

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

## **Small Business Direct Install Program**

### **Monthly Scorecard – October 2010\***

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

## Section I. Basic Program Information

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

- a) Full program descriptions, including operation and procedures manuals, activities descriptions, and a description of program service territory; **The Small Business Direct Install program will be implemented through the Con Edison Service territory which includes the five boroughs of New York City and in Westchester County. This program is designed to promote energy efficiency for existing commercial and industrial customers with average monthly peak demand of less than 100 kilowatts (kW). The program will provide free on-site energy surveys, direct installation of free low-cost efficiency measures, and recommendations for more extensive energy efficiency upgrades. Participants in the program who choose to install the more extensive recommended measures pay thirty percent of the installed cost; the Companies pay the differential (seventy percent) to the implementation contractor as the incentive. Willdan Energy Solutions (WES), 245 Park Avenue, New York, NY 10167 executed the contract on August 10, 2009 for Implementation Services.**
- b) Detailed descriptions of tracking system and tracking system operations, including data dictionaries; **Willdan's customized database system is named "SMART" – Subcontractor Management and Reporting Tool. It will track customer data, provide project management of the field activities, and provide management reporting as needed. This database will interface with Con Edison's Salesforce system and upload data on a regular basis.**
- c) A detailed description or map of how data in the tracking system contributes to the monthly report. DPS should be able to take the program-tracking databases and relevant accounting information for a given utility or NYSERDA and reproduce the monthly report. **See answer in section (b).**

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

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**d) Program savings objectives;**

**Through 2011**

**MWh: 289,875**

**MW: 52**

**Combined 2009/2010 Goals**

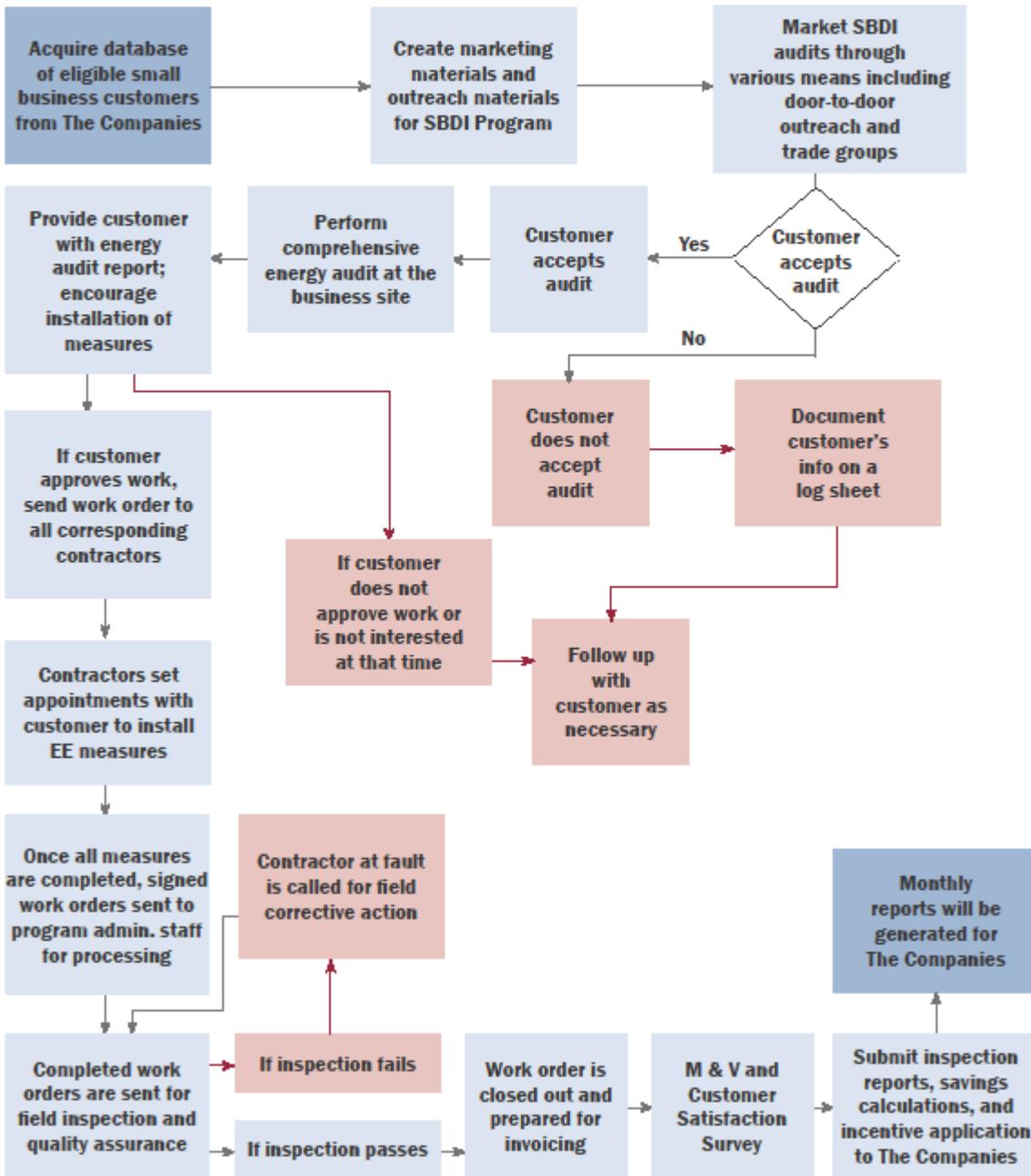
**MWh: 184,466**

**MW: 33**

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

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

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



**Program theory is designed to address the particular needs of a particular market segment characterized by diversity in business type, ownership structure and energy use. This segment is also recognized as being typically hard to reach and, to some extent underserved. Historically this segment has also been more reluctant to invest in energy efficiency due to a number of market barriers such as:**

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

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

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

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

- f) A listing and description of, and contact information for the market actors, trade allies, and other stakeholders on which the program will rely for program delivery and support. **Con Edison will utilize traditional marketing strategies to implement this program. The Company intends to leverage existing relationships along with the direct targeting of promotional materials to the areas that have the greatest potential for energy efficiency reductions (energy and capacity). Community wide participation will also be utilized in specific geographic locations to further promote this program.**
- g) Name of firms under contract to PAs and formally participating in the delivery of the program or program component(s) (e.g., vendors, installers, specifiers etc.). Though of interest to evaluators, PAs need not report contact information to the DPS of non-utility vendors involved with the installation of efficient equipment. A list of participating firms should be provided to DPS in the narrative report and updated only when it becomes *substantially* out of date (Note: It is left to each PA to define *substantially*). However, when requested by the DPS Staff, PAs should provide the most current listing within 30 days.

**Willdan Energy Solutions is our Implementation contractor. Willdan has 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.A. Downstream Incentive Program Information**

This section contains a list of *program-participant level* data elements to be routinely collected and maintained in electronic form by PAs to measure the progress of their energy efficiency programs (e.g.,

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

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

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

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

<b>Program-Tracking Database Terms</b>	<b>Definition of Terms</b>
<b>Participant E-Mail address</b>	Participant E-Mail address
<b>Rebate amount per unit<sup>6</sup></b>	Rebate amount per unit
<b>Financing amount per unit</b>	Financing amount per unit
<b>Program application date</b>	Program application date
<b>Application approval date<sup>7</sup></b>	Date on which application was approved
<b>Post-installation inspection date</b>	Date on which measure installation was inspected on site by program administrator. <i>Note that post-installation inspection dates may not be available or they might only be available for a sample of program participants.</i>
<b>Rebate payment date<sup>8</sup></b>	Date on which rebate check was issued.
<b>Estimated gross kWh savings per unit<sup>9</sup></b>	Estimated gross kWh savings per unit (unit energy savings)
<b>Estimated gross on-peak kW savings per unit (utility-specific)</b>	Each utility is required to report the estimated gross on-peak kW savings per unit according to each utility's peak definition. NYSERDA is also required to report demand reductions for program participants in each given utility's service territory based on each utility's definition of peak.
<b>Estimated gross on-peak kW savings per unit (NYISO)</b>	Estimated gross on-peak kW savings per unit according to NYISO peak, the definition of which is forthcoming from the DPS.
<b>Estimated gross therm (natural gas) savings per unit</b>	Estimated gross therm savings per unit
<b>Net-to-gross ratio<sup>10</sup></b>	Net-to-gross ratio
<b>Estimated net kWh savings per unit<sup>11</sup></b>	Estimated net kWh savings per unit
<b>Estimated net on-peak kW savings per unit (utility-specific)</b>	Each utility is required to report the estimated net on-peak kW savings per unit according to each utility's peak definition. NYSERDA is also required to report net demand reductions for program participants in each given utility's service territory based on each utility's definition of peak.
<b>Estimated net on-peak kW savings per unit (NYISO)</b>	Estimated gross on-peak kW savings per unit according to NYISO peak, the definition of which is forthcoming from the DPS.
<b>Estimated net therm savings per unit</b>	Estimated net therm savings per unit
<b>Gross coal savings per unit</b>	Gross coal savings per unit
<b>Gross kerosene savings per unit</b>	Gross kerosene savings per unit
<b>Gross oil savings per unit</b>	Gross oil savings per unit
<b>Gross propane savings per unit</b>	Gross propane savings per unit
<b>Net coal savings per unit</b>	Net coal savings per unit
<b>Net kerosene savings per unit</b>	Net kerosene savings per unit
<b>Net oil savings per unit</b>	Net oil savings per unit

Program-Tracking Database Terms	Definition of Terms
<b>Net propane savings per unit</b>	Net propane savings per unit
<b>Effective useful life</b>	Effective useful life (median number of years that measure is expected to last)
<b>Full incremental cost per unit<sup>12</sup></b>	Full incremental cost per unit
<b>Full costs per unit</b>	Full costs per unit
<b>Weather station assignment number</b>	The weather station ID assigned to the participant service address

**Notes:**

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

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

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

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

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

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

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

**Notes:**

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

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

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

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

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

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

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

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

**Not Applicable to this program.**

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

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

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

**Not Applicable to this program.**

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

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

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

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

**Not Applicable to this program.**

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

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

**Program Administrator:** CON EDISON – SMALL BUSINESS DIRECT  
**Program/Project:** INSTALL PROGRAM  
**Reporting period:** October 2010  
**Report Contact person:** STEVEN MYSHOLOWSKY  
**Section Manager – Measurement, Verification & Evaluation**  
**Location:** 4 Irving Place, 10<sup>th</sup> Floor, New York, N.Y. 10003  
**Phone:** (212) 460-2120  
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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).

**Calls are now handled by the Con Edison’s Operations Call Center located in Westchester.**

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

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

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

(a) Marketing Activities

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

**This program reported acquired savings of 4,547,157 kWh in October. This is a reduction from the prior month and is attributed to continued invoicing issues which resulted in delayed payments to Willdan's sub-contractors. As a result we have overhauled Willdan's senior staff, and instituted changes to their invoicing, expense and program delivery processes.**

**Free Lighting Corporation (FLC), our SBDI implementation contractor on Staten Island, has reported 167,866 kWh of committed savings for October. Other program activity and accomplishments during the month are as follows:**

**SBDI Implementation**

**Willdan and FLC have worked with our Targeted DSM group focusing on areas in Brooklyn and Staten Island.**

**Marketing & Community Outreach**

**The following events were attended by the program during October:**

- **Manhattan Chamber 7<sup>th</sup> Annual Businesswomen's Sustainability Leadership Summit**
- **Westchester County Chamber of Commerce Business Breakfast Dialogue**
- **Brooklyn Chamber of Commerce Chase After Dark**
- **NY Report Enterprise Report Small Business Awards 2010**
- **Morris Park Alliance Merchants of Morris Park**
- **Brooklyn Chamber of Commerce's Annual Membership Meeting and Business Trade Show**
- **Small Business Assistance Event**
- **Energy and Financial Incentives Program Queens Chamber of Commerce**
- **Women's Economic Development Center Business Breakfast**
- **5<sup>th</sup> Annual NYXPO for Business**
- **Manhattan Chamber of Commerce Green Business Committee**
- **Fulton BID FAB Alliance Merchants and Property Owners (Two Sessions)**
- **New York State Restaurant Association Green Hospitality Initiative Workshop**

**Con Edison has hired the Arnell Group to plan media campaigns to improve awareness of the program. The media campaign will start on September 27.**

## 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

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

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

## 3. Customer Complaints and/or Disputes

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

## 4. Changes to Subcontractors or Staffing

Describe any staff or subcontractor/consultant changes.

## 5. Additional Issues

**Willdan's QA/QC contractor (Nexant) is on board and began to conduct QA/QC project inspections for projects installed during the September '09 – February '10 period. Nexant inspected 138 projects and provided feedback to Willdan for program improvement. The results are preliminary and the initial findings are positive with an interim realization rate at 86% and positive customer feedback about the program. A second report was issued for the months of March 2010 to April 2010. Nexant inspected 115 projects with an interim realization rate at 88%.**

**Barriers to participation include the continuing economic downturn, ESCO confusion, and the lack of ability to finance the customer contribution. Willdan is taking a more strategic approach to street sweeps to avoid confusion with ESCO representatives. Con Edison plans to work with lenders to establish a network of finance opportunities for SBDI participants. In addition, Con Edison and Willdan have improved the invoice paying process in order to provide sufficient working capital for contractors. Willdan is working with local BIDs and accompanying the local rep for field visits to lend credibility to the program.**

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

## **Residential HVAC – Electric Program**

### **Monthly Scorecard – October 2010\***

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

## Section I. Basic Program Information

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

- 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;

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**l) Program savings objectives;**

**Through 2011**

**MWh: 7,086**

**MW: 12**

**Combined 2009 / 2010 Goal**

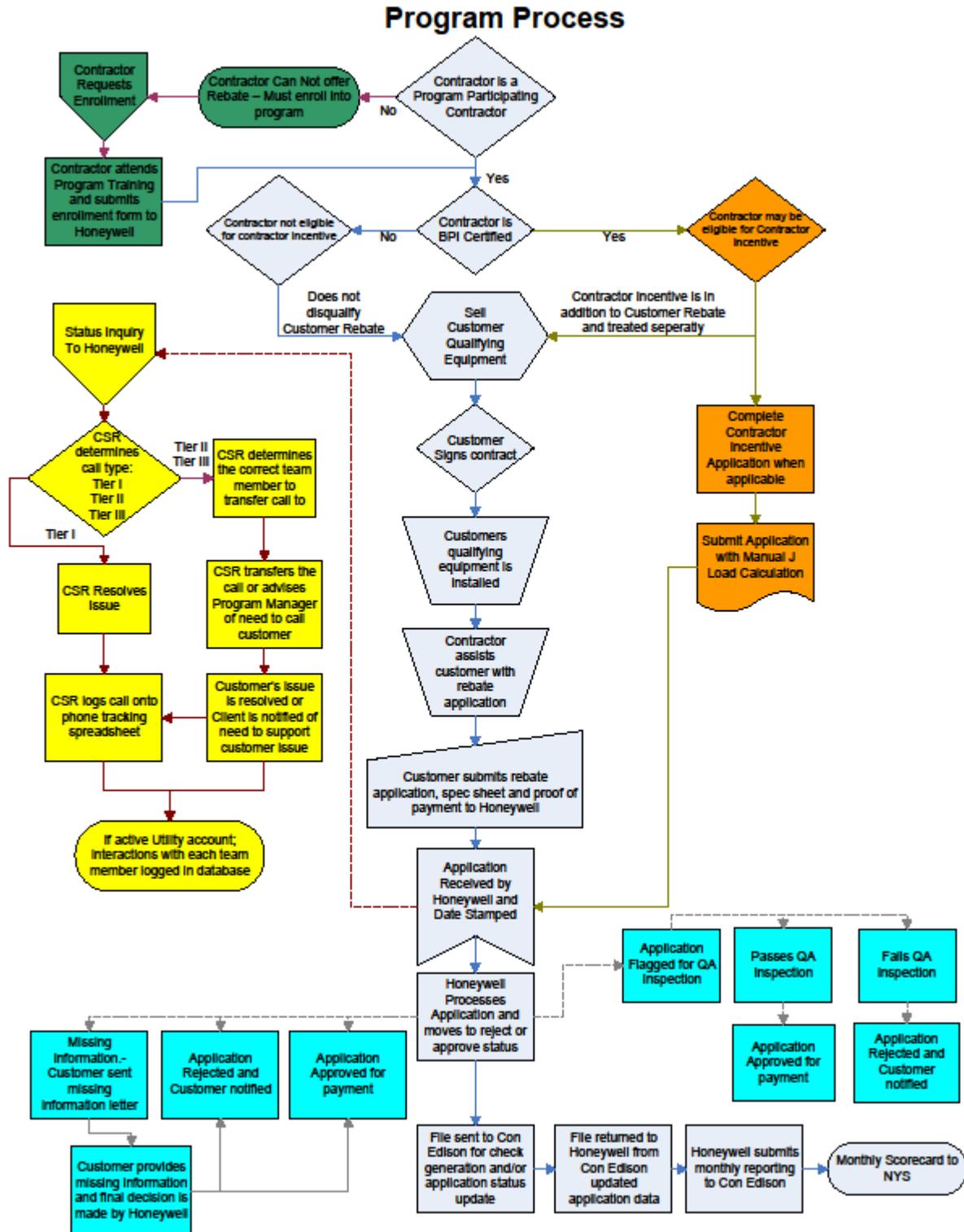
**MWh: 4,509**

**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. Below is a list of contractors who have received training to-date:

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

**Company Name Address City State Zip Phone**

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

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

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

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

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

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

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

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

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

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

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

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

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

**Action Plumbing 457 Siwanoy Place Pelham Mannor NY 10803 (914) 738-4198**

Active Zero Energy Innovations 229-19 Merrick Blvd, Suite 379 Lauretton NY 11413 (646) 894-8336

Agee Heating Corp. 12-58 Clintonville St. Whitestone NY 11357 (718) 767-4492

Air Ecology Inc PO Box 8445 Pelham NY 10809 (914) 738-7897

Air Masters Inc. 62B Rector St. Staten Island NY 10310 (718) 727-4547

Airtemp Conditioning Service (914) 592-7401

AJ Plumbing & Heating 90 Catskill Ave Yonkers NY 10704 (914) 619-8140

Alex Heating and Cooling 73 Rolling Way New Rochelle NY 10804 (914) 637-0077

All County Heating&A/C 3 Birch CT Croton on Hudson NY 10520 (914) 271-8380

All Makes Heating and AC Corp. 365 White Plains Rd. Eastchester NY 10709 (914) 337-4555

All Mechanical Plumbing & Heating Inc. 2771 Atlantic Ave Brooklyn NY 11207 (718) 257-5200

All Star Heating & Air 33 Virginia Rd. N. White Plains NY 10603 (914) 514-8164

Allboro Rehab Construction Corp. 260 Doughty Blvd. Inwood NY 11096 (917) 299-4831

All-State Air Control Sales and Service PO Box 8505 Pelham NY 10803 (914) 668-8211

ALM Heating & Air 4 Edna Street Bedford Hills NY 10507 (914) 666-2203

Alpha AC 3515 East Tremont Ave Bronx NY 10465 (718) 716-1800

American Maintenance PO Box 1679 New York NY 10026 (212) 662-1600

American Residential Services 136 Radio Circle Dr Mount Kisco NY 10549 (914) 241-1422

Amtech Plumbing & Heating 321 South 2nd Ave Mount Vernon NY 10550 (914) 490-4691

AMX Cooling & Heating LLC 101 Castleton Street Pleasantville NY 10570 (914) 741-2600

Angel Plumbing & Heating Inc. 1879 Bronxdale Avenue Bronx NY 10462 (718) 409-3300

Anthony Pici P & H 370 Ashburton Ave. Yonkers NY 10701 (914) 376-7300

Aqueduct Services PO Box 485 Brewster NY 10509 (914) 666-9199

Archer Plumbing and Heating 128 Brook St. PO Box #1Scarsdale NY 10583 (914) 374-3242

Arctic Mechanical 28 Bulkley Ave. Port Chester NY 10573 (914) 934-8301

Armondo D. Plumbing & Heating 244 Lockwood Ave. New Rochelle NY 10801 (914) 235-0098

Arnica Heating and Airconditioning 68 Broad St Staten Island NY 10304 (718) 447-2555

Around the Clock AC & Heating 2 Lee Lane Ryebrook NY 10573 (914) 939-5471

Astacio Plumbing and Heating PO Box 4358 Stamford CT (203) 323-7020

ATG Mechanical 201-07 Northern Blvd Bayside NY 11361 (718) 551-1850

Atlantis Mechanical 9803 162nd Ave Howard Beach NY 11414 (718) 738-3491

Azure Plumbing & Heating 7 Bent Ave Port Chester NY 10573 (914) 933-0955

Babuska Plumbing, Heating and Air Conditioning 23 Storer Ave. Pelham NY 10803 (914) 490-4193

Ballas Plumbing & Heating 57 Brown Place Harrison NY 10528 (917) 731-3319

Barmor Rehab Inc 41 Orchard Street New York NY 10002 (917) 655-8963

Baxter Plumbing & Heating 3064 Bainbridge Ave Bronx NY 10467 (917) 709-7696

**Bell Mechanical 200 Route 6 Mahopac NY 10541 (845) 628-2580**  
**Bertussi Plumbing & Heating 60-70 Dexter Plaza Pearl River NY 10965 (845) 735-5588**  
**Bev-Acqua 107 Hillside Place Eastchester NY 10709 (914) 924-0073**  
**Big Blue Mechanical 80 Marbendale Rd Tuckahoe NY 10707 (914) 779-2101**  
**Billharz Plumbing Inc. 45-25 47th Street Woodside NY 11377 (718) 784-2468**  
**Blackstone Heating @ AC Inc. 8 Lawn Ave New Rochelle NY 10801 (914) 235-0809**  
**Blue Star HVAC PO BOX 1045 Ossining NY 10562 (914) 944-0464**  
**Blue Water Plumbing and Heating Inc. 64-00 Metropolitan Ave. Middle Village NY 11379 (718) 386-3088**  
**Bob Mims Heating and Air Conditioning 101 Brook St. Staten Island NY 10301 (718) 273-8175**  
**BP Air Conditioning & Heating 164 Walnut Rd Lake Peekskill NY 10537 (914) 502-7309**  
**Brady Plumbing 9 Mark Drive Rye Brook NY 10573 (914) 934-0809**  
**Breeze Airconditioning 859 Kilmer Lane Valley Stream NY 11581 (718) 380-8799**  
**Breezin HVAC, Inc. 106-B Wakefield Avenue Staten Island NY 10314 (718) 447-1010**  
**Con Edison Heating and Cooling Rebates for Homes Participating Contractor List**  
**Company Name Address City State Zip Phone**  
**Briar Hills Plumbing 29 Carlton Ave Briarcliff Manor NY 10510 (914) 774-9259**  
**Bright Home Energy Solutions 5 West Chester Plaza Elmsford NY 10523 (914) 909-5300**  
**Bruni & Campisi Plumbing, Heating, and Air Cond 300 Central Ave. White Plains NY 10606 (914) 220-5300**  
**Bryn Mawr Plumbing 500 Executive Blvd Elmsford NY 10523 (914) 355-5722**  
**Burke Heating & Fuel 475 Commerce Street Hawthorne NY 10532 (914) 760-7194**  
**C James Plumbing & Heating 1833 Bathgate Ave Bronx NY 10457 (718) 716-0065**  
**C&C Service 17 Davenport St Stamford NY (203) 323-2866**  
**C&F Plumbing & Heating 809 Scarsdale Ave Scarsdale NY 10583 (914) 725-1608**  
**C.V.N. Htg. & A/C 404 North Terrace Mount Vernon NY 10552 (914) 664-2900**  
**Carefree Air 199 Merrick Rd Lynbrook NY 11563 (516) 599-2848**  
**Carey and Walsh Inc. 529 North State Rd. Briar Cliff Manor NY 10510 (914) 762-9600**  
**Casa Mechanical 874 E. 233rd Street Bronx NY 10466 (718) 547-6460**  
**Central Plumbing and Heating 7233 Central Ave Glendale NY 11385 (718) 366-5325**  
**Chaim Cohen Plumbing and Heating, Inc. 313 Halstead Ave. Mamaroneck NY 10543 (914) 777-1700**  
**Clover Heating PO BOX 844 Sleepy Hollow Manor NY 10591 (914) 631-6744**  
**Community II 39 Broad Street Staten Island NY 10304 (718) 442-2295**  
**Cooper Wilkins HVAC 654 Merrick Road Valley Stream NY 11580 (718) 978-4168**  
**Cottam Heating & AC 492 City Island Ave City Island NY 10464 (718) 885-3328**  
**CVN Heating and Air Conditioning 404 North Terrace Ave. Mount Vernon NY 10552 (914) 664-2900**  
**D. Silverstri Sons, Inc. 173 Old Route 9, Ste. 1 Fishkill NY 12524 (845) 897-4008**

Daniel Robbins Plumbing and Heating 2704 Evergreen Street Yorktown Heights NY 10598 (914) 755-2745

Deroza-Watson Plumbing (212) 368-3434

Design Air Inc. PO Box 845, 120 Rt 59 Hill Born NY 10931 (845) 357-3580

Desmond Plumbing & Heating 546 South 11th Avenue Mount Vernon NY 10550 (914) 699-2618

DMT Plumbing & Heating Corp. 260 Doughty Blvd. Inwood NY 11096 (917) 873-0333

DP Plumbing & Heating 86 Pengon Circle East Meadow NY 11554 (516) 644-5645

DSL Development Corp 35 Barger ST. Putnam Valley NY 10579 (914) 420-7621

Dual Purpose Corp 3311 Francis Lewis Blvd. Flushing NY 11358 (718) 886-5820

Dundee Plumbing and Heating, Inc. 80-18 Surrey Place Jamaica NY 11432 (718) 969-7406

Dwight Getting Heating & A/C 5 Schuman Rd. Millwood NY 10546 (914) 762-5565

EM Plumbing & Heating 3 Wyman Street Ryebrook NY 10573 (914) 494-5303

Energy Savers 42 Chatman Road Garrison NY 10524 (914) 391-3619

Environmental Control A/C & Heating 57 Walnut Street New Rochelle NY 10801 (914) 632-1815

Euro Comfort/Variety Installers 65 Howard Street Mount Vernon NY 10550 (914) 668-3232

Expert Services 628 Waverly Ave. Mamaroneck NY 10543 (914) 403-2215

Faliderio Plumbing 399 20th Street Brooklyn NY 11218 (570) 828-1405

Fountain Plumbing and Heating Inc. 21 West Main St. Pawling NY 12564 (845) 855-0286

Frank and Lindy Plumbing, Heating and Air 2 John Walsh Blvd. Peekskill NY 10566 (914) 737-7000

Frank and Lindy Plumbing, Heating and Air 2 John Walsh Blvd. Peekskill NY 10566 (914) 737-7000

Free Lighting Corp 87 Wright St Staten Island NY 10304 (718) 720-2209

G & G Village Plumbing and Heating Corp 212-31 Jamaica Ave. Queens Village NY 11428 (718) 465-6629

G+G Air Conditioning and Refrigeration 55 Bacon Hill Rd. Pleasantville NY 10570 (914) 769-4302

Gateway Plumbing 58 Watts Street New York NY 10013 (212) 980-0909

GC Reliable Service 80 Grove Ave. New Rochelle NY 10801 (914) 633-3535

GP Mechanical Corp. 28-07 24th Ave Astoria NY 11102 (718) 721-1169

Gregg Mechanical 198 Pulaski Avenue Staten Island NY 10303 (718) 761-2300

GW Plumbing Inc. 34 Valley Road New Rochelle NY 10804 (914) 235-4529

Hall Heating And Cooling Service 20 Lincoln Street New Rochelle NY 10801 (914) 632-4031

Harvest Plumbing & Heating 44 Argonne Road Brewster NY 10509 (845) 278-9470

Heat Of the Earth 26B Pecoho Rd Lake Peekskill NY 10537 (845) 519-5537

Highland Builders Corp. 92 Ralph Avenue White Plains NY 10606 (914) 715-9290

Homework Construction Corp. 1592 Sylvan Road Mohegan Lake NY 10547 (914) 528-6254

Howell Renewable Energy Co, LLC 75 S. Broadway 4th flr White Plains NY 10601 (646) 642-0737

Innovative Air Solutions 29 Elm Street Tuckahoe NY 10707 (914) 793-7700

Integra Plumbing 1550 Stillwell Avenue Bronx NY 10461 (718) 829-6494

J & J A/C, Heating & Refrigeration 2937 Wilkinston Avenue Veonz NY 10461 (718) 792-4040  
J & J Wiring & Mechanical 120 Parkview Drive Pleasantville NY 10507 (914) 490-2064  
J&L HVAC 32-22 92nd St. East Elmhurst NY 11369 (718) 651-4910  
J&M Airconditioning 360 Barlow Ave Apt 14A Staten Island NY 10308 (917) 716-4094  
J.L. Heating and Contracting 20-05 Utopia Parkway Whitestone NY 11357 (718) 428-1000  
Jacan Plumbing and Heating and Air Conditioning 312 5th Ave. New Rochelle NY 10801 (914) 576-6600  
James Collins 829 Rathbun Ave Staten Island NY 10309 (917) 567-7231  
Con Edison Heating and Cooling Rebates for Homes Participating Contractor List  
Company Name Address City State Zip Phone  
Jay Marcu Plumbing 3158 Albany Crescent Bronx NY 10463 (718) 543-6030  
Jenesis Building Corp. 5 Orchard Ridge Terrace Chappaqua NY 10514 (914) 234-9313  
JGC Plumbing and Heating 1010 34th Ave Astoria NY 11106 (718) 721-9438  
Jim Hall Heating & AC 111 Storer Ave, Suite 1E Staten Island NY 10309 (718) 948-2456  
John J. Sideris,, Inc. 40-18 Ditmas Blvd. Long Island City NY 11105 (718) 626-1836  
John P. Angione 44 Bain Bridge Ave. Thornwood NY 10594 (914) 804-3579  
Joseph L. Suppa and Sons Inc. 425 West William St. Port Chester NY 10573 (914) 937-0259  
Joseph W. Serba Plumbing Corp. 204-21 Jamaica Ave Hollis NY 11423 (718) 479-2029  
JP HVAC Corp 36 Driggs Ave Brooklyn NY 11222 (718) 349-1028  
Jumbo plumbing & Heating 1359 East 84th St Brooklyn NY 11236 (347) 539-4012  
Katan Plumbing & Heating (Carmine's Heating) 84-14 Pitkin Ave Ozone Park NY 11417 (718) 591-7111  
KCM Plumbing and Heating 125 Lake Ave Staten Island NY 10303 (347) 236-0542  
Keck Heating and Air Conditioning LLC 28 Emerald Lane Mahopac NY 10541 (914) 347-3402  
Keep It Cool, Inc. 383 Elwood Avenue Hawthorne NY 10532 (914) 741-5055  
L&L Mechanical, LLC 10 Old Brook Ln Warwick NY 10990 (845) 988-6125  
L.I. Reilly Plumbing & Heating, Inc. P.O. Box 108 Briarcliff Manor NY 10510 (914) 762-3946  
Latty General Plumbing 1058 East Gunhill Rd. Bronx NY 10469 (718) 379-9356  
Liberty Plumbing & Heating 87-14A 92nd Street Woodhaven NY 11421 (718) 577-0800  
LLG Plumbing & Heating 2255 Westchester Ave Bronx NY 10462 (718) 892-3244  
Lor-Sin Heating & Air Conditioning 17 Barbara Drive Warwick NY 10990 (845) 986-5863  
Louis L. Buttermark & sons INC 16 New Dorp Lane Staten Island NY 10306 (718) 351-4220  
Lynbrook Plumbing & Heating 267 Merrick Rd Lynbrook NY 11563 (516) 593-4001  
Maddy's Plumbing 107 Puritan Drive Port Chester NY 10573 (914) 939-1528  
Maher & Sons Inc. 43-27 Browne Street Flushing NY 11355 (718) 359-2094  
Mainstream Plumbing and Heating, Incl 216 Palmer Ave. Sleepy Hollow NY 10591 (914) 366-4669  
Malcarne Contracting 577 Hollow Road Staatsburg NY 12580 (845) 266-4427

Manley Plumbing and Heating Corp 48 Northfield Ave. Dobbs Ferry NY 10522 (914) 693-0571  
Markley Mechanical 424 Central Ave Peekskill NY 10566 (914) 788-0536  
Metropolitan Heat & Power Co, Inc. 820 Coney Island Ave Brooklyn NY 11218 (718) 941-7600  
Metropolitan Heat and Power 820 Coney Island Ave. Brooklyn NY 11218 (718) 941-7600  
MFB Air Conditioning 20 Louis Drive Yonkers NY 10536 (914) 779-3464  
Mt. Kisco Mechanical Service Co. PO Box 478 Bedford Hills NY 10507 (914) 241-2460  
N&D Plumbing 30-51 32nd Street Long Island City NY 11102 (718) 721-5396  
National Grid 4295 Arthur Kill Rd. Staten Island NY 10309 (718) 317-4212  
New Plumbing and Heating 1536 Stillwell Ave. Bronx NY 10461 (718) 931-7570  
New Systems Plumbing & Heating 982 Smithfield Rd. Millerton NY 12456 (914) 804-9417  
North Pole Air Conditioning & Heating PO Box 200531 South Ozone Park NY 11420 (718) 723-6564  
NRD Energy and Water 250-02 87th Ave Bellerose NY 11426 (718) 316-0029  
Nu Way and Nu Flow 620 Lafayette Ave Mamaroneck NY 10543 (914) 447-3318  
NY Heating Corp 354 Humboldt St Brooklyn NY 11211 (718) 782-3894  
Paradise Heating and AC LLC 9 Tuckahoe Road Yonkers NY 10701 (914) 966-8800  
Park Plumbing & Heating 76 Calvert Street, PO Box 126 Harrison NY 10528 (914) 335-1483  
Pat Sementa Plumbing and Heating 677 Van Nest Ave. Bronx NY 10462 (718) 829-5464  
Paul Nebrasky Plumbing Heating & cooling 1019 Route 17M, Suite 3 Monroe NY 10950 (845) 783-6661  
Pelham Bay Refrigeration&Airconditioning 396 Morris Park Ave Bronx NY 10460 (718) 892-8881  
Perry Harris Plumbing & Heating 3163 Route 94 Chester NY 10918 (845) 469-2765  
Peter K home Improvement LLC 500 D Saw Mill River Rd Ardsley NY 10502 (914) 497-5900  
Phoenix Mechanical 17 Magnolia Drive Rye Brook NY 10573 (914) 690-1000  
Pinnacle Plumbing 32-12 Farrington St Linden Hill NY 11354 (718) 539-8675  
Plumbing & Heating Solutions, Inc. 100 Jackson Avenue Pelham Manor NY 10803 (914) 469-6363  
Plumb-Rite, Inc. 107 Wood Ave. Ardley NY 10502 (914) 779-7900  
Polgano Plumbing & Heating 4320 Van Cortland Park East Bronx NY 10470 (914) 747-1300  
Polytemp Inc. 21 N. Pearl St. Port Chester NY 10573 (914) 939-2400  
Premium Plumbing & Heating Corp. 3000 Old Yorktown Road Yorktown Heights NY 10598 (914) 243-0389  
Promax Plumbing Corp. 28 Davenport Road Yonkers NY 10710 (914) 384-1001  
Quatroni & Monahan Plumbing, Heating, and AC 628 Waverly Ave. Mamaroneck NY 10543 (914) 937-2121  
R & R Heating & Cooling 19 Greenwood Lane Valhalla NY 10595 (914) 804-6273  
R and A Heating and Contracting 25-94 46th Street Astoria NY 11103 (718) 932-3766  
Ralph's Air Conditioning & Heating, LTD 640 Burk Avenue Bronx NY 10801 (718) 882-8877  
Ranger Plumbing 1015 48th Avenue Long Island City NY 11101 (718) 392-6607  
Ranshaw Fuel Oil, Plumbing and Heating 151-01 14th Ave. Whitestone NY 11357 (718) 249-2720

Regent Heating & Air 17 Putnam Avenue Port Chester NY 10573 (914) 939-4404  
Con Edison Heating and Cooling Rebates for Homes Participating Contractor List  
Company Name Address City State Zip Phone  
Res-Com Heating Air Conditioning 12D West Main Street Elmsford NY (914) 347-3402  
Richair Mechanical Inc. 61-06 Maurice Ave Maspeth NY 11378 (718) 894-8474  
Richards Conditioning Corp 70 Marbledale Rd Tuckahoe NY 10707 (914) 337-0300  
Richie Bros HVAC 91 Plain Ave. New Rochelle NY 10801 (914) 576-7661  
Robert Rispoli Plumbing & Heating, Inc 28 Colby Avenue Rye Brook NY 10528 (914) 967-9317  
Robert Thompson HVAC 74 Leland Ave Pleasantville NY 10570 (914) 769-8857  
Robert Viggiano Plumbing And Heating 23 Park-N-Sons Court Cold Spring NY 10516 (914) 438-0448  
Robison Oil Singer Holding 500 Executive Blvd Elmsford NY 10532 (914) 345-5700  
RST Heating & AC 300 East Prospect Ave, Suite 1B Mount Vernon NY 10553 (914) 667-2699  
Rucci Oil Co 1693 Richmond Terrace Staten Island NY 10310 (718) 442-2080  
S&F Plumbing & Heating 1201 Oregon Road Cortland Manor NY 10567 (914) 734-7766  
Sam's Air Conditioning 55 Sunset Avenue Staten Island NY 10314 (914) 297-4002  
Sanroz Heating & Airconditioning po box 565 Katonah NY 10536 (914) 943-8908  
Scaran Heating and Air Conditioning 6767 Amboy Rd. Staten Island NY 10309 (718) 984-0805  
Scaran Oil Service Inc 6767 Amboy Road Staten Island NY 10309 (718) 984-0805  
SCK Teamwork Corp. 611 62nd Street Brooklyn NY 11220 (718) 492-2938  
Senid Plumbing and Heating 122-11 18th Ave. College Point NY 11356 (718) 445-3710  
Serve Well Plumbing and Heating 116-04 Atlantic Ave. Richmond Hill NY 11419 (718) 847-1830  
Service Mechanical,INC 189 Willow Ave Bronx NY 10454 (718) 292-9262  
Skillman Plumbing & Heating 38-32 54 Street Woodside NY 11377 (718) 639-1950  
Skyview Mechanical 4513 Byron Ave Bronx NY 10466 (718) 324-1386  
Stanley Gelber & Sons 1079 Front Street Uniondale NY 11553 (516) 538-0040  
Steady Flow Plumbing and Heating PO Box 1142 Yonkers NY 10703 (914) 494-1117  
Stivan Plumbing & Heating 42-16 28th Avenue Astoria NY 11103 (718) 545-7750  
STP Plumbing and Heating 35-35 Crescent St Long Island City NY 11106 (718) 204-0494  
Sunshine Airconditioning and Heating 3288 Page CT Yorktown Heights NY 10598 (914) 245-2050  
Supercool RHVAC 15 Lake Road Cortlandt Manor NY 10567 (914) 382-8765  
T&C Mechanical & Sons LLC 3619 White Plains Road Bronx NY 10467 (914) 879-1572  
T. Webber Plumbing & Heating 3365 Route 9 Cold Spring NY 10516 (845) 265-1400  
T.F. O'Brien & Co. 1219 Jericho Turnpike New Hyde Park NY 11040 (516) 488-1800  
T.F. Quinlan & Sons, Inc 1473 Richmond Terrace Staten Island NY 10310 (718) 442-2944  
Taconic Heating and Cooling Corp 9 Dogwood Rd Corlandt Manor NY 10567 (914) 734-9300

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

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

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

When reporting information on each program, be aware that a description of the program will be made available to interested readers. The basic information, in brief summary format, should be included in each of the three reports (monthly, quarterly, and annual) that are submitted to the Director of OEEE. It is

*recommended that the reports also be filed with the Secretary of the Commission to encourage further transparency.* At a minimum individual basic program information should be available to DPS staff upon request. The DPS believes that the data to be reported does not pose any confidentiality concerns. However, if such concerns arise, they will be considered on a case by case basis.

## Section II. Evaluation Support Information

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

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

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

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

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

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

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

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

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

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

**Notes:**

**Notes:**

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

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

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

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

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

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

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

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

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

**Notes:**

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

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

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

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

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

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

**Not Applicable to this program.**

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

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

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

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

**Not Applicable to this program.**

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

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

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

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

**Not Applicable to this program.**

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

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

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

**2. Program Status**

**Program Performance Goals**

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

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

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

**Calls are now handled by the Con Edison's Operations Call Center located in Westchester.**

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

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

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

(a) Marketing Activities

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

**A website for this program is active and includes a customer inquiry form. Website hits for this month totaled 1,902 unique visitors for both Residential HVAC programs.**

**In the month of October, Honeywell continued to implement the improvement plan for the Heating and Cooling rebates for Homes Program. Some of the milestones associated with the suite of residential programs include:**

- **Honeywell's Call Center operations as part of Con Edison's Green Team Corporate Awareness which went on-line on September 27, 2010 experienced a significant increase in volume as a result of direct customer calling.**
- **Training requirements for "participating" contractors in the Heating and Cooling Rebates for Homes Program have been lifted, with PSC approval**
- **In depth analysis of this year's Room AC Rebate Program has been completed for 2011 planning.**
- **Data transfer and reporting within Appliance Bounty Program has been refined.**
- **The Home Energy Survey Program (Direct Install) is now fully operational, with 161 surveys completed in September, and 195 scheduled**
- **The new residential program Overview Brochure is in final stage of review by Con Edison.**
- **Honeywell and Con Edison co-staffed tables at the 2010 Educational & Energy Efficiency Trade Expo, in conjunction with National Grid, and hosted the seminar on "Increased Sales Through Energy Rebates" held on September 23, 2010.**
- **The first HVAC program Contractor Working Group meeting was held on September 29, 2010 at the Hampton Inn in Yonkers. These meetings are designed to have the contractors voice their opinion and perception of identifying program obstacles. A lively debate was held and valuable information was gathered.**

**Through the month of October, cumulative acquired savings now stand at 381,224 kWh or 8.4% of the current period electric savings goal; and 102,215 therms or 14.6% of the current period gas savings goal.**

**Honeywell continued to focus on understanding the contractor network currently operating in the program. Also, Con Edison and Honeywell are implementing the following steps to improve program performance:**

1. **Launched outreach targeting potential customers through the "Green Team" Corporate Awareness campaign, and Honeywell and Con Edison EE Department marketing efforts.**

2. **Honeywell is reaching out to all licensed contractors in the service territory to inform them of the lift in mandatory training.**
3. **Held a meeting with the PSC and received confirmation that we cannot accept application retroactively to the starting date of the program to include all contractors.**
4. **Incentivizing contractors to increase activity through co-op advertising campaigns**
5. **Began training coordination and events with National Grid.**

(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 Implementation Contractor.**

(c) Other Activities

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

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

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

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

**None-to-date**

**4. Changes to Subcontractors or Staffing**

Describe any staff or subcontractor/consultant changes.

**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.**

**Residential HVAC – Gas Program**

**Monthly Scorecard – October 2010\***

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

## Section I. Basic Program Information

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

- q) Full program descriptions, including operation and procedures manuals, activities descriptions, and a description of program service territory; **The Residential HVAC Program - Gas program will promote the replacement of older inefficient water and space heating equipment with high-efficiency equipment in the residential 1-4 family buildings. This program will be implemented throughout Con Edison Gas Service territory which includes Manhattan, the Bronx, Westchester County, and parts of Queens. The target market is 215,000 1-4 family residential buildings (owner or tenant) with gas space and water heating equipment. Customers who participate must contribute to the System Benefits Charge.**  
**A contract has been signed with Honeywell Utility Solutions, Wayne Interchange Plaza 1, Wayne, New Jersey 07470. The operations and procedural manuals have been developed.**
- r) Detailed descriptions of tracking system and tracking system operations, including data dictionaries. **Honeywell is 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 NYSEERDA and reproduce the monthly report. **See answer in section (q).**
- t) Program management and staff names, titles, work locations, phone numbers, fax numbers, and e-mail addresses;

**Mark Thomson**

**Section Manager – Program Implementation**

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

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

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

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

**Cristina Coltro**

**Manager – Program Implementation**

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

**Phone: (212) 460-6850**

**Email: coltroc@coned.com**

- u) Program savings objectives;

**Through 2011**

**Dth: 116,918**

**Combined 2009 / 2010 Goal**

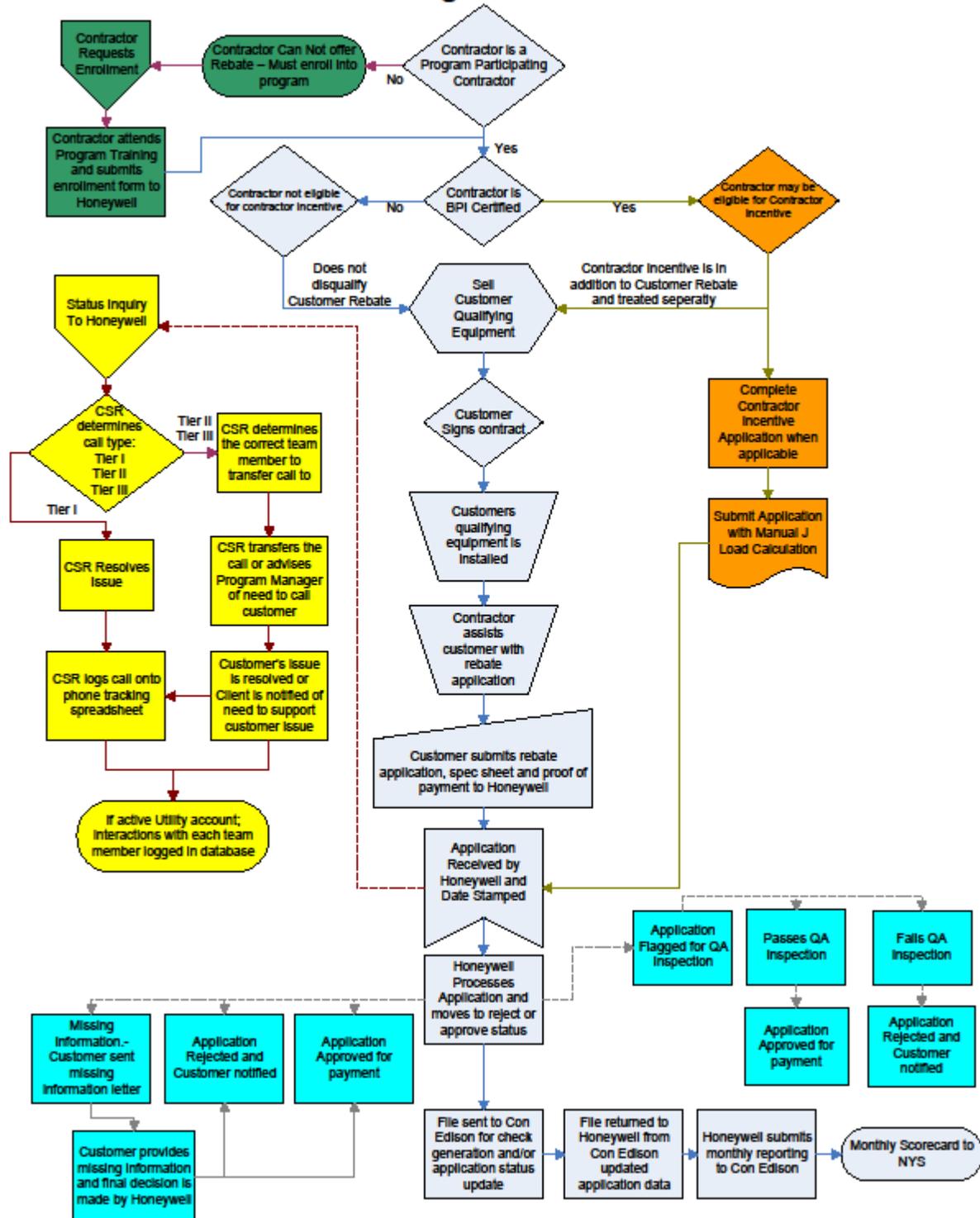
**Dth: 70,151**

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

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

### Program Process



- 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.A. Downstream Incentive Program Information

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

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

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

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

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

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

**Notes:**

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

**Notes:**

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

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

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

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

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

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

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

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

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

**Notes:**

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

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

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

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

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

**Not Applicable to this program.**

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

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

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

### 3. Program Status

#### Program Performance Goals

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

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

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

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

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

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

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

(a) Marketing Activities

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

**A website for this program has been developed and activated, which includes a customer inquiry form. Website hits for this month totaled 1,902 unique visitors for both Residential HVAC programs.**

**In the month of October, Honeywell continued to implement the improvement plan for the Heating and Cooling rebates for Homes Program. Some of the milestones associated with the suite of residential programs include:**

- Honeywell’s Call Center operations as part of Con Edison’s Green Team Corporate Awareness which went on-line on September 27, 2010 experienced a significant increase in volume as a result of direct customer calling.**
- Training requirements for “participating” contractors in the Heating and Cooling Rebates for Homes Program have been lifted, with PSC approval**
- In depth analysis of this year’s Room AC Rebate Program has been completed for 2011 planning.**
- Data transfer and reporting within Appliance Bounty Program has been refined.**
- The Home Energy Survey Program (Direct Install) is now fully operational, with 161 surveys completed in September, and 195 scheduled**
- The new residential program Overview Brochure is in final stage of review by Con Edison.**
- Honeywell and Con Edison co-staffed tables at the 2010 Educational & Energy Efficiency Trade Expo, in conjunction with National Grid, and hosted the seminar on “Increased Sales Through Energy Rebates” held on September 23, 2010.**
- The first HVAC program Contractor Working Group meeting was held on September 29, 2010 at the Hampton Inn in Yonkers. These meetings are designed to have the contractors voice their opinion and perception of identifying program obstacles. A lively debate was held and valuable information was gathered.**

**Through the month of October, cumulative acquired savings now stand at 381,224 kWh or 8.4% of the current period electric savings goal; and 102,215 therms or 14.6% of the current period gas savings goal.**

**Honeywell continued to focus on understanding the contractor network currently operating in the program. Also, Con Edison and Honeywell are implementing the following steps to improve program performance:**

- 6. Launched outreach targeting potential customers through the “Green Team” Corporate Awareness campaign, and Honeywell and Con Edison EE Department marketing efforts.**
- 7. Honeywell is reaching out to all licensed contractors in the service territory to inform them of the lift in mandatory training.**

8. **Held a meeting with the PSC and received confirmation that we cannot accept application retroactively to the starting date of the program to include all contractors.**
9. **Incentivizing contractors to increase activity through co-op advertising campaigns**
10. **Began training coordination and events with National Grid.**

(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 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)**

**Monthly Scorecard – October 2010\***

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

## Section I. Basic Program Information

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

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

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

- y) Detailed descriptions of tracking system and tracking system operations, including data dictionaries. **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;

**Mark Thomson**

**Section Manager – Program Implementation**

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**Gregory Elcock**

**Manager – Program Implementation**

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

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

**Email: elcockg@coned.com**

**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 50 apartments. This market is difficult to penetrate for numerous reasons. It is comprised of a complex mix of rent controlled and rent stabilized units together with free market apartments, condominiums and cooperatives, making standardized approaches difficult to deliver.** To address these barriers, Con Edison has designed RRP to engage building owners and tenants in energy efficiency by concentrating on overcoming the traditional barriers to penetrating this market. RRP is intended to be a novel approach to gain access to the many stakeholders, including landlords, tenants, managing agents and condominium and cooperative boards in the multifamily residential market. RRP addresses both rental units and also condominium and cooperative "owner market" with smaller incentives that match the relatively lower penetration barriers in this market. RRP is a composite of initiatives under one umbrella that offers a comprehensive set of viable prescriptive efficiency measures and opportunities with a focus on ease of acceptance and admission, low cost, simplicity and customer benefits for both landlords and occupying tenants or leaseholders. **Logic models 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.A. Downstream Incentive Program Information

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

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

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

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

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

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

**Notes:**

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

**Notes:**

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

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

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

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

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

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

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

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

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

**Notes:**

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

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

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

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

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

**Not Applicable to this program.**

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

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

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

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

**Not Applicable to this program.**

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

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

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

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

**Not Applicable to this program.**

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

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

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

#### **4. Program Status**

##### **Program Performance Goals**

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

**Website hits for this month totaled 616 unique visitors for both electric & gas programs.**

**For October 2010, the following program information and metrics were provided by our implementation contractor The Association for Energy Affordability (AEA).**

**RRP Marketing Events**

- **The Bronx Real Estate Summit**  
**October 20, 2010**  
**The Bronx Library Center**  
**310 East Kingsbridge Road**

**The Bronx Real Estate Summit was sponsored by South Bronx Overall Economic Development Corporation (SOBRO). The theme of this one day summit was “Sustainable Design, Environmental Challenges – Building the Bronx”. Developers, lenders, property owners, builders, nonprofits, brokers, business owners, and other interested parties are invited to network, exchange useful strategies, and gain insider knowledge from other respected individuals in the field.**

**AEA was one of five exhibitors at this event. AEA staff was able to promote Con Edison’s Multifamily Energy Efficiency Program to 50-75 attendees. A total of 10 attendees requested follow up calls to further discuss participation into the MFEE Program. These contacts are currently being assigned to account managers to complete outreach. An additional 5 attendees were interested in the SBDI program.**

- **Urban GO GREEN Expo**  
**October 23, 2010**  
**Fordham University @ Lincoln Center Campus**

**The Urban GO GREEN Expo was sponsored by the Fordham University Business School co-sponsored by NYSERDA, Net Impact, Emblem Health, HIP4KIDS, Tree Friends, The Manhattan Chamber of Commerce and Anvil Knitwear. This year’s expo featured a “Greening the Music Concert”, eco-fashion show and the Urban GO GREEN Business panel. The 2010 Urban GO GREEN Expo seeks to promote a healthy, socially responsible, eco-conscious culture in urban communities. Vendors did presentations on health, energy, clean/green technology, jobs, entrepreneurship opportunities, green building, food and recycling. The majority of the event was centered on how best to find success in the sustainability industry.**

**This particular event did not bring in many strong leads. AEA staff found attendees to be interested in training opportunities. A total of 10 attendees requested additional follow up information on the MFEE Program.**

- **9th Annual Real Estate Trade Show  
October 27, 2010  
Bronx Zoo**

**The 9<sup>th</sup> Annual Real Estate Trade Show was sponsored by Bronx-Manhattan North Association of Realtors Inc. The show was attended by realtors, property managers, bankers and EE product/service companies. There were panel discussions for real estate professionals. The event provided an opportunity to reach out to contractors with exhibits at the event. There were a total of 44 exhibitors, AEA being one of them.**

**AEA staff was able to collect a total of 10 contacts for follow up on the MFEE Program. These leads have been assigned to account managers through Salesforce for outreach follow up.**

#### **Operations: Trade Ally Network**

**The Association for Energy Affordability met with the several audit firms on October 12, 2010 to confirm participation in the performing common area and/or in-unit surveys and direct installs.**

- **Bright Power confirmed they will perform common area surveys, as well as in-unit surveys and direct installs.**
- **R3 Energy confirmed they will perform common area surveys only.**
- **Steven Winter Associates confirmed they will perform common area surveys only.**

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

#### **Schedule for the month of October, 2010:**

- **October 12, 2010 – 15 contractors attended this session.**

**There are currently a total of 87 qualified participating contractors for the MFEE program. AEA will be conducting contractor orientations 2<sup>nd</sup> Tuesday of each month.**

#### **Operations Activity:**

- **Active Building Pipeline                      674 Buildings**
- **Building Applications Received        399 Buildings**



Describe any staff or subcontractor/consultant changes.

**None-to-date**

**5. Additional Issues**

**None-to-date**

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

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

**Monthly Scorecard – October 2010\***

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

## Section I. Basic Program Information

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

- 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 50 dwelling unit multifamily building market. Customers who participate must contribute to the System Benefits Charge.**

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

- 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;

**Mark Thomson**

**Section Manager – Program Implementation**

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

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

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

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

**Gregory Elcock**

**Manager – Program Implementation**

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

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

**Email: elcockg@coned.com**

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 50 apartments. This market is difficult to penetrate for numerous reasons. It is comprised of a complex mix of rent controlled and rent stabilized units together with free market apartments, condominiums and cooperatives, making standardized approaches difficult to deliver.** To address these barriers, Con Edison has designed RRP to engage building owners and tenants in energy efficiency by concentrating on overcoming the traditional barriers to penetrating this market. RRP is intended to be a novel approach to gain access to the many stakeholders, including landlords, tenants, managing agents and condominium and cooperative boards in the multifamily residential market. RRP addresses both rental units and also condominium and cooperative “owner market” with smaller incentives that match the relatively lower penetration barriers in this market. RRP is a composite of initiatives under one umbrella that offers a comprehensive set of viable prescriptive efficiency measures and opportunities with a focus on ease of acceptance and admission, low cost, simplicity and customer benefits for both landlords and occupying tenants or leaseholders. **Logic models 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.A. Downstream Incentive Program Information

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

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

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

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

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

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

**Notes:**

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

**Notes:**

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

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

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

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

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

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

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

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

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

**Notes:**

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

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

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

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

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

**Not Applicable to this program.**

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

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

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

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

**Not Applicable to this program.**

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

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

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

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

**Not Applicable to this program.**

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

[Under separate file.](#)

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

**CON EDISON REFRIGERATOR REPLACEMENT  
Program Administrator: PLUS PROGRAM – GAS**

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

## 5. Program Status

### Program Performance Goals

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

i)

(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 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.

**Website hits for this month totaled 616 unique visitors for both electric & gas programs.**

**For October 2010, the following program information and metrics were provided by our implementation contractor The Association for Energy Affordability (AEA).**

### **RRP Marketing Events**

- **The Bronx Real Estate Summit**  
**October 20, 2010**  
**The Bronx Library Center**  
**310 East Kingsbridge Road**

The Bronx Real Estate Summit was sponsored by South Bronx Overall Economic Development Corporation (SOBRO). The theme of this one day summit was “Sustainable Design, Environmental Challenges – Building the Bronx”. Developers, lenders, property owners, builders, nonprofits, brokers, business owners, and other interested parties are invited to network, exchange useful strategies, and gain insider knowledge from other respected individuals in the field.

AEA was one of five exhibitors at this event. AEA staff was able to promote Con Edison’s Multifamily Energy Efficiency Program to 50-75 attendees. A total of 10 attendees requested follow up calls to further discuss participation into the MFEE Program. These contacts are currently being assigned to account managers to complete outreach. An additional 5 attendees were interested in the SBDI program.

- **Urban GO GREEN Expo**  
**October 23, 2010**  
**Fordham University @ Lincoln Center Campus**

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This particular event did not bring in many strong leads. AEA staff found attendees to be interested in training opportunities. A total of 10 attendees requested additional follow up information on the MFEE Program.

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**October 27, 2010**  
**Bronx Zoo**

The 9<sup>th</sup> Annual Real Estate Trade Show was sponsored by Bronx-Manhattan North Association of Realtors Inc. The show was attended by realtors, property managers, bankers and EE product/service companies. There were panel discussions for real estate professionals. The event provided an opportunity to reach out to contractors with exhibits at the event. There were a total of 44 exhibitors, AEA being one of them.



**September 2010 – 10 buildings = 167 units**

**October 2010 – 9 buildings = 224 units**

(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.**

**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**

**Monthly Scorecard – October 2010\***

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

## Section I. Basic Program Information

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

- 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.A. Downstream Incentive Program Information

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

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

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

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

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

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

**Notes:**

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

**Notes:**

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

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

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

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

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

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

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

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

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

**Notes:**

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

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

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

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

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

**Not Applicable to this program.**

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

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

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

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

**Not Applicable to this program.**

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

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

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

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

**Not Applicable to this program.**

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

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

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

### 6. Program Status

#### Program Performance Goals

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

**As of October 31, 2010 the Yonkers Housing Authority (YHA) has almost completed the installation of energy efficient boilers that were included in its Phase 1 scope of work, which includes three sites. When completed, this will yield approximately 8,400 therms saved. Additionally, they have started the steam trap replacement at one site, and anticipate being able to complete the steam trap replacement in the apartment areas of two sites by year-end 2010. The associated therms saved from the replacement of these steam traps are approximately 500,000 therms. Unfortunately the Company will not be able to take credit for these savings until 2011, after the oil to gas conversion projects have been completed. The 2011 goal for this program is 315,000 therms.**

(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.

(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 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)**

**Monthly Scorecard – October 2010\***

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

## Section I. Basic Program Information

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

- 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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**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)**

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.

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

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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.

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

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

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

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

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

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

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

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

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

**Notes:**

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

**Notes:**

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

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

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

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

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

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

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

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

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

**Notes:**

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

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

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

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

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

**Not Applicable to this program.**

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

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

- 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

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

### 7. Program Status

#### Program Performance Goals

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

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

The program paid two electric rebates for lighting projects during October. One rebate was for a commercial business in Manhattan, the other for a custom project at a big box store in Brooklyn. We currently have 89 projects in the pipeline for the prescriptive program, 60 commitment letters have been developed, with a total of 42 approved by customers. Currently we have over 4.5 million kWh in our program pipeline.

We sponsored events with both BOMA (on October 12, 2010 at the Grand Hyatt Hotel in Manhattan) and HESGNY (Hospital Engineers) on October 14, 2010 at Russo's on the Bay in Howard Beach, N.Y.

Lockheed Martin, our C&I Program implementation contractor, now has its New York City offices staffed with people dedicated to the C&I Program effort. The staffing levels are as follows:

- 4 Leveraged marketing representatives
- 4 Direct customer marketing representatives
- 4 Technical Staff
- Operations Manager
- Program & Deputy Program Manager
- Marketing Manager

**Additionally Con Edison is adding:**

- **2 Technical Account Executives with expertise in Building Controls and HVAC**
- **2 Project Inspectors / Business Development Techs**

**Con Edison/NYSERDA Data Center Efficiency Program**

**Kevin Burke, and Frank Murray of NYSEERDA, announced the Joint Con Edison / NYSEERDA Data Center Efficiency Program on October 8<sup>th</sup> at the AMD Cloud Computing Conference at the New York Stock Exchange. We developed a briefing book which included a FAQ document along with a pre application to be shared with customers at this event. Members of the press from InfoWorld, ComputerWorld, Dow Jones, and eWeek attended this event. The group was invited to ring the closing bell at the NYSE. Rebecca Craft, Director of the Energy Efficiency Programs Department spoke on Con Edison's demand profile and savings opportunities.**

(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.

**A website for this program has been developed and activated, which includes a customer inquiry form. Website hits for this month totaled 1,041 unique visitors for all their programs. Con Edison promotes its program with Building Owners & Managers Association (BOMA), American Society of Heating, Refrigerating and Air-Conditioning Engineers, US Green Buildings Council and other organizations.**

(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.**

**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)**

#### **Monthly Scorecard – October 2010\***

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

## Section I. Basic Program Information

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

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

- 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**

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

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

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

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

**Dave Pospisil**

**Manager – Program Implementation**

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

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

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

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

**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.A. Downstream Incentive Program Information

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

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

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

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

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

<b>Program-Tracking Database Terms</b>	<b>Definition of Terms</b>
<b>Net-to-gross ratio<sup>10</sup></b>	Net-to-gross ratio
<b>Estimated net kWh savings per unit<sup>11</sup></b>	Estimated net kWh savings per unit
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<b>Net kerosene savings per unit</b>	Net kerosene savings per unit
<b>Net oil savings per unit</b>	Net oil savings per unit
<b>Net propane savings per unit</b>	Net propane savings per unit
<b>Effective useful life</b>	Effective useful life (median number of years that measure is expected to last)
<b>Full incremental cost per unit<sup>12</sup></b>	Full incremental cost per unit
<b>Full costs per unit</b>	Full costs per unit
<b>Weather station assignment number</b>	The weather station ID assigned to the participant service address

**Notes:**

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

**Notes:**

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

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

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

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

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

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

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

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

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

**Notes:**

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

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

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

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

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

**Not Applicable to this program.**

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

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

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

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

**Not Applicable to this program.**

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

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

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

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

**Not Applicable to this program.**

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

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

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

### 8. Program Status

#### Program Performance Goals

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

The program paid two electric rebates for lighting projects during October. One rebate was for a commercial business in Manhattan, the other for a custom project at a big box store in Brooklyn. We currently have 89 projects in the pipeline for the prescriptive program, 60 commitment letters have been developed, with a total of 42 approved by customers. Currently we have over 4.5 million kWh in our program pipeline.

We sponsored events with both BOMA (on October 12, 2010 at the Grand Hyatt Hotel in Manhattan) and HESGNY (Hospital Engineers) on October 14, 2010 at Russo's on the Bay in Howard Beach, N.Y.

Lockheed Martin, our C&I Program implementation contractor, now has its New York City offices staffed with people dedicated to the C&I Program effort. The staffing levels are as follows:

- 4 Leveraged marketing representatives
- 4 Direct customer marketing representatives
- 4 Technical Staff
- Operations Manager
- Program & Deputy Program Manager
- Marketing Manager

Additionally Con Edison is adding:

- **2 Technical Account Executives with expertise in Building Controls and HVAC**
- **2 Project Inspectors / Business Development Techs**

#### **Con Edison/NYSERDA Data Center Efficiency Program**

**Kevin Burke, and Frank Murray of NYSEERDA, announced the Joint Con Edison / NYSEERDA Data Center Efficiency Program on October 8<sup>th</sup> at the AMD Cloud Computing Conference at the New York Stock Exchange. We developed a briefing book which included a FAQ document along with a pre application to be shared with customers at this event. Members of the press from InfoWorld, ComputerWorld, Dow Jones, and eWeek attended this event. The group was invited to ring the closing bell at the NYSE. Rebecca Craft, Director of the Energy Efficiency Programs Department spoke on Con Edison's demand profile and savings opportunities.**

(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.

**A website for this program has been developed and activated, which includes a customer inquiry form. Website hits for this month totaled 1,041 unique visitors for all their programs.**

(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.**

**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)**

### **Monthly Scorecard – October 2010\***

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

## Section I. Basic Program Information

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

- ggg) 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.**

- hhh) 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).**
- jjj) 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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**Phone: (212) 460-2035**

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**E mail: [thomsonm@coned.com](mailto:thomsonm@coned.com)**

**Dave Pospisil**

**Manager – Program Implementation**

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

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

**Email: [pospisild@coned.com](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.A. Downstream Incentive Program Information

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

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

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

<b>Program-Tracking Database Terms</b>	<b>Definition of Terms</b>
<b>Program Administrator</b>	Utility or NYSERDA
<b>Program ID<sup>1</sup></b>	Unique Program identification number assigned by DPS
<b>Program Name</b>	Program name
<b>Account number (affected by measure installation)<sup>2</sup></b>	Utility account number affected by the installation of the efficient measures
<b>Meter number (affected by installation)</b>	The meter number associated with the affected account number
<b>Service turn-on date</b>	The date of service turn for the program participant
<b>Rate classification</b>	Rate classification
<b>Site-Specific Primary NAIC<sup>3</sup></b>	The two-digit NAIC for the affected dwelling/building
<b>Building type/dwelling type<sup>4</sup></b>	Description of the dwelling or building type
<b>Measure-Project name</b>	Name of measure
<b>Measure description</b>	Description of the measure
<b>Measure quantity</b>	Quantity of the measure
<b>Unit description</b>	Description of the unit (e.g., tons, square feet, lamp)
<b>Participant first name<sup>5</sup></b>	Participant first name
<b>Participant last name</b>	Participant last name
<b>Service Street Address</b>	Street address at which measure was installed
<b>Service City</b>	City in which measure was installed
<b>Service ZIP code</b>	ZIP code associated with the service street address and city
<b>Participant telephone number</b>	Participant telephone number
<b>Participant Fax number</b>	Participant Fax number
<b>Participant E-Mail address</b>	Participant E-Mail address
<b>Rebate amount per unit<sup>6</sup></b>	Rebate amount per unit
<b>Financing amount per unit</b>	Financing amount per unit
<b>Program application date</b>	Program application date
<b>Application approval date<sup>7</sup></b>	Date on which application was approved
<b>Post-installation inspection date</b>	Date on which measure installation was inspected on site by program administrator. <i>Note that post-installation inspection dates may not be available or they might only be available for a sample of program participants.</i>
<b>Rebate payment date<sup>8</sup></b>	Date on which rebate check was issued.
<b>Estimated gross kWh savings per unit<sup>9</sup></b>	Estimated gross kWh savings per unit (unit energy savings)

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

**Notes:**

**Notes:**

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

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

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

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

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

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

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

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

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**Notes:**

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

**Not Applicable to this program.**

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

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

- 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
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- 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.

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

### 9. Program Status

#### Program Performance Goals

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

(b) Describe and discuss other key aspects of program performance goals that were not discussed in (a). **The program paid two electric rebates for lighting projects during October. One rebate was for a commercial business in Manhattan, the other for a custom project at a big box store in Brooklyn. We currently have 89 projects in the pipeline for the prescriptive program, 60 commitment letters have been developed, with a total of 42 approved by customers. Currently we have over 4.5 million kWh in our program pipeline.**

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- **4 Leveraged marketing representatives**
- **4 Direct customer marketing representatives**
- **4 Technical Staff**
- **Operations Manager**

- **Program & Deputy Program Manager**
- **Marketing Manager**

**Additionally Con Edison is adding:**

- **2 Technical Account Executives with expertise in Building Controls and HVAC**
- **2 Project Inspectors / Business Development Techs**

#### **Con Edison/NYSERDA Data Center Efficiency Program**

**Kevin Burke, and Frank Murray of NYSEERDA, announced the Joint Con Edison / NYSEERDA Data Center Efficiency Program on October 8<sup>th</sup> at the AMD Cloud Computing Conference at the New York Stock Exchange. We developed a briefing book which included a FAQ document along with a pre application to be shared with customers at this event. Members of the press from InfoWorld, ComputerWorld, Dow Jones, and eWeek attended this event. The group was invited to ring the closing bell at the NYSE. Rebecca Craft, Director of the Energy Efficiency Programs Department spoke on Con Edison's demand profile and savings opportunities.**

(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.

**A website for this program has been developed and activated, which includes a customer inquiry form. Website hits for this month totaled 1,041 unique visitors for all their programs.**

(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. 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)**

**Monthly Scorecard – October 2010\***

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

## Section I. Basic Program Information

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

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

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

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;

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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.A. Downstream Incentive Program Information

This section contains a list of program-participant level data elements to be routinely collected and maintained in electronic form by PAs to measure the progress of their energy efficiency programs (e.g., program costs, estimated energy impacts).<sup>2</sup> The program-tracking database must be maintained **at the measure level**. Measures that are similar (e.g., CFLs, linear fluorescents) and have the same rebate and savings per unit

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

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

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

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

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

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

**Notes:**

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

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

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

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

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

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

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

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

**Notes:**

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

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

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

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

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

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

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

**Not Applicable to this program.**

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

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

- 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  
**Reporting period:** October 2010  
**Report Contact person:** STEVEN MYSHOLOWSKY

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

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

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

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

## **10. Program Status**

### **Program Performance Goals**

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

**The program paid two electric rebates for lighting projects during October. One rebate was for a commercial business in Manhattan, the other for a custom project at a big box store in Brooklyn. We currently have 89 projects in the pipeline for the prescriptive program, 60 commitment letters have been developed, with a total of 42 approved by customers. Currently we have over 4.5 million kWh in our program pipeline.**

**We sponsored events with both BOMA (on October 12, 2010 at the Grand Hyatt Hotel in Manhattan) and HESGNY (Hospital Engineers) on October 14, 2010 at Russo's on the Bay in Howard Beach, N.Y.**

**Lockheed Martin, our C&I Program implementation contractor, now has its New York City offices staffed with people dedicated to the C&I Program effort. The staffing levels are as follows:**

- **4 Leveraged marketing representatives**
- **4 Direct customer marketing representatives**
- **4 Technical Staff**
- **Operations Manager**
- **Program & Deputy Program Manager**
- **Marketing Manager**

**Additionally Con Edison is adding:**

- **2 Technical Account Executives with expertise in Building Controls and HVAC**
- **2 Project Inspectors / Business Development Techs**

#### **Con Edison/NYSERDA Data Center Efficiency Program**

**Kevin Burke, and Frank Murray of NYSEERDA, announced the Joint Con Edison / NYSEERDA Data Center Efficiency Program on October 8<sup>th</sup> at the AMD Cloud Computing Conference at the New York Stock Exchange. We developed a briefing book which included a FAQ document along with a pre application to be shared with customers at this event. Members of the press from InfoWorld, ComputerWorld, Dow Jones, and eWeek attended this event. The group was invited to ring the closing bell at the NYSE. Rebecca Craft, Director of the Energy Efficiency Programs Department spoke on Con Edison's demand profile and savings opportunities.**

(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.

**A website for this program has been developed and activated, which includes a customer inquiry form. Website hits for this month totaled 1,041 unique visitors for all their programs.**

(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.**

**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)**

### **Monthly Scorecard – October 2010\***

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

## **Section I. Basic Program Information**

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

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

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

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

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

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

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

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.A. Downstream Incentive Program Information**

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

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

<b>Program-Tracking Database Terms</b>	<b>Definition of Terms</b>
<b>Program Administrator</b>	Utility or NYSERDA
<b>Program ID<sup>1</sup></b>	Unique Program identification number assigned by DPS
<b>Program Name</b>	Program name
<b>Account number (affected by measure installation)<sup>2</sup></b>	Utility account number affected by the installation of the efficient measures
<b>Meter number (affected by installation)</b>	The meter number associated with the affected account number
<b>Service turn-on date</b>	The date of service turn for the program participant
<b>Rate classification</b>	Rate classification
<b>Site-Specific Primary NAIC<sup>3</sup></b>	The two-digit NAIC for the affected dwelling/building
<b>Building type/dwelling type<sup>4</sup></b>	Description of the dwelling or building type
<b>Measure-Project name</b>	Name of measure
<b>Measure description</b>	Description of the measure
<b>Measure quantity</b>	Quantity of the measure
<b>Unit description</b>	Description of the unit (e.g., tons, square feet, lamp)
<b>Participant first name<sup>5</sup></b>	Participant first name

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

<b>Program-Tracking Database Terms</b>	<b>Definition of Terms</b>
<b>Participant last name</b>	Participant last name
<b>Service Street Address</b>	Street address at which measure was installed
<b>Service City</b>	City in which measure was installed
<b>Service ZIP code</b>	ZIP code associated with the service street address and city
<b>Participant telephone number</b>	Participant telephone number
<b>Participant Fax number</b>	Participant Fax number
<b>Participant E-Mail address</b>	Participant E-Mail address
<b>Rebate amount per unit<sup>6</sup></b>	Rebate amount per unit
<b>Financing amount per unit</b>	Financing amount per unit
<b>Program application date</b>	Program application date
<b>Application approval date<sup>7</sup></b>	Date on which application was approved
<b>Post-installation inspection date</b>	Date on which measure installation was inspected on site by program administrator. <i>Note that post-installation inspection dates may not be available or they might only be available for a sample of program participants.</i>
<b>Rebate payment date<sup>8</sup></b>	Date on which rebate check was issued.
<b>Estimated gross kWh savings per unit<sup>9</sup></b>	Estimated gross kWh savings per unit (unit energy savings)
<b>Estimated gross on-peak kW savings per unit (utility-specific)</b>	Each utility is required to report the estimated gross on-peak kW savings per unit according to each utility's peak definition. NYSERDA is also required to report demand reductions for program participants in each given utility's service territory based on each utility's definition of peak.
<b>Estimated gross on-peak kW savings per unit (NYISO)</b>	Estimated gross on-peak kW savings per unit according to NYISO peak, the definition of which is forthcoming from the DPS.
<b>Estimated gross therm (natural gas) savings per unit</b>	Estimated gross therm savings per unit
<b>Net-to-gross ratio<sup>10</sup></b>	Net-to-gross ratio
<b>Estimated net kWh savings per unit<sup>11</sup></b>	Estimated net kWh savings per unit
<b>Estimated net on-peak kW savings per unit (utility-specific)</b>	Each utility is required to report the estimated net on-peak kW savings per unit according to each utility's peak definition. NYSERDA is also required to report net demand reductions for program participants in each given utility's service territory based on each utility's definition of peak.
<b>Estimated net on-peak kW savings per unit (NYISO)</b>	Estimated gross on-peak kW savings per unit according to NYISO peak, the definition of which is forthcoming from the DPS.
<b>Estimated net therm savings per unit</b>	Estimated net therm savings per unit
<b>Gross coal savings per unit</b>	Gross coal savings per unit

<b>Program-Tracking Database Terms</b>	<b>Definition of Terms</b>
<b>Gross kerosene savings per unit</b>	Gross kerosene savings per unit
<b>Gross oil savings per unit</b>	Gross oil savings per unit
<b>Gross propane savings per unit</b>	Gross propane savings per unit
<b>Net coal savings per unit</b>	Net coal savings per unit
<b>Net kerosene savings per unit</b>	Net kerosene savings per unit
<b>Net oil savings per unit</b>	Net oil savings per unit
<b>Net propane savings per unit</b>	Net propane savings per unit
<b>Effective useful life</b>	Effective useful life (median number of years that measure is expected to last)
<b>Full incremental cost per unit<sup>12</sup></b>	Full incremental cost per unit
<b>Full costs per unit</b>	Full costs per unit
<b>Weather station assignment number</b>	The weather station ID assigned to the participant service address

### Notes:

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

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

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

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

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

**Notes:**

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

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

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

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

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

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

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

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

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

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

**Not Applicable to this program.**

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

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

- 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:** October 2010  
**Report Contact person:** STEVEN MYSHOLOWSKY

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

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

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

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

#### **11. Program Status**

##### **Program Performance Goals**

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

**This program commenced on July1, 2010. Through October, Honeywell has received 651 customer applications for Home Energy Surveys, of which 237 surveys have been completed. The remaining applications are being reviewed and scheduled. Currently to-date, 150,220 kWh of acquired savings has been reported through October 31, 2010. These reported savings represent**

**11% of the Company's 2010 Program goal. Acquired savings during October 2010 were 136,834 kWh.**

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

**All customer leads and inquiries will be logged into Salesforce. Company website has been updated with Program specific data.**

(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.

**Website hits for this month totaled 1,201 unique visitors for all their programs.**

(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.**

**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)**

**Monthly Scorecard – October 2010\***

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

## **Section I. Basic Program Information**

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

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

**The Room Air Conditioning Program Con Edison's Room AC program promotes the purchase and installation of new high-efficiency room air conditioners. The Room AC program, coupled with the HVAC program, expands the opportunity in Con Edison's service area for energy efficiency gains in air condition space in the residential market. Con Edison will offer the incentives to all residential directly metered electric customers who contribute to the System Benefits Charges (SBC) to encourage them to upgrade to higher efficiency air conditioning equipment.**

**Con Edison will provide a financial incentive of \$30 per unit to customers who purchase an ENERGY STAR<sup>®</sup> 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;

**Mark Thomson**

**Section Manager – Program Implementation**

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

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

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

**E mail: [thomsonm@coned.com](mailto:thomsonm@coned.com)**

**Cristina Coltro**

**Manager – Program Implementation**

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

**Phone: (212) 460-6850**

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

**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.**

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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.

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<b>Measure quantity</b>	Quantity of the measure
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<b>Service Street Address</b>	Street address at which measure was installed
<b>Service City</b>	City in which measure was installed
<b>Service ZIP code</b>	ZIP code associated with the service street address and city
<b>Participant telephone number</b>	Participant telephone number
<b>Participant Fax number</b>	Participant Fax number
<b>Participant E-Mail address</b>	Participant E-Mail address
<b>Rebate amount per unit<sup>6</sup></b>	Rebate amount per unit
<b>Financing amount per unit</b>	Financing amount per unit
<b>Program application date</b>	Program application date
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<b>Post-installation inspection date</b>	Date on which measure installation was inspected on site by program administrator. <i>Note that post-installation inspection dates may not be available or they might only be available for a sample of program participants.</i>
<b>Rebate payment date<sup>8</sup></b>	Date on which rebate check was issued.
<b>Estimated gross kWh savings per unit<sup>9</sup></b>	Estimated gross kWh savings per unit (unit energy savings)

<b>Program-Tracking Database Terms</b>	<b>Definition of Terms</b>
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<b>Net coal savings per unit</b>	Net coal savings per unit
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<b>Net propane savings per unit</b>	Net propane savings per unit
<b>Effective useful life</b>	Effective useful life (median number of years that measure is expected to last)
<b>Full incremental cost per unit<sup>12</sup></b>	Full incremental cost per unit
<b>Full costs per unit</b>	Full costs per unit
<b>Weather station assignment number</b>	The weather station ID assigned to the participant service address

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

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

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

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

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

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

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

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

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

**Notes:**

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

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

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

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

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

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

**Not Applicable to this program.**

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

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

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

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

**Not Applicable to this program.**

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

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

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

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

**Not Applicable to this program.**

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

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

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

### 12. Program Status

#### Program Performance Goals

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

**Through October 31st, a total of 20,810 applications were received and 13,658 rebate applications have been approved. Additionally 378 rebate applications remain in the pipeline for review. The cumulative acquired savings through October is 752,338 kWh or 27.3% over the original goal of 591,000 kWh. Acquired savings during the month of October were 207,620 kWh.**

**Honeywell has held several meetings with retailers such as PC Richards and Sears regarding program enhancements. Together, these retailers account for 73% of the sales of Room ACs. Meetings have also been held with manufacturers such as Carrier. Con Edison and Honeywell will utilize feedback received from retailers to improve the application and marketing processes.**

- (b) Describe and discuss other key aspects of program performance goals that were not discussed in (a). **Our intelligence from the field is that the size of A/C units being purchased through this program are somewhat smaller than originally expected, therefore it will take a higher number of unit sales than the projected amount of 7,380, for the Company to reach its goal. However based upon current program activity, this should pose no problem as program activity has been robust.**

(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.

### (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 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)**

### **Monthly Scorecard – October 2010\***

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

## Section I. Basic Program Information

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

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

**The Appliance 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;

**Mark Thomson**

**Section Manager – Program Implementation**

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

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

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

**E mail: [thomsonm@coned.com](mailto:thomsonm@coned.com)**

**Cristina Coltro**

**Manager – Program Implementation**

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

**Phone: (212) 460-6850**

**Email: coltroc@coned.com**

**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.A. Downstream Incentive Program Information

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

**Table 13.** Variables Required for Participant-Level Program-Tracking Databases for Downstream Incentive Programs

Program-Tracking Database Terms	Definition of Terms
Program Administrator	Utility or NYSERDA

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

<b>Program-Tracking Database Terms</b>	<b>Definition of Terms</b>
<b>Program ID<sup>1</sup></b>	Unique Program identification number assigned by DPS
<b>Program Name</b>	Program name
<b>Account number (affected by measure installation)<sup>2</sup></b>	Utility account number affected by the installation of the efficient measures
<b>Meter number (affected by installation)</b>	The meter number associated with the affected account number
<b>Service turn-on date</b>	The date of service turn for the program participant
<b>Rate classification</b>	Rate classification
<b>Site-Specific Primary NAIC<sup>3</sup></b>	The two-digit NAIC for the affected dwelling/building
<b>Building type/dwelling type<sup>4</sup></b>	Description of the dwelling or building type
<b>Measure-Project name</b>	Name of measure
<b>Measure description</b>	Description of the measure
<b>Measure quantity</b>	Quantity of the measure
<b>Unit description</b>	Description of the unit (e.g., tons, square feet, lamp)
<b>Participant first name<sup>5</sup></b>	Participant first name
<b>Participant last name</b>	Participant last name
<b>Service Street Address</b>	Street address at which measure was installed
<b>Service City</b>	City in which measure was installed
<b>Service ZIP code</b>	ZIP code associated with the service street address and city
<b>Participant telephone number</b>	Participant telephone number
<b>Participant Fax number</b>	Participant Fax number
<b>Participant E-Mail address</b>	Participant E-Mail address
<b>Rebate amount per unit<sup>6</sup></b>	Rebate amount per unit
<b>Financing amount per unit</b>	Financing amount per unit
<b>Program application date</b>	Program application date
<b>Application approval date<sup>7</sup></b>	Date on which application was approved
<b>Post-installation inspection date</b>	Date on which measure installation was inspected on site by program administrator. <i>Note that post-installation inspection dates may not be available or they might only be available for a sample of program participants.</i>
<b>Rebate payment date<sup>8</sup></b>	Date on which rebate check was issued.
<b>Estimated gross kWh savings per unit<sup>9</sup></b>	Estimated gross kWh savings per unit (unit energy savings)

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

**Notes:**

**Notes:**

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

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

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

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

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

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

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

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

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

**Notes:**

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

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

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

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

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

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

**Not Applicable to this program.**

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

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

- 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:** October 2010

**Report Contact person:** STEVEN MYSHOLOWSKY

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

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

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

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

### 13. Program Status

#### Program Performance Goals

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

**This program commenced on July 1, 2010 and appliance pick-up began during August. To-date a total of 673 appliances has been received of which 429 have been completed. Acquired savings to-date of 157,003 kWh or 4.2% of the 2010 goal are being reported. Committed savings of 29,812 kWh were reported during October.**

**A media PR event is scheduled for November 10<sup>th</sup> for the Appliance Bounty Program. Con Edison, Honeywell and JACO staff will be at a customer's residence to "pick-up" and recycle an old and inefficient refrigerator. This scheduled event is designed to show our target audience how easy and convenient it is to participate in the program, and how the customer can achieve cost savings when recycling appliances.**

(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.

**Website hits for this month totaled 534 unique visitors.**

(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. 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**