

## **Con Edison Company of New York, Inc.**

### **Small Business Direct Install Program**

### **Monthly Scorecard – May 2010\***

**\*Preliminary data is provided in this report and is subject to change.**

## Section I. Basic Program Information

Basic information about each program must be provided for each program with the first monthly report and again whenever the program changes so that the current program information is up-to-date. Such basic information is separate from the data collected in the participant-level program-tracking database. The list of basic program information is as follows:

- a) Full program descriptions, including operation and procedures manuals, activities descriptions, and a description of program service territory; **The Small Business Direct Install program will be implemented through the Con Edison Service territory which includes the five boroughs of New York City and in Westchester County. This program is designed to promote energy efficiency for existing commercial and industrial customers with average monthly peak demand of less than 100 kilowatts (kW). The program will provide free on-site energy surveys, direct installation of free low-cost efficiency measures, and recommendations for more extensive energy efficiency upgrades. Participants in the program who choose to install the more extensive recommended measures pay thirty percent of the installed cost; the Companies pay the differential (seventy percent) to the implementation contractor as the incentive.**

**Willdan Energy Solutions (WES), 245 Park Avenue, New York, NY 10167 executed the contract on August 10, 2009 for Implementation Services.**

- b) Detailed descriptions of tracking system and tracking system operations, including data dictionaries; **Willdan's customized database system is named "SMART" – Subcontractor Management and Reporting Tool. It will track customer data, provide project management of the field activities, and provide management reporting as needed. This database will interface with Con Edison's Salesforce system and upload data on a regular basis.**
- c) A detailed description or map of how data in the tracking system contributes to the monthly report. DPS should be able to take the program-tracking databases and relevant accounting information for a given utility or NYSERDA and reproduce the monthly report. **See answer in section (b).**

Program management and staff names, titles, work locations, phone numbers, fax numbers, and e-mail addresses;

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- d) Program savings objectives;

**Through 2011**

**MWh: 289,875**

**MW: 52**

**Combined 2009/2010 Goals**

**MWh: 184,466**

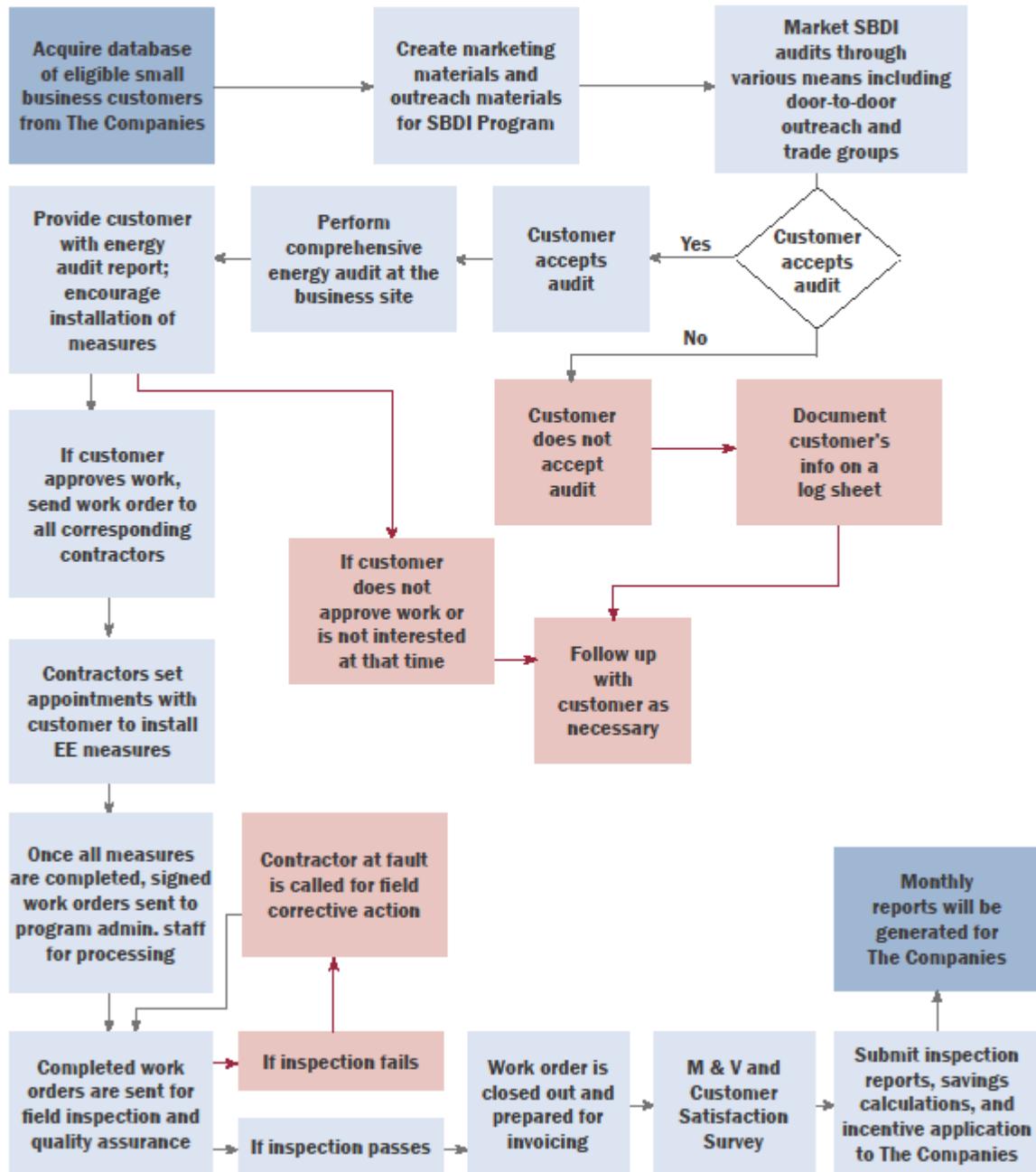
**MW: 33**

**A series of discussions were held with Willdan to review their under-performance. We presented alternatives to the present program delivery strategy to expand contractor presence and territory coverage. We will continue to monitor the progress of the program closely.**

**The customer base for this program uses an average monthly peak demand of less than 100 kW. Measures to be offered will range from lighting, HVAC and insulation. Incentives will range from free measures to 70% of installed cost.**

- e) Program theory and logic models for each program. The program theory should characterize the relevant market(s) and how program activities are expected to change the behavior of the market(s)' actors to expand the adoption of energy efficient technologies and practices. The characterization of the market should include a description of baseline conditions (e.g., levels of awareness, attitudes, behavior, saturation, market share etc.) and an estimate of the technical energy and demand potential within that market and identify the portion of that potential that the program is expected to achieve at the conclusion of the current funding cycle.

**Program Implementation Plan**  
**Small Business Direct Install Program Logic Module**  
**Consolidated Edison Company of New York, Inc. and Orange and Rockland**



**Program theory is designed to address the particular needs of a particular market segment characterized by diversity in business type, ownership structure and energy use. This segment is also recognized as being typically hard to reach and, to some extent underserved.**

**Historically this segment has also been more reluctant to invest in energy efficiency due to a number of market barriers such as:**

- **High cost of efficient equipment coupled with an economic downturn**
- **Lack of customer awareness and education**
- **Limited time, resources**
- **Dealer and Trade Ally awareness**

**The two-stage structure of this program is intended to achieve some immediate savings through direct install measures at the time of the survey and provide the necessary information, education technical assistance and financial incentives to advance energy efficiency in this segment. Approximately 17,000 customers will be targeted in this program within the following seven market segments categories:**

**Grocery (690), Lodging (120), Other Small Commercial (2,460), Restaurant (1,830), Retail (4,830), Small Office (4,440), Small Industrial / Warehouse (2,550)**

**Con Edison has provided Willdan with market research information of all eligible customers totaling 250,000.**

f) A listing and description of, and contact information for the market actors, trade allies, and other stakeholders on which the program will rely for program delivery and support. **Con Edison will utilize traditional marketing strategies to implement this program. The Company intends to leverage existing relationships along with the direct targeting of promotional materials to the areas that have the greatest potential for energy efficiency reductions (energy and capacity). Community wide participation will also be utilized in specific geographic locations to further promote this program.**

g) Name of firms under contract to PAs and formally participating in the delivery of the program or program component(s) (e.g., vendors, installers, specifiers etc.). Though of interest to evaluators, PAs need not report contact information to the DPS of non-utility vendors involved with the installation of efficient equipment. A list of participating firms should be provided to DPS in the narrative report and updated only when it becomes *substantially* out of date (Note: It is left to each PA to define *substantially*). However, when requested by the DPS Staff, PAs should provide the most current listing within 30 days.

**Willdan Energy Solutions is our Implementation contractor. Willdan has contracted FCI, Green Lighting, Light Wave, Energy Stars, Converge, Lime Energy, Haber Electrical, Sylvania and ENAWAC (Energy and Water Conservation Services, Inc.) in a subcontracting capacity. Willdan continues to sign up additional subcontractors.**

h) Inter-organizational relationships (e.g., New York Power Authority (NYPA) and utilities) should also be reported in narrative format. **Con Edison and the following entities are developing a common delivery platform and coordinating efforts:**

- **New York State Energy Research Development Authority (NYSERDA)**
- **National Grid which delivers gas energy services to Brooklyn, Staten Island and parts of Queens**
- **New York State Electric and Gas Company (NYSEG) which delivers power in the northeastern part of Westchester County**
- **New York Power Authority (NYPA) which generates electricity and delivers electric and gas services to various government and non-government customers throughout New York State**

When reporting information on each program, be aware that a description of the program will be made available to interested readers. The basic information, in brief summary format, *should be included in each of the three reports (monthly, quarterly, and annual) that are submitted to the Director of OEEE. It is recommended that the reports also be filed with the Secretary of the Commission to encourage further transparency.* At a minimum individual basic program information should be available to DPS staff upon request. The DPS believes that the data to be reported does not pose any confidentiality concerns. However, if such concerns arise, they will be considered on a case by case basis.

## **Section II. Evaluation Support Information**

The participant-level data necessary for evaluation purposes for downstream incentive programs are described in Section II.A. Midstream program data are presented in Section II.B. Upstream program data are presented in Section II.C. Finally, public awareness program data are presented in Section II.D.

- **The SMART system – Subcontractor Management and Reporting Tool is be used to capture all participant-level (customer) data required to conduct all evaluation related activities as highlighted by DPS Staff. Con Edison will coordinate with Willdan to ensure that all data outlined in Section II. A. is captured and that energy and demand savings are maintained at the measure specific level. Con Edison is currently reviewing data extracted from Smart to assess the system's viability and accuracy of projects completed.**

While many of these proposed reporting requirements have been asked for elsewhere by evaluation contractors and regulators, there is some information detailed below that may not be maintained routinely for each program, may not be updated regularly, and may be difficult to present in a straightforward format (e.g., incremental costs or load shapes). In these instances, PAs are expected to explain their strategy for reporting these data types.

### **Section II.A. Downstream Incentive Program Information**

This section contains a list of program-participant level data elements to be routinely collected and maintained in electronic form by PAs to measure the progress of their energy efficiency programs (e.g., program costs, estimated energy impacts).<sup>2</sup> The program-tracking database must be maintained at the measure

<sup>2</sup> Staff believes the IPAs will also have to report, but the details need to be further explored. To date, no IPAs have been designated program administrators.

**level.** Measures that are similar (e.g., CFLs, linear fluorescents) and have the same rebate and savings per unit can be grouped and reported in a single row. If, on a given application, a customer applies for rebates for three different measures, the application will be reported in the program-tracking database in three rows. A consistent measure naming convention must be developed as soon as possible. The participant-level data will serve as the foundation for the monthly, quarterly, and annual reports required by the DPS. There are a number of variables that must be included in any program-tracking database. These should be available to the DPS staff and evaluation contractors within 30 days following a data request. The variables and their definitions are listed in Table 1.

**Table 1.** Variables Required for Participant-Level Program-Tracking Databases for Downstream Incentive Programs

Program-Tracking Database Terms	Definition of Terms
<b>Program Administrator</b>	Utility or NYSERDA
<b>Program ID<sup>1</sup></b>	Unique Program identification number assigned by DPS
<b>Program Name</b>	Program name
<b>Account number (affected by measure installation)<sup>2</sup></b>	Utility account number affected by the installation of the efficient measures
<b>Meter number (affected by installation)</b>	The meter number associated with the affected account number
<b>Service turn-on date</b>	The date of service turn for the program participant
<b>Rate classification</b>	Rate classification
<b>Site-Specific Primary NAIC<sup>3</sup></b>	The two-digit NAIC for the affected dwelling/building
<b>Building type/dwelling type<sup>4</sup></b>	Description of the dwelling or building type
<b>Measure-Project name</b>	Name of measure
<b>Measure description</b>	Description of the measure
<b>Measure quantity</b>	Quantity of the measure
<b>Unit description</b>	Description of the unit (e.g., tons, square feet, lamp)
<b>Participant first name<sup>5</sup></b>	Participant first name
<b>Participant last name</b>	Participant last name
<b>Service Street Address</b>	Street address at which measure was installed
<b>Service City</b>	City in which measure was installed
<b>Service ZIP code</b>	ZIP code associated with the service street address and city
<b>Participant telephone number</b>	Participant telephone number
<b>Participant Fax number</b>	Participant Fax number
<b>Participant E-Mail address</b>	Participant E-Mail address
<b>Rebate amount per unit<sup>6</sup></b>	Rebate amount per unit
<b>Financing amount per unit</b>	Financing amount per unit
<b>Program application date</b>	Program application date

Program-Tracking Database Terms	Definition of Terms
<b>Application approval date<sup>7</sup></b>	Date on which application was approved
<b>Post-installation inspection date</b>	Date on which measure installation was inspected on site by program administrator. <i>Note that post-installation inspection dates may not be available or they might only be available for a sample of program participants.</i>
<b>Rebate payment date<sup>8</sup></b>	Date on which rebate check was issued.
<b>Estimated gross kWh savings per unit<sup>9</sup></b>	Estimated gross kWh savings per unit (unit energy savings)
<b>Estimated gross on-peak kW savings per unit (utility-specific)</b>	Each utility is required to report the estimated gross on-peak kW savings per unit according to each utility's peak definition. NYSERDA is also required to report demand reductions for program participants in each given utility's service territory based on each utility's definition of peak.
<b>Estimated gross on-peak kW savings per unit (NYISO)</b>	Estimated gross on-peak kW savings per unit according to NYISO peak, the definition of which is forthcoming from the DPS.
<b>Estimated gross therm (natural gas) savings per unit</b>	Estimated gross therm savings per unit
<b>Net-to-gross ratio<sup>10</sup></b>	Net-to-gross ratio
<b>Estimated net kWh savings per unit<sup>11</sup></b>	Estimated net kWh savings per unit
<b>Estimated net on-peak kW savings per unit (utility-specific)</b>	Each utility is required to report the estimated net on-peak kW savings per unit according to each utility's peak definition. NYSERDA is also required to report net demand reductions for program participants in each given utility's service territory based on each utility's definition of peak.
<b>Estimated net on-peak kW savings per unit (NYISO)</b>	Estimated gross on-peak kW savings per unit according to NYISO peak, the definition of which is forthcoming from the DPS.
<b>Estimated net therm savings per unit</b>	Estimated net therm savings per unit
<b>Gross coal savings per unit</b>	Gross coal savings per unit
<b>Gross kerosene savings per unit</b>	Gross kerosene savings per unit
<b>Gross oil savings per unit</b>	Gross oil savings per unit
<b>Gross propane savings per unit</b>	Gross propane savings per unit
<b>Net coal savings per unit</b>	Net coal savings per unit
<b>Net kerosene savings per unit</b>	Net kerosene savings per unit
<b>Net oil savings per unit</b>	Net oil savings per unit
<b>Net propane savings per unit</b>	Net propane savings per unit
<b>Effective useful life</b>	Effective useful life (median number of years that measure is expected to last)
<b>Full incremental cost per unit<sup>12</sup></b>	Full incremental cost per unit

Program-Tracking Database Terms	Definition of Terms
<b>Full costs per unit</b>	Full costs per unit
<b>Weather station assignment number</b>	The weather station ID assigned to the participant service address

**Notes:**

<sup>1</sup>DPS Staff needs to work with utilities and NYSERDA to develop a Program ID naming convention. However, a Program ID number is not required for the first report. Note that when developing program ID naming conventions, utilities would like to minimize computer programming/reporting costs that they might incur if the proposed naming conventions are complex or the utility's current naming conventions require modification to Staff's proposed format.

<sup>2</sup>While not part of the program-tracking database, utilities are expected, upon request by DPS or evaluators, to provide consumption histories from utility bills associated with all relevant meters (meters affected by the installation of the efficient equipment) for at least twelve months prior to program enrollment date and through current period.

Also note that weather data (heating and cooling degree days) will be obtained from NOAA weather stations and mapped to customer sites based on ZIP codes.

<sup>3</sup>The North American Industry Classification System (NAICS, pronounced Nakes) was developed as the standard for use by Federal statistical agencies in classifying business establishments for the collection, analysis, and publication of statistical data related to the business economy of the U.S. NAICS replaces the Standard Industrial Classification (SIC) system.

<sup>4</sup>A list of common facility or building types or codes (e.g., DOE 2 Model Types; NYSERDA list of facility types) is currently being investigated.

<sup>5</sup>Usually, the participant is the end user (i.e., the person on whose premises the measure was installed and who received the rebate). In some case, the participant could be a building owner (commercial property owner who is renting to tenants (either residential or nonresidential) and who receives the rebate for installing measures in apartments or offices.

<sup>6</sup>PAs could design rebates on various bases (e.g., per bulb, per refrigerator, per pool pump, per ton in the case of chillers or per cubic feet for insulation). If incentives are based on performance (whole building or custom project), the unit would be "1" and the rebate per unit would be the total rebate received.

<sup>7</sup>The application date is the date on the application, or if that is missing, the date on which the administrator received the application.

**Notes:**

<sup>8</sup>Note that all three dates (program application date, application approval date, and the rebate payment date) must be provided. These dates must be provided even when an application is received, approved, and a rebate paid to the participant all in the same day. In such cases, the date would be the same for all three variables.

<sup>9</sup>Gross savings are defined as the change in energy consumption and/or demand that results directly from program-related actions taken by participants in the DSM program. The gross savings reported by the PAs are referred to as *ex ante* values since they have not been adjusted by *ex post (after measure installation)* evaluation efforts. If the project is a custom measure then all savings can be at the project level rather than per unit.

<sup>10</sup>Utilities should use NTGR values in the current Technical Manual until it is revised. Specifically, DPS is asking for gross savings, the net to gross ratio, and net savings. So that there is a consistent starting point for all PAs, NYSERDA programs must also use NTGR values in the Technical Manual even though there is evidence that the NTGRs estimated by NYSERDA might be superior.

<sup>11</sup>Net savings are the total change in load that is attributable to the utility DSM program. This change in load may include, implicitly or explicitly, the effects of free drivers, free riders, state or federal energy efficiency standards, changes in the level of energy service, and natural change effects. The net savings reported by the PAs are referred to as *ex ante* values since they have not been adjusted by *ex post (after measure installation)* evaluation efforts.

<sup>12</sup>If PAs can track incremental costs by measure or project in their program tracking databases, they should do so. However, this might not always be possible. In some cases, incremental costs for measures may be obtained from another source (e.g., the NYSERDA Measure-Level Database) and assigned to individual measures. Because it is assumed that PAs have reviewed the incremental costs of measures they promote as part of the technology screening process, the identification of incremental costs is expected to be relatively straightforward. When cost data are available in the program tracking databases but labor has been included, a set of rules regarding the percentage of total projects costs attributed to labor must be proposed by the PAs. The labor costs should be removed from the incremental costs before benefit-cost analyses are conducted. The formula for estimating incremental costs should be documented.

## **Section II.B. Midstream Program Information**

For mid-stream programs, there should always be an end user who participates in the program (typically the customer receiving the equipment). It is the participant-level information listed above in Section II.C that should be entered into the program-tracking database. Other information about the activities of upstream actors involved in the implementation of the program should be tracked elsewhere.

**Not Applicable to this program.**

## **Section II.C. Upstream Program Information**

Depending on the design and implementation of the upstream program, some information, such as end user-related information, might be unavailable. However PAs should collect and provide:

- a. Name of program(s) or program component(s);
- b. Name of firms participating in program or program component (e.g., manufacturers or participating retailers);
- c. Contact information for each firm
  - First and last name;
  - Address;
  - Phone number;
  - Fax number (if collected); and
  - E-mail address (if collected).
- d. Measure descriptions
- e. Quantity of each measure shipped by manufacturer
- f. Buy-down amounts for each shipment
- g. Dates associated with each buy-down payment to participating firms.
- h. Sales by retailers of subsidized measures

**Not Applicable to this program.**

## **Section II.D. Public Awareness (Marketing Outreach and Education) Program Information**

Such performance-related information would not be included in a database but reported quarterly in a report. The report should include at a minimum:

- a. Name of program(s) or program component(s);
- b. Target population description including, size, source of identifying information, and lists of population members used in outreach activities. The target population is the total number in the population targeted by the program (e.g., all multi-family dwellings with occupants who qualify as low income, all small office buildings, all large, chain grocery stores, etc.).
- c. Marketing and outreach (M&O) activities carried out;
- d. Marketing materials by numbers, types, and means of distribution;
- e. Education and media plan;
- f. Documentation of any training including location of training, program participation agreements, commitments or other similar agreements, post-buy analysis, and other documentation of output (e.g., courses, curricula, list of participants, etc);

Other information could be reported such as records for dates, number, location, target audience, and attendance of events held, Web site hits, call-in numbers and rates, reach, frequency, Gross Rating Points, impressions, click through rate, composition, coverage, earned media, value of public service announcements, and other tracking and monitoring information the PA maintains, as appropriate to the effort and for each wave, campaign, and targeted effort. Include definitions and calculation methods for statistics used for monitoring. Each PA should propose metrics. Note that the DPS may require the PAs to use certain metrics.

**Not Applicable to this program.**

### **Section III. Draft Reporting Templates for Monthly Reports by Program Under separate file.**

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

**CON EDISON – SMALL BUSINESS DIRECT  
INSTALL PROGRAM**

**Program Administrator:**

**Program/Project:**

**Reporting period:**

**Report Contact person:**

**Section Manager – Measurement, Verification &  
Evaluation**

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#### **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).

**Willdan Energy Solutions has been contracted as Con Edison's Implementation contractor for the SBDI program.**

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

**Implementation continues. Customer inquiries are logged into Salesforce. During May 2010, the Call Center received numerous calls (this month's actual is unavailable at this time). Calls are now handled by the Con Edison's Operations Call Center located in Westchester.**

(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 budget shown in the Monthly Scorecard report represents the total 3 year program budget approved. Expenditures reported by cost category represent monthly costs incurred. No transfer of budget dollars is required at this time.**

2. Program Implementation Activities. This section is designed to quantify major activities not captured in the progress spreadsheet.

(a) Marketing Activities

List and describe major marketing accomplishments. Describe activities in quantitative and qualitative terms. Provide copies of key marketing materials.

**A website containing program specific information and a customer inquiry form has been developed and activated. Website hits for May 2010 totaled 661 unique visitors.**

**Con Edison presented the SBDI program at the following business forum in NYC:**

- **5/7 – St Ann's Warehouse –DUMBO, Brooklyn, NY**
- **5/13 – Queens Chambers of Commerce at Citi Field, Queens, NY, 300 attendees**
- **5/19 – LICBDC Breakfast, LIC, Queens, NY, 100 attendees**
- **5/19 National Grid & LIPA trade Show, Melville, NY**

**Con Edison continues to pursue opportunities with various Retail chains to maximize efficiency efforts through these channels.**

b) Evaluation Activities

List and describe evaluation activities. Compare them with goals and objectives established for the report period. Describe activities in quantitative and qualitative terms.

**Con Edison has development a Request for Proposal for process evaluation contractor services for all approved EEPS programs. This RFP was issued on February 3, 2010 and bids were submitted March 5, 2010. Navigant Consulting has been selected as the Contractor and the kickoff meeting was held on May 12, 2010. Navigant has started gathering program data and interviewing internal staff and the Implementation Contractor. A draft of the overall evaluation plan for all the EEPS programs and the SBDI evaluation plan were issued for review on June 10. After these evaluation plans are finalized they will be sent to PSC Staff for their review. The target date for this is June 21, 2010.**

(c) Other Activities

**The Company did prepare a press release to announce the launch of this program on June 4, 2009. We have developed a process so that potential trade allies or sub-contractors can receive the proper training required for this program.**

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.

**None-to-date**

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

Describe any staff or subcontractor/consultant changes.

**The Willdan team is in place and weekly meetings are held with internal Con Edison staff relating to program implementation, IT and evaluation issues.**

### **5. Additional Issues**

**Willdan's QA/QC contractor (Nexant) is on board and began to conduct QA/QC project inspections for projects installed during the September '09 – February '10 period. Nexant has developed a sample size of 165 sites to review from this period. When the initial 100 projects have been completed (projected June 2010), Nexant will develop an interim 'realization rate' based upon its preliminary findings. A monthly "realization rate" will be developed as their efforts progress. Con Edison has conveyed the importance of receiving a monthly summary update from Nexant, and will meet with them and Willdan to discuss the findings of these site inspections.**

## **Consolidated Edison Company of New York, Inc.**

### **Residential HVAC – Electric Program**

### **Monthly Scorecard – May 2010\***

\*Preliminary data is provided in this report and is subject to change.

## Section I. Basic Program Information

Basic information about each program must be provided for each program with the first monthly report and again whenever the program changes so that the current program information is up-to-date. Such basic information is separate from the data collected in the participant-level program-tracking database. The list of basic program information is as follows:

- i) Full program descriptions, including operation and procedures manuals, activities descriptions, and a description of program service territory; **The Residential HVAC Program – Electric will promote the replacement of older inefficient electric heating and cooling equipment with high-efficiency equipment. In addition the program provides incentives for heat pump water heating equipment, duct and air sealing and Energy Star thermostats. Finally the program will also offer contractors an incentive for quality installation of the equipment. Con Edison's energy efficiency staff will provide overall strategic direction and program management of the program and will be supported by program contractors to conduct certain delivery and administrative functions. Con Edison will market the program through traditional as well as grassroots activities. This program will be implemented throughout Con Edison's electric service territory which includes the five boroughs of New York City and Westchester County. The target market is 210,000 1-4 family residential buildings (owner or tenant) with central air conditioning or electric hot water heating equipment. Customers who participate must contribute to the System Benefits Charge.**

**A contract has been signed with Honeywell Utility Solutions, Wayne Interchange Plaza 1, Wayne, New Jersey 07470. The operations and procedural manuals have been developed.**

- j) Detailed descriptions of tracking system and tracking system operations, including data dictionaries. **Honeywell is developing a customized database referred to as BBCS (Backbone Client Server) to track customer data, field surveys and work activities, and to provide project reports. This database will interface with Con Edison's Salesforce system and upload data on a regular basis.**
- k) A detailed description or map of how data in the tracking system contributes to the monthly report. DPS should be able to take the program-tracking databases and relevant accounting information for a given utility or NYSERDA and reproduce the monthly report. **See answer in section (j).**
- l) Program management and staff names, titles, work locations, phone numbers, fax numbers, and e-mail addresses;

**Mark Thomson**

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- m) Program savings objectives;**

**Through 2011**

**MWh: 7,086**

**MW: 12**

**Combined 2009 / 2010 Goal**

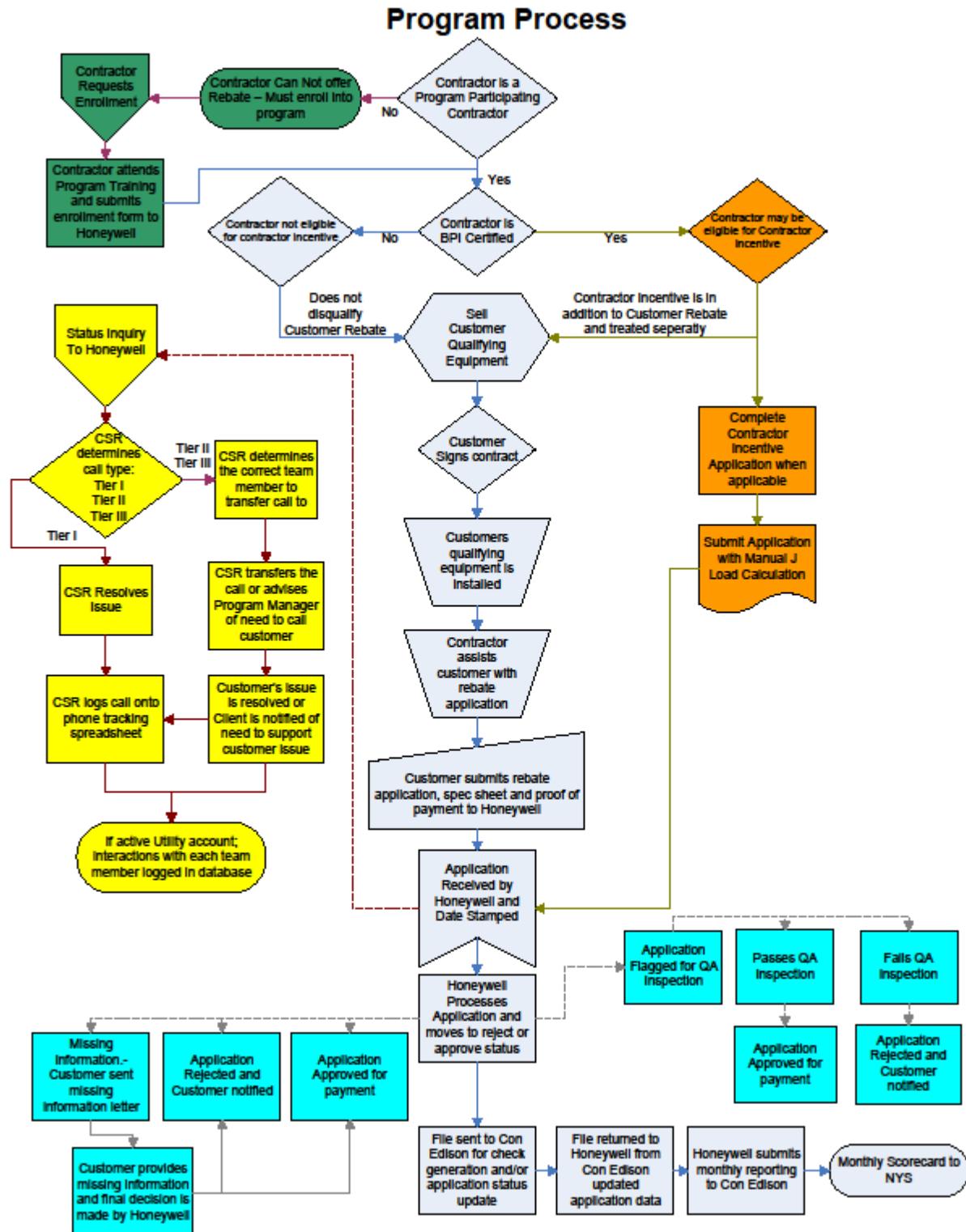
**MWh: 4,509**

**MW: 7**

**The savings objectives are to meet or exceed the goals established for the program derived from a customer base that includes the 1-4 family residential market (owner or tenant) with central air conditioning or electric hot water heating equipment. Installation of high efficiency HVAC equipment is targeted.**

- n) Program theory and logic models for each program. The program theory should characterize the relevant market(s) and how program activities are expected to change the behavior of the market(s)' actors to expand the adoption of energy efficient technologies and practices. The characterization of the market should include a description of baseline conditions (e.g., levels of awareness, attitudes, behavior, saturation, market share etc.) and an estimate of the technical energy and demand potential within that market and identify the portion of that potential that the program is expected to achieve at the conclusion of the current funding cycle.**
- o) The principal objective in this program is to overcome market barriers that impede the adoption and quality installation of energy efficient HVAC equipment in the residential market sector. To this end the program combines information and education with financial incentives to encourage residential customers to opt for higher efficiency measures when faced with making purchase decisions for their heating and cooling equipment. The program's electric and gas services (Residential HVAC-Gas program launched on July 1, 2009) offer a unified program structure to take advantage of cost savings resulting from economies of scale. Market potential was determined and developed from the Energy Information Administration (EIA) and engineering estimates of measure savings. Once Con Edison's own market potential study is completed, these estimates will be further refined.**

## The logic model is provided below:



**p) A listing and description of, and contact information for the market actors, trade allies, and other stakeholders on which the program will rely for program delivery and support. Con Edison will utilize traditional as well as grassroots marketing strategies to implement this program. The Company intends to leverage existing relationships along with the direct targeting of promotional materials to the areas that have the greatest potential for energy efficiency reductions (energy and capacity). Community wide participation will also be utilized in specific geographic locations to further promote this program. Program implementation will utilize a third party implementation contractor and a contractor pool of various trade ally partners who participate in training sessions coordinated by the Company and instituted by an independent contractor. Training will include program protocols and guidelines, installation best practices, and quality assurance requirements and reporting. Training will be conducted in a class-room style setting either at the implementation contractor's facility or at Con Edison's Learning Center in Long Island City, Queens.**

Name of firms under contract to PAs and formally participating in the delivery of the program or program component(s) (e.g., vendors, installers, specifiers etc.). Though of interest to evaluators, PAs need not report contact information to the DPS of non-utility vendors involved with the installation of efficient equipment. A list of participating firms should be provided to DPS in the narrative report and updated only when it becomes *substantially* out of date (Note: It is left to each PA to define *substantially*). However, when requested by the DPS Staff, PAs should provide the most current listing within 30 days.

Training classes are being provided to all interested subcontractors. An additional 90 contractors were trained this month. Below is a list of contractors who have received training to-date:

**Con Edison Heating and Cooling Rebates for Homes Participating Contractor List**

**Company Name Address City State Zip Phone**

**20/20 Air Mechanical Corp. 50 South End Plaza New Milford CT (860) 350-1331**

**A & G Installations Inc 1306 Franklin Avenue Mamaroneck NY (914) 698-2783**

**A & W Certified Cooling Systems 560 19th Street Brooklyn NY 11218 (718) 965-0100**

**A and A Plumbing and Heating 11-03 154 St Whitestone NY 11357 (718) 746-6980**

**A. Borelli Mechanical 147 Wheeler Avenue Pleasantville NY 10570 (914) 795-3030**

**A.J.A. Plumbing & Heating Corp (718) 445-0983**

**A1 Plumbing 142 Voss Avenue Yonkers NY 10703 (914) 339-6966**

**A-1 Servicemasters 34 MacArthur Ave. Staten Island NY 10312 (718) 356-7222**

**ABCO Plumbing 530 5th Ave Pelham NY 10803 (914) 738-3144**

**Absolute Comfort & Temperature Control PO Box 325 N. White Plains NY 10603 (914) 779-6698**

**Absolute Mechanical 1562 62 Street Brooklyn NY 11219 (718) 236-3159**

**Accuaire 13 Marple Rd. Poughkeepsie NY 12601 (845) 485-6259**

**Ace Mechanical 34 Prarie Ave Suffern NY 10901 (914) 393-6656**

Action Plumbing 457 Siwanoy Place Pelham Manor NY 10803 (914) 738-4198  
Active Zero Energy Innovations 229-19 Merrick Blvd, Suite 379 Laurelton NY 11413 (646) 894-8336  
Agee Heating Corp. 12-58 Clintonville St. Whitestone NY 11357 (718) 767-4492  
Air Ecology Inc PO Box 8445 Pelham NY 10809 (914) 738-7897  
Air Masters Inc. 62B Rector St. Staten Island NY 10310 (718) 727-4547  
Airtemp Conditioning Service (914) 592-7401  
AJ Plumbing & Heating 90 Catskill Ave Yonkers NY 10704 (914) 619-8140  
Alex Heating and Cooling 73 Rolling Way New Rochelle NY 10804 (914) 637-0077  
All County Heating&A/C 3 Birch CT Croton on Hudson NY 10520 (914) 271-8380  
All Makes Heating and AC Corp. 365 White Plains Rd. Eastchester NY 10709 (914) 337-4555  
All Mechanical Plumbing & Heating Inc. 2771 Atlantic Ave Brooklyn NY 11207 (718) 257-5200  
All Star Heating & Air 33 Virginia Rd. N. White Plains NY 10603 (914) 514-8164  
Allboro Rehab Construction Corp. 260 Doughty Blvd. Inwood NY 11096 (917) 299-4831  
All-State Air Control Sales and Service PO Box 8505 Pelham NY 10803 (914) 668-8211  
ALM Heating & Air 4 Edna Street Bedford Hills NY 10507 (914) 666-2203  
Alpha AC 3515 East Tremont Ave Bronx NY 10465 (718) 716-1800  
American Maintenance PO Box 1679 New York NY 10026 (212) 662-1600  
American Residential Services 136 Radio Circle Dr Mount Kisco NY 10549 (914) 241-1422  
Amtech Plumbing & Heating 321 South 2nd Ave Mount Vernon NY 10550 (914) 490-4691  
AMX Cooling & Heating LLC 101 Castleton Street Pleasantville NY 10570 (914) 741-2600  
Angel Plumbing & Heating Inc. 1879 Bronxdale Avenue Bronx NY 10462 (718) 409-3300  
Anthony Pici P & H 370 Ashburton Ave. Yonkers NY 10701 (914) 376-7300  
Aqueduct Services PO Box 485 Brewster NY 10509 (914) 666-9199  
Archer Plumbing and Heating 128 Brook St. PO Box #1Scarsdale NY 10583 (914) 374-3242  
Arctic Mechanical 28 Bulkley Ave. Port Chester NY 10573 (914) 934-8301  
Armando D. Plumbing & Heating 244 Lockwood Ave. New Rochelle NY 10801 (914) 235-0098  
Arnica Heating and Airconditioning 68 Broad St Staten Island NY 10304 (718) 447-2555  
Around the Clock AC & Heating 2 Lee Lane Ryebrook NY 10573 (914) 939-5471  
Astacio Plumbing and Heating PO Box 4358 Stamford CT (203) 323-7020  
ATG Mechanical 201-07 Northern Blvd Bayside NY 11361 (718) 551-1850  
Atlantis Mechanical 9803 162nd Ave Howard Beach NY 11414 (718) 738-3491  
Azure Plumbing & Heating 7 Bent Ave Port Chester NY 10573 (914) 933-0955  
Babuska Plumbing, Heating and Air Conditioning 23 Storer Ave. Pelham NY 10803 (914) 490-4193  
Ballas Plumbing & Heating 57 Brown Place Harrison NY 10528 (917) 731-3319  
Barmor Rehab Inc 41 Orchard Street New York NY 10002 (917) 655-8963

Baxter Plumbing & Heating 3064 Bainbridge Ave Bronx NY 10467 (917) 709-7696  
Bell Mechanical 200 Route 6 Mahopac NY 10541 (845) 628-2580  
Bertussi Plumbing & Heating 60-70 Dexter Plaza Pearl River NY 10965 (845) 735-5588  
Bev-Acqua 107 Hillside Place Eastchester NY 10709 (914) 924-0073  
Big Blue Mechanical 80 Marbendale Rd Tuckahoe NY 10707 (914) 779-2101  
Billharz Plumbing Inc. 45-25 47th Street Woodside NY 11377 (718) 784-2468  
Blackstone Heating @ AC Inc. 8 Lawn Ave New Rochelle NY 10801 (914) 235-0809  
Blue Star HVAC PO BOX 1045 Ossining NY 10562 (914) 944-0464  
Blue Water Plumbing and Heating Inc. 64-00 Metropolitan Ave. Middle Village NY 11379 (718) 386-3088  
Bob Mims Heating and Air Conditioning 101 Brook St. Staten Island NY 10301 (718) 273-8175  
BP Air Conditioning & Heating 164 Walnut Rd Lake Peekskill NY 10537 (914) 502-7309  
Brady Plumbing 9 Mark Drive Rye Brook NY 10573 (914) 934-0809  
Breeze Airconditioning 859 Kilmer Lane Valley Stream NY 11581 (718) 380-8799  
Breezin HVAC, Inc. 106-B Wakefield Avenue Staten Island NY 10314 (718) 447-1010  
Con Edison Heating and Cooling Rebates for Homes Participating Contractor List  
Company Name Address City State Zip Phone  
Briar Hills Plumbing 29 Carlton Ave Briarcliff Manor NY 10510 (914) 774-9259  
Bright Home Energy Solutions 5 West Chester Plaza Elmsford NY 10523 (914) 909-5300  
Bruni & Campisi Plumbing, Heating, and Air Cond 300 Central Ave. White Plains NY 10606 (914) 220-5300  
Bryn Mawr Plumbing 500 Executive Blvd Elmsford NY 10523 (914) 355-5722  
Burke Heating & Fuel 475 Commerce Street Hawthorne NY 10532 (914) 760-7194  
C James Plumbing & Heating 1833 Bathgate Ave Bronx NY 10457 (718) 716-0065  
C&C Service 17 Davenport St Stamford NY (203) 323-2866  
C&F Plumbing & Heating 809 Scarsdale Ave Scarsdale NY 10583 (914) 725-1608  
C.V.N. Htg. & A/C 404 North Terrace Mount Vernon NY 10552 (914) 664-2900  
Carefree Air 199 Merrick Rd Lynbrook NY 11563 (516) 599-2848  
Carey and Walsh Inc. 529 North State Rd. Briar Cliff Manor NY 10510 (914) 762-9600  
Casa Mechanical 874 E. 233rd Street Bronx NY 10466 (718) 547-6460  
Central Plumbing and Heating 7233 Central Ave Glendale NY 11385 (718) 366-5325  
Chaim Cohen Plumbing and Heating, Inc. 313 Halstead Ave. Mamaroneck NY 10543 (914) 777-1700  
Clover Heating PO BOX 844 Sleepy Hollow Manor NY 10591 (914) 631-6744  
Community II 39 Broad Street Staten Island NY 10304 (718) 442-2295  
Cooper Wilkins HVAC 654 Merrick Road Valley Stream NY 11580 (718) 978-4168  
Cottam Heating & AC 492 City Island Ave City Island NY 10464 (718) 885-3328  
CVN Heating and Air Conditioning 404 North Terrace Ave. Mount Vernon NY 10552 (914) 664-2900

D. Silverstri Sons, Inc. 173 Old Route 9, Ste. 1 Fishkill NY 12524 (845) 897-4008  
Daniel Robbins Plumbing and Heating 2704 Evergreen Street Yorktown Heights NY 10598 (914) 755-2745  
Deroza-Watson Plumbing (212) 368-3434  
Design Air Inc. PO Box 845, 120 Rt 59 Hill Born NY 10931 (845) 357-3580  
Desmond Plumbing & Heating 546 South 11th Avenue Mount Vernon NY 10550 (914) 699-2618  
DMT Plumbing & Heating Corp. 260 Doughty Blvd. Inwood NY 11096 (917) 873-0333  
DP Plumbing & Heating 86 Pengon Circle East Meadow NY 11554 (516) 644-5645  
DSL Development Corp 35 Barger ST. Putnam Valley NY 10579 (914) 420-7621  
Dual Purpose Corp 3311 Francis Lewis Blvd. Flushing NY 11358 (718) 886-5820  
Dundee Plumbing and Heating, Inc. 80-18 Surrey Place Jamaica NY 11432 (718) 969-7406  
Dwight Getting Heating & A/C 5 Schuman Rd. Millwood NY 10546 (914) 762-5565  
EM Plumbing & Heating 3 Wyman Street Ryebrook NY 10573 (914) 494-5303  
Energy Savers 42 Chatman Road Garrison NY 10524 (914) 391-3619  
Environmental Control A/C & Heating 57 Walnut Street New Rochelle NY 10801 (914) 632-1815  
Euro Comfort/Variety Installers 65 Howard Street Mount Vernon NY 10550 (914) 668-3232  
Expert Services 628 Waverly Ave. Mamaroneck NY 10543 (914) 403-2215  
Faliderio Plumbing 399 20th Street Brooklyn NY 11218 (570) 828-1405  
Fountain Plumbing and Heating Inc. 21 West Main St. Pawling NY 12564 (845) 855-0286  
Frank and Lindy Plumbing, Heating and Air 2 John Walsh Blvd. Peekskill NY 10566 (914) 737-7000  
Frank and Lindy Plumbing, Heating and Air 2 John Walsh Blvd. Peekskill NY 10566 (914) 737-7000  
Free Lighting Corp 87 Wright St Staten Island NY 10304 (718) 720-2209  
G & G Village Plumbing and Heating Corp 212-31 Jamaica Ave. Queens Village NY 11428 (718) 465-6629  
G+G Air Conditioning and Refrigeration 55 Bacon Hill Rd. Pleasantville NY 10570 (914) 769-4302  
Gateway Plumbing 58 Watts Street New York NY 10013 (212) 980-0909  
GC Reliable Service 80 Grove Ave. New Rochelle NY 10801 (914) 633-3535  
GP Mechanical Corp. 28-07 24th Ave Astoria NY 11102 (718) 721-1169  
Gregg Mechanical 198 Pulaski Avenue Staten Island NY 10303 (718) 761-2300  
GW Plumbing Inc. 34 Valley Road New Rochelle NY 10804 (914) 235-4529  
Hall Heating And Cooling Service 20 Lincoln Street New Rochelle NY 10801 (914) 632-4031  
Harvest Plumbing & Heating 44 Argonne Road Brewster NY 10509 (845) 278-9470  
Heat Of the Earth 26B Pecoho Rd Lake Peekskill NY 10537 (845) 519-5537  
Highland Builders Corp. 92 Ralph Avenue White Plains NY 10606 (914) 715-9290  
Homework Construction Corp. 1592 Sylvan Road Mohegan Lake NY 10547 (914) 528-6254  
Howell Renewable Energy Co,LLC 75 S. Broadway 4th flr White Plains NY 10601 (646) 642-0737  
Innovative Air Solutions 29 Elm Street Tuckahoe NY 10707 (914) 793-7700

Integra Plumbing 1550 Stillwell Avenue Bronx NY 10461 (718) 829-6494  
J & J A/C, Heating & Refrigeration 2937 Wilkinston Avenue Bronx NY 10461 (718) 792-4040  
J & J Wiring & Mechanical 120 Parkview Drive Pleasantville NY 10507 (914) 490-2064  
J&L HVAC 32-22 92nd St. East Elmhurst NY 11369 (718) 651-4910  
J&M Airconditioning 360 Barlow Ave Apt 14A Staten Island NY 10308 (917) 716-4094  
J.L. Heating and Contracting 20-05 Utopia Parkway Whitestone NY 11357 (718) 428-1000  
Jacon Plumbing and Heating and Air Conditioning 312 5th Ave. New Rochelle NY 10801 (914) 576-6600  
James Collins 829 Rathbun Ave Staten Island NY 10309 (917) 567-7231  
Con Edison Heating and Cooling Rebates for Homes Participating Contractor List  
Company Name Address City State Zip Phone  
Jay Marcu Plumbing 3158 Albany Crescent Bronx NY 10463 (718) 543-6030  
Jenesis Building Corp. 5 Orchard Ridge Terrace Chappaqua NY 10514 (914) 234-9313  
JGC Plumbing and Heating 1010 34th Ave Astoria NY 11106 (718) 721-9438  
Jim Hall Heating & AC 111 Storer Ave, Suite 1E Staten Island NY 10309 (718) 948-2456  
John J. Sideris,, Inc. 40-18 Ditmas Blvd. Long Island City NY 11105 (718) 626-1836  
John P. Angione 44 Bain Bridge Ave. Thornwood NY 10594 (914) 804-3579  
Joseph L. Suppa and Sons Inc. 425 West William St. Port Chester NY 10573 (914) 937-0259  
Joseph W. Serba Plumbing Corp. 204-21 Jamaica Ave Hollis NY 11423 (718) 479-2029  
JP HVAC Corp 36 Driggs Ave Brooklyn NY 11222 (718) 349-1028  
Jumbo plumbing & Heating 1359 East 84th St Brooklyn NY 11236 (347) 539-4012  
Katan Plumbing & Heating(Carmine's Heating) 84-14 Pitkin Ave Ozone Park NY 11417 (718) 591-7111  
KCM Plumbing and Heating 125 Lake Ave Staten Island NY 10303 (347) 236-0542  
Keck Heating and Air Conditioning LLC 28 Emerald Lane Mahopac NY 10541 (914) 347-3402  
Keep It Cool, Inc. 383 Elwood Avenue Hawthorne NY 10532 (914) 741-5055  
L&L Mechanical,LLC 10 Old Brook Ln Warwick NY 10990 (845) 988-6125  
L.I. Reilly Plumbing & Heating, Inc. P.O. Box 108 Briarcliff Manor NY 10510 (914) 762-3946  
Latty General Plumbing 1058 East Gunhill Rd. Bronx NY 10469 (718) 379-9356  
Liberty Plumbing & Heating 87-14A 92nd Street Woodhaven NY 11421 (718) 577-0800  
LLG Plumbing & Heating 2255 Westchester Ave Bronx NY 10462 (718) 892-3244  
Lor-Sin Heating & Air Conditioning 17 Barbara Drive Warwick NY 10990 (845) 986-5863  
Louis L.Buttermark&sons INC 16 New Dorp Lane Staten Island NY 10306 (718) 351-4220  
Lynbrook Plumbing & Heating 267 Merrick Rd Lynbrook NY 11563 (516) 593-4001  
Maddy's Plumbing 107 Puritan Drive Port Chester NY 10573 (914) 939-1528  
Maher & Sons Inc. 43-27 Browne Street Flushing NY 11355 (718) 359-2094  
Mainstream Plumbing and Heating, Incl 216 Palmer Ave. Sleepy Hollow NY 10591 (914) 366-4669

Malcarne Contracting 577 Hollow Road Staatsburg NY 12580 (845) 266-4427  
Manley Plumbing and Heating Corp 48 Northfield Ave. Dobbs Ferry NY 10522 (914) 693-0571  
Markley Mechanical 424 Central Ave Peekskill NY 10566 (914) 788-0536  
Metropolitan Heat & Power Co, Inc. 820 Coney Island Ave Brooklyn NY 11218 (718) 941-7600  
Metropolitan Heat and Power 820 Coney Island Ave. Brooklyn NY 11218 (718) 941-7600  
MFB Air Conditioning 20 Louis Drive Yonkers NY 10536 (914) 779-3464  
Mt. Kisco Mechanical Service Co. PO Box 478 Bedford Hills NY 10507 (914) 241-2460  
N&D Plumbing 30-51 32nd Street Long Island City NY 11102 (718) 721-5396  
National Grid 4295 Arthur Kill Rd. Staten Island NY 10309 (718) 317-4212  
New Plumbing and Heating 1536 Stillwell Ave. Bronx NY 10461 (718) 931-7570  
New Systems Plumbing & Heating 982 Smithfield Rd. Millerton NY 12456 (914) 804-9417  
North Pole Air Conditioning & Heating PO Box 200531 South Ozone Park NY 11420 (718) 723-6564  
NRD Energy and Water 250-02 87th Ave Bellerose NY 11426 (718) 316-0029  
Nu Way and Nu Flow 620 Lafayette Ave Mamaroneck NY 10543 (914) 447-3318  
NY Heating Corp 354 Humboldt St Brooklyn NY 11211 (718) 782-3894  
Paradise Heating and AC LLC 9 Tuckahoe Road Yonkers NY 10701 (914) 966-8800  
Park Plumbing & Heating 76 Calvert Street, PO Box 126 Harrison NY 10528 (914) 335-1483  
Pat Sementa Plumbing and Heating 677 Van Nest Ave. Bronx NY 10462 (718) 829-5464  
Paul Nebrasky Plumbing Heating &cooling 1019 Route 17M,Suite 3 Monroe NY 10950 (845) 783-6661  
Pelham Bay Refrigeration&Airconditioning 396 Morris Park Ave Bronx NY 10460 (718) 892-8881  
Perry Harris Plumbing & Heating 3163 Route 94 Chester NY 10918 (845) 469-2765  
Peter K home Improvement LLC 500 D Saw Mill River Rd Ardsley NY 10502 (914) 497-5900  
Phoenix Mechanical 17 Magnolia Drive Rye Brook NY 10573 (914) 690-1000  
Pinnacle Plumbing 32-12 Farrington St Linden Hill NY 11354 (718) 539-8675  
Plumbing & Heating Solutions, Inc. 100 Jackson Avenue Pelham Manor NY 10803 (914) 469-6363  
Plumb-Rite, Inc. 107 Wood Ave. Ardley NY 10502 (914) 779-7900  
Polgano Plumbing & Heating 4320 Van Cortland Park East Bronx NY 10470 (914) 747-1300  
Polytemp Inc. 21 N. Pearl St. Port Chester NY 10573 (914) 939-2400  
Premium Plumbing & Heating Corp. 3000 Old Yorktown Road Yorktown Heights NY 10598 (914) 243-0389  
Promax Plumbing Corp. 28 Davenport Road Yonkers NY 10710 (914) 384-1001  
Quatroni & Monahan Plumbing, Heating, and AC 628 Waverly Ave. Mamaroneck NY 10543 (914) 937-2121  
R & R Heating & Cooling 19 Greenwood Lane Valhalla NY 10595 (914) 804-6273  
R and A Heating and Contracting 25-94 46th Street Astoria NY 11103 (718) 932-3766  
Ralph's Air Conditioning & Heating, LTD 640 Burk Avenue Bronx NY 10801 (718) 882-8877  
Ranger Plumbing 1015 48th Avenue Long Island City NY 11101 (718) 392-6607

Ranshaw Fuel Oil, Plumbing and Heating 151-01 14th Ave. Whitestone NY 11357 (718) 249-2720

Regent Heating & Air 17 Putnam Avenue Port Chester NY 10573 (914) 939-4404

Con Edison Heating and Cooling Rebates for Homes Participating Contractor List

Company Name Address City State Zip Phone

Res-Com Heating Air Conditioning 12D West Main Street Elmsford NY (914) 347-3402

Richair Mechanical Inc. 61-06 Maurice Ave Maspeth NY 11378 (718) 894-8474

Richards Conditioning Corp 70 Marbledale Rd Tuckahoe NY 10707 (914) 337-0300

Richie Bros HVAC 91 Plain Ave. New Rochelle NY 10801 (914) 576-7661

Robert Rispoli Plumbing & Heating, Inc 28 Colby Avenue Rye Brook NY 10528 (914) 967-9317

Robert Thompson HVAC 74 Leland Ave Pleasantville NY 10570 (914) 769-8857

Robert Viggiano Plumbing And Heating 23 Park-N-Sons Court Cold Spring NY 10516 (914) 438-0448

Robison Oil Singer Holding 500 Executive Blvd Elmsford NY 10532 (914) 345-5700

RST Heating & AC 300 East Prospect Ave, Suite 1B Mount Vernon NY 10553 (914) 667-2699

Rucci Oil Co 1693 Richmond Terrace Staten Island NY 10310 (718) 442-2080

S&F Plumbing & Heating 1201 Oregon Road Cortland Manor NY 10567 (914) 734-7766

Sam's Air Conditioning 55 Sunset Avenue Staten Island NY 10314 (914) 297-4002

Sanroz Heating & Airconditioning po box 565 Katonah NY 10536 (914) 943-8908

Scaran Heating and Air Conditioning 6767 Amboy Rd. Staten Island NY 10309 (718) 984-0805

Scaran Oil Service Inc 6767 Amboy Road Staten Island NY 10309 (718) 984-0805

SCK Teamwork Corp. 611 62nd Street Brooklyn NY 11220 (718) 492-2938

Senid Plumbing and Heating 122-11 18th Ave. College Point NY 11356 (718) 445-3710

Serve Well Plumbing and Heating 116-04 Atlantic Ave. Richmond Hill NY 11419 (718) 847-1830

Service Mechanical,INC 189 Willow Ave Bronx NY 10454 (718) 292-9262

Skillman Plumbing & Heating 38-32 54 Street Woodside NY 11377 (718) 639-1950

Skyview Mechanical 4513 Byron Ave Bronx NY 10466 (718) 324-1386

Stanley Gelber & Sons 1079 Front Street Uniondale NY 11553 (516) 538-0040

Steady Flow Plumbing and Heating PO Box 1142 Yonkers NY 10703 (914) 494-1117

Stivan Plumbing & Heating 42-16 28th Avenue Astoria NY 11103 (718) 545-7750

STP Plumbing and Heating 35-35 Crescent St Long Island City NY 11106 (718) 204-0494

Sunshine Airconditioning and Heating 3288 Page CT Yorktown Heights NY 10598 (914) 245-2050

Supercool RHVAC 15 Lake Road Cortlandt Manor NY 10567 (914) 382-8765

T&C Mechanical & Sons LLC 3619 White Plains Road Bronx NY 10467 (914) 879-1572

T. Webber Plumbing & Heating 3365 Route 9 Cold Spring NY 10516 (845) 265-1400

T.F. O'Brien & Co. 1219 Jericho Turnpike New Hyde Park NY 11040 (516) 488-1800

T.F. Quinlan & Sons, Inc 1473 Richmond Terrace Staten Island NY 10310 (718) 442-2944

Taconic Heating and Cooling Corp 9 Dogwood Rd Corlandt Manor NY 10567 (914) 734-9300  
TF O'Brien & Co, Inc. 1219 Jericho Turnpike New Hyde Park NY 10310 (516) 488-1800  
Thomas HVAC Contracting 15 Peter Bush Dr Monroe NY 10950 (914) 420-6734  
Thomas R. Sottile, Inc. PO Box 702 Riverside CT (203) 322-6639  
Thompson Plumbing & Heating 317 East 4th Street Mt. Vernon NY 10553 (914) 469-3323  
Tri-County Plumbing and Heating 29 Millie Lane LeGrangeville NY 12540 (845) 227-3497  
Tropical Air Conditioning & Heating 432 Seneca Avenue Mt. Vernon NY 10553 (914) 668-9879  
TSM Mechanical 116 Rivington Avenue Staten Island NY 10314 (917) 301-8110  
Tuttofare Inc 29 N. Water St Ossining NY 10562 (914) 762-0604  
Twin Belle Plumbing 5 Frances Drive Katonah NY 10536 (914) 767-0771  
U & I Contracting Inc. PO Box 666 North Salem NY 10560 (914) 669-8856  
Ultra Enterprise, INC. 471 Kings Highway Valley Cottage NY 10989 (914) 243-6789  
Unique Indoor Comfort 98 Lake Street White Plains NY 10604 (914) 966-0800  
USA Plumbing & Heating HVAC 883 Franklin Ave. Thornwood NY 10594 (914) 273-5556  
Victory Brothers, Inc 143-04 Jamaica Avenue Jamaica NY 11435 (718) 526-4718  
VS Plumbing & Heating PO Box 801 Nanuet NY 10954 (845) 548-8399  
Wesco Gas Service inc. PO Box 218, 133 East Main Street Elmsford NY 10549 (914) 666-8003  
West Chester Putnam Heating & Ac 243 Route 100 Somers Ny 10589 (914) 245-7707  
Weston Brothers, Inc 66-16 Metropolitan Avenue Forest Hills NY 11375 (718) 793-2000  
WKB Mechanical PO Box 37 North Salem NY 10560 (914) 497-2941  
Yost & Campbell Inc 20 Brookdale Pl Mount Vernon NY 10550 (914) 668-6461

Inter-organizational relationships (e.g., New York Power Authority (NYPA) and utilities) should also be reported in narrative format. **Con Edison and the following entities are developing a common delivery platform and coordinating efforts:**

- **New York State Energy Research Development Authority (NYSERDA)**
- **National Grid which delivers gas energy services to Brooklyn, Staten Island and parts of Queens**
- **New York State Electric and Gas Company (NYSEG) which delivers power in the northeastern part of Westchester County**
- **New York Power Authority (NYPA) which generates electricity and delivers electric and gas services to various government and non-government customers throughout New York State**

When reporting information on each program, be aware that a description of the program will be made available to interested readers. The basic information, in brief summary format, should be included in each of

the three reports (monthly, quarterly, and annual) that are submitted to the Director of OEEE. It is recommended that the reports also be filed with the Secretary of the Commission to encourage further transparency. At a minimum individual basic program information should be available to DPS staff upon request. The DPS believes that the data to be reported does not pose any confidentiality concerns. However, if such concerns arise, they will be considered on a case by case basis.

## Section II. Evaluation Support Information

The participant-level data necessary for evaluation purposes for downstream incentive programs are described in Section II.A. Midstream program data are presented in Section II.B. Upstream program data are presented in Section II.C. Finally, public awareness program data are presented in Section II.D.

- **Honeywell's customized database will be used to capture all participant-level (customer) data required to conduct all evaluation related activities as highlighted by DPS Staff. Con Edison will coordinate with Honeywell to ensure that all data outlined in Section II. A. Table 1 is captured and that energy and demand savings are maintained at the measure specific level.**

While many of these proposed reporting requirements have been asked for elsewhere by evaluation contractors and regulators, there is some information detailed below that may not be maintained routinely for each program, may not be updated regularly, and may be difficult to present in a straightforward format (e.g., incremental costs or load shapes). In these instances, PAs are expected to explain their strategy for reporting these data types.

### Section II.A. Downstream Incentive Program Information

This section contains a list of program-participant level data elements to be routinely collected and maintained in electronic form by PAs to measure the progress of their energy efficiency programs (e.g., program costs, estimated energy impacts).<sup>2</sup> The program-tracking database must be maintained at the measure level. Measures that are similar (e.g., CFLs, linear fluorescents) and have the same rebate and savings per unit can be grouped and reported in a single row. If, on a given application, a customer applies for rebates for three different measures, the application will be reported in the program-tracking database in three rows. A consistent measure naming convention must be developed as soon as possible. The participant-level data will serve as the foundation for the monthly, quarterly, and annual reports required by the DPS. There are a number of variables that must be included in any program-tracking database. These should be available to the DPS staff and evaluation contractors within 30 days following a data request. The variables and their definitions are listed in Table 1.

**Table 2.** Variables Required for Participant-Level Program-Tracking Databases for Downstream Incentive Programs

Program-Tracking Database Terms	Definition of Terms
Program Administrator	Utility or NYSERDA
Program ID <sup>1</sup>	Unique Program identification number assigned by

<sup>2</sup> Staff believes the IPAs will also have to report, but the details need to be further explored. To date, no IPAs have been designated program administrators.

<b>Program-Tracking Database Terms</b>	<b>Definition of Terms</b>
	DPS
<b>Program Name</b>	Program name
<b>Account number (affected by measure installation)<sup>2</sup></b>	Utility account number affected by the installation of the efficient measures
<b>Meter number (affected by installation)</b>	The meter number associated with the affected account number
<b>Service turn-on date</b>	The date of service turn for the program participant
<b>Rate classification</b>	Rate classification
<b>Site-Specific Primary NAIC<sup>3</sup></b>	The two-digit NAIC for the affected dwelling/building
<b>Building type/dwelling type<sup>4</sup></b>	Description of the dwelling or building type
<b>Measure-Project name</b>	Name of measure
<b>Measure description</b>	Description of the measure
<b>Measure quantity</b>	Quantity of the measure
<b>Unit description</b>	Description of the unit (e.g., tons, square feet, lamp)
<b>Participant first name<sup>5</sup></b>	Participant first name
<b>Participant last name</b>	Participant last name
<b>Service Street Address</b>	Street address at which measure was installed
<b>Service City</b>	City in which measure was installed
<b>Service ZIP code</b>	ZIP code associated with the service street address and city
<b>Participant telephone number</b>	Participant telephone number
<b>Participant Fax number</b>	Participant Fax number
<b>Participant E-Mail address</b>	Participant E-Mail address
<b>Rebate amount per unit<sup>6</sup></b>	Rebate amount per unit
<b>Financing amount per unit</b>	Financing amount per unit
<b>Program application date</b>	Program application date
<b>Application approval date<sup>7</sup></b>	Date on which application was approved
<b>Post-installation inspection date</b>	Date on which measure installation was inspected on site by program administrator. <i>Note that post-installation inspection dates may not be available or they might only be available for a sample of program participants.</i>
<b>Rebate payment date<sup>8</sup></b>	Date on which rebate check was issued.
<b>Estimated gross kWh savings per unit<sup>9</sup></b>	Estimated gross kWh savings per unit (unit energy savings)

Program-Tracking Database Terms	Definition of Terms
<b>Estimated gross on-peak kW savings per unit (utility-specific)</b>	Each utility is required to report the estimated gross on-peak kW savings per unit according to each utility's peak definition. NYSERDA is also required to report demand reductions for program participants in each given utility's service territory based on each utility's definition of peak.
<b>Estimated gross on-peak kW savings per unit (NYISO)</b>	Estimated gross on-peak kW savings per unit according to NYISO peak, the definition of which is forthcoming from the DPS.
<b>Estimated gross therm (natural gas) savings per unit</b>	Estimated gross therm savings per unit
<b>Net-to-gross ratio<sup>10</sup></b>	Net-to-gross ratio
<b>Estimated net kWh savings per unit<sup>11</sup></b>	Estimated net kWh savings per unit
<b>Estimated net on-peak kW savings per unit (utility-specific)</b>	Each utility is required to report the estimated net on-peak kW savings per unit according to each utility's peak definition. NYSERDA is also required to report net demand reductions for program participants in each given utility's service territory based on each utility's definition of peak.
<b>Estimated net on-peak kW savings per unit (NYISO)</b>	Estimated gross on-peak kW savings per unit according to NYISO peak, the definition of which is forthcoming from the DPS.
<b>Estimated net therm savings per unit</b>	Estimated net therm savings per unit
<b>Gross coal savings per unit</b>	Gross coal savings per unit
<b>Gross kerosene savings per unit</b>	Gross kerosene savings per unit
<b>Gross oil savings per unit</b>	Gross oil savings per unit
<b>Gross propane savings per unit</b>	Gross propane savings per unit
<b>Net coal savings per unit</b>	Net coal savings per unit
<b>Net kerosene savings per unit</b>	Net kerosene savings per unit
<b>Net oil savings per unit</b>	Net oil savings per unit
<b>Net propane savings per unit</b>	Net propane savings per unit
<b>Effective useful life</b>	Effective useful life (median number of years that measure is expected to last)
<b>Full incremental cost per unit<sup>12</sup></b>	Full incremental cost per unit
<b>Full costs per unit</b>	Full costs per unit
<b>Weather station assignment number</b>	The weather station ID assigned to the participant service address

**Notes:**

**Notes:**

<sup>1</sup>DPS Staff needs to work with utilities and NYSERDA to develop a Program ID naming convention. However, a Program ID number is not required for the first report. Note that when developing program ID naming conventions, utilities would like to minimize computer programming/reporting costs that they might incur if the proposed naming conventions are complex or the utility's current naming conventions require modification to Staff's proposed format.

<sup>2</sup>While not part of the program-tracking database, utilities are expected, upon request by DPS or evaluators, to provide consumption histories from utility bills associated with all relevant meters (meters affected by the installation of the efficient equipment) for at least twelve months prior to program enrollment date and through current period.

Also note that weather data (heating and cooling degree days) will be obtained from NOAA weather stations and mapped to customer sites based on ZIP codes.

<sup>3</sup>The North American Industry Classification System (NAICS, pronounced Nakes) was developed as the standard for use by Federal statistical agencies in classifying business establishments for the collection, analysis, and publication of statistical data related to the business economy of the U.S. NAICS replaces the Standard Industrial Classification (SIC) system.

<sup>4</sup>A list of common facility or building types or codes (e.g., DOE 2 Model Types; NYSERDA list of facility types) is currently being investigated.

<sup>5</sup>Usually, the participant is the end user (i.e., the person on whose premises the measure was installed and who received the rebate). In some cases, the participant could be a building owner (commercial property owner who is renting to tenants (either residential or nonresidential) and who receives the rebate for installing measures in apartments or offices.

<sup>6</sup>PAAs could design rebates on various bases (e.g., per bulb, per refrigerator, per pool pump, per ton in the case of chillers or per cubic feet for insulation). If incentives are based on performance (whole building or custom project), the unit would be "1" and the rebate per unit would be the total rebate received.

<sup>7</sup>The application date is the date on the application, or if that is missing, the date on which the administrator received the application.

<sup>8</sup>Note that all three dates (program application date, application approval date, and the rebate payment date) must be provided. These dates must be provided even when an application is received, approved, and a rebate paid to the participant all in the same day. In such cases, the date would be the same for all three variables.

**Notes:**

<sup>9</sup>Gross savings are defined as the change in energy consumption and/or demand that results directly from program-related actions taken by participants in the DSM program. The gross savings reported by the PAs are referred to as *ex ante* values since they have not been adjusted by *ex post (after measure installation)* evaluation efforts. If the project is a custom measure then all savings can be at the project level rather than per unit.

<sup>10</sup>Utilities should use NTGR values in the current Technical Manual until it is revised. Specifically, DPS is asking for gross savings, the net to gross ratio, and net savings. So that there is a consistent starting point for all PAs, NYSERDA programs must also use NTGR values in the Technical Manual even though there is evidence that the NTGRs estimated by NYSERDA might be superior.

<sup>11</sup>Net savings are the total change in load that is attributable to the utility DSM program. This change in load may include, implicitly or explicitly, the effects of free drivers, free riders, state or federal energy efficiency standards, changes in the level of energy service, and natural change effects. The net savings reported by the PAs are referred to as *ex ante* values since they have not been adjusted by *ex post (after measure installation)* evaluation efforts.

<sup>12</sup>If PAs can track incremental costs by measure or project in their program tracking databases, they should do so. However, this might not always be possible. In some cases, incremental costs for measures may be obtained from another source (e.g., the NYSERDA Measure-Level Database) and assigned to individual measures. Because it is assumed that PAs have reviewed the incremental costs of measures they promote as part of the technology screening process, the identification of incremental costs is expected to be relatively straightforward. When cost data are available in the program tracking databases but labor has been included, a set of rules regarding the percentage of total projects costs attributed to labor must be proposed by the PAs. The labor costs should be removed from the incremental costs before benefit-cost analyses are conducted. The formula for estimating incremental costs should be documented.

## **Section II.B. Midstream Program Information**

For mid-stream programs, there should always be an end user who participates in the program (typically the customer receiving the equipment). It is the participant-level information listed above in Section II.C that should be entered into the program-tracking database. Other information about the activities of upstream actors involved in the implementation of the program should be tracked elsewhere.

### **Not Applicable to this program.**

## **Section II.C. Upstream Program Information**

Depending on the design and implementation of the upstream program, some information, such as end user-related information, might be unavailable. However PAs should collect and provide:

- d. Name of program(s) or program component(s);

- e. Name of firms participating in program or program component (e.g., manufacturers or participating retailers);
- f. Contact information for each firm
  - First and last name;
  - Address;
  - Phone number;
  - Fax number (if collected); and
  - E-mail address (if collected).
- d. Measure descriptions
- e. Quantity of each measure shipped by manufacturer
- f. Buy-down amounts for each shipment
- g. Dates associated with each buy-down payment to participating firms.
- h. Sales by retailers of subsidized measures

**Not Applicable to this program.**

#### **Section II.D. Public Awareness (Marketing Outreach and Education) Program Information**

Such performance-related information would not be included in a database but reported quarterly in a report. The report should include at a minimum:

- g. Name of program(s) or program component(s);
- h. Target population description including, size, source of identifying information, and lists of population members used in outreach activities. The target population is the total number in the population targeted by the program (e.g., all multi-family dwellings with occupants who qualify as low income, all small office buildings, all large, chain grocery stores, etc.).
- i. Marketing and outreach (M&O) activities carried out;
- j. Marketing materials by numbers, types, and means of distribution;
- k. Education and media plan;
- l. Documentation of any training including location of training, program participation agreements, commitments or other similar agreements, post-buy analysis, and other documentation of output (e.g., courses, curricula, list of participants, etc);

Other information could be reported such as records for dates, number, location, target audience, and attendance of events held, Web site hits, call-in numbers and rates, reach, frequency, Gross Rating Points, impressions, click through rate, composition, coverage, earned media, value of public service announcements, and other tracking and monitoring information the PA maintains, as appropriate to the effort and for each wave, campaign, and targeted effort. Include definitions and calculation methods for statistics used for monitoring. Each PA should propose metrics. Note that the DPS may require the PAs to use certain metrics.

**Not Applicable to this program.**

### **Section III. Draft Reporting Templates for Monthly Reports by Program Under separate file.**

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

#### **CON EDISON – RESIDENTIAL HVAC PROGRAM**

**– ELECTRIC**

**Program/Project:**

**Reporting period:** **May 2010**

**Report Contact person:** **STEVEN MYSHOLOWSKY**

**Section Manager – Measurement, Verification &  
Evaluation**

**Location:** **4 Irving Place, 10<sup>th</sup> Floor, New York, N.Y.  
10003**

**Phone:** **(212) 460-2120**

**E mail:** **mysholowskys@coned.com**

## **2. 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).

**Honeywell has been contracted as Con Edison's Implementation Contractor.**

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

**Implementation continues. Customer inquiries are logged into Salesforce. During May 2010, the Call Center received numerous calls (this month's actual is unavailable at this time). Calls are now handled by the Con Edison's Operations Call Center located in Westchester.**

(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 budget shown in the Monthly Scorecard report represents the total 3 year program budget approved. Expenditures reported by cost category represent monthly costs incurred. No transfer of budget dollars is required at this time.

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

(a) Marketing Activities

List and describe major marketing accomplishments. Describe activities in quantitative and qualitative terms. Provide copies of key marketing materials.

**A website for this program is active and includes a customer inquiry form. Website hits for May 2010 totaled 2,626 unique visitors for both Residential HVAC programs.**

**Con Edison presented the Residential HVAC program at the following business forum in NYC:**

- 5/13 – Queens Chambers of Commerce at Citi Field, Queens, NY, 300 attendees
- 5/19 – LICBDC Breakfast, LIC, Queens, NY, 100 attendees
- 5/19 National Grid & LIPA trade Show, Melville, NY

(b) Evaluation Activities

List and describe evaluation activities. Compare them with goals and objectives established for the report period. Describe activities in quantitative and qualitative terms.

**Con Edison has development a Request for Proposal for process evaluation contractor services for all approved EEPS programs. This RFP was issued on February 3, 2010 and bids were submitted March 5, 2010. Navigant Consulting has been selected as the Contractor and the kickoff meeting was held on May 12, 2010. Navigant has started gathering program data and interviewing internal staff and Implementation Contractor. A draft of the overall evaluation plan for all the EEPS programs and the Residential HVAC evaluation plan were issued for review on June 10. Once finalized, these evaluation plans will be forwarded to PSC Staff for review.**

(c) Other Activities

**The Company did prepare a press release to announce the launch of this program on June 4, 2009.**

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.

**None-to-date**

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

Describe any staff or subcontractor/consultant changes.

**None-to-date**

### **5. Additional Issues**

**None-to-date**

## **Consolidated Edison Company of New York, Inc.**

### **Residential HVAC – Gas Program**

### **Monthly Scorecard – May 2010\***

**\*Preliminary data is provided in this report and is subject to change.**

## Section I. Basic Program Information

Basic information about each program must be provided for each program with the first monthly report and again whenever the program changes so that the current program information is up-to-date. Such basic information is separate from the data collected in the participant-level program-tracking database. The list of basic program information is as follows:

- q) Full program descriptions, including operation and procedures manuals, activities descriptions, and a description of program service territory; **The Residential HVAC Program - Gas program will promote the replacement of older inefficient water and space heating equipment with high-efficiency equipment in the residential 1-4 family buildings. This program will be implemented throughout Con Edison Gas Service territory which includes Manhattan, the Bronx, Westchester County, and parts of Queens. The target market is 215,000 1-4 family residential buildings (owner or tenant) with gas space and water heating equipment. Customers who participate must contribute to the System Benefits Charge.**  
**A contract has been signed with Honeywell Utility Solutions, Wayne Interchange Plaza 1, Wayne, New Jersey 07470. The operations and procedural manuals have been developed.**
- r) Detailed descriptions of tracking system and tracking system operations, including data dictionaries. **Honeywell is developing a customized database referred to as BBCS (Backbone Client Server) to track customer data, field surveys and work activities, and to provide project reports. This database will interface with Con Edison's Salesforce system and upload data on a regular basis.**
- s) A detailed description or map of how data in the tracking system contributes to the monthly report. DPS should be able to take the program-tracking databases and relevant accounting information for a given utility or NYSERDA and reproduce the monthly report. **See answer in section (q).**
- t) Program management and staff names, titles, work locations, phone numbers, fax numbers, and e-mail addresses;

**Mark Thomson**

**Section Manager – Program Implementation**

**Location: 4 Irving Place 10<sup>th</sup> Floor New York, N.Y. 10003**

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**David Pospisil**

**Manager – Program Implementation**

**Location: 4 Irving Place, 10<sup>th</sup> Floor, New York, N.Y. 10003**

**Phone: (212) 460-2429**

**Email: pospisild@coned.com**

u) Program savings objectives;

**Through 2011**

**Dth: 116,918**

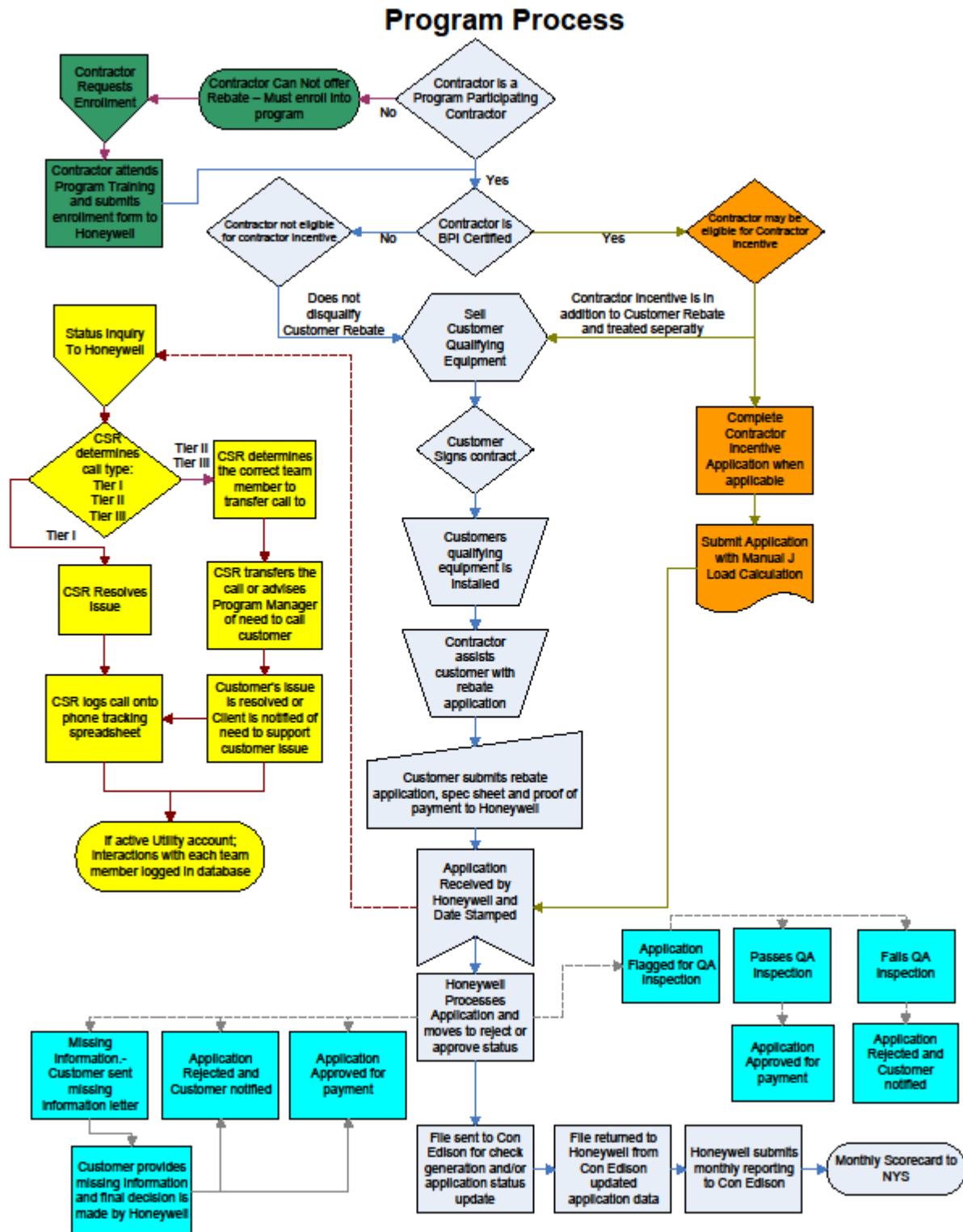
**Combined 2009 / 2010 Goal**

**Dth: 70,151**

**The savings objectives are to meet or exceed the goals established for the program derived from a customer base that includes the 1-4 family residential market (owner or tenant) with gas space and water heating equipment.**

v) Program theory and logic models for each program. The program theory should characterize the relevant market(s) and how program activities are expected to change the behavior of the market(s)' actors to expand the adoption of energy efficient technologies and practices. The characterization of the market should include a description of baseline conditions (e.g., levels of awareness, attitudes, behavior, saturation, market share etc.) and an estimate of the technical energy and demand potential within that market and identify the portion of that potential that the program is expected to achieve at the conclusion of the current funding cycle. **The principle objective in this program is to overcome market barriers that impede the adoption and quality installation of energy efficient HVAC equipment in the residential market sector. To this end the program combines information and education with financial incentives to encourage residential customers to opt for higher efficiency measures when faced with making purchase decisions for their heating and cooling equipment. The program offers a unified program structure to take advantage of cost savings resulting from economies of scale. Market potential was determined and developed from the Energy Information Administration (EIA) and engineering estimates of measure savings. Once Con Edison's own market potential study (nearing completion) is completed, these estimates will be further refined.**

The logic model is provided below:



w) A listing and description of, and contact information for the market actors, trade allies, and other stakeholders on which the program will rely for program delivery and support. **Con Edison will utilize traditional as well as grassroots marketing strategies to implement this program. The Company intends to leverage existing relationships along with the direct targeting of promotional materials to the areas that have the greatest potential for energy efficiency reductions. Community wide participation will also be utilized in specific geographic locations to further promote this program. Program implementation will utilize a third party implementation contractor and a contractor pool of various trade ally partners who have participated in training coordinated by the Company and instituted by an independent contractor. Training will include program protocols and guidelines, installation best practices, and quality assurance requirements and reporting. Training will be conducted in a class-room style setting either at the implementation contractor's facility or at Con Edison's Learning Center in Long Island City, Queens.**

Name of firms under contract to PAs and formally participating in the delivery of the program or program component(s) (e.g., vendors, installers, specifiers etc.). Though of interest to evaluators, PAs need not report contact information to the DPS of non-utility vendors involved with the installation of efficient equipment. A list of participating firms should be provided to DPS in the narrative report and updated only when it becomes *substantially* out of date (Note: It is left to each PA to define *substantially*). However, when requested by the DPS Staff, PAs should provide the most current listing within 30 days.

Training classes have been provided to the subcontractors. See list of participating contractors in table provided above (in the HVAC –Electric section).

Inter-organizational relationships (e.g., New York Power Authority (NYPA) and utilities) should also be reported in narrative format. **Con Edison and the following entities are developing a common delivery platform to coordinate efforts:**

- **New York State Energy Research Development Authority (NYSERDA)**
- **National Grid which delivers gas energy services to Brooklyn, Staten Island and parts of Queens**
- **New York State Electric and Gas Company (NYSEG) which delivers power in the northeastern part of Westchester County**
- **New York Power Authority (NYPA) which generates electricity and delivers electric and gas services to various government and non-government customers throughout New York State**

When reporting information on each program, be aware that a description of the program will be made available to interested readers. The basic information, in brief summary format, should be included in each of the three reports (monthly, quarterly, and annual) that are submitted to the Director of OEEE. It is recommended that the reports also be filed with the Secretary of the Commission to encourage further transparency. At a minimum individual basic program information should be available to DPS staff upon request. The DPS believes that the data to be reported does not pose any confidentiality concerns. However, if such concerns arise, they will be considered on a case by case basis.

## Section II. Evaluation Support Information

The participant-level data necessary for evaluation purposes for downstream incentive programs are described in Section II.A. Midstream program data are presented in Section II.B. Upstream program data are presented in Section II.C. Finally, public awareness program data are presented in Section II.D.

- **Honeywell's customized database will be used to capture all participant-level (customer) data required to conduct all evaluation related activities as highlighted by DPS Staff. Con Edison will coordinate with Honeywell to ensure that all data outlined in Section II. A. Table 1 is captured and that energy and demand savings are maintained at the measure specific level.**

While many of these proposed reporting requirements have been asked for elsewhere by evaluation contractors and regulators, there is some information detailed below that may not be maintained routinely for each program, may not be updated regularly, and may be difficult to present in a straightforward format (e.g., incremental costs or load shapes). In these instances, PAs are expected to explain their strategy for reporting these data types.

### Section II.A. Downstream Incentive Program Information

This section contains a list of ***program-participant level*** data elements to be routinely collected and maintained in electronic form by PAs to measure the progress of their energy efficiency programs (e.g., program costs, estimated energy impacts).<sup>2</sup> The program-tracking database must be maintained **at the measure level**. Measures that are similar (e.g., CFLs, linear fluorescents) and have the same rebate and savings per unit can be grouped and reported in a single row. If, on a given application, a customer applies for rebates for three different measures, the application will be reported in the program-tracking database in three rows. A consistent measure naming convention must be developed as soon as possible. The participant-level data will serve as the foundation for the monthly, quarterly, and annual reports required by the DPS. There are a number of variables that must be included in any program-tracking database. These should be available to the DPS staff and evaluation contractors within 30 days following a data request. The variables and their definitions are listed in Table 1.

**Table 3.** Variables Required for Participant-Level Program-Tracking Databases for Downstream Incentive Programs

Program-Tracking Database Terms	Definition of Terms
<b>Program Administrator</b>	Utility or NYSERDA
<b>Program ID<sup>1</sup></b>	Unique Program identification number assigned by DPS
<b>Program Name</b>	Program name
<b>Account number (affected by measure installation)<sup>2</sup></b>	Utility account number affected by the installation of the efficient measures
<b>Meter number (affected by installation)</b>	The meter number associated with the affected account number
<b>Service turn-on date</b>	The date of service turn for the program participant

<sup>2</sup> Staff believes the IPAs will also have to report, but the details need to be further explored. To date, no IPAs have been designated program administrators.

Program-Tracking Database Terms	Definition of Terms
<b>Rate classification</b>	Rate classification
<b>Site-Specific Primary NAIC<sup>3</sup></b>	The two-digit NAIC for the affected dwelling/building
<b>Building type/dwelling type<sup>4</sup></b>	Description of the dwelling or building type
<b>Measure-Project name</b>	Name of measure
<b>Measure description</b>	Description of the measure
<b>Measure quantity</b>	Quantity of the measure
<b>Unit description</b>	Description of the unit (e.g., tons, square feet, lamp)
<b>Participant first name<sup>5</sup></b>	Participant first name
<b>Participant last name</b>	Participant last name
<b>Service Street Address</b>	Street address at which measure was installed
<b>Service City</b>	City in which measure was installed
<b>Service ZIP code</b>	ZIP code associated with the service street address and city
<b>Participant telephone number</b>	Participant telephone number
<b>Participant Fax number</b>	Participant Fax number
<b>Participant E-Mail address</b>	Participant E-Mail address
<b>Rebate amount per unit<sup>6</sup></b>	Rebate amount per unit
<b>Financing amount per unit</b>	Financing amount per unit
<b>Program application date</b>	Program application date
<b>Application approval date<sup>7</sup></b>	Date on which application was approved
<b>Post-installation inspection date</b>	Date on which measure installation was inspected on site by program administrator. <i>Note that post-installation inspection dates may not be available or they might only be available for a sample of program participants.</i>
<b>Rebate payment date<sup>8</sup></b>	Date on which rebate check was issued.
<b>Estimated gross kWh savings per unit<sup>9</sup></b>	Estimated gross kWh savings per unit (unit energy savings)
<b>Estimated gross on-peak kW savings per unit (utility-specific)</b>	Each utility is required to report the estimated gross on-peak kW savings per unit according to each utility's peak definition. NYSERDA is also required to report demand reductions for program participants in each given utility's service territory based on each utility's definition of peak.
<b>Estimated gross on-peak kW savings per unit (NYISO)</b>	Estimated gross on-peak kW savings per unit according to NYISO peak, the definition of which is forthcoming from the DPS.
<b>Estimated gross therm (natural gas) savings per unit</b>	Estimated gross therm savings per unit

Program-Tracking Database Terms	Definition of Terms
<b>Net-to-gross ratio<sup>10</sup></b>	Net-to-gross ratio
<b>Estimated net kWh savings per unit<sup>11</sup></b>	Estimated net kWh savings per unit
<b>Estimated net on-peak kW savings per unit (utility-specific)</b>	Each utility is required to report the estimated net on-peak kW savings per unit according to each utility's peak definition. NYSERDA is also required to report net demand reductions for program participants in each given utility's service territory based on each utility's definition of peak.
<b>Estimated net on-peak kW savings per unit (NYISO)</b>	Estimated gross on-peak kW savings per unit according to NYISO peak, the definition of which is forthcoming from the DPS.
<b>Estimated net therm savings per unit</b>	Estimated net therm savings per unit
<b>Gross coal savings per unit</b>	Gross coal savings per unit
<b>Gross kerosene savings per unit</b>	Gross kerosene savings per unit
<b>Gross oil savings per unit</b>	Gross oil savings per unit
<b>Gross propane savings per unit</b>	Gross propane savings per unit
<b>Net coal savings per unit</b>	Net coal savings per unit
<b>Net kerosene savings per unit</b>	Net kerosene savings per unit
<b>Net oil savings per unit</b>	Net oil savings per unit
<b>Net propane savings per unit</b>	Net propane savings per unit
<b>Effective useful life</b>	Effective useful life (median number of years that measure is expected to last)
<b>Full incremental cost per unit<sup>12</sup></b>	Full incremental cost per unit
<b>Full costs per unit</b>	Full costs per unit
<b>Weather station assignment number</b>	The weather station ID assigned to the participant service address

### Notes:

<sup>1</sup>DPS Staff needs to work with utilities and NYSERDA to develop a Program ID naming convention. However, a Program ID number is not required for the first report. Note that when developing program ID naming conventions, utilities would like to minimize computer programming/reporting costs that they might incur if the proposed naming conventions are complex or the utility's current naming conventions require modification to Staff's proposed format.

**Notes:**

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Also note that weather data (heating and cooling degree days) will be obtained from NOAA weather stations and mapped to customer sites based on ZIP codes.

<sup>3</sup>The North American Industry Classification System (NAICS, pronounced Nakes) was developed as the standard for use by Federal statistical agencies in classifying business establishments for the collection, analysis, and publication of statistical data related to the business economy of the U.S. NAICS replaces the Standard Industrial Classification (SIC) system.

<sup>4</sup>A list of common facility or building types or codes (e.g., DOE 2 Model Types; NYSERDA list of facility types) is currently being investigated.

<sup>5</sup>Usually, the participant is the end user (i.e., the person on whose premises the measure was installed and who received the rebate). In some case, the participant could be a building owner (commercial property owner who is renting to tenants (either residential or nonresidential) and who receives the rebate for installing measures in apartments or offices.

<sup>6</sup>PAs could design rebates on various bases (e.g., per bulb, per refrigerator, per pool pump, per ton in the case of chillers or per cubic feet for insulation). If incentives are based on performance (whole building or custom project), the unit would be "1" and the rebate per unit would be the total rebate received.

<sup>7</sup>The application date is the date on the application, or if that is missing, the date on which the administrator received the application.

<sup>8</sup>Note that all three dates (program application date, application approval date, and the rebate payment date) must be provided. These dates must be provided even when an application is received, approved, and a rebate paid to the participant all in the same day. In such cases, the date would be the same for all three variables.

<sup>9</sup>Gross savings are defined as the change in energy consumption and/or demand that results directly from program-related actions taken by participants in the DSM program. The gross savings reported by the PAs are referred to as *ex ante* values since they have not been adjusted by *ex post (after measure installation)* evaluation efforts. If the project is a custom measure then all savings can be at the project level rather than per unit.

**Notes:**

<sup>10</sup>Utilities should use NTGR values in the current Technical Manual until it is revised. Specifically, DPS is asking for gross savings, the net to gross ratio, and net savings. So that there is a consistent starting point for all PAs, NYSERDA programs must also use NTGR values in the Technical Manual even though there is evidence that the NTGRs estimated by NYSERDA might be superior.

<sup>11</sup>Net savings are the total change in load that is attributable to the utility DSM program. This change in load may include, implicitly or explicitly, the effects of free drivers, free riders, state or federal energy efficiency standards, changes in the level of energy service, and natural change effects. The net savings reported by the PAs are referred to as ex ante values since they have not been adjusted by ex post (after measure installation) evaluation efforts.

<sup>12</sup>If PAs can track incremental costs by measure or project in their program tracking databases, they should do so. However, this might not always be possible. In some cases, incremental costs for measures may be obtained from another source (e.g., the NYSERDA Measure-Level Database) and assigned to individual measures. Because it is assumed that PAs have reviewed the incremental costs of measures they promote as part of the technology screening process, the identification of incremental costs is expected to be relatively straightforward. When cost data are available in the program tracking databases but labor has been included, a set of rules regarding the percentage of total projects costs attributed to labor must be proposed by the PAs. The labor costs should be removed from the incremental costs before benefit-cost analyses are conducted. The formula for estimating incremental costs should be documented.

## **Section II.B. Midstream Program Information**

For mid-stream programs, there should always be an end user who participates in the program (typically the customer receiving the equipment). It is the participant-level information listed above in Section II.C that should be entered into the program-tracking database. Other information about the activities of upstream actors involved in the implementation of the program should be tracked elsewhere.

### **Not Applicable to this program.**

## **Section II.C. Upstream Program Information**

Depending on the design and implementation of the upstream program, some information, such as end user-related information, might be unavailable. However PAs should collect and provide:

- g. Name of program(s) or program component(s);
- h. Name of firms participating in program or program component (e.g., manufacturers or participating retailers);
- i. Contact information for each firm
  - First and last name;
  - Address;
  - Phone number;
  - Fax number (if collected); and

- E-mail address (if collected).
- d. Measure descriptions
- e. Quantity of each measure shipped by manufacturer
- f. Buy-down amounts for each shipment
- g. Dates associated with each buy-down payment to participating firms.
- h. Sales by retailers of subsidized measures

**Not Applicable to this program.**

## **Section II.D. Public Awareness (Marketing Outreach and Education) Program Information**

Such performance-related information would not be included in a database but reported quarterly in a report. The report should include at a minimum:

- m. Name of program(s) or program component(s);
- n. Target population description including, size, source of identifying information, and lists of population members used in outreach activities. The target population is the total number in the population targeted by the program (e.g., all multi-family dwellings with occupants who qualify as low income, all small office buildings, all large, chain grocery stores, etc.).
- o. Marketing and outreach (M&O) activities carried out;
- p. Marketing materials by numbers, types, and means of distribution;
- q. Education and media plan;
- r. Documentation of any training including location of training, program participation agreements, commitments or other similar agreements, post-buy analysis, and other documentation of output (e.g., courses, curricula, list of participants, etc);

Other information could be reported such as records for dates, number, location, target audience, and attendance of events held, Web site hits, call-in numbers and rates, reach, frequency, Gross Rating Points, impressions, click through rate, composition, coverage, earned media, value of public service announcements, and other tracking and monitoring information the PA maintains, as appropriate to the effort and for each wave, campaign, and targeted effort. Include definitions and calculation methods for statistics used for monitoring. Each PA should propose metrics. Note that the DPS may require the PAs to use certain metrics.

**Not Applicable to this program.**

## **Section III. Draft Reporting Templates for Monthly Reports by Program Under separate file.**

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

### **CON EDISON – RESIDENTIAL HVAC PROGRAM**

**Program Administrator:** – GAS

**Program/Project:**

**Reporting period:** May 2010

**Report Contact person:** STEVEN MYSHOLOWSKY

**Section Manager – Measurement, Verification & Evaluation**

**Location:** 4 Irving Place, 10<sup>th</sup> Floor, New York, N.Y.  
10003

**Phone:** (212) 460-2120

**E mail:** mysholowskys@coned.com

### 3. 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).

**Honeywell has been contracted as Con Edison's Implementation Contractor.**

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

**Implementation continues. Customer inquiries are logged into Salesforce. During May 2010, the Call Center received numerous calls (this month's actual is unavailable at this time). Calls are now handled by the Con Edison's Operations Call Center located in Westchester.**

(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 budget shown in the Monthly Scorecard report represents the total 3 year program budget approved. Expenditures reported by cost category represent monthly costs incurred. No transfer of budget dollars is required at this time.**

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

**(a) Marketing Activities**

List and describe major marketing accomplishments. Describe activities in quantitative and qualitative terms. Provide copies of key marketing materials.

**A website for this program has been developed and activated, which includes a customer inquiry form. Website hits for May 2010 totaled 2,626 unique visitors for both Residential HVAC programs.**

**Con Edison presented the Residential HVAC program at the following business forum in NYC:**

- 5/13 – Queens Chambers of Commerce at Citi Field, Queens, NY, 300 attendees**
- 5/19 – LICBDC Breakfast, LIC, Queens, NY, 100 attendees**
- 5/19 National Grid & LIPA trade Show, Melville, NY**

**(b) Evaluation Activities**

List and describe evaluation activities. Compare them with goals and objectives established for the report period. Describe activities in quantitative and qualitative terms.

**Con Edison has development a Request for Proposal for process evaluation contractor services for all approved EEPS programs. This RFP was issued on February 3, 2010 and bids were submitted March 5, 2010. Navigant Consulting has been selected as the Contractor and the kickoff meeting was held on May 12, 2010. Navigant has started gathering program data and interviewing internal staff and Implementation Contractor. A draft of the overall evaluation plan for all the EEPS programs and the Residential HVAC evaluation plan were issued for review on June 10. Once finalized, this evaluation plan will be forwarded to PSC Staff for review.**

**(c) Other Activities**

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

**None-to-date**

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

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

**None-to-date**

**4. Changes to Subcontractors or Staffing**

Describe any staff or subcontractor/consultant changes.

**None-to-date**

**5. Additional Issues**

**None-to-date**

## **Consolidated Edison Company of New York, Inc.**

### **Refrigerator Replacement Plus – Electric Program (Multi-Family Program)**

### **Monthly Scorecard – May 2010\***

**\*Preliminary data is provided in this report and is subject to change.**

## Section I. Basic Program Information

Basic information about each program must be provided for each program with the first monthly report and again whenever the program changes so that the current program information is up-to-date. Such basic information is separate from the data collected in the participant-level program-tracking database. The list of basic program information is as follows:

- x) Full program descriptions, including operation and procedures manuals, activities descriptions, and a description of program service territory; **The Refrigerator Replacement Plus Program (Electric & Gas) is designed to provide dwelling unit energy savings; incentives for the pick-up and recycling of old inefficient room air conditioners; pick-up and recycling of old inefficient refrigerators; incentives for high efficiency room air conditioners and ENERGY STAR refrigerators; and prescriptive rebates for common area and building weatherization measures. Con Edison's energy efficiency staff will provide overall strategic direction and program management of the program and will be supported by program contractors to conduct certain delivery and administrative functions. Con Edison will market the program through traditional as well as grassroots activities. This program will be implemented throughout Con Edison's electric service territory which includes the five boroughs of New York City and Westchester County. The program will target the 5 to 50 dwelling unit multifamily building market. Customers who participate must contribute to the System Benefits Charge.**

**Con Edison has selected Association for Energy Affordability, Inc. (AEA), 105 Bruckner Blvd., Bronx, NY 10454 to be the Implementation Contractor.**

- y) Detailed descriptions of tracking system and tracking system operations, including data dictionaries. **The tracking system to be deployed has not been established at this time. It will be described once an implementation contractor is under contract.**
- z) A detailed description or map of how data in the tracking system contributes to the monthly report. DPS should be able to take the program-tracking databases and relevant accounting information for a given utility or NYSERDA and reproduce the monthly report. **See answer in section (x).**

- aa) Program management and staff names, titles, work locations, phone numbers, fax numbers, and e-mail addresses;

**Mark Thomson**

**Section Manager – Program Implementation**

**Location: 4 Irving Place, 10<sup>th</sup> Floor, New York, N.Y. 10003**

**Phone: (212) 460-2035**

**Fax: (212) 228-6719**

**E mail: thomsonm@coned.com**

**Gregory Elcock**

**Manager – Program Implementation**

**Location: 4 Irving Place, 10<sup>th</sup> Floor, New York, N.Y. 10003**

**Phone: (212) 460-6507**

**Email: elcockg@coned.com**

**bb) Program savings objectives;**

**Through 2011**

**MWh: 24,176**

**Combined 2009 / 2010 Goal**

**MWh: 9,986**

Program theory and logic models for each program. The program theory should characterize the relevant market(s) and how program activities are expected to change the behavior of the market(s)’ actors to expand the adoption of energy efficient technologies and practices. The characterization of the market should include a description of baseline conditions (e.g., levels of awareness, attitudes, behavior, saturation, market share etc.) and an estimate of the technical energy and demand potential within that market and identify the portion of that potential that the program is expected to achieve at the conclusion of the current funding cycle. **Residential housing in New York City and Westchester County is a diverse market that includes nearly 70,000 multifamily buildings with 2 million apartment units and approximately 900,000 1-4 family homes. Certain segments of the multifamily building market have been difficult to penetrate with energy efficiency programs. The most significant hard-to-reach multifamily sub-segment is concentrated in buildings with 5 to 50 apartments. This market is difficult to penetrate for numerous reasons. It is comprised of a complex mix of rent controlled and rent stabilized units together with free market apartments, condominiums and cooperatives, making standardized approaches difficult to deliver.** To address these barriers, Con Edison has designed RRP to engage building owners and tenants in energy efficiency by concentrating on overcoming the traditional barriers to penetrating this market. RRP is intended to be a novel approach to gain access to the many stakeholders, including landlords, tenants, managing agents and condominium and cooperative boards in the multifamily residential market. RRP addresses both rental units and also condominium and cooperative “owner market” with smaller incentives that match the relatively lower penetration barriers in this market. RRP is a composite of initiatives under one umbrella that offers a comprehensive set of viable prescriptive efficiency measures and opportunities with a focus on ease of acceptance and admission, low cost, simplicity and customer benefits for both landlords and occupying tenants or leaseholders. **Logic models will be developed once the Implementation contractor has been selected and a contract is executed with Con Edison.**

cc) A listing and description of, and contact information for the market actors, trade allies, and other stakeholders on which the program will rely for program delivery and support. **Con Edison's marketing approach for RRP will include marketing to building owners, managing agents and tenants. Marketing will utilize innovative methods to reach hard-to-penetrate market segments and owners, some of whom represent the largest potential in terms of energy savings as well as traditional outreach efforts that build on Con Edison's historical relationship and frequent communication with its customers. Community wide participation will also be utilized in specific geographic locations to further promote this program. Program implementation will utilize a third party implementation contractor and a contractor pool of various trade ally partners who participate in training sessions coordinated by the Company and instituted by an independent contractor. Training will include program protocols and guidelines, installation best practices, and quality assurance requirements and reporting. Training will be conducted in a class-room style setting either at the implementation contractor's facility or at Con Edison's Learning Center in Long Island City, Queens.**

dd) Name of firms under contract to PAs and formally participating in the delivery of the program or program component(s) (e.g., vendors, installers, specifiers etc.). Though of interest to evaluators, PAs need not report contact information to the DPS of non-utility vendors involved with the installation of efficient equipment. A list of participating firms should be provided to DPS in the narrative report and updated only when it becomes *substantially* out of date (Note: It is left to each PA to define *substantially*). However, when requested by the DPS Staff, PAs should provide the most current listing within 30 days. **The Association for Energy Affordability (AEA) has been chosen as the implementation contractor for this program.**

ee) Inter-organizational relationships (e.g., New York Power Authority (NYPA) and utilities) should also be reported in narrative format. **Con Edison and the following entities are developing a common delivery platform and coordinating efforts:**

- **New York State Energy Research Development Authority (NYSERDA)**
- **National Grid which delivers gas energy services to Brooklyn, Staten Island and parts of Queens**
- **New York State Electric and Gas Company (NYSEG) which delivers power in the northeastern part of Westchester County**
- **New York Power Authority (NYPA) which generates electricity and delivers electric and gas services to various government and non-government customers throughout New York State**

When reporting information on each program, be aware that a description of the program will be made available to interested readers. The basic information, in brief summary format, should be included in each of the three reports (monthly, quarterly, and annual) that are submitted to the Director of OEEE. It is recommended that the reports also be filed with the Secretary of the Commission to encourage further transparency. At a minimum individual basic program information should be available to DPS staff upon request. The DPS believes that the data to be reported does not pose any confidentiality concerns. However, if such concerns arise, they will be considered on a case by case basis.

## Section II. Evaluation Support Information

The participant-level data necessary for evaluation purposes for downstream incentive programs are described in Section II.A. Midstream program data are presented in Section II.B. Upstream program data are presented in Section II.C. Finally, public awareness program data are presented in Section II.D.

- **A database will be developed with AEA to capture all participant-level (customer) data required to conduct all evaluation related activities as highlighted by DPS Staff. Con Edison will coordinate with our Implementation Contractor to ensure that all data outlined in Section II. A. Table 1 is captured and that energy savings are maintained at the measure level.**

While many of these proposed reporting requirements have been asked for elsewhere by evaluation contractors and regulators, there is some information detailed below that may not be maintained routinely for each program, may not be updated regularly, and may be difficult to present in a straightforward format (e.g., incremental costs or load shapes). In these instances, PAs are expected to explain their strategy for reporting these data types.

### Section II.A. Downstream Incentive Program Information

This section contains a list of **program-participant level** data elements to be routinely collected and maintained in electronic form by PAs to measure the progress of their energy efficiency programs (e.g., program costs, estimated energy impacts).<sup>2</sup> The program-tracking database must be maintained **at the measure level**. Measures that are similar (e.g., CFLs, linear fluorescents) and have the same rebate and savings per unit can be grouped and reported in a single row. If, on a given application, a customer applies for rebates for three different measures, the application will be reported in the program-tracking database in three rows. A consistent measure naming convention must be developed as soon as possible. The participant-level data will serve as the foundation for the monthly, quarterly, and annual reports required by the DPS. There are a number of variables that must be included in any program-tracking database. These should be available to the DPS staff and evaluation contractors within 30 days following a data request. The variables and their definitions are listed in Table 1.

**Table 4.** Variables Required for Participant-Level Program-Tracking Databases for Downstream Incentive Programs

Program-Tracking Database Terms	Definition of Terms
Program Administrator	Utility or NYSERDA
Program ID <sup>1</sup>	Unique Program identification number assigned by DPS
Program Name	Program name
Account number (affected by measure installation) <sup>2</sup>	Utility account number affected by the installation of the efficient measures
Meter number (affected by installation)	The meter number associated with the affected account

<sup>2</sup> Staff believes the IPAs will also have to report, but the details need to be further explored. To date, no IPAs have been designated program administrators.

Program-Tracking Database Terms	Definition of Terms
	number
<b>Service turn-on date</b>	The date of service turn for the program participant
<b>Rate classification</b>	Rate classification
<b>Site-Specific Primary NAIC<sup>3</sup></b>	The two-digit NAIC for the affected dwelling/building
<b>Building type/dwelling type<sup>4</sup></b>	Description of the dwelling or building type
<b>Measure-Project name</b>	Name of measure
<b>Measure description</b>	Description of the measure
<b>Measure quantity</b>	Quantity of the measure
<b>Unit description</b>	Description of the unit (e.g., tons, square feet, lamp)
<b>Participant first name<sup>5</sup></b>	Participant first name
<b>Participant last name</b>	Participant last name
<b>Service Street Address</b>	Street address at which measure was installed
<b>Service City</b>	City in which measure was installed
<b>Service ZIP code</b>	ZIP code associated with the service street address and city
<b>Participant telephone number</b>	Participant telephone number
<b>Participant Fax number</b>	Participant Fax number
<b>Participant E-Mail address</b>	Participant E-Mail address
<b>Rebate amount per unit<sup>6</sup></b>	Rebate amount per unit
<b>Financing amount per unit</b>	Financing amount per unit
<b>Program application date</b>	Program application date
<b>Application approval date<sup>7</sup></b>	Date on which application was approved
<b>Post-installation inspection date</b>	Date on which measure installation was inspected on site by program administrator. <i>Note that post-installation inspection dates may not be available or they might only be available for a sample of program participants.</i>
<b>Rebate payment date<sup>8</sup></b>	Date on which rebate check was issued.
<b>Estimated gross kWh savings per unit<sup>9</sup></b>	Estimated gross kWh savings per unit (unit energy savings)
<b>Estimated gross on-peak kW savings per unit (utility-specific)</b>	Each utility is required to report the estimated gross on-peak kW savings per unit according to each utility's peak definition. NYSERDA is also required to report demand reductions for program participants in each given utility's service territory based on each utility's definition of peak.
<b>Estimated gross on-peak kW savings per unit (NYISO)</b>	Estimated gross on-peak kW savings per unit according to NYISO peak, the definition of which is forthcoming from the DPS.

Program-Tracking Database Terms	Definition of Terms
Estimated gross therm (natural gas) savings per unit	Estimated gross therm savings per unit
Net-to-gross ratio <sup>10</sup>	Net-to-gross ratio
Estimated net kWh savings per unit <sup>11</sup>	Estimated net kWh savings per unit
Estimated net on-peak kW savings per unit (utility-specific)	Each utility is required to report the estimated net on-peak kW savings per unit according to each utility's peak definition. NYSERDA is also required to report net demand reductions for program participants in each given utility's service territory based on each utility's definition of peak.
Estimated net on-peak kW savings per unit (NYISO)	Estimated gross on-peak kW savings per unit according to NYISO peak, the definition of which is forthcoming from the DPS.
Estimated net therm savings per unit	Estimated net therm savings per unit
Gross coal savings per unit	Gross coal savings per unit
Gross kerosene savings per unit	Gross kerosene savings per unit
Gross oil savings per unit	Gross oil savings per unit
Gross propane savings per unit	Gross propane savings per unit
Net coal savings per unit	Net coal savings per unit
Net kerosene savings per unit	Net kerosene savings per unit
Net oil savings per unit	Net oil savings per unit
Net propane savings per unit	Net propane savings per unit
Effective useful life	Effective useful life (median number of years that measure is expected to last)
Full incremental cost per unit <sup>12</sup>	Full incremental cost per unit
Full costs per unit	Full costs per unit
Weather station assignment number	The weather station ID assigned to the participant service address

#### Notes:

<sup>1</sup>DPS Staff needs to work with utilities and NYSERDA to develop a Program ID naming convention. However, a Program ID number is not required for the first report. Note that when developing program ID naming conventions, utilities would like to minimize computer programming/reporting costs that they might incur if the proposed naming conventions are complex or the utility's current naming conventions require modification to Staff's proposed format.

**Notes:**

<sup>2</sup>While not part of the program-tracking database, utilities are expected, upon request by DPS or evaluators, to provide consumption histories from utility bills associated with all relevant meters (meters affected by the installation of the efficient equipment) for at least twelve months prior to program enrollment date and through current period.

Also note that weather data (heating and cooling degree days) will be obtained from NOAA weather stations and mapped to customer sites based on ZIP codes.

<sup>3</sup>The North American Industry Classification System (NAICS, pronounced Nakes) was developed as the standard for use by Federal statistical agencies in classifying business establishments for the collection, analysis, and publication of statistical data related to the business economy of the U.S. NAICS replaces the Standard Industrial Classification (SIC) system.

<sup>4</sup>A list of common facility or building types or codes (e.g., DOE 2 Model Types; NYSERDA list of facility types) is currently being investigated.

<sup>5</sup>Usually, the participant is the end user (i.e., the person on whose premises the measure was installed and who received the rebate). In some case, the participant could be a building owner (commercial property owner who is renting to tenants (either residential or nonresidential) and who receives the rebate for installing measures in apartments or offices.

<sup>6</sup>PAs could design rebates on various bases (e.g., per bulb, per refrigerator, per pool pump, per ton in the case of chillers or per cubic feet for insulation). If incentives are based on performance (whole building or custom project), the unit would be "1" and the rebate per unit would be the total rebate received.

<sup>7</sup>The application date is the date on the application, or if that is missing, the date on which the administrator received the application.

<sup>8</sup>Note that all three dates (program application date, application approval date, and the rebate payment date) must be provided. These dates must be provided even when an application is received, approved, and a rebate paid to the participant all in the same day. In such cases, the date would be the same for all three variables.

<sup>9</sup>Gross savings are defined as the change in energy consumption and/or demand that results directly from program-related actions taken by participants in the DSM program. The gross savings reported by the PAs are referred to as *ex ante* values since they have not been adjusted by *ex post (after measure installation)* evaluation efforts. If the project is a custom measure then all savings can be at the project level rather than per unit.

**Notes:**

<sup>10</sup>Utilities should use NTGR values in the current Technical Manual until it is revised. Specifically, DPS is asking for gross savings, the net to gross ratio, and net savings. So that there is a consistent starting point for all PAs, NYSERDA programs must also use NTGR values in the Technical Manual even though there is evidence that the NTGRs estimated by NYSERDA might be superior.

<sup>11</sup>Net savings are the total change in load that is attributable to the utility DSM program. This change in load may include, implicitly or explicitly, the effects of free drivers, free riders, state or federal energy efficiency standards, changes in the level of energy service, and natural change effects. The net savings reported by the PAs are referred to as ex ante values since they have not been adjusted by ex post (after measure installation) evaluation efforts.

<sup>12</sup>If PAs can track incremental costs by measure or project in their program tracking databases, they should do so. However, this might not always be possible. In some cases, incremental costs for measures may be obtained from another source (e.g., the NYSERDA Measure-Level Database) and assigned to individual measures. Because it is assumed that PAs have reviewed the incremental costs of measures they promote as part of the technology screening process, the identification of incremental costs is expected to be relatively straightforward. When cost data are available in the program tracking databases but labor has been included, a set of rules regarding the percentage of total projects costs attributed to labor must be proposed by the PAs. The labor costs should be removed from the incremental costs before benefit-cost analyses are conducted. The formula for estimating incremental costs should be documented.

## **Section II.B. Midstream Program Information**

For mid-stream programs, there should always be an end user who participates in the program (typically the customer receiving the equipment). It is the participant-level information listed above in Section II.C that should be entered into the program-tracking database. Other information about the activities of upstream actors involved in the implementation of the program should be tracked elsewhere.

### **Not Applicable to this program.**

## **Section II.C. Upstream Program Information**

Depending on the design and implementation of the upstream program, some information, such as end user-related information, might be unavailable. However PAs should collect and provide:

- j. Name of program(s) or program component(s);
- k. Name of firms participating in program or program component (e.g., manufacturers or participating retailers);
- l. Contact information for each firm
  - First and last name;
  - Address;

- Phone number;
- Fax number (if collected); and
- E-mail address (if collected).

- d. Measure descriptions
- e. Quantity of each measure shipped by manufacturer
- f. Buy-down amounts for each shipment
- g. Dates associated with each buy-down payment to participating firms.
- h. Sales by retailers of subsidized measures

**Not Applicable to this program.**

### **Section II.D. Public Awareness (Marketing Outreach and Education) Program Information**

Such performance-related information would not be included in a database but reported quarterly in a report. The report should include at a minimum:

- s. Name of program(s) or program component(s);
- t. Target population description including, size, source of identifying information, and lists of population members used in outreach activities. The target population is the total number in the population targeted by the program (e.g., all multi-family dwellings with occupants who qualify as low income, all small office buildings, all large, chain grocery stores, etc.).
- u. Marketing and outreach (M&O) activities carried out;
- v. Marketing materials by numbers, types, and means of distribution;
- w. Education and media plan;
- x. Documentation of any training including location of training, program participation agreements, commitments or other similar agreements, post-buy analysis, and other documentation of output (e.g., courses, curricula, list of participants, etc);

Other information could be reported such as records for dates, number, location, target audience, and attendance of events held, Web site hits, call-in numbers and rates, reach, frequency, Gross Rating Points, impressions, click through rate, composition, coverage, earned media, value of public service announcements, and other tracking and monitoring information the PA maintains, as appropriate to the effort and for each wave, campaign, and targeted effort. Include definitions and calculation methods for statistics used for monitoring. Each PA should propose metrics. Note that the DPS may require the PAs to use certain metrics.

**Not Applicable to this program.**

### **Section III. Draft Reporting Templates for Monthly Reports by Program Under separate file.**

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

**CON EDISON REFRIGERATOR REPLACEMENT****PLUS PROGRAM – ELECTRIC****Program/Project:****Reporting period:** **May 2010****Report Contact person:** **STEVEN MYSHOLOWSKY****Section Manager – Measurement, Verification & Evaluation****Location: 4 Irving Place, 10<sup>th</sup> Floor, New York, N.Y. 10003****Phone: (212) 460-2120****E mail: mysholowskys@coned.com****4. 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).

i) **AEA has been selected as the implementation contractor for this program. The multifamily program PO was issued on May 4<sup>th</sup>. AEA has submitted customer facing materials for review. Thirty-five audits that were completed by the bridge contractor have been transferred to AEA for final processing and discussion with owners with a view to moving to implementation. On June 7<sup>th</sup> a meeting was held with the larger property management groups that had audits done under the bridge contractor. Implementation plan and Marketing plan were submitted by AEA and is currently being reviewed. AEA has submitted a list of an additional 107 buildings already assessed in other programs that are eligible for Con Edison rebates. These buildings will form the core of the initial ramp up of installations. Advanced field survey work has been performed. No savings to report for this month.**

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

**Currently the program implementation effort consists of taking customer leads and addressing customer inquiries which are logged into Salesforce.**

(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.

**Currently there are no energy savings to report for May 2010.**

The budget shown in the Monthly Scorecard report represents the total 3 year program budget approved. Expenditures reported by cost category represent monthly costs incurred. No transfer of budget dollars is required at this time.

**2. Program Implementation Activities. This section is designed to quantify major activities not captured in the progress spreadsheet.****(a) Marketing Activities**

List and describe major marketing accomplishments. Describe activities in quantitative and qualitative terms. Provide copies of key marketing materials.

**The Company will begin to conduct a more robust marketing effort when the Implementation Contractor is under contract. The Company's website will include information on this energy efficiency program and customer bill inserts have been mailed. Additionally the Company has begun a radio campaign as well.**

**Con Edison presented the Refrigerator Replacement Plus program at the following business forum in NYC:**

- **5/13 – Queens Chambers of Commerce at Citi Field, Queens, NY, 300 attendees**
- **5/19 – LICBDC Breakfast, LIC, Queens, NY, 100 attendees**
- **5/19 National Grid & LIPA trade Show, Melville, NY**

**(b) Evaluation Activities**

List and describe evaluation activities. Compare them with goals and objectives established for the report period. Describe activities in quantitative and qualitative terms.

**Con Edison has development a Request for Proposal for process evaluation contractor services for all approved EEPS programs. This RFP was issued on February 3, 2010 and bids were submitted March 5, 2010. Navigant Consulting has been selected as the Contractor and the kickoff meeting was held on May 12, 2010.**

**(c) 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.

**None-to-date**

**4. Changes to Subcontractors or Staffing**

Describe any staff or subcontractor/consultant changes.

**None-to-date**

**5. Additional Issues**

**None-to-date**

## **Consolidated Edison Company of New York, Inc.**

### **Refrigerator Replacement Plus – Gas Program (Multi-Family Program)**

### **Monthly Scorecard – May 2010\***

**\*Preliminary data is provided in this report and is subject to change.**

## Section I. Basic Program Information

Basic information about each program must be provided for each program with the first monthly report and again whenever the program changes so that the current program information is up-to-date. Such basic information is separate from the data collected in the participant-level program-tracking database. The list of basic program information is as follows:

ff) Full program descriptions, including operation and procedures manuals, activities descriptions, and a description of program service territory; **The Refrigerator Replacement Plus Program (Electric & Gas) would provide dwelling unit energy savings; incentives for the pick up and recycling of old inefficient room air conditioners; pick up and recycling of old inefficient refrigerators; incentives for high efficiency room air conditioners and ENERGY STAR refrigerators; and prescriptive rebates for common area and building weatherization measures.** Con Edison's energy efficiency staff will provide overall strategic direction and program management of the program and will be supported by program contractors to conduct certain delivery and administrative functions. Con Edison will market the program through traditional as well as grassroots activities. This program will be implemented throughout Con Edison's gas service territory which includes Manhattan, the Bronx, Westchester County, and parts of Queens. The program will target the 5 to 50 dwelling unit multifamily building market. Customers who participate must contribute to the System Benefits Charge.

**Con Edison has selected Association for Energy Affordability, Inc. (AEA), 105 Bruckner Blvd., Bronx, NY 10454 to be the Implementation Contractor.**

gg) Detailed descriptions of tracking system and tracking system operations, including data dictionaries. **The tracking system to be deployed has not been established at this time. It will be described once an implementation contractor is under contract.**

hh) A detailed description or map of how data in the tracking system contributes to the monthly report. DPS should be able to take the program-tracking databases and relevant accounting information for a given utility or NYSERDA and reproduce the monthly report. **See answer in section (ff).**

ii) Program management and staff names, titles, work locations, phone numbers, fax numbers, and e-mail addresses;

**Mark Thomson**

**Section Manager – Program Implementation**

**Location: 4 Irving Place, 10<sup>th</sup> Floor, New York, N.Y. 10003**

**Phone: (212) 460-2035**

**Fax: (212) 228-6719**

**E mail: thomsonm@coned.com**

**Gregory Elcock**

**Manager – Program Implementation****Location: 4 Irving Place, 10<sup>th</sup> Floor, New York, N.Y. 10003****Phone: (212) 460-6507****Email: elcockg@coned.com**

jj) Program savings objectives;

**Through 2011**

**Dth: 250,421**

**Combined 2009 / 2010 Goal**

**Dth: 118,211**

Program theory and logic models for each program. The program theory should characterize the relevant market(s) and how program activities are expected to change the behavior of the market(s)' actors to expand the adoption of energy efficient technologies and practices. The characterization of the market should include a description of baseline conditions (e.g., levels of awareness, attitudes, behavior, saturation, market share etc.) and an estimate of the technical energy and demand potential within that market and identify the portion of that potential that the program is expected to achieve at the conclusion of the current funding cycle. **Residential housing in New York City and Westchester County is a diverse market that includes nearly 70,000 multifamily buildings with 2 million apartment units and approximately 900,000 1-4 family homes. Certain segments of the multifamily building market have been difficult to penetrate with energy efficiency programs. The most significant hard-to-reach multifamily sub-segment is concentrated in buildings with 5 to 50 apartments. This market is difficult to penetrate for numerous reasons. It is comprised of a complex mix of rent controlled and rent stabilized units together with free market apartments, condominiums and cooperatives, making standardized approaches difficult to deliver.** To address these barriers, Con Edison has designed RRP to engage building owners and tenants in energy efficiency by concentrating on overcoming the traditional barriers to penetrating this market. RRP is intended to be a novel approach to gain access to the many stakeholders, including landlords, tenants, managing agents and condominium and cooperative boards in the multifamily residential market. RRP addresses both rental units and also condominium and cooperative "owner market" with smaller incentives that match the relatively lower penetration barriers in this market. RRP is a composite of initiatives under one umbrella that offers a comprehensive set of viable prescriptive efficiency measures and opportunities with a focus on ease of acceptance and admission, low cost, simplicity and customer benefits for both landlords and occupying tenants or leaseholders. **Logic models will be developed once the Implementation contractor is under contract.**

**kk)** A listing and description of, and contact information for the market actors, trade allies, and other stakeholders on which the program will rely for program delivery and support. **Con Edison's marketing approach for RRP will include marketing to building owners, managing agents and tenants. Marketing will utilize innovative methods to reach hard-to-penetrate market segments and owners, some of whom represent the largest potential in terms of energy savings as well as traditional outreach efforts that build on Con Edison's historical relationship and frequent communication with its customers. Community wide participation will also be utilized in specific geographic locations to further promote this program. Program implementation will utilize a third party implementation contractor and a contractor pool of various trade ally partners who participate in training sessions coordinated by the Company and instituted by an independent contractor. Training will include program protocols and guidelines, installation best practices, and quality assurance requirements and reporting. Training will be conducted in a class-room style setting either at the implementation contractor's facility or at Con Edison's Learning Center in Long Island City, Queens.**

**ll)** Name of firms under contract to PAs and formally participating in the delivery of the program or program component(s) (e.g., vendors, installers, specifiers etc.). Though of interest to evaluators, PAs need not report contact information to the DPS of non-utility vendors involved with the installation of efficient equipment. A list of participating firms should be provided to DPS in the narrative report and updated only when it becomes *substantially* out of date (Note: It is left to each PA to define *substantially*). However, when requested by the DPS Staff, PAs should provide the most current listing within 30 days. **The Company will be selecting and contracting with an Implementation contractor and the appropriate training will be provided for trade allies that would like to participate in the program.**

**mm)** Inter-organizational relationships (e.g., New York Power Authority (NYPA) and utilities) should also be reported in narrative format. **Con Edison and the following entities are developing a common delivery platform and coordinating efforts:**

- **New York State Energy Research Development Authority (NYSERDA)**
- **National Grid which delivers gas energy services to Brooklyn, Staten Island and parts of Queens**
- **New York State Electric and Gas Company (NYSEG) which delivers power in the northeastern part of Westchester County**
- **New York Power Authority (NYPA) which generates electricity and delivers electric and gas services to various government and non-government customers throughout New York State**

When reporting information on each program, be aware that a description of the program will be made available to interested readers. The basic information, in brief summary format, should be included in each of the three reports (monthly, quarterly, and annual) that are submitted to the Director of OEEE. It is recommended that the reports also be filed with the Secretary of the Commission to encourage further transparency. At a minimum individual basic program information should be available to DPS staff upon request. The DPS believes that the data to be reported does not pose any confidentiality concerns. However, if such concerns arise, they will be considered on a case by case basis.

## Section II. Evaluation Support Information

The participant-level data necessary for evaluation purposes for downstream incentive programs are described in Section II.A. Midstream program data are presented in Section II.B. Upstream program data are presented in Section II.C. Finally, public awareness program data are presented in Section II.D.

- **A database will be developed with our Implementation contractor to capture all participant-level (customer) data required to conduct all evaluation related activities as highlighted by DPS Staff. Con Edison will coordinate with our Implementation Contractor to ensure that all data outlined in Section II. A. Table 1 is captured and that therm savings are maintained at the measure level.**

While many of these proposed reporting requirements have been asked for elsewhere by evaluation contractors and regulators, there is some information detailed below that may not be maintained routinely for each program, may not be updated regularly, and may be difficult to present in a straightforward format (e.g., incremental costs or load shapes). In these instances, PAs are expected to explain their strategy for reporting these data types.

### Section II.A. Downstream Incentive Program Information

This section contains a list of program-participant level data elements to be routinely collected and maintained in electronic form by PAs to measure the progress of their energy efficiency programs (e.g., program costs, estimated energy impacts).<sup>2</sup> The program-tracking database must be maintained at the measure level. Measures that are similar (e.g., CFLs, linear fluorescents) and have the same rebate and savings per unit can be grouped and reported in a single row. If, on a given application, a customer applies for rebates for three different measures, the application will be reported in the program-tracking database in three rows. A consistent measure naming convention must be developed as soon as possible. The participant-level data will serve as the foundation for the monthly, quarterly, and annual reports required by the DPS. There are a number of variables that must be included in any program-tracking database. These should be available to the DPS staff and evaluation contractors within 30 days following a data request. The variables and their definitions are listed in Table 1.

**Table 5.** Variables Required for Participant-Level Program-Tracking Databases for Downstream Incentive Programs

Program-Tracking Database Terms	Definition of Terms
Program Administrator	Utility or NYSERDA
Program ID <sup>1</sup>	Unique Program identification number assigned by DPS
Program Name	Program name
Account number (affected by measure installation) <sup>2</sup>	Utility account number affected by the installation of the efficient measures

<sup>2</sup> Staff believes the IPAs will also have to report, but the details need to be further explored. To date, no IPAs have been designated program administrators.

Program-Tracking Database Terms	Definition of Terms
<b>Meter number (affected by installation)</b>	The meter number associated with the affected account number
<b>Service turn-on date</b>	The date of service turn for the program participant
<b>Rate classification</b>	Rate classification
<b>Site-Specific Primary NAIC<sup>3</sup></b>	The two-digit NAIC for the affected dwelling/building
<b>Building type/dwelling type<sup>4</sup></b>	Description of the dwelling or building type
<b>Measure-Project name</b>	Name of measure
<b>Measure description</b>	Description of the measure
<b>Measure quantity</b>	Quantity of the measure
<b>Unit description</b>	Description of the unit (e.g., tons, square feet, lamp)
<b>Participant first name<sup>5</sup></b>	Participant first name
<b>Participant last name</b>	Participant last name
<b>Service Street Address</b>	Street address at which measure was installed
<b>Service City</b>	City in which measure was installed
<b>Service ZIP code</b>	ZIP code associated with the service street address and city
<b>Participant telephone number</b>	Participant telephone number
<b>Participant Fax number</b>	Participant Fax number
<b>Participant E-Mail address</b>	Participant E-Mail address
<b>Rebate amount per unit<sup>6</sup></b>	Rebate amount per unit
<b>Financing amount per unit</b>	Financing amount per unit
<b>Program application date</b>	Program application date
<b>Application approval date<sup>7</sup></b>	Date on which application was approved
<b>Post-installation inspection date</b>	Date on which measure installation was inspected on site by program administrator. <i>Note that post-installation inspection dates may not be available or they might only be available for a sample of program participants.</i>
<b>Rebate payment date<sup>8</sup></b>	Date on which rebate check was issued.
<b>Estimated gross kWh savings per unit<sup>9</sup></b>	Estimated gross kWh savings per unit (unit energy savings)
<b>Estimated gross on-peak kW savings per unit (utility-specific)</b>	Each utility is required to report the estimated gross on-peak kW savings per unit according to each utility's peak definition. NYSERDA is also required to report demand reductions for program participants in each given utility's service territory based on each utility's definition of peak.
<b>Estimated gross on-peak kW savings per unit (NYISO)</b>	Estimated gross on-peak kW savings per unit according to NYISO peak, the definition of which is forthcoming from the DPS.

Program-Tracking Database Terms	Definition of Terms
Estimated gross therm (natural gas) savings per unit	Estimated gross therm savings per unit
Net-to-gross ratio <sup>10</sup>	Net-to-gross ratio
Estimated net kWh savings per unit <sup>11</sup>	Estimated net kWh savings per unit
Estimated net on-peak kW savings per unit (utility-specific)	Each utility is required to report the estimated net on-peak kW savings per unit according to each utility's peak definition. NYSERDA is also required to report net demand reductions for program participants in each given utility's service territory based on each utility's definition of peak.
Estimated net on-peak kW savings per unit (NYISO)	Estimated gross on-peak kW savings per unit according to NYISO peak, the definition of which is forthcoming from the DPS.
Estimated net therm savings per unit	Estimated net therm savings per unit
Gross coal savings per unit	Gross coal savings per unit
Gross kerosene savings per unit	Gross kerosene savings per unit
Gross oil savings per unit	Gross oil savings per unit
Gross propane savings per unit	Gross propane savings per unit
Net coal savings per unit	Net coal savings per unit
Net kerosene savings per unit	Net kerosene savings per unit
Net oil savings per unit	Net oil savings per unit
Net propane savings per unit	Net propane savings per unit
Effective useful life	Effective useful life (median number of years that measure is expected to last)
Full incremental cost per unit <sup>12</sup>	Full incremental cost per unit
Full costs per unit	Full costs per unit
Weather station assignment number	The weather station ID assigned to the participant service address

### Notes:

<sup>1</sup>DPS Staff needs to work with utilities and NYSERDA to develop a Program ID naming convention. However, a Program ID number is not required for the first report. Note that when developing program ID naming conventions, utilities would like to minimize computer programming/reporting costs that they might incur if the proposed naming conventions are complex or the utility's current naming conventions require modification to Staff's proposed format.

**Notes:**

<sup>2</sup>While not part of the program-tracking database, utilities are expected, upon request by DPS or evaluators, to provide consumption histories from utility bills associated with all relevant meters (meters affected by the installation of the efficient equipment) for at least twelve months prior to program enrollment date and through current period.

Also note that weather data (heating and cooling degree days) will be obtained from NOAA weather stations and mapped to customer sites based on ZIP codes.

<sup>3</sup>The North American Industry Classification System (NAICS, pronounced Nakes) was developed as the standard for use by Federal statistical agencies in classifying business establishments for the collection, analysis, and publication of statistical data related to the business economy of the U.S. NAICS replaces the Standard Industrial Classification (SIC) system.

<sup>4</sup>A list of common facility or building types or codes (e.g., DOE 2 Model Types; NYSERDA list of facility types) is currently being investigated.

<sup>5</sup>Usually, the participant is the end user (i.e., the person on whose premises the measure was installed and who received the rebate). In some case, the participant could be a building owner (commercial property owner who is renting to tenants (either residential or nonresidential) and who receives the rebate for installing measures in apartments or offices.

<sup>6</sup>PAs could design rebates on various bases (e.g., per bulb, per refrigerator, per pool pump, per ton in the case of chillers or per cubic feet for insulation). If incentives are based on performance (whole building or custom project), the unit would be "1" and the rebate per unit would be the total rebate received.

<sup>7</sup>The application date is the date on the application, or if that is missing, the date on which the administrator received the application.

<sup>8</sup>Note that all three dates (program application date, application approval date, and the rebate payment date) must be provided. These dates must be provided even when an application is received, approved, and a rebate paid to the participant all in the same day. In such cases, the date would be the same for all three variables.

<sup>9</sup>Gross savings are defined as the change in energy consumption and/or demand that results directly from program-related actions taken by participants in the DSM program. The gross savings reported by the PAs are referred to as *ex ante* values since they have not been adjusted by *ex post (after measure installation)* evaluation efforts. If the project is a custom measure then all savings can be at the project level rather than per unit.

**Notes:**

<sup>10</sup>Utilities should use NTGR values in the current Technical Manual until it is revised. Specifically, DPS is asking for gross savings, the net to gross ratio, and net savings. So that there is a consistent starting point for all PAs, NYSERDA programs must also use NTGR values in the Technical Manual even though there is evidence that the NTGRs estimated by NYSERDA might be superior.

<sup>11</sup>Net savings are the total change in load that is attributable to the utility DSM program. This change in load may include, implicitly or explicitly, the effects of free drivers, free riders, state or federal energy efficiency standards, changes in the level of energy service, and natural change effects. The net savings reported by the PAs are referred to as ex ante values since they have not been adjusted by ex post (after measure installation) evaluation efforts.

<sup>12</sup>If PAs can track incremental costs by measure or project in their program tracking databases, they should do so. However, this might not always be possible. In some cases, incremental costs for measures may be obtained from another source (e.g., the NYSERDA Measure-Level Database) and assigned to individual measures. Because it is assumed that PAs have reviewed the incremental costs of measures they promote as part of the technology screening process, the identification of incremental costs is expected to be relatively straightforward. When cost data are available in the program tracking databases but labor has been included, a set of rules regarding the percentage of total projects costs attributed to labor must be proposed by the PAs. The labor costs should be removed from the incremental costs before benefit-cost analyses are conducted. The formula for estimating incremental costs should be documented.

## **Section II.B. Midstream Program Information**

For mid-stream programs, there should always be an end user who participates in the program (typically the customer receiving the equipment). It is the participant-level information listed above in Section II.C that should be entered into the program-tracking database. Other information about the activities of upstream actors involved in the implementation of the program should be tracked elsewhere.

### **Not Applicable to this program.**

## **Section II.C. Upstream Program Information**

Depending on the design and implementation of the upstream program, some information, such as end user-related information, might be unavailable. However PAs should collect and provide:

- m. Name of program(s) or program component(s);
- n. Name of firms participating in program or program component (e.g., manufacturers or participating retailers);
- o. Contact information for each firm
  - First and last name;
  - Address;

- Phone number;
- Fax number (if collected); and
- E-mail address (if collected).

- d. Measure descriptions
- e. Quantity of each measure shipped by manufacturer
- f. Buy-down amounts for each shipment
- g. Dates associated with each buy-down payment to participating firms.
- h. Sales by retailers of subsidized measures

**Not Applicable to this program.**

### **Section II.D. Public Awareness (Marketing Outreach and Education) Program Information**

Such performance-related information would not be included in a database but reported quarterly in a report. The report should include at a minimum:

- y. Name of program(s) or program component(s);
- z. Target population description including, size, source of identifying information, and lists of population members used in outreach activities. The target population is the total number in the population targeted by the program (e.g., all multi-family dwellings with occupants who qualify as low income, all small office buildings, all large, chain grocery stores, etc.).

- aa. Marketing and outreach (M&O) activities carried out;
- bb. Marketing materials by numbers, types, and means of distribution;
- cc. Education and media plan;
- dd. Documentation of any training including location of training, program participation agreements, commitments or other similar agreements, post-buy analysis, and other documentation of output (e.g., courses, curricula, list of participants, etc);

Other information could be reported such as records for dates, number, location, target audience, and attendance of events held, Web site hits, call-in numbers and rates, reach, frequency, Gross Rating Points, impressions, click through rate, composition, coverage, earned media, value of public service announcements, and other tracking and monitoring information the PA maintains, as appropriate to the effort and for each wave, campaign, and targeted effort. Include definitions and calculation methods for statistics used for monitoring. Each PA should propose metrics. Note that the DPS may require the PAs to use certain metrics.

**Not Applicable to this program.**

### **Section III. Draft Reporting Templates for Monthly Reports by Program**

**Under separate file.**

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

#### **CON EDISON REFRIGERATOR REPLACEMENT**

**Program Administrator: PLUS PROGRAM – GAS**

**Program/Project:** **May 2010**  
**Reporting period:** **May 2010**  
**Report Contact person:** **STEVEN MYSHOLOWSKY**  
**Section Manager – Measurement, Verification & Evaluation**  
**Location:** **4 Irving Place, 10<sup>th</sup> Floor, New York, N.Y. 10003**  
**Phone:** **(212) 460-2120**  
**E mail:** **mysholowskys@coned.com**

## 5. 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).

ii) **AEA has been selected as the implementation contractor for this program. The multifamily program PO was issued on May 4<sup>th</sup>. AEA has submitted customer facing materials for review. Thirty-five audits that were completed by the bridge contractor have been transferred to AEA for final processing and discussion with owners with a view to moving to implementation. On June 7<sup>th</sup> a meeting was held with the larger property management groups that had audits done under the bridge contractor. Implementation plan and Marketing plan were submitted by AEA and is currently being reviewed. AEA has submitted a list of an additional 107 buildings already assessed in other programs that are eligible for Con Edison rebates. These buildings will form the core of the initial ramp up of installations. Advanced field survey work has been performed. No savings to report for this month.**

(b) Describe and discuss other key aspects of program performance goals that were not discussed in (a).  
**Currently the program implementation effort consists of taking customer leads and addressing customer inquiries which are logged into Salesforce.**

(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.  
**Currently there are no therm savings to report for May 2010.**

The budget shown in the Monthly Scorecard report represents the total 3 year program budget approved. Expenditures reported by cost category represent cumulative costs incurred to-date to achieve the 2009 / 2010 program goals. No transfer of budget dollars is required at this time.

**2. Program Implementation Activities. This section is designed to quantify major activities not captured in the progress spreadsheet.****(a) Marketing Activities**

List and describe major marketing accomplishments. Describe activities in quantitative and qualitative terms. Provide copies of key marketing materials.

**The Company will begin to conduct a more robust marketing effort when the Implementation Contractor is under contract. The Company's website will include information on this energy efficiency program.**

**Con Edison presented the Refrigerator Replacement Plus program at the following business forum in NYC:**

- **5/13 – Queens Chambers of Commerce at Citi Field, Queens, NY, 300 attendees**
- **5/19 – LICBDC Breakfast, LIC, Queens, NY, 100 attendees**
- **5/19 National Grid & LIPA trade Show, Melville, NY**

**(b) Evaluation Activities**

List and describe evaluation activities. Compare them with goals and objectives established for the report period. Describe activities in quantitative and qualitative terms.

**Con Edison has development a Request for Proposal for process evaluation contractor services for all approved EEPS programs. This RFP was issued on February 3, 2010 and bids were submitted March 5, 2010. Navigant Consulting has been selected as the Contractor and the kickoff meeting was held on May 12, 2010.**

**(c) 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.

**None-to-date**

**4. Changes to Subcontractors or Staffing**

Describe any staff or subcontractor/consultant changes.

**None-to-date**

**5. Additional Issues**

**None-to-date**

## **Consolidated Edison Company of New York, Inc.**

### **MULTIFAMILY LOW INCOME – Gas Program**

### **Monthly Scorecard – May 2010\***

**\*Preliminary data is provided in this report and is subject to change.**

## Section I. Basic Program Information

Basic information about each program must be provided for each program with the first monthly report and again whenever the program changes so that the current program information is up-to-date. Such basic information is separate from the data collected in the participant-level program-tracking database. The list of basic program information is as follows:

**nn)** Full program descriptions, including operation and procedures manuals, activities descriptions, and a description of program service territory; **The Multifamily Low Income Program - Gas will target existing residential multifamily low income buildings within the New York City (NYCHA) and Westchester County (WCHA) housing Authorities.** The program budget includes funds designated for both NYCHA and WCHA housing. **This program will offer equipment and weatherization assistance in the form of building shell improvements. Funding would target income-eligible multifamily residential buildings with natural gas heating and oil-to-gas conversion customers. NYCHA and WCHA have developed income guidelines and eligibility parameters for participants. Con Edison estimates that its service territory contains approximately 4,900 low-income multifamily buildings. Con Edison's energy efficiency staff will provide overall strategic direction and program management of the program. Customers who participate must contribute to the System Benefits Charge.**

**oo)** Detailed descriptions of tracking system and tracking system operations, including data dictionaries. **The tracking system to be deployed has not been established at this time.**

**pp)** A detailed description or map of how data in the tracking system contributes to the monthly report. DPS should be able to take the program-tracking databases and relevant accounting information for a given utility or NYSERDA and reproduce the monthly report. **See answer in section (nn).**

**qq)** Program management and staff names, titles, work locations, phone numbers, fax numbers, and e-mail addresses;

**Joseph McGowan**

**Section Manager – Gas Sales**

**Location: 4 Irving Place, 10<sup>th</sup> Floor, New York, N.Y. 10003**

**Phone: (212) 460-2737**

**Fax: (212) 228-6719**

**E mail: mcgowanj@coned.com**

**rr)** Program savings objectives;

**Through 2011**

**Dth: 31,349**

**Combined 2009 / 2010 Goal**

**Dth: 15,647**

Program theory and logic models for each program. The program theory should characterize the relevant market(s) and how program activities are expected to change the behavior of the market(s)' actors to expand the adoption of energy efficient technologies and practices. The characterization of the market should include a description of baseline conditions (e.g., levels of awareness, attitudes, behavior, saturation, market share etc.) and an estimate of the technical energy and demand potential within that market and identify the portion of that potential that the program is expected to achieve at the conclusion of the current funding cycle. **Con Edison's energy efficiency staff will provide overall strategic direction and program management for the program. Day-to-day program delivery will be coordinated with Con Edison and performed by NYCHA and WCHA. With Con Edison, NYCHA and WCHA will finalize program design and delivery protocols, coordinate all administrative and delivery functions, and track program results including providing monthly reports.**

Con Edison will conduct cost-effectiveness reviews on a project specific basis as each project is submitted. We have reviewed submitted projects from Yonkers, Greenburgh, and New Rochelle housing authorities. NYCHA submitted projects are under review.

- ss) A listing and description of, and contact information for the market actors, trade allies, and other stakeholders on which the program will rely for program delivery and support. **Con Edison, as appropriate, will support NYCHA and WCHA in their marketing efforts. The Company will also work with NYCHA and WCHA to explore other marketing strategies that Con Edison can facilitate through its general program marketing and education initiatives. In addition, Con Edison will refer non-NYCHA and non-WCHA multifamily low income customers to NYSERDA.**
- tt) Name of firms under contract to PAs and formally participating in the delivery of the program or program component(s) (e.g., vendors, installers, specifiers etc.). Though of interest to evaluators, PAs need not report contact information to the DPS of non-utility vendors involved with the installation of efficient equipment. A list of participating firms should be provided to DPS in the narrative report and updated only when it becomes *substantially* out of date (Note: It is left to each PA to define *substantially*). However, when requested by the DPS Staff, PAs should provide the most current listing within 30 days. **Con Edison will provide program management.**
- uu) Inter-organizational relationships (e.g., New York Power Authority (NYPA) and utilities) should also be reported in narrative format. **Con Edison and the following entities are developing a common delivery platform and coordinating efforts:**
  - **New York State Energy Research Development Authority (NYSERDA)**
  - **National Grid which delivers gas energy services to Brooklyn, Staten Island and parts of Queens**
  - **New York State Electric and Gas Company (NYSEG) which delivers power in the northeastern part of Westchester County**
  - **New York Power Authority (NYPA) which generates electricity and delivers electric and gas services to various government and non-government customers throughout New York State**

**Additionally, Con Edison expects to utilize the New York City Housing Authority (NYCHA) and the Westchester Housing Authority (WCHA) as the key delivery channels for program implementation.**

Con Edison has held initial meetings and several discussions with both NYCHA and WCHA since the approval of the MFLI Program on July 27, 2009, and has incorporated elements of those discussions into the filed Plan, which included initial discussions regarding:

1. General Outreach & Education/Marketing
2. Roles and Responsibilities of the Utility and all Program Contractors
3. Procedures for Customer Enrollment
4. Contact Information for Inquiries and Complaints
5. Contractor Training and Program Orientation Plan
6. Quality Assurance

Since September 25<sup>th</sup>, 2009, Con Edison has continued discussions with both NYCHA and WCHA to further discussions regarding potential processes and potential projects in anticipation of the Plan being approved in the near future in order to launch the MFLI Program. Some of the next steps that we are working to finalize include:

1. Work with Westchester county authorities to designate a county-wide housing authority representative;
2. Work with NYCHA to designate a representative;
3. Negotiate and finalize funding allocations, program delivery protocols, guidelines and other program details;
4. Work with NYCHA & WCHA to determine appropriate customer education and marketing materials as needed;
5. Determine appropriate date requirements for program evaluation.

The Company received eight potential projects for consideration from various WCHA sub agencies. Con Edison has retained ICF International to provide engineering review and support with respect to these projects. The engineering analyses of each projected program will determine project viability for inclusion into this program.

When reporting information on each program, be aware that a description of the program will be made available to interested readers. The basic information, in brief summary format, should be included in each of the three reports (monthly, quarterly, and annual) that are submitted to the Director of OEEE. It is recommended that the reports also be filed with the Secretary of the Commission to encourage further transparency. At a minimum individual basic program information should be available to DPS staff upon request. The DPS believes that the data to be reported does not pose any confidentiality concerns. However, if such concerns arise, they will be considered on a case by case basis.

## Section II. Evaluation Support Information

The participant-level data necessary for evaluation purposes for downstream incentive programs are described in Section II.A. Midstream program data are presented in Section II.B. Upstream program data are presented in Section II.C. Finally, public awareness program data are presented in Section II.D.

- **A database will be developed to capture all participant-level (customer) data required to conduct all evaluation related activities as highlighted by DPS Staff. Con Edison will ensure that all data outlined in Section II. A. Table 1 is captured and that therm savings are maintained at the measure level.**

While many of these proposed reporting requirements have been asked for elsewhere by evaluation contractors and regulators, there is some information detailed below that may not be maintained routinely for each program, may not be updated regularly, and may be difficult to present in a straightforward format (e.g., incremental costs or load shapes). In these instances, PAs are expected to explain their strategy for reporting these data types.

### Section II.A. Downstream Incentive Program Information

This section contains a list of ***program-participant level*** data elements to be routinely collected and maintained in electronic form by PAs to measure the progress of their energy efficiency programs (e.g., program costs, estimated energy impacts).<sup>2</sup> The program-tracking database must be maintained **at the measure level**. Measures that are similar (e.g., CFLs, linear fluorescents) and have the same rebate and savings per unit can be grouped and reported in a single row. If, on a given application, a customer applies for rebates for three different measures, the application will be reported in the program-tracking database in three rows. A consistent measure naming convention must be developed as soon as possible. The participant-level data will serve as the foundation for the monthly, quarterly, and annual reports required by the DPS. There are a number of variables that must be included in any program-tracking database. These should be available to the DPS staff and evaluation contractors within 30 days following a data request. The variables and their definitions are listed in Table 1.

**Table 6.** Variables Required for Participant-Level Program-Tracking Databases for Downstream Incentive Programs

Program-Tracking Database Terms	Definition of Terms
<b>Program Administrator</b>	Utility or NYSERDA
<b>Program ID<sup>1</sup></b>	Unique Program identification number assigned by DPS
<b>Program Name</b>	Program name
<b>Account number (affected by measure installation)<sup>2</sup></b>	Utility account number affected by the installation of the efficient measures
<b>Meter number (affected by installation)</b>	The meter number associated with the affected account number
<b>Service turn-on date</b>	The date of service turn for the program participant

<sup>2</sup> Staff believes the IPAs will also have to report, but the details need to be further explored. To date, no IPAs have been designated program administrators.

Program-Tracking Database Terms	Definition of Terms
<b>Rate classification</b>	Rate classification
<b>Site-Specific Primary NAIC<sup>3</sup></b>	The two-digit NAIC for the affected dwelling/building
<b>Building type/dwelling type<sup>4</sup></b>	Description of the dwelling or building type
<b>Measure-Project name</b>	Name of measure
<b>Measure description</b>	Description of the measure
<b>Measure quantity</b>	Quantity of the measure
<b>Unit description</b>	Description of the unit (e.g., tons, square feet, lamp)
<b>Participant first name<sup>5</sup></b>	Participant first name
<b>Participant last name</b>	Participant last name
<b>Service Street Address</b>	Street address at which measure was installed
<b>Service City</b>	City in which measure was installed
<b>Service ZIP code</b>	ZIP code associated with the service street address and city
<b>Participant telephone number</b>	Participant telephone number
<b>Participant Fax number</b>	Participant Fax number
<b>Participant E-Mail address</b>	Participant E-Mail address
<b>Rebate amount per unit<sup>6</sup></b>	Rebate amount per unit
<b>Financing amount per unit</b>	Financing amount per unit
<b>Program application date</b>	Program application date
<b>Application approval date<sup>7</sup></b>	Date on which application was approved
<b>Post-installation inspection date</b>	Date on which measure installation was inspected on site by program administrator. <i>Note that post-installation inspection dates may not be available or they might only be available for a sample of program participants.</i>
<b>Rebate payment date<sup>8</sup></b>	Date on which rebate check was issued.
<b>Estimated gross kWh savings per unit<sup>9</sup></b>	Estimated gross kWh savings per unit (unit energy savings)
<b>Estimated gross on-peak kW savings per unit (utility-specific)</b>	Each utility is required to report the estimated gross on-peak kW savings per unit according to each utility's peak definition. NYSERDA is also required to report demand reductions for program participants in each given utility's service territory based on each utility's definition of peak.
<b>Estimated gross on-peak kW savings per unit (NYISO)</b>	Estimated gross on-peak kW savings per unit according to NYISO peak, the definition of which is forthcoming from the DPS.
<b>Estimated gross therm (natural gas) savings per unit</b>	Estimated gross therm savings per unit

Program-Tracking Database Terms	Definition of Terms
<b>Net-to-gross ratio<sup>10</sup></b>	Net-to-gross ratio
<b>Estimated net kWh savings per unit<sup>11</sup></b>	Estimated net kWh savings per unit
<b>Estimated net on-peak kW savings per unit (utility-specific)</b>	Each utility is required to report the estimated net on-peak kW savings per unit according to each utility's peak definition. NYSERDA is also required to report net demand reductions for program participants in each given utility's service territory based on each utility's definition of peak.
<b>Estimated net on-peak kW savings per unit (NYISO)</b>	Estimated gross on-peak kW savings per unit according to NYISO peak, the definition of which is forthcoming from the DPS.
<b>Estimated net therm savings per unit</b>	Estimated net therm savings per unit
<b>Gross coal savings per unit</b>	Gross coal savings per unit
<b>Gross kerosene savings per unit</b>	Gross kerosene savings per unit
<b>Gross oil savings per unit</b>	Gross oil savings per unit
<b>Gross propane savings per unit</b>	Gross propane savings per unit
<b>Net coal savings per unit</b>	Net coal savings per unit
<b>Net kerosene savings per unit</b>	Net kerosene savings per unit
<b>Net oil savings per unit</b>	Net oil savings per unit
<b>Net propane savings per unit</b>	Net propane savings per unit
<b>Effective useful life</b>	Effective useful life (median number of years that measure is expected to last)
<b>Full incremental cost per unit<sup>12</sup></b>	Full incremental cost per unit
<b>Full costs per unit</b>	Full costs per unit
<b>Weather station assignment number</b>	The weather station ID assigned to the participant service address

### Notes:

<sup>1</sup>DPS Staff needs to work with utilities and NYSERDA to develop a Program ID naming convention. However, a Program ID number is not required for the first report. Note that when developing program ID naming conventions, utilities would like to minimize computer programming/reporting costs that they might incur if the proposed naming conventions are complex or the utility's current naming conventions require modification to Staff's proposed format.

**Notes:**

<sup>2</sup>While not part of the program-tracking database, utilities are expected, upon request by DPS or evaluators, to provide consumption histories from utility bills associated with all relevant meters (meters affected by the installation of the efficient equipment) for at least twelve months prior to program enrollment date and through current period.

Also note that weather data (heating and cooling degree days) will be obtained from NOAA weather stations and mapped to customer sites based on ZIP codes.

<sup>3</sup>The North American Industry Classification System (NAICS, pronounced Nakes) was developed as the standard for use by Federal statistical agencies in classifying business establishments for the collection, analysis, and publication of statistical data related to the business economy of the U.S. NAICS replaces the Standard Industrial Classification (SIC) system.

<sup>4</sup>A list of common facility or building types or codes (e.g., DOE 2 Model Types; NYSERDA list of facility types) is currently being investigated.

<sup>5</sup>Usually, the participant is the end user (i.e., the person on whose premises the measure was installed and who received the rebate). In some case, the participant could be a building owner (commercial property owner who is renting to tenants (either residential or nonresidential) and who receives the rebate for installing measures in apartments or offices.

<sup>6</sup>PAs could design rebates on various bases (e.g., per bulb, per refrigerator, per pool pump, per ton in the case of chillers or per cubic feet for insulation). If incentives are based on performance (whole building or custom project), the unit would be "1" and the rebate per unit would be the total rebate received.

<sup>7</sup>The application date is the date on the application, or if that is missing, the date on which the administrator received the application.

<sup>8</sup>Note that all three dates (program application date, application approval date, and the rebate payment date) must be provided. These dates must be provided even when an application is received, approved, and a rebate paid to the participant all in the same day. In such cases, the date would be the same for all three variables.

<sup>9</sup>Gross savings are defined as the change in energy consumption and/or demand that results directly from program-related actions taken by participants in the DSM program. The gross savings reported by the PAs are referred to as *ex ante* values since they have not been adjusted by *ex post (after measure installation)* evaluation efforts. If the project is a custom measure then all savings can be at the project level rather than per unit.

**Notes:**

<sup>10</sup>Utilities should use NTGR values in the current Technical Manual until it is revised. Specifically, DPS is asking for gross savings, the net to gross ratio, and net savings. So that there is a consistent starting point for all PAs, NYSERDA programs must also use NTGR values in the Technical Manual even though there is evidence that the NTGRs estimated by NYSERDA might be superior.

<sup>11</sup>Net savings are the total change in load that is attributable to the utility DSM program. This change in load may include, implicitly or explicitly, the effects of free drivers, free riders, state or federal energy efficiency standards, changes in the level of energy service, and natural change effects. The net savings reported by the PAs are referred to as ex ante values since they have not been adjusted by ex post (after measure installation) evaluation efforts.

<sup>12</sup>If PAs can track incremental costs by measure or project in their program tracking databases, they should do so. However, this might not always be possible. In some cases, incremental costs for measures may be obtained from another source (e.g., the NYSERDA Measure-Level Database) and assigned to individual measures. Because it is assumed that PAs have reviewed the incremental costs of measures they promote as part of the technology screening process, the identification of incremental costs is expected to be relatively straightforward. When cost data are available in the program tracking databases but labor has been included, a set of rules regarding the percentage of total projects costs attributed to labor must be proposed by the PAs. The labor costs should be removed from the incremental costs before benefit-cost analyses are conducted. The formula for estimating incremental costs should be documented.

## **Section II.B. Midstream Program Information**

For mid-stream programs, there should always be an end user who participates in the program (typically the customer receiving the equipment). It is the participant-level information listed above in Section II.C that should be entered into the program-tracking database. Other information about the activities of upstream actors involved in the implementation of the program should be tracked elsewhere.

### **Not Applicable to this program.**

## **Section II.C. Upstream Program Information**

Depending on the design and implementation of the upstream program, some information, such as end user-related information, might be unavailable. However PAs should collect and provide:

- p. Name of program(s) or program component(s);
- q. Name of firms participating in program or program component (e.g., manufacturers or participating retailers);
- r. Contact information for each firm
  - First and last name;
  - Address;
  - Phone number;
  - Fax number (if collected); and

- E-mail address (if collected).
- d. Measure descriptions
- e. Quantity of each measure shipped by manufacturer
- f. Buy-down amounts for each shipment
- g. Dates associated with each buy-down payment to participating firms.
- h. Sales by retailers of subsidized measures

**Not Applicable to this program.**

### **Section II.D. Public Awareness (Marketing Outreach and Education) Program Information**

Such performance-related information would not be included in a database but reported quarterly in a report. The report should include at a minimum:

- ee. Name of program(s) or program component(s);
- ff. Target population description including, size, source of identifying information, and lists of population members used in outreach activities. The target population is the total number in the population targeted by the program (e.g., all multi-family dwellings with occupants who qualify as low income, all small office buildings, all large, chain grocery stores, etc.).
- gg. Marketing and outreach (M&O) activities carried out;
- hh. Marketing materials by numbers, types, and means of distribution;
- ii. Education and media plan;
- jj. Documentation of any training including location of training, program participation agreements, commitments or other similar agreements, post-buy analysis, and other documentation of output (e.g., courses, curricula, list of participants, etc);

Other information could be reported such as records for dates, number, location, target audience, and attendance of events held, Web site hits, call-in numbers and rates, reach, frequency, Gross Rating Points, impressions, click through rate, composition, coverage, earned media, value of public service announcements, and other tracking and monitoring information the PA maintains, as appropriate to the effort and for each wave, campaign, and targeted effort. Include definitions and calculation methods for statistics used for monitoring. Each PA should propose metrics. Note that the DPS may require the PAs to use certain metrics.

**Not Applicable to this program.**

### **Section III. Draft Reporting Templates for Monthly Reports by Program Under separate file.**

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

### **CON EDISON MULTIFAMILY LOW INCOME**

**Program Administrator: CON EDISON MULTIFAMILY LOW INCOME PROGRAM – GAS**

**Program/Project:**

**Reporting period: May 2010**

**Report Contact person: STEVEN MYSHOLOWSKY**

**Section Manager – Measurement, Verification & Evaluation**

**Location: 4 Irving Place, 10<sup>th</sup> Floor, New York, N.Y. 10003**

**Phone: (212) 460-2120**

**E mail: mysholowskys@coned.com**

## 6. 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).

**Con Edison has held meetings with representatives from both NYCHA and WCHA with regard to the delivery mechanisms required for this program. Con Edison has asked both NYCHA & WCHA to submit all prospective projects to Con Edison by December 15, 2009 for review. WCHA has submitted eight projects for consideration. Con Edison has retained ICF International to provide engineering services for review of all projects. Savings potential from submitted projects currently estimated at 220,000 therms which includes Yonkers (awaiting HUD approvals), Greenburgh and New Rochelle. This represents a revision from March. The Steam Trap measure included in the Yonkers analysis has been analyzed for TRC through the DSM Portfolio Pro model. The TRC for this measure was calculated at 1.2. Additional projects have now been submitted by NYCHA and savings associated with those projects are under review.**

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

**Currently the program implementation effort consists of taking customer leads and addressing customer inquiries which are logged into Salesforce, along with holding discussions with NYCHA and WCHA.**

(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.

**Currently there are no therm savings to report for May 2010, but project scopes and potential savings are being finalized after a series of discussions.**

The budget shown in the Monthly Scorecard report represents the total 3 year program budget approved. Expenditures reported by cost category represent monthly costs incurred. No transfer of budget dollars is required at this time.

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

(a) Marketing Activities

List and describe major marketing accomplishments. Describe activities in quantitative and qualitative terms. Provide copies of key marketing materials.

**Currently, marketing efforts have not started. The Company's website will include information on this energy efficiency program.**

(b) Evaluation Activities

List and describe evaluation activities. Compare them with goals and objectives established for the report period. Describe activities in quantitative and qualitative terms.

**Con Edison has development a Request for Proposal for process evaluation contractor services for all approved EEPS programs. This RFP was issued on February 3, 2010 and bids were submitted March 5, 2010. Navigant Consulting has been selected as the Contractor and the kickoff meeting was held on May 12, 2010.**

(c) 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.

**None-to-date**

**4. Changes to Subcontractors or Staffing**

Describe any staff or subcontractor/consultant changes.

**None-to-date**

**5. Additional Issues**

**None-to-date**

## **Consolidated Edison Company of New York, Inc.**

### **Commercial & Industrial Equipment Rebate Program (Electric)**

#### **Monthly Scorecard – May 2010\***

\*Preliminary data is provided in this report and is subject to change.

## Section I. Basic Program Information

Basic information about each program must be provided for each program with the first monthly report and again whenever the program changes so that the current program information is up-to-date. Such basic information is separate from the data collected in the participant-level program-tracking database. The list of basic program information is as follows:

vv) Full program descriptions, including operation and procedures manuals, activities descriptions, and a description of program service territory;

The Commercial & Industrial Equipment Rebate Program (Electric) is designed to encourage commercial and industrial customers to purchase and install high-efficiency equipment in their facilities. It would offer customers financial incentives at a rate of up to 70% of either the measure cost or the incremental measure cost (depending on the measures installed) for installing high-efficiency heating, cooling, and ventilation equipment, or for upgrading lighting and motors. The proposed budget is \$74,959,988 to attain a cumulative annual savings of 182,020 MWh through 2011. Con Edison projects a total of 570 participants through 2011.

**Customers who participate must contribute to the System Benefits Charge.**

ww) Detailed descriptions of tracking system and tracking system operations, including data dictionaries. **The tracking system to be deployed has not been established at this time.**

xx) A detailed description or map of how data in the tracking system contributes to the monthly report. DPS should be able to take the program-tracking databases and relevant accounting information for a given utility or NYSERDA and reproduce the monthly report. **See answer in section (vv).**

yy) Program management and staff names, titles, work locations, phone numbers, fax numbers, and e-mail addresses;

**Mark Thomson**

**Section Manager – Program Implementation**

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**Dave Pospisil**

**Manager – Program Implementation**

**Location: 4 Irving Place, 10<sup>th</sup> Floor, New York, N.Y. 10003**

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**Fax: (212) 228-6719**

**Email: pospisild@coned.com**

**zz) Program savings objectives;**

**Through 2011**

**MWh: 182,020**

Program theory and logic models for each program. The program theory should characterize the relevant market(s) and how program activities are expected to change the behavior of the market(s)' actors to expand the adoption of energy efficient technologies and practices. The characterization of the market should include a description of baseline conditions (e.g., levels of awareness, attitudes, behavior, saturation, market share etc.) and an estimate of the technical energy and demand potential within that market and identify the portion of that potential that the program is expected to achieve at the conclusion of the current funding cycle. **Con Edison proposes to use a combination of internal staff and third party contractors to manage and implement the proposed C&I Equipment Rebate program and to use “pooled contractors” for measure installations. Con Edison would train the pooled contractors after they complete a pre-screening application process. Additional contractors would be allowed to participate in the program if they follow the screening and training processes and meet other program requirements.**

**aaa) A listing and description of, and contact information for the market actors, trade allies, and other stakeholders on which the program will rely for program delivery and support. **Con Edison plans to use a mix of marketing strategies to reach the C&I market segment. It plans to coordinate and cross-promote its program to customers via contractors and marketing campaigns.****

**bbb) Name of firms under contract to PAs and formally participating in the delivery of the program or program component(s) (e.g., vendors, installers, specifiers etc.). Though of interest to evaluators, PAs need not report contact information to the DPS of non-utility vendors involved with the installation of efficient equipment. A list of participating firms should be provided to DPS in the narrative report and updated only when it becomes *substantially* out of date (Note: It is left to each PA to define *substantially*). However, when requested by the DPS Staff, PAs should provide the most current listing within 30 days. **Con Edison will provide program management.****

Inter-organizational relationships (e.g., New York Power Authority (NYPA) and utilities) should also be reported in narrative format.

When reporting information on each program, be aware that a description of the program will be made available to interested readers. The basic information, in brief summary format, should be included in each of the three reports (monthly, quarterly, and annual) that are submitted to the Director of OEEE. It is recommended that the reports also be filed with the Secretary of the Commission to encourage further transparency. At a minimum individual basic program information should be available to DPS staff upon

request The DPS believes that the data to be reported does not pose any confidentiality concerns. However, if such concerns arise, they will be considered on a case by case basis.

## Section II. Evaluation Support Information

The participant-level data necessary for evaluation purposes for downstream incentive programs are described in Section II.A. Midstream program data are presented in Section II.B. Upstream program data are presented in Section II.C. Finally, public awareness program data are presented in Section II.D.

- **A database will be developed to capture all participant-level (customer) data required to conduct all evaluation related activities as highlighted by DPS Staff. Con Edison will ensure that all data outlined in Section II. A. Table 1 is captured and that MWh savings are maintained at the measure level.**

While many of these proposed reporting requirements have been asked for elsewhere by evaluation contractors and regulators, there is some information detailed below that may not be maintained routinely for each program, may not be updated regularly, and may be difficult to present in a straightforward format (e.g., incremental costs or load shapes). In these instances, PAs are expected to explain their strategy for reporting these data types.

### Section II.A. Downstream Incentive Program Information

This section contains a list of program-participant level data elements to be routinely collected and maintained in electronic form by PAs to measure the progress of their energy efficiency programs (e.g., program costs, estimated energy impacts).<sup>2</sup> The program-tracking database must be maintained at the measure level. Measures that are similar (e.g., CFLs, linear fluorescents) and have the same rebate and savings per unit can be grouped and reported in a single row. If, on a given application, a customer applies for rebates for three different measures, the application will be reported in the program-tracking database in three rows. A consistent measure naming convention must be developed as soon as possible. The participant-level data will serve as the foundation for the monthly, quarterly, and annual reports required by the DPS. There are a number of variables that must be included in any program-tracking database. These should be available to the DPS staff and evaluation contractors within 30 days following a data request. The variables and their definitions are listed in Table 1.

**Table 7.** Variables Required for Participant-Level Program-Tracking Databases for Downstream Incentive Programs

Program-Tracking Database Terms	Definition of Terms
Program Administrator	Utility or NYSERDA
Program ID <sup>1</sup>	Unique Program identification number assigned by DPS
Program Name	Program name
Account number (affected by measure installation) <sup>2</sup>	Utility account number affected by the installation of the efficient measures

<sup>2</sup> Staff believes the IPAs will also have to report, but the details need to be further explored. To date, no IPAs have been designated program administrators.

<b>Program-Tracking Database Terms</b>	<b>Definition of Terms</b>
<b>Meter number (affected by installation)</b>	The meter number associated with the affected account number
<b>Service turn-on date</b>	The date of service turn for the program participant
<b>Rate classification</b>	Rate classification
<b>Site-Specific Primary NAIC<sup>3</sup></b>	The two-digit NAIC for the affected dwelling/building
<b>Building type/dwelling type<sup>4</sup></b>	Description of the dwelling or building type
<b>Measure-Project name</b>	Name of measure
<b>Measure description</b>	Description of the measure
<b>Measure quantity</b>	Quantity of the measure
<b>Unit description</b>	Description of the unit (e.g., tons, square feet, lamp)
<b>Participant first name<sup>5</sup></b>	Participant first name
<b>Participant last name</b>	Participant last name
<b>Service Street Address</b>	Street address at which measure was installed
<b>Service City</b>	City in which measure was installed
<b>Service ZIP code</b>	ZIP code associated with the service street address and city
<b>Participant telephone number</b>	Participant telephone number
<b>Participant Fax number</b>	Participant Fax number
<b>Participant E-Mail address</b>	Participant E-Mail address
<b>Rebate amount per unit<sup>6</sup></b>	Rebate amount per unit
<b>Financing amount per unit</b>	Financing amount per unit
<b>Program application date</b>	Program application date
<b>Application approval date<sup>7</sup></b>	Date on which application was approved
<b>Post-installation inspection date</b>	Date on which measure installation was inspected on site by program administrator. <i>Note that post-installation inspection dates may not be available or they might only be available for a sample of program participants.</i>
<b>Rebate payment date<sup>8</sup></b>	Date on which rebate check was issued.
<b>Estimated gross kWh savings per unit<sup>9</sup></b>	Estimated gross kWh savings per unit (unit energy savings)
<b>Estimated gross on-peak kW savings per unit (utility-specific)</b>	Each utility is required to report the estimated gross on-peak kW savings per unit according to each utility's peak definition. NYSERDA is also required to report demand reductions for program participants in each given utility's service territory based on each utility's definition of peak.
<b>Estimated gross on-peak kW savings per unit (NYISO)</b>	Estimated gross on-peak kW savings per unit according to NYISO peak, the definition of which is forthcoming from the DPS.

Program-Tracking Database Terms	Definition of Terms
Estimated gross therm (natural gas) savings per unit	Estimated gross therm savings per unit
Net-to-gross ratio <sup>10</sup>	Net-to-gross ratio
Estimated net kWh savings per unit <sup>11</sup>	Estimated net kWh savings per unit
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Estimated net on-peak kW savings per unit (NYISO)	Estimated gross on-peak kW savings per unit according to NYISO peak, the definition of which is forthcoming from the DPS.
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Gross kerosene savings per unit	Gross kerosene savings per unit
Gross oil savings per unit	Gross oil savings per unit
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Net kerosene savings per unit	Net kerosene savings per unit
Net oil savings per unit	Net oil savings per unit
Net propane savings per unit	Net propane savings per unit
Effective useful life	Effective useful life (median number of years that measure is expected to last)
Full incremental cost per unit <sup>12</sup>	Full incremental cost per unit
Full costs per unit	Full costs per unit
Weather station assignment number	The weather station ID assigned to the participant service address

#### Notes:

<sup>1</sup>DPS Staff needs to work with utilities and NYSERDA to develop a Program ID naming convention. However, a Program ID number is not required for the first report. Note that when developing program ID naming conventions, utilities would like to minimize computer programming/reporting costs that they might incur if the proposed naming conventions are complex or the utility's current naming conventions require modification to Staff's proposed format.

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Also note that weather data (heating and cooling degree days) will be obtained from NOAA weather stations and mapped to customer sites based on ZIP codes.

<sup>3</sup>The North American Industry Classification System (NAICS, pronounced Nakes) was developed as the standard for use by Federal statistical agencies in classifying business establishments for the collection, analysis, and publication of statistical data related to the business economy of the U.S. NAICS replaces the Standard Industrial Classification (SIC) system.

<sup>4</sup>A list of common facility or building types or codes (e.g., DOE 2 Model Types; NYSERDA list of facility types) is currently being investigated.

<sup>5</sup>Usually, the participant is the end user (i.e., the person on whose premises the measure was installed and who received the rebate). In some case, the participant could be a building owner (commercial property owner who is renting to tenants (either residential or nonresidential) and who receives the rebate for installing measures in apartments or offices.

<sup>6</sup>PAs could design rebates on various bases (e.g., per bulb, per refrigerator, per pool pump, per ton in the case of chillers or per cubic feet for insulation). If incentives are based on performance (whole building or custom project), the unit would be "1" and the rebate per unit would be the total rebate received.

<sup>7</sup>The application date is the date on the application, or if that is missing, the date on which the administrator received the application.

<sup>8</sup>Note that all three dates (program application date, application approval date, and the rebate payment date) must be provided. These dates must be provided even when an application is received, approved, and a rebate paid to the participant all in the same day. In such cases, the date would be the same for all three variables.

<sup>9</sup>Gross savings are defined as the change in energy consumption and/or demand that results directly from program-related actions taken by participants in the DSM program. The gross savings reported by the PAs are referred to as *ex ante* values since they have not been adjusted by *ex post (after measure installation)* evaluation efforts. If the project is a custom measure then all savings can be at the project level rather than per unit.

**Notes:**

<sup>10</sup>Utilities should use NTGR values in the current Technical Manual until it is revised. Specifically, DPS is asking for gross savings, the net to gross ratio, and net savings. So that there is a consistent starting point for all PAs, NYSERDA programs must also use NTGR values in the Technical Manual even though there is evidence that the NTGRs estimated by NYSERDA might be superior.

<sup>11</sup>Net savings are the total change in load that is attributable to the utility DSM program. This change in load may include, implicitly or explicitly, the effects of free drivers, free riders, state or federal energy efficiency standards, changes in the level of energy service, and natural change effects. The net savings reported by the PAs are referred to as ex ante values since they have not been adjusted by ex post (after measure installation) evaluation efforts.

<sup>12</sup>If PAs can track incremental costs by measure or project in their program tracking databases, they should do so. However, this might not always be possible. In some cases, incremental costs for measures may be obtained from another source (e.g., the NYSERDA Measure-Level Database) and assigned to individual measures. Because it is assumed that PAs have reviewed the incremental costs of measures they promote as part of the technology screening process, the identification of incremental costs is expected to be relatively straightforward. When cost data are available in the program tracking databases but labor has been included, a set of rules regarding the percentage of total projects costs attributed to labor must be proposed by the PAs. The labor costs should be removed from the incremental costs before benefit-cost analyses are conducted. The formula for estimating incremental costs should be documented.

## **Section II.B. Midstream Program Information**

For mid-stream programs, there should always be an end user who participates in the program (typically the customer receiving the equipment). It is the participant-level information listed above in Section II.C that should be entered into the program-tracking database. Other information about the activities of upstream actors involved in the implementation of the program should be tracked elsewhere.

### **Not Applicable to this program.**

## **Section II.C. Upstream Program Information**

Depending on the design and implementation of the upstream program, some information, such as end user-related information, might be unavailable. However PAs should collect and provide:

- s. Name of program(s) or program component(s);
- t. Name of firms participating in program or program component (e.g., manufacturers or participating retailers);
- u. Contact information for each firm
  - First and last name;
  - Address;
  - Phone number;
  - Fax number (if collected); and

- E-mail address (if collected).
- d. Measure descriptions
- e. Quantity of each measure shipped by manufacturer
- f. Buy-down amounts for each shipment
- g. Dates associated with each buy-down payment to participating firms.
- h. Sales by retailers of subsidized measures

**Not Applicable to this program.**

### **Section II.D. Public Awareness (Marketing Outreach and Education) Program Information**

Such performance-related information would not be included in a database but reported quarterly in a report. The report should include at a minimum:

- kk. Name of program(s) or program component(s);
- ll. Target population description including, size, source of identifying information, and lists of population members used in outreach activities. The target population is the total number in the population targeted by the program (e.g., all multi-family dwellings with occupants who qualify as low income, all small office buildings, all large, chain grocery stores, etc.).
- mm. Marketing and outreach (M&O) activities carried out;
- nn. Marketing materials by numbers, types, and means of distribution;
- oo. Education and media plan;
- pp. Documentation of any training including location of training, program participation agreements, commitments or other similar agreements, post-buy analysis, and other documentation of output (e.g., courses, curricula, list of participants, etc);

Other information could be reported such as records for dates, number, location, target audience, and attendance of events held, Web site hits, call-in numbers and rates, reach, frequency, Gross Rating Points, impressions, click through rate, composition, coverage, earned media, value of public service announcements, and other tracking and monitoring information the PA maintains, as appropriate to the effort and for each wave, campaign, and targeted effort. Include definitions and calculation methods for statistics used for monitoring. Each PA should propose metrics. Note that the DPS may require the PAs to use certain metrics.

**Not Applicable to this program.**

### **Section III. Draft Reporting Templates for Monthly Reports by Program Under separate file.**

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

**CON EDISON COMMERCIAL & INDUSTRIAL  
EQUIPMENT REBATE PROGRAM - ELECTRIC**

**Program Administrator:**

**Program/Project:**

**Reporting period:** **May 2010**

**Report Contact person:** **STEVEN MYSHOLOWSKY**

**Section Manager – Measurement, Verification &  
Evaluation**

**Location:** **4 Irving Place, 10<sup>th</sup> Floor, New York, N.Y.  
10003**

**Phone:** **(212) 460-2120**

**E mail:** **mysholowskys@coned.com**

### 7. 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).
- (b) Describe and discuss other key aspects of program performance goals that were not discussed in
  - (a). **Currently the program implementation effort consists of taking customer leads and addressing customer inquiries which are logged into Salesforce.**
- (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.  
**Currently there are no MWh savings to report for May 2010.**

The budget shown in the Monthly Scorecard report represents the total 2 year program budget approved. Expenditures reported by cost category represent monthly costs incurred. No transfer of budget dollars is required at this time.

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

**(a) Marketing Activities**

List and describe major marketing accomplishments. Describe activities in quantitative and qualitative terms. Provide copies of key marketing materials.

**Currently, marketing efforts have not started. The Company's website will include information on this energy efficiency program.**

**(b) Evaluation Activities**

List and describe evaluation activities. Compare them with goals and objectives established for the report period. Describe activities in quantitative and qualitative terms.

**Con Edison has development a Request for Proposal for process evaluation contractor services for all approved EEPS programs. This RFP was issued on February 3, 2010 and bids were submitted March 5, 2010. Navigant Consulting has been selected as the Contractor and the kickoff meeting was held on May 12, 2010.**

**(c) 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.

**None-to-date**

**4. Changes to Subcontractors or Staffing**

Describe any staff or subcontractor/consultant changes.

**None-to-date**

**5. Additional Issues**

**None-to-date**

## **Consolidated Edison Company of New York, Inc.**

### **Commercial & Industrial Equipment Rebate Program (Gas)**

#### **Monthly Scorecard – May 2010\***

**\*Preliminary data is provided in this report and is subject to change.**

## Section I. Basic Program Information

Basic information about each program must be provided for each program with the first monthly report and again whenever the program changes so that the current program information is up-to-date. Such basic information is separate from the data collected in the participant-level program-tracking database. The list of basic program information is as follows:

Full program descriptions, including operation and procedures manuals, activities descriptions, and a description of program service territory; **The Commercial & Industrial Equipment Rebate Program (Gas)** program is designed to overcome supply and demand-side market barriers to the purchase and installation of market-ready equipment measures (such as space heating and weatherization) in existing commercial and industrial facilities. It is designed to encourage the purchase and installation of high-efficiency space heating and water heating equipment, and other measures such as weatherization. Prescriptive incentives would be available for up to 70% of the incremental or installed cost of the measure, depending on the type and efficiency of the measure installed, with a per unit cap of \$25,000. The proposed budget is \$6,395,000 to achieve a cumulative annual savings of 110,762 dekatherms (Dth) through 2011. Con Edison projects a total of 1,212 participants through 2011. **Customers who participate must contribute to the System Benefits Charge.**

- ccc) Detailed descriptions of tracking system and tracking system operations, including data dictionaries. **The tracking system to be deployed has not been established at this time.**
- ddd) A detailed description or map of how data in the tracking system contributes to the monthly report. DPS should be able to take the program-tracking databases and relevant accounting information for a given utility or NYSERDA and reproduce the monthly report. **See answer in section (bbb).**
  
- eee) Program management and staff names, titles, work locations, phone numbers, fax numbers, and e-mail addresses;

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**fff) Program savings objectives;**

**Through 2011**

**Dth: 110,762**

Program theory and logic models for each program. The program theory should characterize the relevant market(s) and how program activities are expected to change the behavior of the market(s)' actors to expand the adoption of energy efficient technologies and practices. The characterization of the market should include a description of baseline conditions (e.g., levels of awareness, attitudes, behavior, saturation, market share etc.) and an estimate of the technical energy and demand potential within that market and identify the portion of that potential that the program is expected to achieve at the conclusion of the current funding cycle. **Con Edison proposes to use a combination of internal staff and third party contractors to manage and implement the proposed C&I Equipment Rebate program and to use “pooled contractors” for measure installations. Con Edison would train the pooled contractors after they complete a pre-screening application process. Additional contractors would be allowed to participate in the program if they follow the screening and training processes and meet other program requirements.**

**g) A listing and description of, and contact information for the market actors, trade allies, and other stakeholders on which the program will rely for program delivery and support. **Con Edison plans to use a mix of marketing strategies to reach the C&I market segment. It plans to coordinate and cross-promote its program to customers via contractors and marketing campaigns.****

**hh) Name of firms under contract to PAs and formally participating in the delivery of the program or program component(s) (e.g., vendors, installers, specifiers etc.). Though of interest to evaluators, PAs need not report contact information to the DPS of non-utility vendors involved with the installation of efficient equipment. A list of participating firms should be provided to DPS in the narrative report and updated only when it becomes *substantially* out of date (Note: It is left to each PA to define *substantially*). However, when requested by the DPS Staff, PAs should provide the most current listing within 30 days. **Con Edison will provide program management.****

Inter-organizational relationships (e.g., New York Power Authority (NYPA) and utilities) should also be reported in narrative format.

When reporting information on each program, be aware that a description of the program will be made available to interested readers. The basic information, in brief summary format, should be included in each of the three reports (monthly, quarterly, and annual) that are submitted to the Director of OEEE. It is recommended that the reports also be filed with the Secretary of the Commission to encourage further transparency. At a minimum individual basic program information should be available to DPS staff upon request. The DPS believes that the data to be reported does not pose any confidentiality concerns. However, if such concerns arise, they will be considered on a case by case basis.

## Section II. Evaluation Support Information

The participant-level data necessary for evaluation purposes for downstream incentive programs are described in Section II.A. Midstream program data are presented in Section II.B. Upstream program data are presented in Section II.C. Finally, public awareness program data are presented in Section II.D.

- **A database will be developed to capture all participant-level (customer) data required to conduct all evaluation related activities as highlighted by DPS Staff. Con Edison will ensure that all data outlined in Section II. A. Table 1 is captured and that therm savings are maintained at the measure level.**

While many of these proposed reporting requirements have been asked for elsewhere by evaluation contractors and regulators, there is some information detailed below that may not be maintained routinely for each program, may not be updated regularly, and may be difficult to present in a straightforward format (e.g., incremental costs or load shapes). In these instances, PAs are expected to explain their strategy for reporting these data types.

### Section II.A. Downstream Incentive Program Information

This section contains a list of ***program-participant level*** data elements to be routinely collected and maintained in electronic form by PAs to measure the progress of their energy efficiency programs (e.g., program costs, estimated energy impacts).<sup>2</sup> The program-tracking database must be maintained **at the measure level**. Measures that are similar (e.g., CFLs, linear fluorescents) and have the same rebate and savings per unit can be grouped and reported in a single row. If, on a given application, a customer applies for rebates for three different measures, the application will be reported in the program-tracking database in three rows. A consistent measure naming convention must be developed as soon as possible. The participant-level data will serve as the foundation for the monthly, quarterly, and annual reports required by the DPS. There are a number of variables that must be included in any program-tracking database. These should be available to the DPS staff and evaluation contractors within 30 days following a data request. The variables and their definitions are listed in Table 1.

**Table 8.** Variables Required for Participant-Level Program-Tracking Databases for Downstream Incentive Programs

Program-Tracking Database Terms	Definition of Terms
<b>Program Administrator</b>	Utility or NYSERDA
<b>Program ID<sup>1</sup></b>	Unique Program identification number assigned by DPS
<b>Program Name</b>	Program name
<b>Account number (affected by measure installation)<sup>2</sup></b>	Utility account number affected by the installation of the efficient measures
<b>Meter number (affected by installation)</b>	The meter number associated with the affected account number
<b>Service turn-on date</b>	The date of service turn for the program participant

<sup>2</sup> Staff believes the IPAs will also have to report, but the details need to be further explored. To date, no IPAs have been designated program administrators.

Program-Tracking Database Terms	Definition of Terms
<b>Rate classification</b>	Rate classification
<b>Site-Specific Primary NAIC<sup>3</sup></b>	The two-digit NAIC for the affected dwelling/building
<b>Building type/dwelling type<sup>4</sup></b>	Description of the dwelling or building type
<b>Measure-Project name</b>	Name of measure
<b>Measure description</b>	Description of the measure
<b>Measure quantity</b>	Quantity of the measure
<b>Unit description</b>	Description of the unit (e.g., tons, square feet, lamp)
<b>Participant first name<sup>5</sup></b>	Participant first name
<b>Participant last name</b>	Participant last name
<b>Service Street Address</b>	Street address at which measure was installed
<b>Service City</b>	City in which measure was installed
<b>Service ZIP code</b>	ZIP code associated with the service street address and city
<b>Participant telephone number</b>	Participant telephone number
<b>Participant Fax number</b>	Participant Fax number
<b>Participant E-Mail address</b>	Participant E-Mail address
<b>Rebate amount per unit<sup>6</sup></b>	Rebate amount per unit
<b>Financing amount per unit</b>	Financing amount per unit
<b>Program application date</b>	Program application date
<b>Application approval date<sup>7</sup></b>	Date on which application was approved
<b>Post-installation inspection date</b>	Date on which measure installation was inspected on site by program administrator. <i>Note that post-installation inspection dates may not be available or they might only be available for a sample of program participants.</i>
<b>Rebate payment date<sup>8</sup></b>	Date on which rebate check was issued.
<b>Estimated gross kWh savings per unit<sup>9</sup></b>	Estimated gross kWh savings per unit (unit energy savings)
<b>Estimated gross on-peak kW savings per unit (utility-specific)</b>	Each utility is required to report the estimated gross on-peak kW savings per unit according to each utility's peak definition. NYSERDA is also required to report demand reductions for program participants in each given utility's service territory based on each utility's definition of peak.
<b>Estimated gross on-peak kW savings per unit (NYISO)</b>	Estimated gross on-peak kW savings per unit according to NYISO peak, the definition of which is forthcoming from the DPS.
<b>Estimated gross therm (natural gas) savings per unit</b>	Estimated gross therm savings per unit

Program-Tracking Database Terms	Definition of Terms
<b>Net-to-gross ratio<sup>10</sup></b>	Net-to-gross ratio
<b>Estimated net kWh savings per unit<sup>11</sup></b>	Estimated net kWh savings per unit
<b>Estimated net on-peak kW savings per unit (utility-specific)</b>	Each utility is required to report the estimated net on-peak kW savings per unit according to each utility's peak definition. NYSERDA is also required to report net demand reductions for program participants in each given utility's service territory based on each utility's definition of peak.
<b>Estimated net on-peak kW savings per unit (NYISO)</b>	Estimated gross on-peak kW savings per unit according to NYISO peak, the definition of which is forthcoming from the DPS.
<b>Estimated net therm savings per unit</b>	Estimated net therm savings per unit
<b>Gross coal savings per unit</b>	Gross coal savings per unit
<b>Gross kerosene savings per unit</b>	Gross kerosene savings per unit
<b>Gross oil savings per unit</b>	Gross oil savings per unit
<b>Gross propane savings per unit</b>	Gross propane savings per unit
<b>Net coal savings per unit</b>	Net coal savings per unit
<b>Net kerosene savings per unit</b>	Net kerosene savings per unit
<b>Net oil savings per unit</b>	Net oil savings per unit
<b>Net propane savings per unit</b>	Net propane savings per unit
<b>Effective useful life</b>	Effective useful life (median number of years that measure is expected to last)
<b>Full incremental cost per unit<sup>12</sup></b>	Full incremental cost per unit
<b>Full costs per unit</b>	Full costs per unit
<b>Weather station assignment number</b>	The weather station ID assigned to the participant service address

### Notes:

<sup>1</sup>DPS Staff needs to work with utilities and NYSERDA to develop a Program ID naming convention. However, a Program ID number is not required for the first report. Note that when developing program ID naming conventions, utilities would like to minimize computer programming/reporting costs that they might incur if the proposed naming conventions are complex or the utility's current naming conventions require modification to Staff's proposed format.

**Notes:**

<sup>2</sup>While not part of the program-tracking database, utilities are expected, upon request by DPS or evaluators, to provide consumption histories from utility bills associated with all relevant meters (meters affected by the installation of the efficient equipment) for at least twelve months prior to program enrollment date and through current period.

Also note that weather data (heating and cooling degree days) will be obtained from NOAA weather stations and mapped to customer sites based on ZIP codes.

<sup>3</sup>The North American Industry Classification System (NAICS, pronounced Nakes) was developed as the standard for use by Federal statistical agencies in classifying business establishments for the collection, analysis, and publication of statistical data related to the business economy of the U.S. NAICS replaces the Standard Industrial Classification (SIC) system.

<sup>4</sup>A list of common facility or building types or codes (e.g., DOE 2 Model Types; NYSERDA list of facility types) is currently being investigated.

<sup>5</sup>Usually, the participant is the end user (i.e., the person on whose premises the measure was installed and who received the rebate). In some case, the participant could be a building owner (commercial property owner who is renting to tenants (either residential or nonresidential) and who receives the rebate for installing measures in apartments or offices.

<sup>6</sup>PAs could design rebates on various bases (e.g., per bulb, per refrigerator, per pool pump, per ton in the case of chillers or per cubic feet for insulation). If incentives are based on performance (whole building or custom project), the unit would be "1" and the rebate per unit would be the total rebate received.

<sup>7</sup>The application date is the date on the application, or if that is missing, the date on which the administrator received the application.

<sup>8</sup>Note that all three dates (program application date, application approval date, and the rebate payment date) must be provided. These dates must be provided even when an application is received, approved, and a rebate paid to the participant all in the same day. In such cases, the date would be the same for all three variables.

<sup>9</sup>Gross savings are defined as the change in energy consumption and/or demand that results directly from program-related actions taken by participants in the DSM program. The gross savings reported by the PAs are referred to as *ex ante* values since they have not been adjusted by *ex post* (*after measure installation*) evaluation efforts. If the project is a custom measure then all savings can be at the project level rather than per unit.

**Notes:**

<sup>10</sup>Utilities should use NTGR values in the current Technical Manual until it is revised. Specifically, DPS is asking for gross savings, the net to gross ratio, and net savings. So that there is a consistent starting point for all PAs, NYSERDA programs must also use NTGR values in the Technical Manual even though there is evidence that the NTGRs estimated by NYSERDA might be superior.

<sup>11</sup>Net savings are the total change in load that is attributable to the utility DSM program. This change in load may include, implicitly or explicitly, the effects of free drivers, free riders, state or federal energy efficiency standards, changes in the level of energy service, and natural change effects. The net savings reported by the PAs are referred to as ex ante values since they have not been adjusted by ex post (after measure installation) evaluation efforts.

<sup>12</sup>If PAs can track incremental costs by measure or project in their program tracking databases, they should do so. However, this might not always be possible. In some cases, incremental costs for measures may be obtained from another source (e.g., the NYSERDA Measure-Level Database) and assigned to individual measures. Because it is assumed that PAs have reviewed the incremental costs of measures they promote as part of the technology screening process, the identification of incremental costs is expected to be relatively straightforward. When cost data are available in the program tracking databases but labor has been included, a set of rules regarding the percentage of total projects costs attributed to labor must be proposed by the PAs. The labor costs should be removed from the incremental costs before benefit-cost analyses are conducted. The formula for estimating incremental costs should be documented.

## **Section II.B. Midstream Program Information**

For mid-stream programs, there should always be an end user who participates in the program (typically the customer receiving the equipment). It is the participant-level information listed above in Section II.C that should be entered into the program-tracking database. Other information about the activities of upstream actors involved in the implementation of the program should be tracked elsewhere.

### **Not Applicable to this program.**

## **Section II.C. Upstream Program Information**

Depending on the design and implementation of the upstream program, some information, such as end user-related information, might be unavailable. However PAs should collect and provide:

- v. Name of program(s) or program component(s);
- w. Name of firms participating in program or program component (e.g., manufacturers or participating retailers);
- x. Contact information for each firm
  - First and last name;
  - Address;
  - Phone number;
  - Fax number (if collected); and

- E-mail address (if collected).
- d. Measure descriptions
- e. Quantity of each measure shipped by manufacturer
- f. Buy-down amounts for each shipment
- g. Dates associated with each buy-down payment to participating firms.
- h. Sales by retailers of subsidized measures

**Not Applicable to this program.**

### **Section II.D. Public Awareness (Marketing Outreach and Education) Program Information**

Such performance-related information would not be included in a database but reported quarterly in a report. The report should include at a minimum:

- qq. Name of program(s) or program component(s);
- rr. Target population description including, size, source of identifying information, and lists of population members used in outreach activities. The target population is the total number in the population targeted by the program (e.g., all multi-family dwellings with occupants who qualify as low income, all small office buildings, all large, chain grocery stores, etc.).
- ss. Marketing and outreach (M&O) activities carried out;
- tt. Marketing materials by numbers, types, and means of distribution;
- uu. Education and media plan;
- vv. Documentation of any training including location of training, program participation agreements, commitments or other similar agreements, post-buy analysis, and other documentation of output (e.g., courses, curricula, list of participants, etc);

Other information could be reported such as records for dates, number, location, target audience, and attendance of events held, Web site hits, call-in numbers and rates, reach, frequency, Gross Rating Points, impressions, click through rate, composition, coverage, earned media, value of public service announcements, and other tracking and monitoring information the PA maintains, as appropriate to the effort and for each wave, campaign, and targeted effort. Include definitions and calculation methods for statistics used for monitoring. Each PA should propose metrics. Note that the DPS may require the PAs to use certain metrics.

**Not Applicable to this program.**

### **Section III. Draft Reporting Templates for Monthly Reports by Program Under separate file.**

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

**CON EDISON COMMERCIAL & INDUSTRIAL  
EQUIPMENT REBATE PROGRAM - GAS**

**Program Administrator:**

**Program/Project:**

**Reporting period:** **May 2010**

**Report Contact person:** **STEVEN MYSHOLOWSKY**

**Section Manager – Measurement, Verification &  
Evaluation**

**Location:** **4 Irving Place, 10<sup>th</sup> Floor, New York, N.Y.  
10003**

**Phone:** **(212) 460-2120**

**E mail:** **mysholowskys@coned.com**

### 8. 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).
- (b) Describe and discuss other key aspects of program performance goals that were not discussed in (a).  
**Currently the program implementation effort consists of taking customer leads and addressing customer inquiries which are logged into Salesforce.**
- (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.  
**Currently there are no therm savings to report for May 2010.**

The budget shown in the Monthly Scorecard report represents the total 2 year program budget approved. Expenditures reported by cost category represent monthly costs incurred. No transfer of budget dollars is required at this time.

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

**(a) Marketing Activities**

List and describe major marketing accomplishments. Describe activities in quantitative and qualitative terms. Provide copies of key marketing materials.

**Currently, marketing efforts have not started. The Company's website will include information on this energy efficiency program.**

**(b) Evaluation Activities**

List and describe evaluation activities. Compare them with goals and objectives established for the report period. Describe activities in quantitative and qualitative terms.

**Con Edison has development a Request for Proposal for process evaluation contractor services for all approved EEPS programs. This RFP was issued on February 3, 2010 and bids were submitted March 5, 2010. Navigant Consulting has been selected as the Contractor and the kickoff meeting was held on May 12, 2010.**

**(c) 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.

**None-to-date**

**4. Changes to Subcontractors or Staffing**

Describe any staff or subcontractor/consultant changes.

**None-to-date**

**5. Additional Issues**

**None-to-date**

## **Consolidated Edison Company of New York, Inc.**

### **Commercial & Industrial Custom Efficiency Program (Electric)**

#### **Monthly Scorecard – May 2010\***

**\*Preliminary data is provided in this report and is subject to change.**

## Section I. Basic Program Information

Basic information about each program must be provided for each program with the first monthly report and again whenever the program changes so that the current program information is up-to-date. Such basic information is separate from the data collected in the participant-level program-tracking database. The list of basic program information is as follows:

- iii) Full program descriptions, including operation and procedures manuals, activities descriptions, and a description of program service territory;

The Commercial & Industrial Custom Efficiency Program – Electric would provide incentives for energy efficiency measures in existing buildings and for new construction that are not offered through other programs. Incentives would be offered to participants for any measure, process, or operational improvement that provides cost-effective energy savings. C&I customers would be offered financial incentives for upgrading equipment or systems and improving processes (e.g., lean manufacturing, retro-commissioning, or monitoring-based commissioning) not covered specifically by other Con Edison C&I programs. Initially, the program would place special emphasis on data centers and healthcare facilities. Con Edison plans to offer a rebate to cover up to 50% of the cost of a technical survey to identify potential cost-effective measures in a facility. The total survey rebate amount would be capped at \$50,000. In addition to the technical survey rebate, Con Edison plans to offer program participants a tiered kWh buyback rebate structure. These buyback kWh rebates would be based on avoided or reduced kWh energy savings and reward participants for increasing the energy efficiency of systems and equipment. The tiered rebates would be capped at \$250,000 per project. Con Edison expects to serve 78 participants through this program with a budget of \$10,660,000 through 2011. The proposed program is expected to achieve 15,980 MWh in annual savings through 2011 and have 6.57 MW coincident peak savings. **Customers who participate must contribute to the System Benefits Charge.**

- jjj) Detailed descriptions of tracking system and tracking system operations, including data dictionaries.  
**The tracking system to be deployed has not been established at this time.**

- kkk) A detailed description or map of how data in the tracking system contributes to the monthly report. DPS should be able to take the program-tracking databases and relevant accounting information for a given utility or NYSERDA and reproduce the monthly report. **See answer in section (iii).**

- lll) Program management and staff names, titles, work locations, phone numbers, fax numbers, and e-mail addresses;

**Mark Thomson**

**Section Manager – Program Implementation**

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**mmm) Program savings objectives;**

**Through 2011**

**MWh: 15,980**

Program theory and logic models for each program. The program theory should characterize the relevant market(s) and how program activities are expected to change the behavior of the market(s)' actors to expand the adoption of energy efficient technologies and practices. The characterization of the market should include a description of baseline conditions (e.g., levels of awareness, attitudes, behavior, saturation, market share etc.) and an estimate of the technical energy and demand potential within that market and identify the portion of that potential that the program is expected to achieve at the conclusion of the current funding cycle. **Con Edison proposes to use a combination of internal staff and third party contractors to administer, deliver, and implement the C&I Custom Efficiency program. Con Edison would train staff and contractors on processes and procedures associated with the program, such as reporting, roles and responsibilities, quality assurance, administrative procedures, budgets, and timelines.**

**nnn) A listing and description of, and contact information for the market actors, trade allies, and other stakeholders on which the program will rely for program delivery and support. **Con Edison plans to use a mix of marketing strategies to reach the C&I customer market segment. It plans to leverage existing relationships and to market the program through direct mail, the internet and outreach to trade allies and industry partners.****

**ooo) Name of firms under contract to PAs and formally participating in the delivery of the program or program component(s) (e.g., vendors, installers, specifiers etc.). Though of interest to evaluators, PAs need not report contact information to the DPS of non-utility vendors involved with the installation of efficient equipment. A list of participating firms should be provided to DPS in the narrative report and updated only when it becomes *substantially* out of date (Note: It is left to each PA to define *substantially*). However, when requested by the DPS Staff, PAs should provide the most current listing within 30 days. **Con Edison will provide program management.****

Inter-organizational relationships (e.g., New York Power Authority (NYPA) and utilities) should also be reported in narrative format.

When reporting information on each program, be aware that a description of the program will be made available to interested readers. The basic information, in brief summary format, should be included in each of the three reports (monthly, quarterly, and annual) that are submitted to the Director of OEEE. It is recommended that the reports also be filed with the Secretary of the Commission to encourage further transparency. At a minimum individual basic program information should be available to DPS staff upon request. The DPS believes that the data to be reported does not pose any confidentiality concerns. However, if such concerns arise, they will be considered on a case by case basis.

## Section II. Evaluation Support Information

The participant-level data necessary for evaluation purposes for downstream incentive programs are described in Section II.A. Midstream program data are presented in Section II.B. Upstream program data are presented in Section II.C. Finally, public awareness program data are presented in Section II.D.

- **A database will be developed to capture all participant-level (customer) data required to conduct all evaluation related activities as highlighted by DPS Staff. Con Edison will ensure that all data outlined in Section II. A. Table 1 is captured and that MWh savings are maintained at the measure level.**

While many of these proposed reporting requirements have been asked for elsewhere by evaluation contractors and regulators, there is some information detailed below that may not be maintained routinely for each program, may not be updated regularly, and may be difficult to present in a straightforward format (e.g., incremental costs or load shapes). In these instances, PAs are expected to explain their strategy for reporting these data types.

### Section II.A. Downstream Incentive Program Information

This section contains a list of ***program-participant level*** data elements to be routinely collected and maintained in electronic form by PAs to measure the progress of their energy efficiency programs (e.g., program costs, estimated energy impacts).<sup>2</sup> The program-tracking database must be maintained **at the measure level**. Measures that are similar (e.g., CFLs, linear fluorescents) and have the same rebate and savings per unit can be grouped and reported in a single row. If, on a given application, a customer applies for rebates for three different measures, the application will be reported in the program-tracking database in three rows. A consistent measure naming convention must be developed as soon as possible. The participant-level data will serve as the foundation for the monthly, quarterly, and annual reports required by the DPS. There are a number of variables that must be included in any program-tracking database. These should be available to the DPS staff and evaluation contractors within 30 days following a data request. The variables and their definitions are listed in Table 1.

**Table 9.** Variables Required for Participant-Level Program-Tracking Databases for Downstream Incentive Programs

Program-Tracking Database Terms	Definition of Terms
<b>Program Administrator</b>	Utility or NYSERDA
<b>Program ID<sup>1</sup></b>	Unique Program identification number assigned by DPS
<b>Program Name</b>	Program name
<b>Account number (affected by measure installation)<sup>2</sup></b>	Utility account number affected by the installation of the efficient measures
<b>Meter number (affected by installation)</b>	The meter number associated with the affected account number
<b>Service turn-on date</b>	The date of service turn for the program participant

<sup>2</sup> Staff believes the IPAs will also have to report, but the details need to be further explored. To date, no IPAs have been designated program administrators.

Program-Tracking Database Terms	Definition of Terms
<b>Rate classification</b>	Rate classification
<b>Site-Specific Primary NAIC<sup>3</sup></b>	The two-digit NAIC for the affected dwelling/building
<b>Building type/dwelling type<sup>4</sup></b>	Description of the dwelling or building type
<b>Measure-Project name</b>	Name of measure
<b>Measure description</b>	Description of the measure
<b>Measure quantity</b>	Quantity of the measure
<b>Unit description</b>	Description of the unit (e.g., tons, square feet, lamp)
<b>Participant first name<sup>5</sup></b>	Participant first name
<b>Participant last name</b>	Participant last name
<b>Service Street Address</b>	Street address at which measure was installed
<b>Service City</b>	City in which measure was installed
<b>Service ZIP code</b>	ZIP code associated with the service street address and city
<b>Participant telephone number</b>	Participant telephone number
<b>Participant Fax number</b>	Participant Fax number
<b>Participant E-Mail address</b>	Participant E-Mail address
<b>Rebate amount per unit<sup>6</sup></b>	Rebate amount per unit
<b>Financing amount per unit</b>	Financing amount per unit
<b>Program application date</b>	Program application date
<b>Application approval date<sup>7</sup></b>	Date on which application was approved
<b>Post-installation inspection date</b>	Date on which measure installation was inspected on site by program administrator. <i>Note that post-installation inspection dates may not be available or they might only be available for a sample of program participants.</i>
<b>Rebate payment date<sup>8</sup></b>	Date on which rebate check was issued.
<b>Estimated gross kWh savings per unit<sup>9</sup></b>	Estimated gross kWh savings per unit (unit energy savings)
<b>Estimated gross on-peak kW savings per unit (utility-specific)</b>	Each utility is required to report the estimated gross on-peak kW savings per unit according to each utility's peak definition. NYSERDA is also required to report demand reductions for program participants in each given utility's service territory based on each utility's definition of peak.
<b>Estimated gross on-peak kW savings per unit (NYISO)</b>	Estimated gross on-peak kW savings per unit according to NYISO peak, the definition of which is forthcoming from the DPS.
<b>Estimated gross therm (natural gas) savings per unit</b>	Estimated gross therm savings per unit

Program-Tracking Database Terms	Definition of Terms
<b>Net-to-gross ratio<sup>10</sup></b>	Net-to-gross ratio
<b>Estimated net kWh savings per unit<sup>11</sup></b>	Estimated net kWh savings per unit
<b>Estimated net on-peak kW savings per unit (utility-specific)</b>	Each utility is required to report the estimated net on-peak kW savings per unit according to each utility's peak definition. NYSERDA is also required to report net demand reductions for program participants in each given utility's service territory based on each utility's definition of peak.
<b>Estimated net on-peak kW savings per unit (NYISO)</b>	Estimated gross on-peak kW savings per unit according to NYISO peak, the definition of which is forthcoming from the DPS.
<b>Estimated net therm savings per unit</b>	Estimated net therm savings per unit
<b>Gross coal savings per unit</b>	Gross coal savings per unit
<b>Gross kerosene savings per unit</b>	Gross kerosene savings per unit
<b>Gross oil savings per unit</b>	Gross oil savings per unit
<b>Gross propane savings per unit</b>	Gross propane savings per unit
<b>Net coal savings per unit</b>	Net coal savings per unit
<b>Net kerosene savings per unit</b>	Net kerosene savings per unit
<b>Net oil savings per unit</b>	Net oil savings per unit
<b>Net propane savings per unit</b>	Net propane savings per unit
<b>Effective useful life</b>	Effective useful life (median number of years that measure is expected to last)
<b>Full incremental cost per unit<sup>12</sup></b>	Full incremental cost per unit
<b>Full costs per unit</b>	Full costs per unit
<b>Weather station assignment number</b>	The weather station ID assigned to the participant service address

### Notes:

<sup>1</sup>DPS Staff needs to work with utilities and NYSERDA to develop a Program ID naming convention. However, a Program ID number is not required for the first report. Note that when developing program ID naming conventions, utilities would like to minimize computer programming/reporting costs that they might incur if the proposed naming conventions are complex or the utility's current naming conventions require modification to Staff's proposed format.

**Notes:**

<sup>2</sup>While not part of the program-tracking database, utilities are expected, upon request by DPS or evaluators, to provide consumption histories from utility bills associated with all relevant meters (meters affected by the installation of the efficient equipment) for at least twelve months prior to program enrollment date and through current period.

Also note that weather data (heating and cooling degree days) will be obtained from NOAA weather stations and mapped to customer sites based on ZIP codes.

<sup>3</sup>The North American Industry Classification System (NAICS, pronounced Nakes) was developed as the standard for use by Federal statistical agencies in classifying business establishments for the collection, analysis, and publication of statistical data related to the business economy of the U.S. NAICS replaces the Standard Industrial Classification (SIC) system.

<sup>4</sup>A list of common facility or building types or codes (e.g., DOE 2 Model Types; NYSERDA list of facility types) is currently being investigated.

<sup>5</sup>Usually, the participant is the end user (i.e., the person on whose premises the measure was installed and who received the rebate). In some case, the participant could be a building owner (commercial property owner who is renting to tenants (either residential or nonresidential) and who receives the rebate for installing measures in apartments or offices.

<sup>6</sup>PAs could design rebates on various bases (e.g., per bulb, per refrigerator, per pool pump, per ton in the case of chillers or per cubic feet for insulation). If incentives are based on performance (whole building or custom project), the unit would be "1" and the rebate per unit would be the total rebate received.

<sup>7</sup>The application date is the date on the application, or if that is missing, the date on which the administrator received the application.

<sup>8</sup>Note that all three dates (program application date, application approval date, and the rebate payment date) must be provided. These dates must be provided even when an application is received, approved, and a rebate paid to the participant all in the same day. In such cases, the date would be the same for all three variables.

<sup>9</sup>Gross savings are defined as the change in energy consumption and/or demand that results directly from program-related actions taken by participants in the DSM program. The gross savings reported by the PAs are referred to as *ex ante* values since they have not been adjusted by *ex post (after measure installation)* evaluation efforts. If the project is a custom measure then all savings can be at the project level rather than per unit.

**Notes:**

<sup>10</sup>Utilities should use NTGR values in the current Technical Manual until it is revised. Specifically, DPS is asking for gross savings, the net to gross ratio, and net savings. So that there is a consistent starting point for all PAs, NYSERDA programs must also use NTGR values in the Technical Manual even though there is evidence that the NTGRs estimated by NYSERDA might be superior.

<sup>11</sup>Net savings are the total change in load that is attributable to the utility DSM program. This change in load may include, implicitly or explicitly, the effects of free drivers, free riders, state or federal energy efficiency standards, changes in the level of energy service, and natural change effects. The net savings reported by the PAs are referred to as ex ante values since they have not been adjusted by ex post (after measure installation) evaluation efforts.

<sup>12</sup>If PAs can track incremental costs by measure or project in their program tracking databases, they should do so. However, this might not always be possible. In some cases, incremental costs for measures may be obtained from another source (e.g., the NYSERDA Measure-Level Database) and assigned to individual measures. Because it is assumed that PAs have reviewed the incremental costs of measures they promote as part of the technology screening process, the identification of incremental costs is expected to be relatively straightforward. When cost data are available in the program tracking databases but labor has been included, a set of rules regarding the percentage of total projects costs attributed to labor must be proposed by the PAs. The labor costs should be removed from the incremental costs before benefit-cost analyses are conducted. The formula for estimating incremental costs should be documented.

## **Section II.B. Midstream Program Information**

For mid-stream programs, there should always be an end user who participates in the program (typically the customer receiving the equipment). It is the participant-level information listed above in Section II.C that should be entered into the program-tracking database. Other information about the activities of upstream actors involved in the implementation of the program should be tracked elsewhere.

### **Not Applicable to this program.**

## **Section II.C. Upstream Program Information**

Depending on the design and implementation of the upstream program, some information, such as end user-related information, might be unavailable. However PAs should collect and provide:

- y. Name of program(s) or program component(s);
- z. Name of firms participating in program or program component (e.g., manufacturers or participating retailers);
- aa. Contact information for each firm
  - First and last name;
  - Address;
  - Phone number;
  - Fax number (if collected); and

- E-mail address (if collected).
- d. Measure descriptions
- e. Quantity of each measure shipped by manufacturer
- f. Buy-down amounts for each shipment
- g. Dates associated with each buy-down payment to participating firms.
- h. Sales by retailers of subsidized measures

**Not Applicable to this program.**

### **Section II.D. Public Awareness (Marketing Outreach and Education) Program Information**

Such performance-related information would not be included in a database but reported quarterly in a report. The report should include at a minimum:

- ww. Name of program(s) or program component(s);
- xx. Target population description including, size, source of identifying information, and lists of population members used in outreach activities. The target population is the total number in the population targeted by the program (e.g., all multi-family dwellings with occupants who qualify as low income, all small office buildings, all large, chain grocery stores, etc.).
- yy. Marketing and outreach (M&O) activities carried out;
- zz. Marketing materials by numbers, types, and means of distribution;
- aaa. Education and media plan;
- bbb. Documentation of any training including location of training, program participation agreements, commitments or other similar agreements, post-buy analysis, and other documentation of output (e.g., courses, curricula, list of participants, etc);

Other information could be reported such as records for dates, number, location, target audience, and attendance of events held, Web site hits, call-in numbers and rates, reach, frequency, Gross Rating Points, impressions, click through rate, composition, coverage, earned media, value of public service announcements, and other tracking and monitoring information the PA maintains, as appropriate to the effort and for each wave, campaign, and targeted effort. Include definitions and calculation methods for statistics used for monitoring. Each PA should propose metrics. Note that the DPS may require the PAs to use certain metrics.

**Not Applicable to this program.**

### **Section III. Draft Reporting Templates for Monthly Reports by Program Under separate file.**

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

### **CON EDISON COMMERCIAL & INDUSTRIAL**

**Program Administrator: CUSTOM EFFICIENCY PROGRAM - ELECTRIC**

**Program/Project:**

**Reporting period: May 2010**

**Report Contact person: STEVEN MYSHOLOWSKY**

### **Section Manager – Measurement, Verification & Evaluation**

**Location: 4 Irving Place, 10<sup>th</sup> Floor, New York, N.Y. 10003**

**Phone: (212) 460-2120**

**E mail: mysholowskys@coned.com**

## 9. 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).

(b) Describe and discuss other key aspects of program performance goals that were not discussed in  
(a). **Currently the program implementation effort consists of taking customer leads and addressing customer inquiries which are logged into Salesforce.**

(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.

**Currently there are no MWh savings to report for May 2010.**

The budget shown in the Monthly Scorecard report represents the total 2 year program budget approved. Expenditures reported by cost category represent monthly costs incurred. No transfer of budget dollars is required at this time.

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

**(a) Marketing Activities**

List and describe major marketing accomplishments. Describe activities in quantitative and qualitative terms. Provide copies of key marketing materials.

**Currently, marketing efforts have not started. The Company's website will include information on this energy efficiency program.**

**(b) Evaluation Activities**

List and describe evaluation activities. Compare them with goals and objectives established for the report period. Describe activities in quantitative and qualitative terms.

**Con Edison has development a Request for Proposal for process evaluation contractor services for all approved EEPS programs. This RFP was issued on February 3, 2010 and bids were submitted March 5, 2010. Navigant Consulting has been selected as the Contractor and the kickoff meeting was held on May 12, 2010.**

**(c) 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.

**None-to-date**

**4. Changes to Subcontractors or Staffing**

Describe any staff or subcontractor/consultant changes.

**None-to-date**

**5. Additional Issues**

**None-to-date**

## **Consolidated Edison Company of New York, Inc.**

### **Commercial & Industrial Custom Gas Efficiency Equipment Rebate Program (Gas)**

#### **Monthly Scorecard – May 2010\***

**\*Preliminary data is provided in this report and is subject to change.**

## Section I. Basic Program Information

Basic information about each program must be provided for each program with the first monthly report and again whenever the program changes so that the current program information is up-to-date. Such basic information is separate from the data collected in the participant-level program-tracking database. The list of basic program information is as follows:

Full program descriptions, including operation and procedures manuals, activities descriptions, and a description of program service territory;

The Commercial & Industrial Custom Gas Efficiency Equipment Rebate Program – Gas would provide a delivery channel for natural gas efficiency measures that are not available through Con Edison's other programs. It would offer performance-based financial incentives to customers installing non-traditional or emerging technologies that result in cost-effective energy efficiency savings. Tiered incentives would be offered for an extensive list of eligible measures in the following general categories: space and water heating; heating, ventilation, and air conditioning (HVAC) controls; space conditioning; cooking; building envelope; and commercial laundries. Tier 1 would pay incentives for projects that provide up to 20% energy reduction (\$1/first year therm savings); Tier 2 would pay a higher incentive for projects that provide greater than 20% energy reduction (\$2/first year therm savings). Total technical study incentives would be capped at \$50,000 for gas-only projects and \$67,000 for combined gas and electric measures projects. Financial incentives would be capped at \$100,000 per project/participant for natural gas measures. The proposed program budget is \$5,359,000. Anticipated cumulative annual savings are 113,400 Dth through 2011. Con Edison projects a total of 132 participants through 2011 (approximately 20 industrial and 112 commercial participants). **Customers who participate must contribute to the System Benefits Charge.**

- ppp) Detailed descriptions of tracking system and tracking system operations, including data dictionaries. **The tracking system to be deployed has not been established at this time.**
- qqq) A detailed description or map of how data in the tracking system contributes to the monthly report. DPS should be able to take the program-tracking databases and relevant accounting information for a given utility or NYSERDA and reproduce the monthly report. **See answer in section (ooo).**
- rrr) Program management and staff names, titles, work locations, phone numbers, fax numbers, and e-mail addresses;

**Mark Thomson**

**Section Manager – Program Implementation**

**Location: 4 Irving Place, 10<sup>th</sup> Floor, New York, N.Y. 10003**

**Phone: (212) 460-2035**

**Fax: (212) 228-6719**

**E mail: thomsonm@coned.com**

sss) Program savings objectives;

**Through 2011**

**Dth: 113,400**

Program theory and logic models for each program. The program theory should characterize the relevant market(s) and how program activities are expected to change the behavior of the market(s)' actors to expand the adoption of energy efficient technologies and practices. The characterization of the market should include a description of baseline conditions (e.g., levels of awareness, attitudes, behavior, saturation, market share etc.) and an estimate of the technical energy and demand potential within that market and identify the portion of that potential that the program is expected to achieve at the conclusion of the current funding cycle. **Con Edison proposes to use a combination of internal staff and third party implementation contractors to administer and deliver the proposed C&I Custom Gas Efficiency Program. Con Edison would train staff and contractors about processes and procedures associated with the program and would integrate this program with the electric component of the C&I Custom Efficiency Program. Con Edison expects to maintain rigorous contractor qualification standards for its C&I Custom Gas Efficiency Program. Participating contractors would be required to complete an application and screening process which, at a minimum, will require them to possess any necessary licenses and knowledge of industry best practices for the project analysis and equipment installation.**

ttt) A listing and description of, and contact information for the market actors, trade allies, and other stakeholders on which the program will rely for program delivery and support. **Con Edison plans to market its electric and gas C&I Custom Efficiency Programs using a unified, customer-targeted approach. Marketing is expected to reflect appropriate technology and facility types for a given customer segment rather than individual natural gas or electric measures or programs. Con Edison intends to proactively market its energy efficiency programs by leveraging existing relationships and using customer data to direct customer-focused, targeted promotional activities to specific sectors identified as having strong potential for energy efficiency savings. Con Edison employs account executives to support its largest C&I customers and this staff will conduct individual marketing and provide ongoing customer support for the C&I energy efficiency programs.**

uuu) Name of firms under contract to PAs and formally participating in the delivery of the program or program component(s) (e.g., vendors, installers, specifiers etc.). Though of interest to evaluators, PAs need not report contact information to the DPS of non-utility vendors involved with the installation of efficient equipment. A list of participating firms should be provided to DPS in the narrative report and updated only when it becomes *substantially* out of date (Note: It is left to each PA to define *substantially*). However, when requested by the DPS Staff, PAs should provide the most current listing within 30 days. **Con Edison will provide program management.**

Inter-organizational relationships (e.g., New York Power Authority (NYPA) and utilities) should also be reported in narrative format.

When reporting information on each program, be aware that a description of the program will be made available to interested readers. The basic information, in brief summary format, should be included in each of the three reports (monthly, quarterly, and annual) that are submitted to the Director of OEEE. It is recommended that the reports also be filed with the Secretary of the Commission to encourage further transparency. At a minimum individual basic program information should be available to DPS staff upon request. The DPS believes that the data to be reported does not pose any confidentiality concerns. However, if such concerns arise, they will be considered on a case by case basis.

## Section II. Evaluation Support Information

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- **A database will be developed to capture all participant-level (customer) data required to conduct all evaluation related activities as highlighted by DPS Staff. Con Edison will ensure that all data outlined in Section II. A. Table 1 is captured and that therm savings are maintained at the measure level.**

While many of these proposed reporting requirements have been asked for elsewhere by evaluation contractors and regulators, there is some information detailed below that may not be maintained routinely for each program, may not be updated regularly, and may be difficult to present in a straightforward format (e.g., incremental costs or load shapes). In these instances, PAs are expected to explain their strategy for reporting these data types.

### Section II.A. Downstream Incentive Program Information

This section contains a list of program-participant level data elements to be routinely collected and maintained in electronic form by PAs to measure the progress of their energy efficiency programs (e.g., program costs, estimated energy impacts).<sup>2</sup> The program-tracking database must be maintained at the measure level. Measures that are similar (e.g., CFLs, linear fluorescents) and have the same rebate and savings per unit can be grouped and reported in a single row. If, on a given application, a customer applies for rebates for three different measures, the application will be reported in the program-tracking database in three rows. A consistent measure naming convention must be developed as soon as possible. The participant-level data will serve as the foundation for the monthly, quarterly, and annual reports required by the DPS. There are a number of variables that must be included in any program-tracking database. These should be available to the DPS staff and evaluation contractors within 30 days following a data request. The variables and their definitions are listed in Table 1.

**Table 10.** Variables Required for Participant-Level Program-Tracking Databases for Downstream Incentive Programs

Program-Tracking Database Terms	Definition of Terms
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<b>Rate classification</b>	Rate classification
<b>Site-Specific Primary NAIC<sup>3</sup></b>	The two-digit NAIC for the affected dwelling/building
<b>Building type/dwelling type<sup>4</sup></b>	Description of the dwelling or building type
<b>Measure-Project name</b>	Name of measure
<b>Measure description</b>	Description of the measure
<b>Measure quantity</b>	Quantity of the measure
<b>Unit description</b>	Description of the unit (e.g., tons, square feet, lamp)
<b>Participant first name<sup>5</sup></b>	Participant first name
<b>Participant last name</b>	Participant last name
<b>Service Street Address</b>	Street address at which measure was installed
<b>Service City</b>	City in which measure was installed
<b>Service ZIP code</b>	ZIP code associated with the service street address and city
<b>Participant telephone number</b>	Participant telephone number
<b>Participant Fax number</b>	Participant Fax number
<b>Participant E-Mail address</b>	Participant E-Mail address
<b>Rebate amount per unit<sup>6</sup></b>	Rebate amount per unit
<b>Financing amount per unit</b>	Financing amount per unit
<b>Program application date</b>	Program application date
<b>Application approval date<sup>7</sup></b>	Date on which application was approved
<b>Post-installation inspection date</b>	Date on which measure installation was inspected on site by program administrator. <i>Note that post-installation inspection dates may not be available or they might only be available for a sample of program participants.</i>
<b>Rebate payment date<sup>8</sup></b>	Date on which rebate check was issued.
<b>Estimated gross kWh savings per unit<sup>9</sup></b>	Estimated gross kWh savings per unit (unit energy savings)

Program-Tracking Database Terms	Definition of Terms
<b>Estimated gross on-peak kW savings per unit (utility-specific)</b>	Each utility is required to report the estimated gross on-peak kW savings per unit according to each utility's peak definition. NYSERDA is also required to report demand reductions for program participants in each given utility's service territory based on each utility's definition of peak.
<b>Estimated gross on-peak kW savings per unit (NYISO)</b>	Estimated gross on-peak kW savings per unit according to NYISO peak, the definition of which is forthcoming from the DPS.
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<b>Net oil savings per unit</b>	Net oil savings per unit
<b>Net propane savings per unit</b>	Net propane savings per unit
<b>Effective useful life</b>	Effective useful life (median number of years that measure is expected to last)
<b>Full incremental cost per unit<sup>12</sup></b>	Full incremental cost per unit
<b>Full costs per unit</b>	Full costs per unit
<b>Weather station assignment number</b>	The weather station ID assigned to the participant service address

**Notes:**

**Notes:**

<sup>1</sup>DPS Staff needs to work with utilities and NYSERDA to develop a Program ID naming convention. However, a Program ID number is not required for the first report. Note that when developing program ID naming conventions, utilities would like to minimize computer programming/reporting costs that they might incur if the proposed naming conventions are complex or the utility's current naming conventions require modification to Staff's proposed format.

<sup>2</sup>While not part of the program-tracking database, utilities are expected, upon request by DPS or evaluators, to provide consumption histories from utility bills associated with all relevant meters (meters affected by the installation of the efficient equipment) for at least twelve months prior to program enrollment date and through current period.

Also note that weather data (heating and cooling degree days) will be obtained from NOAA weather stations and mapped to customer sites based on ZIP codes.

<sup>3</sup>The North American Industry Classification System (NAICS, pronounced Nakes) was developed as the standard for use by Federal statistical agencies in classifying business establishments for the collection, analysis, and publication of statistical data related to the business economy of the U.S. NAICS replaces the Standard Industrial Classification (SIC) system.

<sup>4</sup>A list of common facility or building types or codes (e.g., DOE 2 Model Types; NYSERDA list of facility types) is currently being investigated.

<sup>5</sup>Usually, the participant is the end user (i.e., the person on whose premises the measure was installed and who received the rebate). In some cases, the participant could be a building owner (commercial property owner who is renting to tenants (either residential or nonresidential) and who receives the rebate for installing measures in apartments or offices.

<sup>6</sup>PAs could design rebates on various bases (e.g., per bulb, per refrigerator, per pool pump, per ton in the case of chillers or per cubic feet for insulation). If incentives are based on performance (whole building or custom project), the unit would be "1" and the rebate per unit would be the total rebate received.

<sup>7</sup>The application date is the date on the application, or if that is missing, the date on which the administrator received the application.

<sup>8</sup>Note that all three dates (program application date, application approval date, and the rebate payment date) must be provided. These dates must be provided even when an application is received, approved, and a rebate paid to the participant all in the same day. In such cases, the date would be the same for all three variables.

**Notes:**

<sup>9</sup>Gross savings are defined as the change in energy consumption and/or demand that results directly from program-related actions taken by participants in the DSM program. The gross savings reported by the PAs are referred to as *ex ante* values since they have not been adjusted by *ex post (after measure installation)* evaluation efforts. If the project is a custom measure then all savings can be at the project level rather than per unit.

<sup>10</sup>Utilities should use NTGR values in the current Technical Manual until it is revised. Specifically, DPS is asking for gross savings, the net to gross ratio, and net savings. So that there is a consistent starting point for all PAs, NYSERDA programs must also use NTGR values in the Technical Manual even though there is evidence that the NTGRs estimated by NYSERDA might be superior.

<sup>11</sup>Net savings are the total change in load that is attributable to the utility DSM program. This change in load may include, implicitly or explicitly, the effects of free drivers, free riders, state or federal energy efficiency standards, changes in the level of energy service, and natural change effects. The net savings reported by the PAs are referred to as *ex ante* values since they have not been adjusted by *ex post (after measure installation)* evaluation efforts.

<sup>12</sup>If PAs can track incremental costs by measure or project in their program tracking databases, they should do so. However, this might not always be possible. In some cases, incremental costs for measures may be obtained from another source (e.g., the NYSERDA Measure-Level Database) and assigned to individual measures. Because it is assumed that PAs have reviewed the incremental costs of measures they promote as part of the technology screening process, the identification of incremental costs is expected to be relatively straightforward. When cost data are available in the program tracking databases but labor has been included, a set of rules regarding the percentage of total projects costs attributed to labor must be proposed by the PAs. The labor costs should be removed from the incremental costs before benefit-cost analyses are conducted. The formula for estimating incremental costs should be documented.

## **Section II.B. Midstream Program Information**

For mid-stream programs, there should always be an end user who participates in the program (typically the customer receiving the equipment). It is the participant-level information listed above in Section II.C that should be entered into the program-tracking database. Other information about the activities of upstream actors involved in the implementation of the program should be tracked elsewhere.

### **Not Applicable to this program.**

## **Section II.C. Upstream Program Information**

Depending on the design and implementation of the upstream program, some information, such as end user-related information, might be unavailable. However PAs should collect and provide:

- bb. Name of program(s) or program component(s);
- cc. Name of firms participating in program or program component (e.g., manufacturers or participating retailers);

dd. Contact information for each firm

- First and last name;
- Address;
- Phone number;
- Fax number (if collected); and
- E-mail address (if collected).

d. Measure descriptions

- e. Quantity of each measure shipped by manufacturer
- f. Buy-down amounts for each shipment
- g. Dates associated with each buy-down payment to participating firms.
- h. Sales by retailers of subsidized measures

**Not Applicable to this program.**

#### **Section II.D. Public Awareness (Marketing Outreach and Education) Program Information**

Such performance-related information would not be included in a database but reported quarterly in a report. The report should include at a minimum:

ccc. Name of program(s) or program component(s);

ddd. Target population description including, size, source of identifying information, and lists of population members used in outreach activities. The target population is the total number in the population targeted by the program (e.g., all multi-family dwellings with occupants who qualify as low income, all small office buildings, all large, chain grocery stores, etc.).

eee. Marketing and outreach (M&O) activities carried out;

fff. Marketing materials by numbers, types, and means of distribution;

ggg. Education and media plan;

hhh. Documentation of any training including location of training, program participation agreements, commitments or other similar agreements, post-buy analysis, and other documentation of output (e.g., courses, curricula, list of participants, etc);

Other information could be reported such as records for dates, number, location, target audience, and attendance of events held, Web site hits, call-in numbers and rates, reach, frequency, Gross Rating Points, impressions, click through rate, composition, coverage, earned media, value of public service announcements, and other tracking and monitoring information the PA maintains, as appropriate to the effort and for each wave, campaign, and targeted effort. Include definitions and calculation methods for statistics used for monitoring. Each PA should propose metrics. Note that the DPS may require the PAs to use certain metrics.

**Not Applicable to this program.**

#### **Section III. Draft Reporting Templates for Monthly Reports by Program Under separate file.**

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

### **CON EDISON COMMERCIAL & INDUSTRIAL**

**Program Administrator: CUSTOM GAS EFFICIENCY EQUIPMENT**

**Program/Project: REBATE PROGRAM - GAS**

**Reporting period: May 2010**

**Report Contact person: STEVEN MYSHOLOWSKY**

### **Section Manager – Measurement, Verification & Evaluation**

**Location: 4 Irving Place, 10<sup>th</sup> Floor, New York, N.Y.  
10003**

**Phone: (212) 460-2120**

**E mail: mysholowskys@coned.com**

## **10. 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).

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

**Currently the program implementation effort consists of taking customer leads and addressing customer inquiries which are logged into Salesforce.**

(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.

**Currently there are no therm savings to report for May 2010.**

The budget shown in the Monthly Scorecard report represents the total 2 year program budget approved. Expenditures reported by cost category represent monthly costs incurred. No transfer of budget dollars is required at this time.

**2. Program Implementation Activities. This section is designed to quantify major activities not captured in the progress spreadsheet.****(a) Marketing Activities**

List and describe major marketing accomplishments. Describe activities in quantitative and qualitative terms. Provide copies of key marketing materials.

**Currently, marketing efforts have not started. The Company's website will include information on this energy efficiency program.**

**(b) Evaluation Activities**

List and describe evaluation activities. Compare them with goals and objectives established for the report period. Describe activities in quantitative and qualitative terms.

**Con Edison has development a Request for Proposal for process evaluation contractor services for all approved EEPS programs. This RFP was issued on February 3, 2010 and bids were submitted March 5, 2010. Navigant Consulting has been selected as the Contractor and the kickoff meeting was held on May 12, 2010.**

**(c) 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.

**None-to-date**

**4. Changes to Subcontractors or Staffing**

Describe any staff or subcontractor/consultant changes.

**None-to-date**

**5. Additional Issues**

**None-to-date**

## **Consolidated Edison Company of New York, Inc.**

### **Residential Direct Install Program (Electric)**

### **Monthly Scorecard – May 2010\***

**\*Preliminary data is provided in this report and is subject to change.**

## Section I. Basic Program Information

Basic information about each program must be provided for each program with the first monthly report and again whenever the program changes so that the current program information is up-to-date. Such basic information is separate from the data collected in the participant-level program-tracking database. The list of basic program information is as follows:

Full program descriptions, including operation and procedures manuals, activities descriptions, and a description of program service territory;

**The Direct Install (DI) Program has been designed to provide a logical entry point for residential customers seeking to evaluate their home's energy performance and identify investment priorities before installing new energy efficient equipment. The program will provide low cost on-site energy surveys, direct installation of specific, free electric efficiency measures and recommendations for more extensive electric and gas efficiency upgrades. Participants in the program who choose to install the more extensive recommended measures will be directed to Con Edison's Residential Heating, Ventilation and Air Conditioning Program (HVAC program) and/or Room AC Program for prescriptive rebates or other applicable energy efficiency programs offered by NYSERDA or other utilities.**

**The DI Program offers the following main benefits:**

- Customers receive a low cost energy survey and trustworthy energy-savings recommendations from trained professionals.
- Customers receive immediate savings through the direct installation of low-cost lighting and other energy-saving measures.

Energy surveys will be provided to residential customers at a low cost (\$50) to encourage participation. Energy surveys provide a valuable opportunity to interact with the customer, recommend energy efficiency upgrades, document existing equipment and install the free energy efficiency measures. The energy surveyor will discuss appropriate behavioral and operational energy efficiency actions, visually inspect the customer's electric and gas equipment and building envelope and provide recommendations on cost-effective energy efficiency upgrades. Energy survey reports may include recommendations for additional, more costly equipment upgrades or participation in additional efficiency programs, such as Con Edison's Residential Heating and Air Conditioning Program (HVAC program). In addition, surveyors may advise the customer to seek out a more comprehensive facility evaluation through NYSERDA's Home Performance with ENERGY STAR® program or provide customers with information on other financial incentives that may be available for equipment upgrades through utility, State or Federal programs such as the Energy Policy Act of 2005 (EPAct) tax credits.

The proposed program budget is \$4,242,000. Anticipated cumulative annual savings are 6,880 MWh through 2011. Con Edison projects a total of 8,252 survey participants through 2011.

**Customers who participate must contribute to the System Benefits Charge.**

**Con Edison has selected Honeywell Utility Solutions, Wayne Interchange Plaza 1, Wayne, New Jersey 07470 to be the Implementation Contractor.**

vvv) Detailed descriptions of tracking system and tracking system operations, including data dictionaries. **The tracking system to be deployed has not been established at this time.**

www) A detailed description or map of how data in the tracking system contributes to the monthly report. DPS should be able to take the program-tracking databases and relevant accounting information for a given utility or NYSERDA and reproduce the monthly report. **See answer in section (ooo).**

xxx) Program management and staff names, titles, work locations, phone numbers, fax numbers, and e-mail addresses;

**Mark Thomson**

**Section Manager – Program Implementation**

**Location: 4 Irving Place, 10<sup>th</sup> Floor, New York, N.Y. 10003**

**Phone: (212) 460-2035**

**Fax: (212) 228-6719**

**E mail: thomsonm@coned.com**

yyy) Program savings objectives;

**Through 2011**

**MWh: 6,880**

Program theory and logic models for each program. The program theory should characterize the relevant market(s) and how program activities are expected to change the behavior of the market(s)' actors to expand the adoption of energy efficient technologies and practices. The characterization of the market should include a description of baseline conditions (e.g., levels of awareness, attitudes, behavior, saturation, market share etc.) and an estimate of the technical energy and demand potential within that market and identify the portion of that potential that the program is expected to achieve at the conclusion of the current funding cycle. **Con Edison proposes to use a combination of internal staff and Honeywell to administer and deliver the proposed Program. Con Edison would train staff and contractors about processes and procedures associated with the program.**

A listing and description of, and contact information for the market actors, trade allies, and other stakeholders on which the program will rely for program delivery and support. **Con Edison plans to market this Program using a unified, customer-targeted approach. Marketing is expected to reflect appropriate technology and facility types for a given customer segment. Con Edison intends to proactively market its energy efficiency programs by leveraging existing relationships and using customer data to direct customer-focused, targeted promotional activities to specific sectors identified as having strong potential for energy efficiency savings.**

zzz) Name of firms under contract to PAs and formally participating in the delivery of the program or program component(s) (e.g., vendors, installers, specifiers etc.). Though of interest to evaluators, PAs need not report contact information to the DPS of non-utility vendors involved with the installation of efficient equipment. A list of participating firms should be provided to DPS in the narrative report and updated only when it becomes *substantially* out of date (Note: It is left to each PA to define *substantially*). However, when requested by the DPS Staff, PAs should provide the most current listing within 30 days. **Con Edison will provide program management.**

Inter-organizational relationships (e.g., New York Power Authority (NYPA) and utilities) should also be reported in narrative format.

When reporting information on each program, be aware that a description of the program will be made available to interested readers. The basic information, in brief summary format, should be included in each of the three reports (monthly, quarterly, and annual) that are submitted to the Director of OEEE. It is recommended that the reports also be filed with the Secretary of the Commission to encourage further transparency. At a minimum individual basic program information should be available to DPS staff upon request. The DPS believes that the data to be reported does not pose any confidentiality concerns. However, if such concerns arise, they will be considered on a case by case basis.

## Section II. Evaluation Support Information

The participant-level data necessary for evaluation purposes for downstream incentive programs are described in Section II.A. Midstream program data are presented in Section II.B. Upstream program data are presented in Section II.C. Finally, public awareness program data are presented in Section II.D.

- **A database will be developed to capture all participant-level (customer) data required to conduct all evaluation related activities as highlighted by DPS Staff. Con Edison will ensure that all data outlined in Section II. A. Table 1 is captured and that MWh savings are maintained at the measure level.**

While many of these proposed reporting requirements have been asked for elsewhere by evaluation contractors and regulators, there is some information detailed below that may not be maintained routinely for each program, may not be updated regularly, and may be difficult to present in a straightforward format (e.g., incremental costs or load shapes). In these instances, PAs are expected to explain their strategy for reporting these data types.

### Section II.A. Downstream Incentive Program Information

This section contains a list of program-participant level data elements to be routinely collected and maintained in electronic form by PAs to measure the progress of their energy efficiency programs (e.g., program costs, estimated energy impacts).<sup>2</sup> The program-tracking database must be maintained at the measure

<sup>2</sup> Staff believes the IPAs will also have to report, but the details need to be further explored. To date, no IPAs have been designated program administrators.

**level.** Measures that are similar (e.g., CFLs, linear fluorescents) and have the same rebate and savings per unit can be grouped and reported in a single row. If, on a given application, a customer applies for rebates for three different measures, the application will be reported in the program-tracking database in three rows. A consistent measure naming convention must be developed as soon as possible. The participant-level data will serve as the foundation for the monthly, quarterly, and annual reports required by the DPS. There are a number of variables that must be included in any program-tracking database. These should be available to the DPS staff and evaluation contractors within 30 days following a data request. The variables and their definitions are listed in Table 1.

**Table 11.** Variables Required for Participant-Level Program-Tracking Databases for Downstream Incentive Programs

Program-Tracking Database Terms	Definition of Terms
<b>Program Administrator</b>	Utility or NYSERDA
<b>Program ID<sup>1</sup></b>	Unique Program identification number assigned by DPS
<b>Program Name</b>	Program name
<b>Account number (affected by measure installation)<sup>2</sup></b>	Utility account number affected by the installation of the efficient measures
<b>Meter number (affected by installation)</b>	The meter number associated with the affected account number
<b>Service turn-on date</b>	The date of service turn for the program participant
<b>Rate classification</b>	Rate classification
<b>Site-Specific Primary NAIC<sup>3</sup></b>	The two-digit NAIC for the affected dwelling/building
<b>Building type/dwelling type<sup>4</sup></b>	Description of the dwelling or building type
<b>Measure-Project name</b>	Name of measure
<b>Measure description</b>	Description of the measure
<b>Measure quantity</b>	Quantity of the measure
<b>Unit description</b>	Description of the unit (e.g., tons, square feet, lamp)
<b>Participant first name<sup>5</sup></b>	Participant first name
<b>Participant last name</b>	Participant last name
<b>Service Street Address</b>	Street address at which measure was installed
<b>Service City</b>	City in which measure was installed
<b>Service ZIP code</b>	ZIP code associated with the service street address and city
<b>Participant telephone number</b>	Participant telephone number
<b>Participant Fax number</b>	Participant Fax number
<b>Participant E-Mail address</b>	Participant E-Mail address
<b>Rebate amount per unit<sup>6</sup></b>	Rebate amount per unit
<b>Financing amount per unit</b>	Financing amount per unit
<b>Program application date</b>	Program application date

Program-Tracking Database Terms	Definition of Terms
<b>Application approval date<sup>7</sup></b>	Date on which application was approved
<b>Post-installation inspection date</b>	Date on which measure installation was inspected on site by program administrator. <i>Note that post-installation inspection dates may not be available or they might only be available for a sample of program participants.</i>
<b>Rebate payment date<sup>8</sup></b>	Date on which rebate check was issued.
<b>Estimated gross kWh savings per unit<sup>9</sup></b>	Estimated gross kWh savings per unit (unit energy savings)
<b>Estimated gross on-peak kW savings per unit (utility-specific)</b>	Each utility is required to report the estimated gross on-peak kW savings per unit according to each utility's peak definition. NYSERDA is also required to report demand reductions for program participants in each given utility's service territory based on each utility's definition of peak.
<b>Estimated gross on-peak kW savings per unit (NYISO)</b>	Estimated gross on-peak kW savings per unit according to NYISO peak, the definition of which is forthcoming from the DPS.
<b>Estimated gross therm (natural gas) savings per unit</b>	Estimated gross therm savings per unit
<b>Net-to-gross ratio<sup>10</sup></b>	Net-to-gross ratio
<b>Estimated net kWh savings per unit<sup>11</sup></b>	Estimated net kWh savings per unit
<b>Estimated net on-peak kW savings per unit (utility-specific)</b>	Each utility is required to report the estimated net on-peak kW savings per unit according to each utility's peak definition. NYSERDA is also required to report net demand reductions for program participants in each given utility's service territory based on each utility's definition of peak.
<b>Estimated net on-peak kW savings per unit (NYISO)</b>	Estimated gross on-peak kW savings per unit according to NYISO peak, the definition of which is forthcoming from the DPS.
<b>Estimated net therm savings per unit</b>	Estimated net therm savings per unit
<b>Gross coal savings per unit</b>	Gross coal savings per unit
<b>Gross kerosene savings per unit</b>	Gross kerosene savings per unit
<b>Gross oil savings per unit</b>	Gross oil savings per unit
<b>Gross propane savings per unit</b>	Gross propane savings per unit
<b>Net coal savings per unit</b>	Net coal savings per unit
<b>Net kerosene savings per unit</b>	Net kerosene savings per unit
<b>Net oil savings per unit</b>	Net oil savings per unit
<b>Net propane savings per unit</b>	Net propane savings per unit
<b>Effective useful life</b>	Effective useful life (median number of years that measure is expected to last)
<b>Full incremental cost per unit<sup>12</sup></b>	Full incremental cost per unit

Program-Tracking Database Terms	Definition of Terms
<b>Full costs per unit</b>	Full costs per unit
<b>Weather station assignment number</b>	The weather station ID assigned to the participant service address

**Notes:**

<sup>1</sup>DPS Staff needs to work with utilities and NYSERDA to develop a Program ID naming convention. However, a Program ID number is not required for the first report. Note that when developing program ID naming conventions, utilities would like to minimize computer programming/reporting costs that they might incur if the proposed naming conventions are complex or the utility's current naming conventions require modification to Staff's proposed format.

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**Notes:**

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<sup>12</sup>If PAs can track incremental costs by measure or project in their program tracking databases, they should do so. However, this might not always be possible. In some cases, incremental costs for measures may be obtained from another source (e.g., the NYSERDA Measure-Level Database) and assigned to individual measures. Because it is assumed that PAs have reviewed the incremental costs of measures they promote as part of the technology screening process, the identification of incremental costs is expected to be relatively straightforward. When cost data are available in the program tracking databases but labor has been included, a set of rules regarding the percentage of total projects costs attributed to labor must be proposed by the PAs. The labor costs should be removed from the incremental costs before benefit-cost analyses are conducted. The formula for estimating incremental costs should be documented.

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For mid-stream programs, there should always be an end user who participates in the program (typically the customer receiving the equipment). It is the participant-level information listed above in Section II.C that should be entered into the program-tracking database. Other information about the activities of upstream actors involved in the implementation of the program should be tracked elsewhere.

**Not Applicable to this program.**

## **Section II.C. Upstream Program Information**

Depending on the design and implementation of the upstream program, some information, such as end user-related information, might be unavailable. However PAs should collect and provide:

- ee. Name of program(s) or program component(s);
- ff. Name of firms participating in program or program component (e.g., manufacturers or participating retailers);
- gg. Contact information for each firm
  - First and last name;
  - Address;
  - Phone number;
  - Fax number (if collected); and
  - E-mail address (if collected).
- d. Measure descriptions
- e. Quantity of each measure shipped by manufacturer
- f. Buy-down amounts for each shipment
- g. Dates associated with each buy-down payment to participating firms.
- h. Sales by retailers of subsidized measures

**Not Applicable to this program.**

## **Section II.D. Public Awareness (Marketing Outreach and Education) Program Information**

Such performance-related information would not be included in a database but reported quarterly in a report. The report should include at a minimum:

- iii. Name of program(s) or program component(s);
- jjj. Target population description including, size, source of identifying information, and lists of population members used in outreach activities. The target population is the total number in the population targeted by the program (e.g., all multi-family dwellings with occupants who qualify as low income, all small office buildings, all large, chain grocery stores, etc.).
- kkk. Marketing and outreach (M&O) activities carried out;
- lll. Marketing materials by numbers, types, and means of distribution;
- mmm. Education and media plan;
- nnn. Documentation of any training including location of training, program participation agreements, commitments or other similar agreements, post-buy analysis, and other documentation of output (e.g., courses, curricula, list of participants, etc);

Other information could be reported such as records for dates, number, location, target audience, and attendance of events held, Web site hits, call-in numbers and rates, reach, frequency, Gross Rating Points, impressions, click through rate, composition, coverage, earned media, value of public service announcements, and other tracking and monitoring information the PA maintains, as appropriate to the effort and for each wave,

campaign, and targeted effort. Include definitions and calculation methods for statistics used for monitoring. Each PA should propose metrics. Note that the DPS may require the PAs to use certain metrics.

**Not Applicable to this program.**

### **Section III. Draft Reporting Templates for Monthly Reports by Program Under separate file.**

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

**Program Administrator:** CON EDISON RESIDENTIAL DIRECT INSTALL

**Program/Project:** PROGRAM

**Reporting period:** May 2010

**Report Contact person:** STEVEN MYSHOLOWSKY

**Section Manager – Measurement, Verification &  
Evaluation**

**Location:** 4 Irving Place, 10<sup>th</sup> Floor, New York, N.Y.  
10003

**Phone:** (212) 460-2120

**E mail:** mysholowskys@coned.com

#### **11. 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).

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

**Customer leads and inquiries will be logged into Salesforce.**

(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.

**Currently there are no MWh savings to report for May 2010.**

The budget shown in the Monthly Scorecard report represents the total 2 year program budget approved. Expenditures reported by cost category represent monthly costs incurred. No transfer of budget dollars is required at this time.

**2. Program Implementation Activities. This section is designed to quantify major activities not captured in the progress spreadsheet.****(a) Marketing Activities**

List and describe major marketing accomplishments. Describe activities in quantitative and qualitative terms. Provide copies of key marketing materials.

**Currently, marketing efforts have not started. The Company's website will include information on this energy efficiency program.**

**(b) Evaluation Activities**

List and describe evaluation activities. Compare them with goals and objectives established for the report period. Describe activities in quantitative and qualitative terms.

**Con Edison has development a Request for Proposal for process evaluation contractor services for all approved EEPS programs. This RFP was issued on February 3, 2010 and bids were submitted March 5, 2010. Navigant Consulting has been selected as the Contractor and the kickoff meeting was held on May 12, 2010.**

**(c) 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.

**None-to-date**

**4. Changes to Subcontractors or Staffing**

Describe any staff or subcontractor/consultant changes.

**None-to-date**

**5. Additional Issues**

**None-to-date**

## **Consolidated Edison Company of New York, Inc.**

### **Residential Room Air Conditioning Program (Electric)**

#### **Monthly Scorecard – May 2010\***

**\*Preliminary data is provided in this report and is subject to change.**

## Section I. Basic Program Information

Basic information about each program must be provided for each program with the first monthly report and again whenever the program changes so that the current program information is up-to-date. Such basic information is separate from the data collected in the participant-level program-tracking database. The list of basic program information is as follows:

Full program descriptions, including operation and procedures manuals, activities descriptions, and a description of program service territory;

**The Room Air Conditioning Program** Con Edison's Room AC program promotes the purchase and installation of new high-efficiency room air conditioners. The Room AC program, coupled with the HVAC program, expands the opportunity in Con Edison's service area for energy efficiency gains in air condition space in the residential market. Con Edison will offer the incentives to all residential directly metered electric customers who contribute to the System Benefits Charges (SBC) to encourage them to upgrade to higher efficiency air conditioning equipment.

Con Edison will provide a financial incentive of \$30 per unit to customers who purchase an ENERGY STAR® rated or above window or wall-mounted room air conditioning unit.

The proposed program budget is \$2,010,000. Anticipated cumulative annual savings are 2,310 MWh through 2011. Con Edison projects a total of 28,840 installations through 2011. Customers who participate must contribute to the System Benefits Charge.

Con Edison has selected Honeywell Utility Solutions, Wayne Interchange Plaza 1, Wayne, New Jersey 07470 to be the Implementation Contractor.

aaaa) Detailed descriptions of tracking system and tracking system operations, including data dictionaries. **The tracking system to be deployed has not been established at this time.**

bbbb) A detailed description or map of how data in the tracking system contributes to the monthly report. DPS should be able to take the program-tracking databases and relevant accounting information for a given utility or NYSERDA and reproduce the monthly report. **See answer in section (ooo).**

cccc) Program management and staff names, titles, work locations, phone numbers, fax numbers, and e-mail addresses;

**Mark Thomson**

**Section Manager – Program Implementation**

**Location: 4 Irving Place, 10<sup>th</sup> Floor, New York, N.Y. 10003**

**Phone: (212) 460-2035**

**Fax: (212) 228-6719**

**E mail: thomsonm@coned.com**

**dddd) Program savings objectives;**

**Through 2011**

**MWh: 2,310**

Program theory and logic models for each program. The program theory should characterize the relevant market(s) and how program activities are expected to change the behavior of the market(s)' actors to expand the adoption of energy efficient technologies and practices. The characterization of the market should include a description of baseline conditions (e.g., levels of awareness, attitudes, behavior, saturation, market share etc.) and an estimate of the technical energy and demand potential within that market and identify the portion of that potential that the program is expected to achieve at the conclusion of the current funding cycle. **Con Edison proposes to use a combination of internal staff and Honeywell to administer and deliver the proposed Program. Con Edison would train staff and contractors about processes and procedures associated with the program.**

A listing and description of, and contact information for the market actors, trade allies, and other stakeholders on which the program will rely for program delivery and support. **Con Edison plans to market this Program using a unified, customer-targeted approach. Marketing is expected to reflect appropriate technology and facility types for a given customer segment. Con Edison intends to proactively market its energy efficiency programs by leveraging existing relationships and using customer data to direct customer-focused, targeted promotional activities to specific sectors identified as having strong potential for energy efficiency savings.**

**eeee) Name of firms under contract to PAs and formally participating in the delivery of the program or program component(s) (e.g., vendors, installers, specifiers etc.). Though of interest to evaluators, PAs need not report contact information to the DPS of non-utility vendors involved with the installation of efficient equipment. A list of participating firms should be provided to DPS in the narrative report and updated only when it becomes *substantially* out of date (Note: It is left to each PA to define *substantially*). However, when requested by the DPS Staff, PAs should provide the most current listing within 30 days. **Con Edison will provide program management.****

Inter-organizational relationships (e.g., New York Power Authority (NYPA) and utilities) should also be reported in narrative format.

When reporting information on each program, be aware that a description of the program will be made available to interested readers. The basic information, in brief summary format, should be included in each of the three reports (monthly, quarterly, and annual) that are submitted to the Director of OEEE. It is recommended that the reports also be filed with the Secretary of the Commission to encourage further transparency. At a minimum individual basic program information should be available to DPS staff upon request. The DPS believes that the data to be reported does not pose any confidentiality concerns. However, if such concerns arise, they will be considered on a case by case basis.

## Section II. Evaluation Support Information

The participant-level data necessary for evaluation purposes for downstream incentive programs are described in Section II.A. Midstream program data are presented in Section II.B. Upstream program data are presented in Section II.C. Finally, public awareness program data are presented in Section II.D.

- **A database will be developed to capture all participant-level (customer) data required to conduct all evaluation related activities as highlighted by DPS Staff. Con Edison will ensure that all data outlined in Section II. A. Table 1 is captured and that MWh savings are maintained at the measure level.**

While many of these proposed reporting requirements have been asked for elsewhere by evaluation contractors and regulators, there is some information detailed below that may not be maintained routinely for each program, may not be updated regularly, and may be difficult to present in a straightforward format (e.g., incremental costs or load shapes). In these instances, PAs are expected to explain their strategy for reporting these data types.

### Section II.A. Downstream Incentive Program Information

This section contains a list of ***program-participant level*** data elements to be routinely collected and maintained in electronic form by PAs to measure the progress of their energy efficiency programs (e.g., program costs, estimated energy impacts).<sup>2</sup> The program-tracking database must be maintained **at the measure level**. Measures that are similar (e.g., CFLs, linear fluorescents) and have the same rebate and savings per unit can be grouped and reported in a single row. If, on a given application, a customer applies for rebates for three different measures, the application will be reported in the program-tracking database in three rows. A consistent measure naming convention must be developed as soon as possible. The participant-level data will serve as the foundation for the monthly, quarterly, and annual reports required by the DPS. There are a number of variables that must be included in any program-tracking database. These should be available to the DPS staff and evaluation contractors within 30 days following a data request. The variables and their definitions are listed in Table 1.

**Table 12.** Variables Required for Participant-Level Program-Tracking Databases for Downstream Incentive Programs

Program-Tracking Database Terms	Definition of Terms
<b>Program Administrator</b>	Utility or NYSERDA
<b>Program ID<sup>1</sup></b>	Unique Program identification number assigned by DPS
<b>Program Name</b>	Program name
<b>Account number (affected by measure installation)<sup>2</sup></b>	Utility account number affected by the installation of the efficient measures
<b>Meter number (affected by installation)</b>	The meter number associated with the affected account number

<sup>2</sup> Staff believes the IPAs will also have to report, but the details need to be further explored. To date, no IPAs have been designated program administrators.

<b>Program-Tracking Database Terms</b>	<b>Definition of Terms</b>
<b>Service turn-on date</b>	The date of service turn for the program participant
<b>Rate classification</b>	Rate classification
<b>Site-Specific Primary NAIC<sup>3</sup></b>	The two-digit NAIC for the affected dwelling/building
<b>Building type/dwelling type<sup>4</sup></b>	Description of the dwelling or building type
<b>Measure-Project name</b>	Name of measure
<b>Measure description</b>	Description of the measure
<b>Measure quantity</b>	Quantity of the measure
<b>Unit description</b>	Description of the unit (e.g., tons, square feet, lamp)
<b>Participant first name<sup>5</sup></b>	Participant first name
<b>Participant last name</b>	Participant last name
<b>Service Street Address</b>	Street address at which measure was installed
<b>Service City</b>	City in which measure was installed
<b>Service ZIP code</b>	ZIP code associated with the service street address and city
<b>Participant telephone number</b>	Participant telephone number
<b>Participant Fax number</b>	Participant Fax number
<b>Participant E-Mail address</b>	Participant E-Mail address
<b>Rebate amount per unit<sup>6</sup></b>	Rebate amount per unit
<b>Financing amount per unit</b>	Financing amount per unit
<b>Program application date</b>	Program application date
<b>Application approval date<sup>7</sup></b>	Date on which application was approved
<b>Post-installation inspection date</b>	Date on which measure installation was inspected on site by program administrator. <i>Note that post-installation inspection dates may not be available or they might only be available for a sample of program participants.</i>
<b>Rebate payment date<sup>8</sup></b>	Date on which rebate check was issued.
<b>Estimated gross kWh savings per unit<sup>9</sup></b>	Estimated gross kWh savings per unit (unit energy savings)
<b>Estimated gross on-peak kW savings per unit (utility-specific)</b>	Each utility is required to report the estimated gross on-peak kW savings per unit according to each utility's peak definition. NYSERDA is also required to report demand reductions for program participants in each given utility's service territory based on each utility's definition of peak.
<b>Estimated gross on-peak kW savings per unit (NYISO)</b>	Estimated gross on-peak kW savings per unit according to NYISO peak, the definition of which is forthcoming from the DPS.
<b>Estimated gross therm (natural gas) savings per unit</b>	Estimated gross therm savings per unit

Program-Tracking Database Terms	Definition of Terms
<b>Net-to-gross ratio<sup>10</sup></b>	Net-to-gross ratio
<b>Estimated net kWh savings per unit<sup>11</sup></b>	Estimated net kWh savings per unit
<b>Estimated net on-peak kW savings per unit (utility-specific)</b>	Each utility is required to report the estimated net on-peak kW savings per unit according to each utility's peak definition. NYSERDA is also required to report net demand reductions for program participants in each given utility's service territory based on each utility's definition of peak.
<b>Estimated net on-peak kW savings per unit (NYISO)</b>	Estimated gross on-peak kW savings per unit according to NYISO peak, the definition of which is forthcoming from the DPS.
<b>Estimated net therm savings per unit</b>	Estimated net therm savings per unit
<b>Gross coal savings per unit</b>	Gross coal savings per unit
<b>Gross kerosene savings per unit</b>	Gross kerosene savings per unit
<b>Gross oil savings per unit</b>	Gross oil savings per unit
<b>Gross propane savings per unit</b>	Gross propane savings per unit
<b>Net coal savings per unit</b>	Net coal savings per unit
<b>Net kerosene savings per unit</b>	Net kerosene savings per unit
<b>Net oil savings per unit</b>	Net oil savings per unit
<b>Net propane savings per unit</b>	Net propane savings per unit
<b>Effective useful life</b>	Effective useful life (median number of years that measure is expected to last)
<b>Full incremental cost per unit<sup>12</sup></b>	Full incremental cost per unit
<b>Full costs per unit</b>	Full costs per unit
<b>Weather station assignment number</b>	The weather station ID assigned to the participant service address

### Notes:

<sup>1</sup>DPS Staff needs to work with utilities and NYSERDA to develop a Program ID naming convention. However, a Program ID number is not required for the first report. Note that when developing program ID naming conventions, utilities would like to minimize computer programming/reporting costs that they might incur if the proposed naming conventions are complex or the utility's current naming conventions require modification to Staff's proposed format.

**Notes:**

<sup>2</sup>While not part of the program-tracking database, utilities are expected, upon request by DPS or evaluators, to provide consumption histories from utility bills associated with all relevant meters (meters affected by the installation of the efficient equipment) for at least twelve months prior to program enrollment date and through current period.

Also note that weather data (heating and cooling degree days) will be obtained from NOAA weather stations and mapped to customer sites based on ZIP codes.

<sup>3</sup>The North American Industry Classification System (NAICS, pronounced Nakes) was developed as the standard for use by Federal statistical agencies in classifying business establishments for the collection, analysis, and publication of statistical data related to the business economy of the U.S. NAICS replaces the Standard Industrial Classification (SIC) system.

<sup>4</sup>A list of common facility or building types or codes (e.g., DOE 2 Model Types; NYSERDA list of facility types) is currently being investigated.

<sup>5</sup>Usually, the participant is the end user (i.e., the person on whose premises the measure was installed and who received the rebate). In some case, the participant could be a building owner (commercial property owner who is renting to tenants (either residential or nonresidential) and who receives the rebate for installing measures in apartments or offices.

<sup>6</sup>PAs could design rebates on various bases (e.g., per bulb, per refrigerator, per pool pump, per ton in the case of chillers or per cubic feet for insulation). If incentives are based on performance (whole building or custom project), the unit would be "1" and the rebate per unit would be the total rebate received.

<sup>7</sup>The application date is the date on the application, or if that is missing, the date on which the administrator received the application.

<sup>8</sup>Note that all three dates (program application date, application approval date, and the rebate payment date) must be provided. These dates must be provided even when an application is received, approved, and a rebate paid to the participant all in the same day. In such cases, the date would be the same for all three variables.

<sup>9</sup>Gross savings are defined as the change in energy consumption and/or demand that results directly from program-related actions taken by participants in the DSM program. The gross savings reported by the PAs are referred to as *ex ante* values since they have not been adjusted by *ex post (after measure installation)* evaluation efforts. If the project is a custom measure then all savings can be at the project level rather than per unit.

**Notes:**

<sup>10</sup>Utilities should use NTGR values in the current Technical Manual until it is revised. Specifically, DPS is asking for gross savings, the net to gross ratio, and net savings. So that there is a consistent starting point for all PAs, NYSERDA programs must also use NTGR values in the Technical Manual even though there is evidence that the NTGRs estimated by NYSERDA might be superior.

<sup>11</sup>Net savings are the total change in load that is attributable to the utility DSM program. This change in load may include, implicitly or explicitly, the effects of free drivers, free riders, state or federal energy efficiency standards, changes in the level of energy service, and natural change effects. The net savings reported by the PAs are referred to as ex ante values since they have not been adjusted by ex post (after measure installation) evaluation efforts.

<sup>12</sup>If PAs can track incremental costs by measure or project in their program tracking databases, they should do so. However, this might not always be possible. In some cases, incremental costs for measures may be obtained from another source (e.g., the NYSERDA Measure-Level Database) and assigned to individual measures. Because it is assumed that PAs have reviewed the incremental costs of measures they promote as part of the technology screening process, the identification of incremental costs is expected to be relatively straightforward. When cost data are available in the program tracking databases but labor has been included, a set of rules regarding the percentage of total projects costs attributed to labor must be proposed by the PAs. The labor costs should be removed from the incremental costs before benefit-cost analyses are conducted. The formula for estimating incremental costs should be documented.

## **Section II.B. Midstream Program Information**

For mid-stream programs, there should always be an end user who participates in the program (typically the customer receiving the equipment). It is the participant-level information listed above in Section II.C that should be entered into the program-tracking database. Other information about the activities of upstream actors involved in the implementation of the program should be tracked elsewhere.

### **Not Applicable to this program.**

## **Section II.C. Upstream Program Information**

Depending on the design and implementation of the upstream program, some information, such as end user-related information, might be unavailable. However PAs should collect and provide:

- hh. Name of program(s) or program component(s);
- ii. Name of firms participating in program or program component (e.g., manufacturers or participating retailers);
- jj. Contact information for each firm
  - First and last name;
  - Address;
  - Phone number;
  - Fax number (if collected); and

- E-mail address (if collected).
- d. Measure descriptions
- e. Quantity of each measure shipped by manufacturer
- f. Buy-down amounts for each shipment
- g. Dates associated with each buy-down payment to participating firms.
- h. Sales by retailers of subsidized measures

**Not Applicable to this program.**

### **Section II.D. Public Awareness (Marketing Outreach and Education) Program Information**

Such performance-related information would not be included in a database but reported quarterly in a report. The report should include at a minimum:

- ooo. Name of program(s) or program component(s);
- ppp. Target population description including, size, source of identifying information, and lists of population members used in outreach activities. The target population is the total number in the population targeted by the program (e.g., all multi-family dwellings with occupants who qualify as low income, all small office buildings, all large, chain grocery stores, etc.).
- qqq. Marketing and outreach (M&O) activities carried out;
- rrr. Marketing materials by numbers, types, and means of distribution;
- sss. Education and media plan;
- ttt. Documentation of any training including location of training, program participation agreements, commitments or other similar agreements, post-buy analysis, and other documentation of output (e.g., courses, curricula, list of participants, etc);

Other information could be reported such as records for dates, number, location, target audience, and attendance of events held, Web site hits, call-in numbers and rates, reach, frequency, Gross Rating Points, impressions, click through rate, composition, coverage, earned media, value of public service announcements, and other tracking and monitoring information the PA maintains, as appropriate to the effort and for each wave, campaign, and targeted effort. Include definitions and calculation methods for statistics used for monitoring. Each PA should propose metrics. Note that the DPS may require the PAs to use certain metrics.

**Not Applicable to this program.**

### **Section III. Draft Reporting Templates for Monthly Reports by Program Under separate file.**

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

**Program Administrator: CON EDISON RESIDENTIAL ROOM AIR  
Program/Project: CONDITIONING PROGRAM  
Reporting period: May 2010**

**Report Contact person: STEVEN MYSHOLOWSKY**

**Section Manager – Measurement, Verification & Evaluation**

**Location: 4 Irving Place, 10<sup>th</sup> Floor, New York, N.Y.  
10003**

**Phone: (212) 460-2120**

**E mail: mysholowskys@coned.com**

## **12. Program Status**

### **Program Performance Goals**

Describe and discuss circumstances that may have an impact on the achievement of project performance goals (positive or negative). **Per the Commission's order dated December 16, 2009 Con Edison and Orange & Rockland have met with NYSERDA's team to discuss the lessons learned from their ongoing Appliance Rebate initiative and discussed various delivery approaches to address issues of consistency across these upcoming utility programs. Program was launched on May 14. Over 500 applications have been received.**

**Through-the-wall-units were not included in the approved technical manual but are included in the technical manual proposed recommendation currently going through the SAPA process. While we await approval of the through-the-wall-unit measure, we will keep track of the number of installations completed and their related kWh savings. These savings will be added to the scorecard once the approval is finalized.**

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

**Customer leads and inquiries will be logged into Salesforce.**

(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.

**Currently there are no MWh savings to report for May 2010.**

The budget shown in the Monthly Scorecard report represents the total 2 year program budget approved. Expenditures reported by cost category represent monthly costs incurred. No transfer of budget dollars is required at this time.

**2. Program Implementation Activities. This section is designed to quantify major activities not captured in the progress spreadsheet.****(a) Marketing Activities**

List and describe major marketing accomplishments. Describe activities in quantitative and qualitative terms. Provide copies of key marketing materials.

**Currently, marketing efforts have not started. The Company's website will include information on this energy efficiency program. The website hits were 6,344 in May.**

**(b) Evaluation Activities**

List and describe evaluation activities. Compare them with goals and objectives established for the report period. Describe activities in quantitative and qualitative terms.

**Con Edison has development a Request for Proposal for process evaluation contractor services for all approved EEPS programs. This RFP was issued on February 3, 2010 and bids were submitted March 5, 2010. Navigant Consulting has been selected as the Contractor and the kickoff meeting was held on May 12, 2010.**

**(c) 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.

**None-to-date**

**4. Changes to Subcontractors or Staffing**

Describe any staff or subcontractor/consultant changes.

**None-to-date**

**5. Additional Issues**

**None-to-date**

## **Consolidated Edison Company of New York, Inc.**

### **Appliance Bounty Program (Electric)**

### **Monthly Scorecard – May 2010\***

**\*Preliminary data is provided in this report and is subject to change.**

## **Section I. Basic Program Information**

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Full program descriptions, including operation and procedures manuals, activities descriptions, and a description of program service territory;

**The Appliance Bounty Program** **Bounty Program encourages customers to dispose of older, working, inefficient second refrigerators and room air conditioners in an environmentally sound manner. Energy and capacity savings will be achieved by removing the appliances from the electric system and ensuring that they will not be used again. The program targets residential customers in 1-4 family housing.**

**There are two distinct financial incentives associated with the program. Customers receive free pick up and disposal services and receive a rebate check. Con Edison expects rebates to range from \$30 to \$100 per appliance, with a limit of two rebates of each type per customer address.**

The proposed program budget is \$6,217,000. Anticipated cumulative annual savings are 16,940 MWh through 2011. Con Edison projects a total of 29,316 units recycled through 2011. **Customers who participate must contribute to the System Benefits Charge.**

**Con Edison has selected Honeywell Utility Solutions, Wayne Interchange Plaza 1, Wayne, New Jersey 07470 to be the Implementation Contractor.**

ffff) Detailed descriptions of tracking system and tracking system operations, including data dictionaries. **The tracking system to be deployed has not been established at this time.**

gggg) A detailed description or map of how data in the tracking system contributes to the monthly report. DPS should be able to take the program-tracking databases and relevant accounting information for a given utility or NYSERDA and reproduce the monthly report. **See answer in section (ooo).**

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iiii) Program savings objectives;

**Through 2011**

**MWh: 16,940**

Program theory and logic models for each program. The program theory should characterize the relevant market(s) and how program activities are expected to change the behavior of the market(s)' actors to expand the adoption of energy efficient technologies and practices. The characterization of the market should include a description of baseline conditions (e.g., levels of awareness, attitudes, behavior, saturation, market share etc.) and an estimate of the technical energy and demand potential within that market and identify the portion of that potential that the program is expected to achieve at the conclusion of the current funding cycle. **Con Edison proposes to use a combination of internal staff and Honeywell to administer and deliver the proposed Program. Con Edison would train staff and contractors about processes and procedures associated with the program.**

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<b>Participant last name</b>	Participant last name
<b>Service Street Address</b>	Street address at which measure was installed
<b>Service City</b>	City in which measure was installed
<b>Service ZIP code</b>	ZIP code associated with the service street address and city
<b>Participant telephone number</b>	Participant telephone number
<b>Participant Fax number</b>	Participant Fax number
<b>Participant E-Mail address</b>	Participant E-Mail address
<b>Rebate amount per unit<sup>6</sup></b>	Rebate amount per unit
<b>Financing amount per unit</b>	Financing amount per unit
<b>Program application date</b>	Program application date
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<b>Estimated gross on-peak kW savings per unit (utility-specific)</b>	Each utility is required to report the estimated gross on-peak kW savings per unit according to each utility's peak definition. NYSERDA is also required to report demand reductions for program participants in each given utility's service territory based on each utility's definition of peak.
<b>Estimated gross on-peak kW savings per unit (NYISO)</b>	Estimated gross on-peak kW savings per unit according to NYISO peak, the definition of which is forthcoming from the DPS.
<b>Estimated gross therm (natural gas) savings per unit</b>	Estimated gross therm savings per unit

Program-Tracking Database Terms	Definition of Terms
<b>Net-to-gross ratio<sup>10</sup></b>	Net-to-gross ratio
<b>Estimated net kWh savings per unit<sup>11</sup></b>	Estimated net kWh savings per unit
<b>Estimated net on-peak kW savings per unit (utility-specific)</b>	Each utility is required to report the estimated net on-peak kW savings per unit according to each utility's peak definition. NYSERDA is also required to report net demand reductions for program participants in each given utility's service territory based on each utility's definition of peak.
<b>Estimated net on-peak kW savings per unit (NYISO)</b>	Estimated gross on-peak kW savings per unit according to NYISO peak, the definition of which is forthcoming from the DPS.
<b>Estimated net therm savings per unit</b>	Estimated net therm savings per unit
<b>Gross coal savings per unit</b>	Gross coal savings per unit
<b>Gross kerosene savings per unit</b>	Gross kerosene savings per unit
<b>Gross oil savings per unit</b>	Gross oil savings per unit
<b>Gross propane savings per unit</b>	Gross propane savings per unit
<b>Net coal savings per unit</b>	Net coal savings per unit
<b>Net kerosene savings per unit</b>	Net kerosene savings per unit
<b>Net oil savings per unit</b>	Net oil savings per unit
<b>Net propane savings per unit</b>	Net propane savings per unit
<b>Effective useful life</b>	Effective useful life (median number of years that measure is expected to last)
<b>Full incremental cost per unit<sup>12</sup></b>	Full incremental cost per unit
<b>Full costs per unit</b>	Full costs per unit
<b>Weather station assignment number</b>	The weather station ID assigned to the participant service address

### Notes:

<sup>1</sup>DPS Staff needs to work with utilities and NYSERDA to develop a Program ID naming convention. However, a Program ID number is not required for the first report. Note that when developing program ID naming conventions, utilities would like to minimize computer programming/reporting costs that they might incur if the proposed naming conventions are complex or the utility's current naming conventions require modification to Staff's proposed format.

**Notes:**

<sup>2</sup>While not part of the program-tracking database, utilities are expected, upon request by DPS or evaluators, to provide consumption histories from utility bills associated with all relevant meters (meters affected by the installation of the efficient equipment) for at least twelve months prior to program enrollment date and through current period.

Also note that weather data (heating and cooling degree days) will be obtained from NOAA weather stations and mapped to customer sites based on ZIP codes.

<sup>3</sup>The North American Industry Classification System (NAICS, pronounced Nakes) was developed as the standard for use by Federal statistical agencies in classifying business establishments for the collection, analysis, and publication of statistical data related to the business economy of the U.S. NAICS replaces the Standard Industrial Classification (SIC) system.

<sup>4</sup>A list of common facility or building types or codes (e.g., DOE 2 Model Types; NYSERDA list of facility types) is currently being investigated.

<sup>5</sup>Usually, the participant is the end user (i.e., the person on whose premises the measure was installed and who received the rebate). In some case, the participant could be a building owner (commercial property owner who is renting to tenants (either residential or nonresidential) and who receives the rebate for installing measures in apartments or offices.

<sup>6</sup>PAs could design rebates on various bases (e.g., per bulb, per refrigerator, per pool pump, per ton in the case of chillers or per cubic feet for insulation). If incentives are based on performance (whole building or custom project), the unit would be "1" and the rebate per unit would be the total rebate received.

<sup>7</sup>The application date is the date on the application, or if that is missing, the date on which the administrator received the application.

<sup>8</sup>Note that all three dates (program application date, application approval date, and the rebate payment date) must be provided. These dates must be provided even when an application is received, approved, and a rebate paid to the participant all in the same day. In such cases, the date would be the same for all three variables.

<sup>9</sup>Gross savings are defined as the change in energy consumption and/or demand that results directly from program-related actions taken by participants in the DSM program. The gross savings reported by the PAs are referred to as *ex ante* values since they have not been adjusted by *ex post (after measure installation)* evaluation efforts. If the project is a custom measure then all savings can be at the project level rather than per unit.

**Notes:**

<sup>10</sup>Utilities should use NTGR values in the current Technical Manual until it is revised. Specifically, DPS is asking for gross savings, the net to gross ratio, and net savings. So that there is a consistent starting point for all PAs, NYSERDA programs must also use NTGR values in the Technical Manual even though there is evidence that the NTGRs estimated by NYSERDA might be superior.

<sup>11</sup>Net savings are the total change in load that is attributable to the utility DSM program. This change in load may include, implicitly or explicitly, the effects of free drivers, free riders, state or federal energy efficiency standards, changes in the level of energy service, and natural change effects. The net savings reported by the PAs are referred to as ex ante values since they have not been adjusted by ex post (after measure installation) evaluation efforts.

<sup>12</sup>If PAs can track incremental costs by measure or project in their program tracking databases, they should do so. However, this might not always be possible. In some cases, incremental costs for measures may be obtained from another source (e.g., the NYSERDA Measure-Level Database) and assigned to individual measures. Because it is assumed that PAs have reviewed the incremental costs of measures they promote as part of the technology screening process, the identification of incremental costs is expected to be relatively straightforward. When cost data are available in the program tracking databases but labor has been included, a set of rules regarding the percentage of total projects costs attributed to labor must be proposed by the PAs. The labor costs should be removed from the incremental costs before benefit-cost analyses are conducted. The formula for estimating incremental costs should be documented.

## **Section II.B. Midstream Program Information**

For mid-stream programs, there should always be an end user who participates in the program (typically the customer receiving the equipment). It is the participant-level information listed above in Section II.C that should be entered into the program-tracking database. Other information about the activities of upstream actors involved in the implementation of the program should be tracked elsewhere.

### **Not Applicable to this program.**

## **Section II.C. Upstream Program Information**

Depending on the design and implementation of the upstream program, some information, such as end user-related information, might be unavailable. However PAs should collect and provide:

- kk. Name of program(s) or program component(s);
- ll. Name of firms participating in program or program component (e.g., manufacturers or participating retailers);
- mm. Contact information for each firm
  - First and last name;
  - Address;
  - Phone number;
  - Fax number (if collected); and

- E-mail address (if collected).
- d. Measure descriptions
- e. Quantity of each measure shipped by manufacturer
- f. Buy-down amounts for each shipment
- g. Dates associated with each buy-down payment to participating firms.
- h. Sales by retailers of subsidized measures

**Not Applicable to this program.**

### **Section II.D. Public Awareness (Marketing Outreach and Education) Program Information**

Such performance-related information would not be included in a database but reported quarterly in a report. The report should include at a minimum:

- uuu. Name of program(s) or program component(s);
- vvv. Target population description including, size, source of identifying information, and lists of population members used in outreach activities. The target population is the total number in the population targeted by the program (e.g., all multi-family dwellings with occupants who qualify as low income, all small office buildings, all large, chain grocery stores, etc.).
- www. Marketing and outreach (M&O) activities carried out;
- xxx. Marketing materials by numbers, types, and means of distribution;
- yyy. Education and media plan;
- zzz. Documentation of any training including location of training, program participation agreements, commitments or other similar agreements, post-buy analysis, and other documentation of output (e.g., courses, curricula, list of participants, etc);

Other information could be reported such as records for dates, number, location, target audience, and attendance of events held, Web site hits, call-in numbers and rates, reach, frequency, Gross Rating Points, impressions, click through rate, composition, coverage, earned media, value of public service announcements, and other tracking and monitoring information the PA maintains, as appropriate to the effort and for each wave, campaign, and targeted effort. Include definitions and calculation methods for statistics used for monitoring. Each PA should propose metrics. Note that the DPS may require the PAs to use certain metrics.

**Not Applicable to this program.**

### **Section III. Draft Reporting Templates for Monthly Reports by Program Under separate file.**

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

#### **Program Administrator:**

**Program/Project: CON EDISON APPLIANCE BOUNTY PROGRAM**  
**Reporting period: May 2010**

**Report Contact person: STEVEN MYSHOLOWSKY**

**Section Manager – Measurement, Verification & Evaluation**

**Location: 4 Irving Place, 10<sup>th</sup> Floor, New York, N.Y.  
10003**

**Phone: (212) 460-2120**

**E mail: mysholowskys@coned.com**

### **13. 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).
- (b) Describe and discuss other key aspects of program performance goals that were not discussed in (a).

**Customer leads and inquiries will be logged into Salesforce.**

- (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.

**Currently there are no MWh savings to report for May 2010.**

The budget shown in the Monthly Scorecard report represents the total 2 year program budget approved. Expenditures reported by cost category represent monthly costs incurred. No transfer of budget dollars is required at this time.

**2. Program Implementation Activities. This section is designed to quantify major activities not captured in the progress spreadsheet.****(a) Marketing Activities**

List and describe major marketing accomplishments. Describe activities in quantitative and qualitative terms. Provide copies of key marketing materials.

**Currently, marketing efforts have not started. The Company's website will include information on this energy efficiency program.**

**(b) Evaluation Activities**

List and describe evaluation activities. Compare them with goals and objectives established for the report period. Describe activities in quantitative and qualitative terms.

**Con Edison has development a Request for Proposal for process evaluation contractor services for all approved EEPS programs. This RFP was issued on February 3, 2010 and bids were submitted March 5, 2010. Navigant Consulting has been selected as the Contractor and the kickoff meeting was held on May 12, 2010.**

**(c) 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.

**None-to-date**

**4. Changes to Subcontractors or Staffing**

Describe any staff or subcontractor/consultant changes.

**None-to-date**

**5. Additional Issues**

**None-to-date**