchmarking activities.

- Other Activities

### **3. Customer Complaints and/or Disputes**

N/A

### **4. Changes to Subcontractors or Staffing**

N/A

### **5. Additional Issues**