

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

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

### **Quarterly Scorecard – Q1 2011\***

**\*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;**

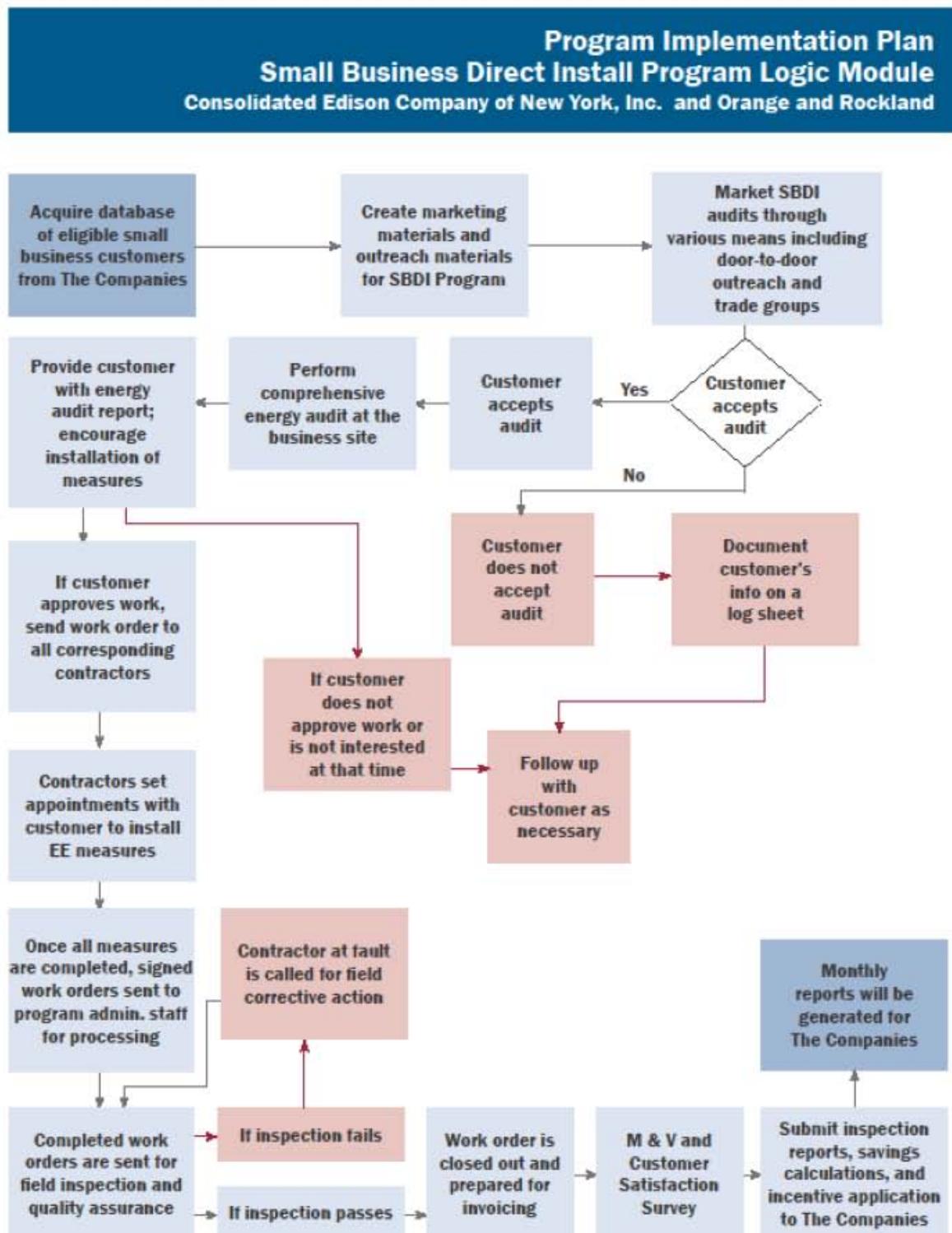
**Through 2011**

**MWh: 289,875**

**MW: 52**

**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 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 hired the following subcontractors: FCI, Green Lighting, Light Wave, Energy Stars, Converge, Lime Energy, Haber Electrical, Sylvania and Energy & Water Conservation Services, Inc.**

**Free Lighting Corp. has been hired by Con Edison as a program implementer for Staten Island.**

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.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:** **April 2011**

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

**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).

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

**There were 520 web site unique visits.**

(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.

**Willdan and Free Lighting reported 8,234 MWh of acquired energy savings and 4,238 MWh of committed savings in April 2011. Willdan reported 621 installations in April and an average net savings per job of 13,040 kWh. There were over 1,200 surveys performed in April and the Motions to Proceed rate rose to 22%.**

**SBDI Implementation**

**Willdan is making a strong push to reconcile all outstanding motions to proceed and follow up on surveys. Willdan is also placing a strong focus on subcontractor training and is accompanying subcontractors on site visits to ensure the processes are followed correctly. Willdan conducted a total of 47 post-installation inspections for 8 distinct subcontractors.**

**Marketing & Community Outreach**

**The sales team continues to focus on ‘re-sweeps’ of areas that were previously marketed to. Many fertile areas remain in Brooklyn and Queens that have substantial opportunities for energy savings. These re-sweeps are designed to fully engage the customer base which is now more knowledgeable than during the first tour, which transpired during the early stages of the program.**

**Con Edison continues to support the Willdan sales force in the field. Green Team identification badges have given Willdan personnel enhanced credibility when approaching customers. We have also called customers that Willdan had already surveyed in the hopes of scheduling an appointment for a sales presentation.**

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 developed 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.**

**(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.

**N/A**

**4. Changes to Subcontractors or Staffing**

Describe any staff or subcontractor/consultant changes.

N/A

**5. Additional Issues**

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

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

### **Quarterly Scorecard – Q1 2011\***

**\*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:

- h) 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.**

- i) Detailed descriptions of tracking system and tracking system operations, including data dictionaries. Honeywell is utilizing 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.**
- j) 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).**
- k) 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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- l) Program savings objectives;**

**Through 2011**

**MWh: 7,086**

**MW: 12**

**Combined 2009 / 2010 Goal**

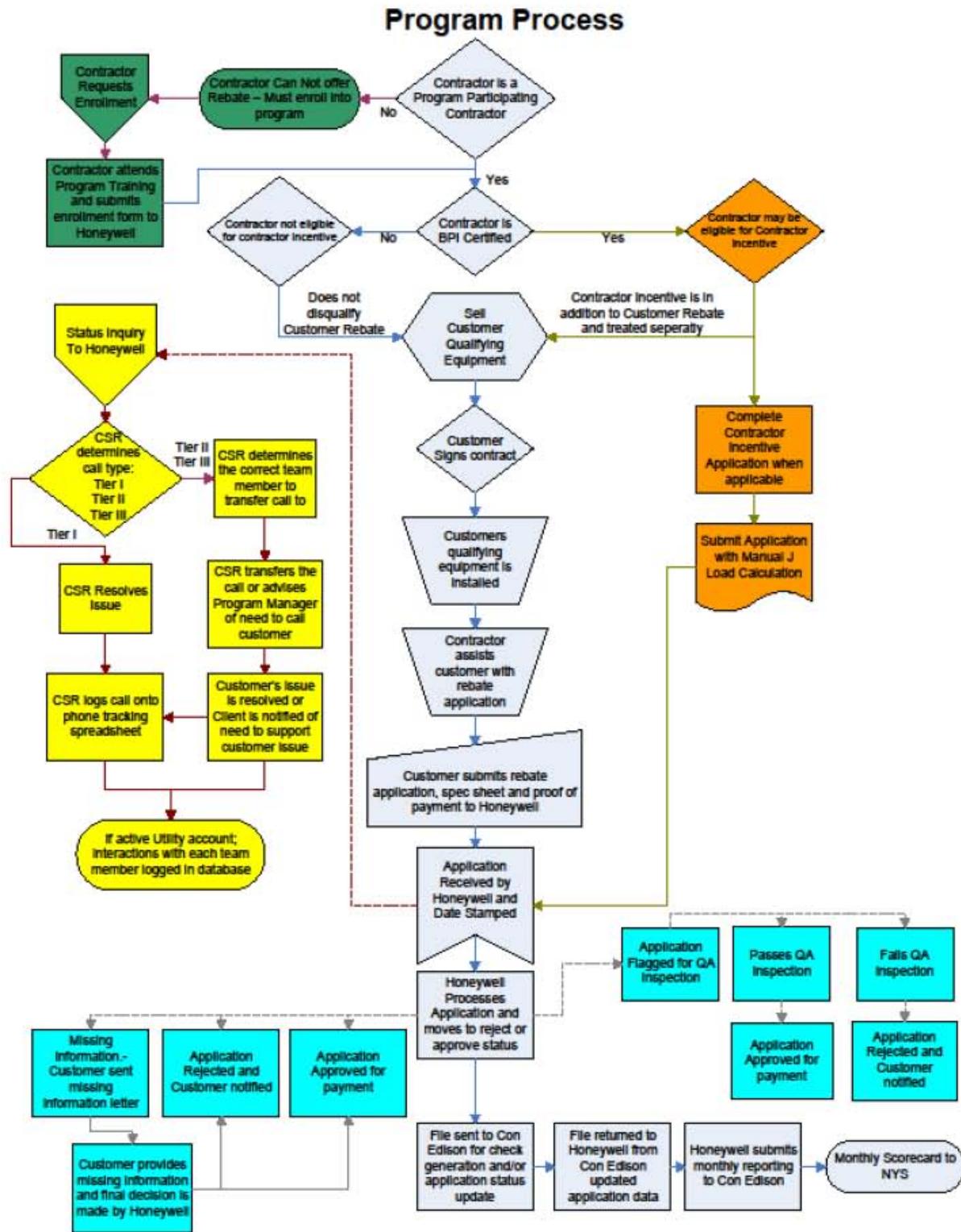
**MWh: 4,509**

**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.**

- m) 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.**
- n) 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. Con Edison's own market potential study has now been completed and findings have been reported to DPS staff & the EAG.**

o) 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, Honeywell 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 sessions are 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.**

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.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**

**Program Administrator:** **– ELECTRIC**

**Program/Project:**

**Reporting period:** **April 2011**

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

**Section Manager – Measurement, Verification &**

**Evaluation**

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## **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).

**There were 1,404 web site unique visits.**

(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

**In the month of April, Honeywell continued to implement the improvement plan for the Heating and Cooling rebates for Homes Program.**

**Through April 2011, cumulative acquired savings now stand at approximately 927 MWh or 13.1% of the combined three year 2009-2011 electric program savings goal; and approximately 29,147 dekatherms, or 25.2% of the current combined three year 2009-2011 gas savings goal.**

**Honeywell continued to focus on understanding the contractor network currently operating in the program. Also in April:**

**Automation of program exception letters has begun, primarily for the RHVAC and RAC programs**

**Honeywell began an extensive analysis of existing program performance in order to complete improvement plans for the RHVAC, Bounty and DI programs**

**The Loews Earth Day Utility Opportunity event was held the weekend of April 23rd; Honeywell staffed 4 tables at 4 different Lowes's stores on Earth Day weekend to promote the entire sweet of Con Edison EEPs**

**Met with the East Bronx Residential Homeowners Association to promote the entire suite of EEPs**

**HW Corporate rebate quality control team meetings continue overseeing and advising rebate program managers country-wide**

**HW country-wide rebate calibration calls continue to discuss best practices and rebate program efficiencies**

**(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 developed a Request for Proposal for process evaluation contractor services for all approved EEPS programs. This RFP was issued on March 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.**

**(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.

**5. Additional Issues**

**None-to-date**

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

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

### **Quarterly Scorecard – Q1 2011\***

**\*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 utilizing 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**

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- u) Program savings objectives;

**Through 2011**

**Dth: 116,918**

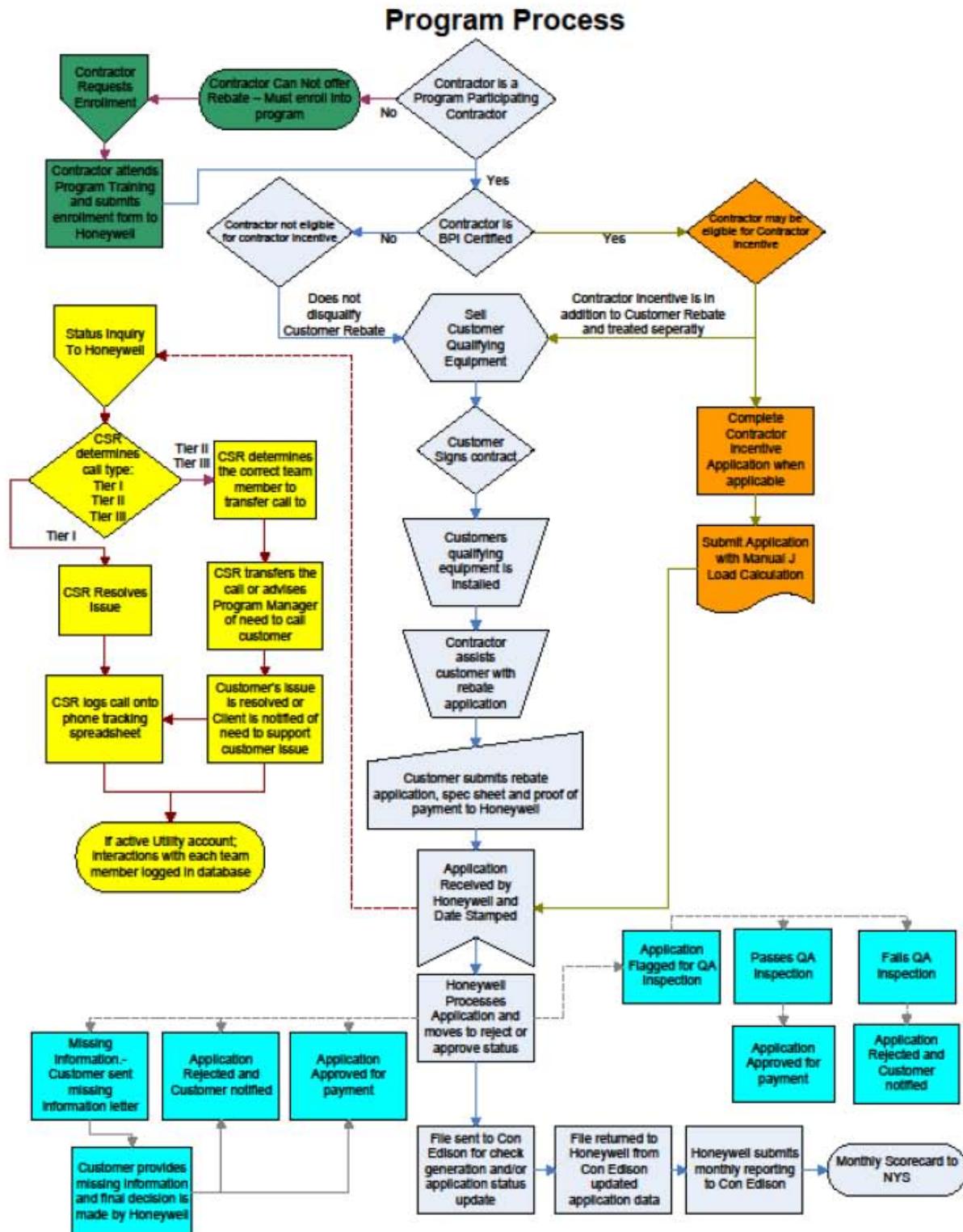
**Combined 2009 / 2010 Goal**

**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. Con Edison's own market potential study has now been completed and findings have been reported to DPS staff & the EAG.**

**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, Honeywell 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 includes program protocols and guidelines, installation best practices, and quality assurance requirements and reporting. Training sessions are 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.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:** **April 2011**

**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).

**There were 1,413 web site unique visits.**

- (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

**In the month of April, Honeywell continued to implement the improvement plan for the Heating and Cooling rebates for Homes Program.**

**Through April 2011, cumulative acquired savings now stand at approximately 927 MWh or 13.1% of the combined three year 2009-2011 electric program savings goal; and approximately 29,147 dekatherms, or 25.2% of the current combined three year 2009-2011 gas savings goal.**

**Honeywell continued to focus on understanding the contractor network currently operating in the program. Also in April:**

**Automation of program exception letters has begun, primarily for the RHVAC and RAC programs**

**Honeywell began an extensive analysis of existing program performance in order to complete improvement plans for the RHVAC, Bounty and DI programs**

**The Loews Earth Day Utility Opportunity event was held the weekend of April 23rd; Honeywell staffed 4 tables at 4 different Lowes's stores on Earth Day weekend to promote the entire sweet of Con Edison EEPs**

**Met with the East Bronx Residential Homeowners Association to promote the entire suite of EEPs**

**HW Corporate rebate quality control team meetings continue overseeing and advising rebate program managers country-wide**

**HW country-wide rebate calibration calls continue to discuss best practices and rebate program efficiencies**

**(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 developed a Request for Proposal for process evaluation contractor services for all approved EEPS programs. This RFP was issued on March 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 second draft of the overall evaluation plan for all the EEPS programs and the Residential HVAC evaluation plan were sent to PSC Staff for review. Also a sampling plan has been submitted. Contractor interview guides were developed.**

**(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.

**Additional trade allies were trained and added to the program in July.**

**5. Additional Issues**

**None-to-date**

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

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

### **Quarterly Scorecard – Q1 2011\***

**\*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 75 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. **AEA is deploying an internal system to track program activities and savings.**  
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).**
- z) Program management and staff names, titles, work locations, phone numbers, fax numbers, and e-mail addresses;

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**Gregory Elcock**

**Manager – Program Implementation**

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

**Email: elcockg@coned.com**

**aa) 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 75 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 are under development.

**bb)** 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.**

**cc)** 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.**

**dd)** 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 has been 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.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**

**Program Administrator: PLUS PROGRAM – ELECTRIC**

**Program/Project:**

**Reporting period: November 2010**

**Report Contact person: STEVEN MYSHOLOWSKY**

**Section Manager – Measurement, Verification &**

**Evaluation**

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

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

**There were web site 1,129 unique visits.**

(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.

For March 2011, the following program information and metrics were provided by our implementation contractor, The Association for Energy Affordability (AEA).

**MARKETING/EVENTS****NYC Councilman Meetings**

**Offices of Councilman Robert Jackson and  
Melissa Mark-Viverito and Senator Serrano  
Wed. April 20, Fri. April 22, Wed. April 27**

**The program managers, with the assistance of Public Affairs, held private meetings with several city councilmen this month. These councilmen are in charge of key districts with a high concentration of potential multifamily energy efficiency projects. We anticipate that this type of community outreach will increase customer participation in these areas.**

**BROOKLYN BUSINESS EXPO**

**Steiner Studios**

**15 Washington Avenue, Brooklyn**

**Thursday, April 7, 2011 – 10:00am – 4:00pm**

**The Brooklyn Business Expo is a one day business to business event. The expo provides opportunity for businesses to enhance relationships, research the market for the latest product & services and learn the most up to date business practices.**

**AEA account manager was able to secure 3 contractors leads.**

**New York's 24th Annual Coop/Condo Expo**

**Hilton New York**

**53rd Street & Avenue of the Americas**

**New York, New York**

**April 12, 2011 – 9:00am - 5:00pm**

**The Cooperator's Coop/Condo Expo attendees consisted of coop/condo board members, building owners, and property managers. The expo gave opportunity for attendees to communicate with building service professionals, attend educational seminars, discover what's new in the residential housing community, and to learn about services benefiting your board & shareholders.**

**AEA account managers were able to secure 20 leads.**

**Earth Day Education Event (Tishman)**

**7 World Trade Center Plaza**

**New York, New York**

**April 15, 2011 - 11:00am - 7:30pm**

**The Tishman Earth Day fair took place on the plaza outside of 7 World Trade Center. There was a lot of foot traffic and people were excited to talk with program staff and receive the free giveaway items. There were many inquiries about the residential 1-4 family program as well.**

**An AEA account manager was able to secure 1 lead.**

**OPERATIONS: TRADE ALLY NETWORK**

**In the month of April 2011 AEA conducted one of its monthly contractor orientations. This orientation is for contractors interested in becoming a “qualified participating contractor” in the MFEE program. The session consisted of program rules and “best practices”.**

**Schedule for the month of April, 2011:**

**April 11, 2011 – 18 contractors attended this session.**

**There are currently a total of 119 qualified participating contractors for the MFEE program. Contractors are deemed “qualified contractors” upon completion of the following: submission of a “contractor qualification form” signed & notarized, proof of insurance (liability & worker’s compensation), pertinent industry license and attendance to a contractor orientation conducted by AEA. Once a contractor meets the requirements above they will be added to the “qualified contractors list” which appears on AEAs’ website under the MFEE program.**

**There are currently a total of 119 qualified participating contractors for the MFEE program. AEA’s website has a separate link for contractors who perform oil to gas conversions. There are currently 19 qualified participating contractors performing oil to gas conversions.**

**In addition to conducting contractor orientations 2nd of each month, AEA is reaching out to contractors by trade to confirm the measures they will install and the geographic areas they will serve, to help to connect them with owners interested in beginning work on program eligible installations.**

**OPERATIONS ACTIVITY (Cumulative):**

<b>Active Building Pipeline</b>	<b>1541 Buildings</b>
<b>Building Applications Received</b>	<b>972 Buildings</b>
<b>Common Area Surveys Completed</b>	<b>838 Buildings</b>

**PROGRAM NUMBERS: Scorecard – APRIL 2011**

**COMMITTED:**

<b>Committed buildings</b>	<b>15 buildings = 479 units</b>
<b>In-unit Free Surveys/Installs</b>	<b>738 units</b>
<b>32,734 therms committed</b>	
<b>266,945 kWh committed</b>	

**ACQUIRED:**

<b>Acquired buildings (electric/gas)</b>	<b>12 buildings = 305 units</b>
<b>In-Unit Free Surveys/Installs</b>	<b>738 units</b>
<b>32,747 therms acquired</b>	
<b>261,688 kWh acquired</b>	

**(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 developed a Request for Proposal for process evaluation contractor services for all approved EEPS programs. This RFP was issued on March 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.**

**The evaluation workplan is currently being developed.**

**(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.

**AEA activated their Call Center operations on July 21, 2010 (877-634-9443) to provide customer support from Monday to Saturday.**

**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)**

#### **Quarterly Scorecard – Q1 2011\***

**\*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:

ee) 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 75 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.**

ff) Detailed descriptions of tracking system and tracking system operations, including data dictionaries. **AEA is deploying an internal system to track program activities and savings.**

gg) 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).**

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

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**Section Manager – Program Implementation**

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- ii) 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 75 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 are under development.**

- jj) 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.**

kk) 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.**

ll) 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 has been 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.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:**

**Reporting period: April 2011**

**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**

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## 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).

i)

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

**There were 1,129 web site unique visits.**

(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 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.

For March 2011, the following program information and metrics were provided by our implementation contractor, The Association for Energy Affordability (AEA).

**MARKETING/EVENTS**

**NYC Councilman Meetings**

**Offices of Councilman Robert Jackson and  
Melissa Mark-Viverito and Senator Serrano**

**Wed. April 20, Fri. April 22, Wed. April 27**

**The program managers, with the assistance of Public Affairs, held private meetings with several city councilmen this month. These councilmen are in charge of key districts with a high concentration of potential multifamily energy efficiency projects. We anticipate that this type of community outreach will increase customer participation in these areas.**

**BROOKLYN BUSINESS EXPO**

**Steiner Studios**

**15 Washington Avenue, Brooklyn**

**Thursday, April 7, 2011 – 10:00am – 4:00pm**

**The Brooklyn Business Expo is a one day business to business event. The expo provides opportunity for businesses to enhance relationships, research the market for the latest product & services and learn the most up to date business practices.**

**AEA account manager was able to secure 3 contractors leads.**

**New York's 24th Annual Coop/Condo Expo**

**Hilton New York**

**53rd Street & Avenue of the Americas**

**New York, New York**

**April 12, 2011 – 9:00am - 5:00pm**

**The Cooperator's Coop/Condo Expo attendees consisted of coop/condo board members, building owners, and property managers. The expo gave opportunity for attendees to communicate with building service professionals, attend educational seminars, discover what's new in the residential housing community, and to learn about services benefiting your board & shareholders.**

**AEA account managers were able to secure 20 leads.**

**Earth Day Education Event (Tishman)**

**7 World Trade Center Plaza**

**New York, New York**

**April 15, 2011 - 11:00am - 7:30pm**

**The Tishman Earth Day fair took place on the plaza outside of 7 World Trade Center. There was a lot of foot traffic and people were excited to talk with program staff and receive the free giveaway items. There were many inquiries about the residential 1-4 family program as well.**

**An AEA account manager was able to secure 1 lead.**

**OPERATIONS: TRADE ALLY NETWORK**

**In the month of April 2011 AEA conducted one of its monthly contractor orientations. This orientation is for contractors interested in becoming a “qualified participating contractor” in the MFEE program. The session consisted of program rules and “best practices”.**

**Schedule for the month of April, 2011:**

**April 11, 2011 – 18 contractors attended this session.**

**There are currently a total of 119 qualified participating contractors for the MFEE program. Contractors are deemed “qualified contractors” upon completion of the following: submission of a “contractor qualification form” signed & notarized, proof of insurance (liability & worker’s compensation), pertinent industry license and attendance to a contractor orientation conducted by AEA. Once a contractor meets the requirements above they will be added to the “qualified contractors list” which appears on AEAs’ website under the MFEE program.**

**There are currently a total of 119 qualified participating contractors for the MFEE program. AEA’s website has a separate link for contractors who perform oil to gas conversions. There are currently 19 qualified participating contractors performing oil to gas conversions.**

**In addition to conducting contractor orientations 2nd of each month, AEA is reaching out to contractors by trade to confirm the measures they will install and the geographic areas they will serve, to help to connect them with owners interested in beginning work on program eligible installations.**

**OPERATIONS ACTIVITY (Cumulative):**

<b>Active Building Pipeline</b>	<b>1541 Buildings</b>
<b>Building Applications Received</b>	<b>972 Buildings</b>
<b>Common Area Surveys Completed</b>	<b>838 Buildings</b>

**PROGRAM NUMBERS: Scorecard – APRIL 2011**

**COMMITTED:**

<b>Committed buildings</b>	<b>15 buildings = 479 units</b>
<b>In-unit Free Surveys/Installs</b>	<b>738 units</b>
<b>32,734 therms committed</b>	
<b>266,945 kWh committed</b>	

**ACQUIRED:**

<b>Acquired buildings (electric/gas)</b>	<b>12 buildings = 305 units</b>
<b>In-Unit Free Surveys/Installs</b>	<b>738 units</b>
<b>32,747 therms acquired</b>	
<b>261,688 kWh acquired</b>	

**(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 developed a Request for Proposal for process evaluation contractor services for all approved EEPS programs. This RFP was issued on March 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.**

**The evaluation workplan is currently being developed.**

**(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.

**AEA activated their Call Center operations on July 21, 2010 (877-634-9443) to provide customer support from Monday to Saturday.**

**(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 developed a Request for Proposal for process evaluation contractor services for all approved EEPS programs. This RFP was issued on March 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.**

**The evaluation workplan is currently being developed.**

**(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.

**AEA activated their Call Center operations on July 21, 2010 (877-634-9443) to provide customer support from Monday to Saturday.**

**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**

#### **Quarterly Scorecard – Q1 2011\***

**\*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:

- mm) 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.**
- nn) 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.**
- oo) 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).**
- pp) Program management and staff names, titles, work locations, phone numbers, fax numbers, and e-mail addresses;

**Joseph McGowan**

**Section Manager – Gas Sales**

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- qq) 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.**

- rr) 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.**
- ss) 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.**
- tt) 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.**
- 6. Await (Phase 2) HUD approvals so that WCHA can move into the implementation stage of their proposed projects. Exclusively in Yonkers.**

**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.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: PROGRAM – GAS**

**Program/Project:**

**Reporting period: April 2011**

**Report Contact person: STEVEN MYSHOLOWSKY**

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

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

**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.

**This program to date has acquired savings of 786 Dth and a total pipeline of eligible projects with savings of approximately 30,000 Dth (22,000 Dth for the Yonkers Housing Authority, which we have a signed commitment letter for and 8,000 Dth for NYCHA respectively). Due to the scale and complexity of some projects, especially those that include oil to gas conversions and require significant gas main extension work, the Yonkers projects are all expected to be completed in 2011 and the NYCHA projects are not expected to be installed until 2012. Therefore, we are targeted to achieve approximately 22,000 DTH in 2011, which would avoid shareholder penalties by exceeding 70% of the three-year (2009-2011) Dth savings goal of 31,500 Dth. If the programs are extended in 2012, with the expected installation of eligible NYCHA projects, we are confident that we would exceed 90% of the 31,500 Dth savings goal.**

(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 developed a Request for Proposal for process evaluation contractor services for all approved EEPS programs. This RFP was issued on March 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 submitted a draft evaluation plan 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.

**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)**

#### **Quarterly Scorecard – Q1 2011\***

**\*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:

uu) 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.**

vv) 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.**

ww) 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).**

xx) 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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**Email: [pospisild@coned.com](mailto:pospisild@coned.com)**

yy) 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 implementation contractor to manage and implement the proposed C&I Equipment Rebate program and to use “pooled contractors” for measure installations. Con Edison has contracted Lockheed Martin as the program implementer.**

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.**

zz) 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 has contracted Lockheed Martin as the program implementer.**

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.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:** **April 2011**

**Report Contact person: STEVEN MYSHOLOWSKY**

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

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

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## **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).

**There were 1,191 web site unique visits.**

- (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 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.

**We currently have 290 market partners in the program and have a goal of adding up to 50 per month. We brought our first project inspector on board in March and completed interviews for the 2nd position. We have developed an aggressive marketing plan for 2011 that we believe we substantially increase program awareness and participation. The C&I program surpassed a total of 500 project applications through April. C&I sent out a check for over \$550,000 to Rockefeller Center, and this will also present the opportunity for a “Large Check” presentation. The first Custom Gas check was released to Morningside Heights for \$100,000. April had a**

**large spike in project payments (64), resulting in 9,633,000 kWh and 332,812 therms in savings, and has resulted in increased program traction. Preparations are under way for the June 1st Energy Efficiency Summit that will be held at the Hilton Hotel in NYC.**

**The following table summarizes the suite of C&I program activity as of April 2011:**

Program Name	April 2011 Acquired Savings	Program-to-Date Acquired Savings	Applications Received To-Date
<b>Electric Rebate</b>	<b>5,923 MWh</b>	<b>9,727 MWh</b>	<b>363</b>
<b>Gas Rebate</b>	<b>1,156 Dth</b>	<b>2,379 Dth</b>	<b>26</b>
<b>Electric Custom Efficiency</b>	<b>3,711 MWh</b>	<b>4,796 MWh</b>	<b>125</b>
<b>Gas Custom Efficiency</b>	<b>32,126 MWh</b>	<b>32,126</b>	<b>6</b>
<b>Totals</b>			<b>520</b>

### (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 developed a Request for Proposal for process evaluation contractor services for all approved EEPS programs. This RFP was issued on March 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.**

**Process evaluation activity has not yet commenced for this program.**

### (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**

**The largest barrier to participation in the C&I program is the economy. We are not seeing large, comprehensive projects typical for this market segment. Customers are using O&M dollars instead of Capex dollars, therefore projects are smaller.**

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

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

#### **Quarterly Scorecard – Q1 2011\***

**\*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.**

- aaa)** 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.**
- bbb)** 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).**
- ccc)** 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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**E mail: thomsonm@coned.com**

**Dave Pospisil**

**Manager – Program Implementation**

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**ddd) 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 implementation contractor to manage and implement the proposed C&I Equipment Rebate program and to use “pooled contractors” for measure installations. Con Edison has contracted Lockheed Martin as the program implementer. 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.**

**eee) 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.**

**fff) 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 has contracted Lockheed Martin as the program implementer.**

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.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**

**Program Administrator: EQUIPMENT REBATE PROGRAM - GAS**

**Program/Project:**

**Reporting period:** **April 2011**

**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).

**There were 1,191 web site unique visits.**

- (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 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.

**We currently have 290 market partners in the program and have a goal of adding up to 50 per month. We brought our first project inspector on board in March and completed interviews for the 2nd position. We have developed an aggressive marketing plan for 2011 that we believe we substantially increase program awareness and participation. The C&I program surpassed a total of 500 project applications through April. C&I sent out a check for over \$550,000 to Rockefeller Center, and this will also present the opportunity for a “Large Check” presentation. The first Custom Gas check was released to Morningside Heights for \$100,000. April had a large spike in project payments (64), resulting in 9,633,000 kWh and 332,812 therms in savings, and has resulted in increased program traction. Preparations are under way for the June 1st Energy Efficiency Summit that will be held at the Hilton Hotel in NYC.**

**The following table summarizes the suite of C&I program activity as of April 2011:**

Program Name	April 2011 Acquired Savings	Program-to-Date Acquired Savings	Applications Received To-Date
<b>Electric Rebate</b>	<b>5,923 MWh</b>	<b>9,727 MWh</b>	<b>363</b>
<b>Gas Rebate</b>	<b>1,156 Dth</b>	<b>2,379 Dth</b>	<b>26</b>
<b>Electric Custom Efficiency</b>	<b>3,711 MWh</b>	<b>4,796 MWh</b>	<b>125</b>
<b>Gas Custom Efficiency</b>	<b>32,126 MWh</b>	<b>32,126</b>	<b>6</b>
<b>Totals</b>			<b>520</b>

(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 developed a Request for Proposal for process evaluation contractor services for all approved EEPS programs. This RFP was issued on March 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.**

**Currently Process evaluation activity of this program has not yet commenced.**

(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**

**The largest barrier to participation in the C&I program is the economy. We are not seeing large, comprehensive projects typical for this market segment. Customers are using O&M dollars instead of Capex dollars, therefore projects are smaller.**

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

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

#### **Quarterly Scorecard – Q1 2011\***

**\*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:

g) 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.**

hh) 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.**

iii) 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).**

jj) 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**

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

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

**Email: [pospisild@coned.com](mailto:pospisild@coned.com)**

**kkk) 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 implementation contractor to administer, deliver, and implement the C&I Custom Efficiency program. Con Edison has contracted Lockheed Martin as the program implementer. 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.**

**III) 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.****

**mmm) 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 has contracted Lockheed Martin as the program implementer.**

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.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: April 2011**

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

**There were 1,191 web site unique visits.**

- (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 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.

We currently have 290 market partners in the program and have a goal of adding up to 50 per month. We brought our first project inspector on board in March and completed interviews for the 2nd position. We have developed an aggressive marketing plan for 2011 that we believe we substantially increase program awareness and participation. The C&I program surpassed a total of 500 project applications through April. C&I sent out a check for over \$550,000 to Rockefeller Center, and this will also present the opportunity for a “Large Check” presentation. The first Custom Gas check was released to Morningside Heights for \$100,000. April had a large spike in project payments (64), resulting in 9,633,000 kWh and 332,812 therms in savings, and has resulted in increased program traction. Preparations are under way for the June 1st Energy Efficiency Summit that will be held at the Hilton Hotel in NYC.

The following table summarizes the suite of C&I program activity as of April 2011:

Program Name	April 2011 Acquired Savings	Program-to-Date Acquired Savings	Applications Received To-Date
Electric Rebate	5,923 MWh	9,727 MWh	363
Gas Rebate	1,156 Dth	2,379 Dth	26
Electric Custom Efficiency	3,711 MWh	4,796 MWh	125
Gas Custom Efficiency	32,126 MWh	32,126	6
<b>Totals</b>			<b>520</b>

(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 developed a Request for Proposal for process evaluation contractor services for all approved EEPS programs. This RFP was issued on March 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. Process evaluation activity has not commenced for this program.**

(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**

**The largest barrier to participation in the C&I program is the economy. We are not seeing large, comprehensive projects typical for this market segment. Customers are using O&M dollars instead of Capex dollars, therefore projects are smaller.**

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

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

#### **Quarterly Scorecard – Q1 2011\***

**\*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.**

- nnn) 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.**
- ooo) 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).**
- ppp) 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**

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**Email: [pospisild@coned.com](mailto:pospisild@coned.com)**

**qqq) 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 contractor to administer and deliver the proposed C&I Custom Gas Efficiency Program. Con Edison has contracted Lockheed Martin as the program implementer. 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.**

**rrr) 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.**

sss) 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 has contracted Lockheed Martin as the program implementer.**

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.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**

**Program Administrator:** CON EDISON COMMERCIAL & INDUSTRIAL  
**Program/Project:** CUSTOM GAS EFFICIENCY EQUIPMENT  
**Reporting period:** REBATE PROGRAM - GAS  
**Report Contact person:** April 2011  
**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).

**There were 1,191 web site unique visits.**

**We sponsored three market partner seminars with Lockheed Martin, which generated participation that exceeded 300 contractors and vendors.**

- (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 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.

We currently have 290 market partners in the program and have a goal of adding up to 50 per month. We brought our first project inspector on board in March and completed interviews for the 2nd position. We have developed an aggressive marketing plan for 2011 that we believe we substantially increase program awareness and participation. The C&I program surpassed a total of 500 project applications through April. C&I sent out a check for over \$550,000 to Rockefeller Center, and this will also present the opportunity for a “Large Check” presentation. The first Custom Gas check was released to Morningside Heights for \$100,000. April had a large spike in project payments (64), resulting in 9,633,000 kWh and 332,812 therms in savings, and has resulted in increased program traction. Preparations are under way for the June 1st Energy Efficiency Summit that will be held at the Hilton Hotel in NYC.

The following table summarizes the suite of C&I program activity as of April 2011:

Program Name	April 2011 Acquired Savings	Program-to-Date Acquired Savings	Applications Received To-Date
Electric Rebate	5,923 MWh	9,727 MWh	363
Gas Rebate	1,156 Dth	2,379 Dth	26
Electric Custom Efficiency	3,711 MWh	4,796 MWh	125
Gas Custom Efficiency	32,126 MWh	32,126	6
<b>Totals</b>			<b>520</b>

**(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 developed a Request for Proposal for process evaluation contractor services for all approved EEPS programs. This RFP was issued on March 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.**

**Process evaluation activity has not yet commenced for this program.**

**(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**

**The largest barrier to participation in the C&I program is the economy. We are not seeing large, comprehensive projects typical for this market segment. Customers are using O&M dollars instead of Capex dollars, therefore projects are smaller.**

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

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

### **Quarterly Scorecard – Q1 2011\***

**\*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. Contract officially became effective on June 30, 2010.**

ttt) Detailed descriptions of tracking system and tracking system operations, including data dictionaries.

**The tracking system to be deployed is currently being developed.**

uuu) 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).**

vvv) 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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**Cristina Coltro**

**Manager – Program Implementation**

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www) 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.**

xxx) 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. **Honeywell 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.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:

- 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:** April 2011

**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).

**There were 832 web site unique visits.**

(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 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.

**Through April, Honeywell has received 2,395 customer applications for Home Energy Surveys, of which 1,981 surveys have been processed and 1,396 approved. Currently to-date, 669 MWh of acquired savings has been achieved through April 2011. These reported savings represent 9.7% of the Company's combined three year 2009-2011 Program goal. Acquired savings during the month of April 2011 were 57 MWh.**

**(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 developed a Request for Proposal for process evaluation contractor services for all approved EEPS programs. This RFP was issued on March 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.**

**Process evaluation activity for this program has not yet commenced.**

**(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)**

#### **Quarterly Scorecard – Q1 2011\***

**\*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.

yyy) Detailed descriptions of tracking system and tracking system operations, including data dictionaries. Honeywell is utilizing 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.

zzz) 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).

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

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**bbbb) 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 did virtually no marketing of this program. We did alert some retail outlets. Hot weather helped generate AC sales.**

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. **Honeywell 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.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 CONDITIONING PROGRAM  
**Program/Project:** CON EDISON RESIDENTIAL ROOM AIR CONDITIONING PROGRAM  
**Reporting period:** April 2011  
**Report Contact person:** STEVEN MYSHOLOWSKY  
**Section Manager – Measurement, Verification & Evaluation**  
**Location:** 4 Irving Place, 10<sup>th</sup> Floor, New York, N.Y. 10003  
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## 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).

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

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

**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.

**The 2011 RAC program was officially opened on May 2nd and will remain opened through September 6th.**

**Honeywell continues to hold meetings with retailers and manufacturers to educate them about the rebate availability and influence purchasing of eligible equipment and size.**

**Here are some of the highlights prior to the program kicking off:**

**Honeywell estimates that the program must process 31,000 applications and award 27,754 rebates in order to achieve the original savings goal.**

**We expect a higher application completion rate of 90% (70% in 2010)**

**Rebate payments will be made via branded checks. Process improvements will reduce the turnaround time from 54 to 28 days**

**We will offer an online application with electronic signature and scanning capabilities**

**We have shifted the disbursement process from Con Edison to Honeywell**

**Honeywell has partnered with Helgeson for rebate processing efforts**

**Honeywell continues to hold meetings with retailers and manufacturers to educate them about the rebate availability and influence purchasing of eligible equipment and size.**

**Preparations are underway for the 2011 program. Honeywell will utilize feedback received from retailers to improve the application and overall process.**

**(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 developed a Request for Proposal for process evaluation contractor services for all approved EEPS programs. This RFP was issued on March 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 reviewed the program tracking database and drafted a sampling plan, participant survey, and a retailer interview guide.**

**(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)**

### **Quarterly Scorecard – Q1 2011\***

**\*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 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.**

**cccc) 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.****

**dddd) 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).****

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

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**ffff) 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.**

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.**

**gggg) 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. **Honeywell 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.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:** **April 2011**  
**Report Contact person:** **STEVEN MYSHOLOWSKY**  
**Section Manager – Measurement, Verification & Evaluation**  
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**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).

**There were 658 web site unique visits.**

- (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 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.

**To-date a total of 1,836 applications have been received of which 1,529 have been processed and 1,410 approved. Acquired savings to-date of 1,268 MWh or 7.5% of the three year 2009-2011 program goal were reported. Newly acquired savings of 106 MWh were reported during April 2011.**

(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 developed a Request for Proposal for process evaluation contractor services for all approved EEPS programs. This RFP was issued on March 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. Process evaluation activities for this program have not yet commenced.**

(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.

**Honeywell has recruited Jaco Inc. as a trade ally for the retrieval of refrigerators and room air conditioners.**

### **5. Additional Issues**

**None-to-date**