

# NYSERDA

## Combined Narrative Report

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

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

### 1. Program Status

#### (a) Gas

To date, a total of 2,363 EEPS Gas funded projects have been assigned which fully commits the EEPS Gas budget. There are 1,013 completions achieving 48% of the production goal to date and 30% of the MMBTU savings goal to date.

#### (b) Electric

To date, a total of 18,717 EEPS Electric funded projects have been assigned, which commits 72% of the EEPS Electric budget. There are 16,413 completions achieving 72% of the production goal to date and 63% of the kWh goal to date before applying a realization rate. With the realization rate of .81 applied, the program has achieved 51% of the kWh goal to date.

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

#### Program Performance Goals

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

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

(National Grid Upstate, National Grid NY, and National Grid Long Island) in order to facilitate referrals for EmPower.

## 2. Program Implementation Activities

### (a) Marketing Activities

During November, the EmPower program continued to be promoted through a laser targeted campaign focused on local community newspapers in select regions of the state identified for increased referrals. The publications selected targeted readers in the demographic qualified for the program. The regions included the Capital District Region, Saratoga, CNY, Finger Lakes, Southern Tier, North County, NYC, Hudson Valley, and Western NY. There were three print insertions for November in 165 publications with a circulation of over 1.7 million. During December, the program was promoted through three insertions in these publications. The advertisement educated readers on the program offerings and drove them to a promotional website. During November, the analytics associated with the promotional website were not enabled with the conversion from our previous website to new site. Hotline calls were consistent from October to November.

In December, the marketing contractor, completed the research and began developing the messaging and creative platforms. The contractor also began developing the marketing tools for use in 2012 such as online banners and print ads, posters, referral cards, and collateral material. In December, the program was promoted through Facebook ads and online banner ads.

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

<b>EmPower - EEPS Marketing &amp; Outreach Activities Completed</b>				
<b>Date</b>	<b>Location</b>	<b>Topic</b>	<b>Audience Type</b>	<b>Approx # Attending</b>
12/1/2011	NYS Division of Consumer Protection	Outreach Meeting	Agency	2
12/1/2011	Jefferson, Cornell Cooperative Extension	EmPower NY call/email	Agency	2
12/1/2011	Kings, UJO	EmPower NY call/email	Agencies	2
12/1/2011	NYS, OTDA HEAP Bureau	EmPower NY call/email	Agencies	2
12/1/2011	LI, United Way of LI	EmPower NY call/email	Agencies	2
12/1/2011	Ulster, DSS	EmPower NY call/email	Agencies	2
12/1/2011	Kings, UJO	EmPower NY call/email	Agencies	2
12/1/2011	LI, United Way of LI	EmPower NY call/email	Agencies	2
12/1/2011	NYS, PSC	EmPower NY call/email	Agencies	2
12/1/2011	Suffolk, Head Start	EmPower NY call/email	Agencies	2
12/1/2011	NYC, DEP	EmPower NY call/email	Agencies	2
12/1/2011	NYS, OTDA HEAP Bureau	EmPower NY call/email	Agencies	2
12/1/2011	LI, National Grid Consumer Advocates	EmPower NY call/email	Agencies	2
12/1/2011	Manhattan, Pratt Center	EmPower NY call/email	Agencies	2
12/2/2011	NYS Division of Consumer Protection	EmPower NY call/email	Agency	2
12/2/2011	NYC, Pratt Center for Community Development	EmPower NY call/email	Agency	2
12/2/2011	Jefferson, Cornell Cooperative Extension	EmPower NY call/email	Agency	2

12/2/2011	Monroe, OFA-Senior Coordinator	EmPower NY call/email	Agency	2
12/2/2011	Onondaga, DSS & HEAP	EmPower NY call/email	Agency	2
12/2/2011	Albany, North Albany Homes	EmPower NY call/email	Agency	2
12/2/2011	Albany, Catholic Charities	EmPower NY call/email	Agency	2
12/2/2011	Livingston DSS	EmPower NY call/email	Agency	2
12/2/2011	Monroe, NeighborWorks Rochester	EmPower NY call/email	Agency	2
12/2/2011	Onondaga, Syracuse United Neighbors	EmPower NY call/email	Agency	2
12/2/2011	LI, Community Development Corp of LI	EmPower NY call/email	Agencies	2
12/2/2011	NYC, Energy Smart Communities Downstate East	EmPower NY call/email	Agencies	2
12/2/2011	Nassau, Golden Tones Senior Choir	Outreach Meeting	Agencies	2
12/2/2011	NYS, PSC	Outreach Meeting	Agencies	2
12/2/2011	LI, Nassau Suffolk Law Services	Outreach Meeting	Agencies	2
12/2/2011	LI, World AIDS Day	Outreach Meeting	Agencies	100
12/5/2011	NYS Division of Consumer Protection	EmPower NY call/email	Agency	2
12/5/2011	Onondaga, DSS & HEAP	EmPower NY call/email	Agency	2
12/5/2011	Erie, Beam of WNY	EmPower NY call/email	Agency	2
12/5/2011	Tioga, Newark Valley Middle School	EmPower NY call/email	Agency	2
12/5/2011	Erie, Beam of WNY	EmPower NY call/email	Agency	2
12/5/2011	Tompkins, Human Services Coalition, Inc.	EmPower NY call/email	Agency	2
12/5/2011	Tompkins, Catholic Charities	EmPower NY call/email	Agency	2
12/5/2011	Tompkins, Salvation Army	EmPower NY call/email	Agency	2
12/5/2011	Tioga, Newark Valley Middle School	EmPower NY call/email	Agency	2
12/5/2011	Albany, North Albany Homes	EmPower NY call/email	Agency	2
12/5/2011	Oneida/Madison, Catholic Charities	EmPower NY call/email	Agency	2
12/5/2011	Oneida, Salvation Army	EmPower NY call/email	Agency	2
12/5/2011	Herkimer, Catholic Charities	EmPower NY call/email	Agency	2
12/5/2011	Jefferson, North Country Energy Smart Communities	EmPower NY call/email	Agency	2
12/5/2011	Suffolk, SPARC	Outreach Meeting	Agencies	6
12/5/2011	Nassau, Long Island Center for Independent Living	EmPower NY call/email	Agencies	2
12/5/2011	Kings, UJO	EmPower NY call/email	Agencies	2
12/6/2011	Oneida/Madison, Catholic Charities	EmPower NY call/email	Agency	2
12/6/2011	Saratoga, Energy Smart Communities Program-Courtney Strong Inc.	EmPower NY call/email	Agency	2
12/6/2011	Jefferson, North Country Energy Smart Communities	EmPower NY call/email	Agency	2
12/6/2011	Seneca, House of Concern	EmPower NY call/email	Agency	2
12/6/2011	NYS Division of Consumer Protection	EmPower NY call/email	Agency	2
12/6/2011	Monroe, OFA-Senior Coordinator	EmPower NY call/email	Agency	2
12/6/2011	Onondaga, Syracuse Housing Authority	Outreach Meeting	Agency	2
12/6/2011	Kings, People's Firehouse	EmPower NY call/email	Agencies	2
12/6/2011	LI, AntiHunger Task Force	EmPower NY call/email	Agencies	3
12/6/2011	Nassau, Long Island Center for Independent Living	EmPower NY call/email	Agencies	2
12/6/2011	Kings, Lutheran Care Network	EmPower NY call/email	Agencies	2
12/6/2011	Nassau, EAC Meals on Wheels	EmPower NY call/email	Agencies	2
12/6/2011	LI, LIPA REAP	EmPower NY call/email	Agencies	3

12/6/2011	Nassau, Long Island Center for Independent Living	EmPower NY call/email	Agencies	2
12/6/2011	Nassau, EAC Meals on Wheels	EmPower NY call/email	Agencies	2
12/6/2011	Rockland, New Square Housing	EmPower NY call/email	Agencies	2
12/6/2011	Kings, Lutheran Care Network	EmPower NY call/email	Agencies	2
12/6/2011	NYS, OTDA HEAP Bureau	EmPower NY call/email	Agencies	2
12/6/2011	Ulster, DSS	EmPower NY call/email	Agencies	3
12/6/2011	Kings, People's Firehouse	EmPower NY call/email	Agencies	2
12/6/2011	Kings, Lutheran Care Network	EmPower NY call/email	Agencies	3
12/6/2011	LI, LIPA	EmPower NY call/email	Agencies	2
12/6/2011	NYC, Energy Smart Communities Downstate East	EmPower NY call/email	Agencies	3
12/6/2011	Kings, Lutheran Care Network	EmPower NY call/email	Agencies	2
12/6/2011	Ulster, DSS	EmPower NY call/email	Agencies	3
12/6/2011	Queens, JCC of the Rockaway Peninsula	EmPower NY call/email	Agencies	2
12/6/2011	LI, United Way of LI	EmPower NY call/email	Agencies	2
12/6/2011	LI, National Grid Consumer Advocates	EmPower NY call/email	Agencies	3
12/6/2011	LI, LIPA REAP	EmPower NY call/email	Agencies	4
12/6/2011	Queens, Institute for the Puerto Rican Elderly	EmPower NY call/email	Agencies	3
12/6/2011	LI, LI Council of Churches (main office)	EmPower NY call/email	Agencies	2
12/6/2011	LI, LI Council of Churches (Riverhead office)	EmPower NY call/email	Agencies	2
12/6/2011	NYS, FEMA	EmPower NY call/email	Agencies	2
12/6/2011	NYC, VOAD	EmPower NY call/email	Agencies	5
12/6/2011	NYC, Salvation Army	EmPower NY call/email	Agencies	2
12/6/2011	Tompkins, HSC	EmPower NY call/email	Agencies	2
12/6/2011	NYS, American Red Cross of New York	EmPower NY call/email	Agencies	2
12/6/2011	NYC, NY Mortgage Coalition	EmPower NY call/email	Agencies	2
12/6/2011	LI, SAGE-LI	EmPower NY call/email	Agencies	2
12/6/2011	NYC, Energy Smart Communities Downstate East	EmPower NY call/email	Agencies	2
12/6/2011	NYS, OTDA HEAP Bureau	EmPower NY call/email	Agencies	2
12/6/2011	NYC, HEAP	EmPower NY call/email	Agencies	2
12/6/2011	NYC, NY CARES	EmPower NY call/email	Agencies	2
12/6/2011	NYC, Food Bank of NYC	EmPower NY call/email	Agencies	2
12/6/2011	NYS, Office of Emergency Management	EmPower NY call/email	Agencies	3
12/7/2011	Jefferson, NYS Tug Hill Commission	EmPower NY call/email	Agency	2
12/7/2011	Jefferson, North Country Energy Smart Communities	Contractors Conference Call	Agencies	20
12/7/2011	Herkimer, Catholic Charities	Outreach Meeting	Agency	2
12/7/2011	Oneida, Salvation Army	Outreach Meeting	Agency	2
12/7/2011	Oneida/Madison, Catholic Charities	Outreach Meeting	Agency	2
12/7/2011	NYS Division of Consumer Protection	EmPower NY call/email	Agency	2
12/7/2011	Herkimer, Catholic Charities	EmPower NY call/email	Agency	2
12/7/2011	LI, Bethpage Federal Credit Union Community Dev. Dept	EmPower NY call/email	Agencies	2
12/7/2011	Manhattan, Cooper Square MHA	EmPower NY call/email	Agencies	2
12/7/2011	LI, United Way Planning Council	EmPower NY call/email	Agencies	2
12/7/2011	Putnam, Putnam County Housing Authority	EmPower NY call/email	Agencies	2
12/7/2011	Suffolk, EOC Foreclosure Prevention Unit	EmPower NY call/email	Agencies	2

12/7/2011	Manhattan, Cooper Square MHA	EmPower NY call/email	Agencies	2
12/7/2011	Suffolk, EOC Case Management Div.	EmPower NY call/email	Agencies	2
12/7/2011	Suffolk, LI Council of Churches (Riverhead office)	EmPower NY call/email	Agencies	2
12/7/2011	NYS, OTDA HEAP Bureau	EmPower NY call/email	Agencies	2
12/7/2011	Manhattan, Cooper Square MHA	EmPower NY call/email	Agencies	2
12/7/2011	Kings, UJO	EmPower NY call/email	Agencies	2
12/7/2011	NYS, PSC	EmPower NY call/email	Agencies	2
12/7/2011	LI, Care Coordination Committee of LI	Outreach Meeting	Agencies	9
12/7/2011	Nassau, EAC Meals on Wheels	EmPower NY call/email	Agencies	2
12/7/2011	LI, Project Warmth	Outreach Meeting	Agencies	2
12/7/2011	Manhattan, Cooper Square Committee	EmPower NY call/email	Agencies	2
12/7/2011	Suffolk, LI Council of Churches (Riverhead office)	EmPower NY call/email	Agencies	2
12/7/2011	LI, LIPA REAP	EmPower NY call/email	Agencies	2
12/7/2011	Manhattan, Cooper Square Committee	EmPower NY call/email	Agencies	2
12/7/2011	Suffolk, LI Council of Churches (Riverhead office)	EmPower NY call/email	Agencies	2
12/8/2011	Jefferson, Cornell Cooperative Extension	EmPower NY call/email	Agency	2
12/8/2011	Onondaga, Christopher Communities Inc.	EmPower NY call/email	Agency	2
12/8/2011	Onondaga, Ed Flaum R.E.	EmPower NY call/email	Landlord	2
12/8/2011	Saratoga, Frederick Gardens	EmPower NY call/email	Landlord	2
12/8/2011	Onondaga, Ed Flaum R.E.	EmPower NY call/email	Landlord	2
12/8/2011	Onondaga, Dolph Schayes Apts.	EmPower NY call/email	Landlord	2
12/8/2011	Saratoga, Frederick Gardens	EmPower NY call/email	Landlord	2
12/8/2011	Oneida, Stephen Teti R.E.	EmPower NY call/email	Landlord	2
12/8/2011	Onondaga, Mayflower Apts.	EmPower NY call/email	Landlord	2
12/8/2011	Onondaga, Christopher Communities Inc.	EmPower NY call/email	Agency	2
12/8/2011	Jefferson, Cleveland House Apts.	EmPower NY call/email	Agency	2
12/8/2011	Jefferson, Cornell Cooperative Extension	EmPower NY call/email	Agency	2
12/8/2011	Monroe, Catholic Charities of Rochester	EmPower NY call/email	Agency	2
12/8/2011	LI, Nassau Suffolk Coalition for the Homeless	EmPower NY call/email	Agencies	2
12/8/2011	Kings, Sunset Redevelopment	EmPower NY call/email	Agencies	2
12/8/2011	Suffolk, SPARC	EmPower NY call/email	Agencies	3
12/8/2011	LI, Bethpage Federal Credit Union Community Dev. Dept	EmPower NY call/email	Agencies	2
12/8/2011	LI, Nassau Suffolk Coalition for the Homeless	EmPower NY call/email	Agencies	2
12/8/2011	LI, Nassau Suffolk Coalition for the Homeless	EmPower NY call/email	Agencies	2
12/8/2011	NYS, Archdiocese of New York (state case mgmt)	EmPower NY call/email	Agencies	4
12/8/2011	NYS, FEMA	EmPower NY call/email	Agencies	4
12/8/2011	Kings, The Lutheran Care Network	EmPower NY call/email	Agencies	2
12/8/2011	Kings, Sunset Redevelopment	EmPower NY call/email	Agencies	2
12/8/2011	Suffolk, SPARC	EmPower NY call/email	Agencies	2
12/8/2011	LI, SAGE-LI	EmPower NY call/email	Agencies	4
12/8/2011	NYC, Energy Smart Communities Downstate East	EmPower NY call/email	Agencies	2
12/8/2011	Suffolk, SPARC	EmPower NY call/email	Agencies	2
12/8/2011	Manhattan, Cooper Square Committee	EmPower NY call/email	Agencies	2
12/8/2011	Manhattan, Fourth Arts Block	EmPower NY call/email	Agencies	2
12/8/2011	Nassau, Massapequa PTA	EmPower NY call/email	Agencies	2

12/8/2011	LI, Care Coordination Committee of LI	EmPower NY call/email	Agencies	2
12/8/2011	NYC, HeartShare	EmPower NY call/email	Agencies	2
12/8/2011	NYC, Fourth Arts Block	EmPower NY call/email	Agencies	2
12/8/2011	Manhattan, Cooper Square Committee	EmPower NY call/email	Agencies	2
12/8/2011	Nassau, EAC Meals on Wheels	EmPower NY call/email	Agencies	2
12/8/2011	Kings, The Lutheran Care Network	EmPower NY call/email	Agencies	2
12/8/2011	LI, Health & Welfare Council of LI	EmPower NY call/email	Agencies	2
12/8/2011	NYC, Green City Force	EmPower NY call/email	Agencies	3
12/8/2011	NYC, The Osborne Assoc Green Career Center	EmPower NY call/email	Agencies	4
12/8/2011	LI, National Grid Consumer Advocates	EmPower NY call/email	Agencies	3
12/9/2011	Onondaga, Sustainable Upstate Network	Outreach-Networking Meeting	Agencies	25
12/9/2011	Tompkins, NY 211, Human Services Coalition, Inc.	Outreach Meeting	Agency	2
12/9/2011	Tompkins, Salvation Army	Outreach Meeting	Agency	2
12/9/2011	Tompkins, Catholic Charities	Outreach Meeting	Agency	2
12/9/2011	Tioga, Newark Valley Middle School	Outreach Event, Winter Nights	Potential Clients	50
12/9/2011	Onondaga, PEACE Inc.	EmPower NY call/email	Agency	2
12/9/2011	Monroe, NY 211, Human Services Coalition, Inc.	EmPower NY call/email	Agency	2
12/9/2011	Manhattan, Fourth Arts Block	EmPower NY call/email	Agencies	2
12/9/2011	LI, Keys for the Homeless Conference	Outreach Meeting	Agencies	250
12/9/2011	Suffolk, American Red Cross	Outreach Meeting	Agencies	3
12/9/2011	Suffolk, Maureen's Haven/John's Place	Outreach Meeting	Agencies	3
12/9/2011	Queens, Rockaway Development Corp	EmPower NY call/email	Agencies	2
12/10/2011	LI, Health & Welfare Council of LI	Outreach Meeting	Agencies	2
12/12/2011	Tioga, Newark Valley Middle School	EmPower NY call/email	Agency	2
12/12/2011	Monroe, Salvation Army	EmPower NY call/email	Agency	2
12/12/2011	Schoharie, OFA	EmPower NY call/email	Agency	2
12/12/2011	Monroe, NY 211, Human Services Coalition, Inc.	EmPower NY call/email	Agency	2
12/12/2011	Onondaga, Ed Flaum R.E.	EmPower NY call/email	Landlord	2
12/12/2011	Schoharie, OFA	EmPower NY call/email	Agency	2
12/12/2011	Onondaga, Longley Jones	EmPower NY call/email	Landlord	2
12/12/2011	Tompkins, Anodyne Solutions, Inc.	EmPower NY call/email	Agency	2
12/12/2011	LI, Long Island Council of Churches	EmPower NY call/email	Agencies	2
12/12/2011	Queens, Institute for the Puerto Rican Elderly	EmPower NY call/email	Agencies	2
12/12/2011	NYC, Green Jobs Green NY	Outreach Meeting	Agencies	45
12/13/2011	Seneca, House of Concern	Outreach Meeting	Agency	2
12/13/2011	Ontario, DSS-Geneva Satellite Office	EmPower Presentation	Agency	20
12/13/2011	LI, LI Minority AIDS Coalition	EmPower NY call/email	Agencies	2
12/13/2011	Kings, UJO	EmPower NY call/email	Agencies	2
12/13/2011	Dutchess, Common Fire Foundation	EmPower NY call/email	Agencies	2
12/13/2011	LI, LI Housing Services	EmPower NY call/email	Agencies	2
12/14/2011	Onondaga, Longley Jones	EmPower NY call/email	Landlord	2

12/14/2011	Monroe, NY 211, Human Services Coalition, Inc.	Outreach Meeting	Agency	2
12/14/2011	NYS Office for the Aging	EmPower NY call/email	Agency	2
12/14/2011	Onondaga, DSS & HEAP	EmPower NY call/email	Agency	2
12/14/2011	Kings, UJO	Outreach Meeting	Agencies	8
12/14/2011	Kings, UJO	Direct Cust. Outreach	Customers	4
12/14/2011	Ulster, DSS	EmPower NY call/email	Agencies	2
12/14/2011	UJO-Pearl Weiss	Outreach Meeting	Agency	2
12/15/2011	Monroe, Salvation Army	Outreach Meeting	Agency	2
12/15/2011	Monroe, Catholic Charities of Rochester	Outreach Meeting	Agency	2
12/15/2011	NYS Office for the Aging	EmPower NY call/email	Agency	2
12/15/2011	Onondaga, PEACE Inc.	EmPower NY call/email	Agency	2
12/15/2011	Onondaga, Longley Jones	EmPower NY call/email	Agency	2
12/15/2011	Nassau, Utopia Home Care	Outreach Meeting	Agencies	12
12/16/2011	NYS Division of Consumer Protection	EmPower NY call/email	Agency	2
12/16/2011	Onondaga, DSS & HEAP	EmPower NY call/email	Agency	2
12/16/2011	NYS Division of Consumer Protection	EmPower NY call/email	Agency	2
12/16/2011	Tompkins, Community Action	EmPower NY call/email	Agency	2
12/16/2011	Tompkins, Woodsedge Apts. CRM Rental Management	EmPower NY call/email	Agency	2
12/16/2011	NYS Division of Consumer Protection	EmPower NY call/email	Agency	2
12/16/2011	Tompkins, Woodsedge Apts. CRM Rental Management	EmPower NY call/email	Agency	2
12/16/2011	Tompkins, Community Action	EmPower NY call/email	Agency	2
12/16/2011	Onondaga, PEACE Inc.	EmPower NY call/email	Agency	2
12/16/2011	Onondaga, Calvin Lin RE	EmPower NY call/email	Landlord	2
12/16/2011	Albany, National Grid, Consumer Advocate	EmPower NY call/email	Agency	2
12/16/2011	Onondaga, PEACE Inc.	EmPower NY call/email	Agency	2
12/16/2011	Ulster, Ulster Watch	Outreach Meeting	Agencies	10
12/16/2011	Ulster, Route 212 Flooding Committee	Outreach Meeting	Agencies	10
12/16/2011	NYS, FEMA	Outreach Meeting	Agencies	2
12/16/2011	Ulster, Project Hope	Outreach Meeting	Agencies	2
12/16/2011	Ulster, Catholic Charities Disaster Case Mgmt	Outreach Meeting	Agencies	2
12/16/2011	Ulster, Sen. Bonucio's Office	Outreach Meeting	Agencies	2
12/19/2011	Saratoga, Energy Smart Communities Program-Courtney Strong Inc.	EmPower NY call/email	Agency	2
12/19/2011	Onondaga, PEACE Inc.	EmPower NY call/email	Agency	2
12/19/2011	Onondaga, Calvin Lin RE	EmPower NY call/email	Agency	2
12/19/2011	Saratoga, Energy Smart Communities Program-Courtney Strong Inc.	EmPower NY call/email	Agency	2
12/19/2011	Tompkins, Woodsedge Apts. CRM Rental Management	EmPower NY call/email	Agency	2
12/19/2011	Onondaga, DSS & HEAP	EmPower Presentation	Agency	35
12/20/2011	NYS, OTDA HEAP Bureau	EmPower NY call/email	Agencies	2
12/20/2011	LI, LIPA REAP	EmPower NY call/email	Agencies	2
12/20/2011	NYC, NY School of Urban Ministry	EmPower NY call/email	Agencies	2
12/20/2011	LI, SAGE-LI	EmPower NY call/email	Agencies	2

12/20/2011	NYC, Energy Smart Communities Downstate East	EmPower NY call/email	Agencies	4
12/20/2011	NYS, OTDA HEAP Bureau	EmPower NY call/email	Agencies	2
12/21/2011	LI, Health & Welfare Council of LI	EmPower NY call/email	Agencies	2
12/21/2011	LI, United Way Planning Council	EmPower NY call/email	Agencies	2
12/21/2011	Suffolk, Women and AIDS Coalition	Outreach Meeting	Agencies	6
12/22/2011	Suffolk, American Red Cross	EmPower NY call/email	Agencies	2
12/22/2011	Monroe, NeighborWorks Rochester	EmPower NY call/email	Agency	2
12/23/2011	LI, SAGE-LI	EmPower NY call/email	Agencies	2
12/23/2011	Manhattan, Fourth Arts Block	EmPower NY call/email	Agencies	2
12/23/2011	Manhattan, Cooper Square MHA	EmPower NY call/email	Agencies	8
12/23/2011	Nassau, EAC Meals on Wheels	EmPower NY call/email	Agencies	2
12/23/2011	Manhattan, Fourth Arts Block	EmPower NY call/email	Agencies	2
12/23/2011	Suffolk, American Red Cross	EmPower NY call/email	Agencies	2
12/23/2011	LI, SAGE-LI	EmPower NY call/email	Agencies	2
12/26/2011	Onondaga, CNY Reg Planning & Development Board, Energy Smart Coord.	EmPower NY call/email	Agency	2
12/28/2011	Livingston, DSS	EmPower NY call/email	Agency	2
12/28/2011	Onondaga, HEAP	EmPower NY call/email	Agency	2
12/29/2011	Livingston, DSS	EmPower NY call/email	Agency	2

(b) Evaluation Activities

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

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

None to Report

**4. Changes to Subcontractors or Staffing**

New Contractor and Vendor Service Agreements were made available to organizations seeking to participate in the program for the period starting October 1, 2011 through September 30, 2013. NYSERDA continues to intake and process Agreements and will submit a final list of contractors and vendors as soon as possible.

**5. Additional Issues**

Financial and savings commitments in the scorecard does not include not yet encumbered numbers and does not meet the new definition of committed dollars and savings.

The NYS Cost Recovery Fee included in the General Administration line due to the absence of a separate cost category row for reporting has been re-allocated to programs on the basis of total expenditures to date consistent with NYSERDA's basis for financial statement allocation of these costs to funding sources. Previously, these costs were allocated on the temporary



basis (pending creation of a separate cost category row) of direct labor FTE's which was appropriate for the General Administration cost category.

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

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

## **1. Program Status**

In December, the Home Performance with ENERGY STAR (HPwES) Gas Program completed 183 EEPS gas projects and the Assisted HPwES Program completed 91 EEPS gas projects. To date, the HPwES Program has achieved 39% of its EEPS gas production goal and 28% of its MMBtu goal. The Assisted HPwES Program has achieved 76% of its EEPS gas production goal and has achieved 94% of its MMBtu goal.

On November 17, 2011, the operating plans for the HPwES and AHPwES Electric Programs for funds awarded on December 30, 2010, were approved. Through December, the HPwES electric program has completed 86 EEPS electric projects and achieved an annual savings of 101,457 kWh. The AHPwES electric program completed 59 EEPS electric projects and achieved an annual savings of 84,241 kWh.

## **2. Program Implementation Activities**

### **(a) Marketing Activities**

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

The online search plan has generated over 1.3 million impressions since July and 25,217 click throughs; the overall response rate continues to be higher than industry averages (1.92% click-through-rate (CTR) vs. a 1% - 1.5% industry average). November saw an increase in cost-per-click and decrease in response overall based on seasonal increased competition, especially around heating related terms. The Brand category of search terms, which includes words such as nyserra, nyserra rebates, energy rebates, rebates energy, ENERGY STAR rebate and rebate ENERGY STAR, continue to experience a high CTR of 11.53% and Tax Incentive category terms generated a CTR of 8.88% .

Overall, the November online banner advertisement plan improved across the board compared to October with costs decreasing and clicks increased by 85%. Weatherbug.com mobile

application advertising for iPhone and Android were launched in November delivering almost the same amount of clicks as the Weatherbug.com desktop application which has been running for five months (6,899 clicks for desktop vs. 6,269 clicks for mobile). The mobile application ads delivered a CTR of 0.36% and \$1.95 cost-per-click.

Facebook ads promoting HPwES launched October 6<sup>th</sup>. The average number of clicks per day here increased 12% in November over October numbers.

The program continued to be promoted through a print plan that yielded over 412 advertisements throughout the state and yielded over 5.4 million impressions. The online and print advertising directs visitors to the HPwES promotional website for additional information. The HPwES promotional website provides an easy to access location that provides high level information on how to participate in the HPwES program and directs visitors into the website for more detailed information.

The program promotional website experienced over 32,000 unique page views in November up from 20,000 in October. Visitors following links from the landing page to other sites are up about 13% across the board, but there's a general decrease in clicks to program-related pages (ranging from 1% to 11%).

- Direct traffic is now the #1 inbound source (7,580 unique, +>276% versus last month). This seems strong for a print response, so will compare to the actual number impressions.
- Facebook traffic increased by about 52%, making it #2 referring source behind direct.
- The new #3 source is Weatherbug, which shows up in a number of different variations. It's difficult to say exactly how much their inbound traffic has increased from last month because they show up as several different referrers; at a glance, it looks like they don't quite trump Facebook, but they definitely come close.
- Google performance is down by about 20%. It's now the #4 source.
- Outbound links to "find a partner and financing" continue to be of strong interest for visitors.
- Collected 536 names interested in receiving additional energy-efficiency information.

The hotline calls remain the same from October to November with a little over 1,200 calls specific to HPwES and 37 for AHPWES.

The cooperative advertising component increased from October to November by about 40% with all regions receiving a reimbursement. Radio, TV and print were the top three activities in this category receiving one customer referral and two web submissions.

During December, the Programs were promoted using similar tactics as those used in November. The marketing contractor has presented creative concepts for approval based upon their research. The contractor continues to work on homeowner case studies, contractor recruitment material, homeowner video case study, a lead generation program, and a communication audit.

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

Small Homes Programs					
Program Area	Start Date	End Date	Event Title	Attendance	Location

Small Homes	12/01/11	12/01/11	Green Jobs Forum	50	Canandaigua
Small Homes	12/01/11	12/01/11	Public Employees Federation (PEF) Division 190 Taxation and Finance Membership Benefit Fair	200	Latham
Small Homes	12/02/11	12/02/11	Energy Conservation: Winter Weatherization	35	Woodstock
Small Homes	12/03/11	12/03/11	Coxsackie - Getting Your Home Ready for Winter: Saving Energy & Money with NYSERDA	20	Coxsackie
Small Homes	12/07/11	12/07/11	Kingston - Getting Your Home Ready for Winter: Saving Energy & Money with NYSERDA	20	Kingston
Small Homes	12/08/11	12/08/11	How to Save \$\$\$ and Energy in Your Home or Apartment	50	Ovid
Small Homes	12/08/11	12/08/11	Mahopac - Getting Your Home Ready for Winter: Saving Energy & Money with NYSERDA	20	Mahopac
Small Homes	12/08/11	12/08/11	Make Your Community an Energy Smart Spot - Staten Island	30	Staten Island
Small Homes	12/09/11	12/09/11	Efficient and Renewable Energy	30	Briarcliff Manor
Small Homes	12/14/11	12/14/11	Suffern - Getting Your Home Ready for Winter: Saving Energy & Money with NYSERDA	20	Suffern
Small Homes	12/13/11	12/13/11	NYC Community, Church and Business Empowerment Conference	75	East Elmhurst
<b>Upcoming Events</b>					
<b>Program Area</b>	<b>Start Date</b>	<b>End Date</b>	<b>Event Title</b>	<b>Estimated Attendance</b>	<b>Location</b>
Small Homes	01/11/12	01/11/12	Communities Going Energy Efficient with Advanced Building Codes	35	Schenectady
Small Homes	01/17/12	01/17/12	Renew Penfield Home Energy Workshop	100	Penfield
Small Homes	01/17/12	01/17/12	Energy Conservation Luncheon: Winter Weatherization with Umbrella of Colonie	55	Albany
Small Homes	01/24/12	01/24/12	East Greenbush Library NYSERDA Residential Incentives Workshop	15	East Greenbush
Small Homes	01/26/12	01/26/12	Renew Chautauqua County Home Energy Workshop	100	Jamestown
Small Homes	01/28/12	01/28/12	Mine Kill Snow Fest NYSERDA Residential Incentives Workshop	25	North Blenheim

**(b) Evaluation Activities**

As described in the detailed evaluation plan for this program, NYSERDA collectively evaluates both **New York Energy \$mart<sup>SM</sup>** and EEPS-funded projects. For the evaluation activities underway, particularly for impact evaluation, **New York Energy \$mart<sup>SM</sup>**-funded projects comprise a majority of the projects sampled. However, as EEPS-funded projects are completed, they will be incorporated into NYSERDA's evaluation efforts. Current Home Performance with ENERGY STAR evaluation activities are continuing as planned and future narrative reports will detail any major issues or changes as they occur.

**(c) Other Activities**

None to Report

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

None to Report

**4. Changes to Subcontractors or Staffing**

None to Report.

## 5. Additional Issues

Financial and savings commitments in the scorecard does not include not yet encumbered numbers and does not meet the new definition of committed dollars and savings.

The NYS Cost Recovery Fee included in the General Administration line due to the absence of a separate cost category row for reporting has been re-allocated to programs on the basis of total expenditures to date consistent with NYSERDA's basis for financial statement allocation of these costs to funding sources. Previously, these costs were allocated on the temporary basis (pending creation of a separate cost category row) of direct labor FTE's which was appropriate for the General Administration cost category.

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

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

### 1. Program Status

#### **Program Performance Goals**

The New York ENERGY STAR Homes (NYESH)-Gas program has achieved 31% of its cumulative goal for 2010/2011 EEPS-Gas production (2,960 projects), and 41% of its 2010/2011 MMBtu goal.

The NYESH- Electric program has completed 23% (735 projects) towards its EEPS Electric production goal, and 39% of its mWh goal.

The Assisted New York ENERGY STAR Homes (ANYESH)-Gas program has achieved 138% of its EEPS-Gas production goal (238 projects), and 159% of its MMBtu goal.

The ANYESH-Electric program has achieved 11% of its EEPS-Electric production goal (239 projects), and 17% of its mWh goal.

\*\*The Goals have been updated with the new goals listed in the October 28<sup>th</sup>, 2011 Order for both NYESH and ANYESH.

## 2. Program Implementation Activities

### (c) Marketing Activities

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

The NYESH search plan had mixed results in November when compared to October. The average cost per click increased by 22%, the clicks increased by 75% but the click-through-rate remained the same as October. The number of impressions served during November increased from October so the ratio used to calculate the click-through-rate was diluted due to the increased impressions.

Overall, the November online banner advertisement plan performed higher than October with the average cost per click decreasing and the total clicks increasing. During November, additional builder sites were added to the plan.

Two different Facebook ads appeared during November promoting NYESH. In November, the click-through-rate decreased 30% from October and the cost per click increased. The 'Door Mat' ad generated 9% more clicks than the 'Door Knocker. The average daily number of clicks decreased 53% - 215/day in October to 101 /day in November. The program continued to be promoted through a print plan for both consumers and builders. The consumer print campaign consisted of daily newspapers, community newspapers and lifestyle magazines. The NYESH print advertisement appeared in the daily newspaper real estate sections in seven markets across the state with nine publications running 24 ads with a combined circulation of over 2.3 million. The community newspapers ads consisted of 38 publications across the state with each running an ad the total circulation reaching 233,923. The lifestyle publications appeared in fifteen publications running fifteen ads with a one-time circulation of over 4.6 million. The builder print advertising plan focused on three trade publications through Hanley Wood that focus on NYS builders. Each publication included a two-sided insert with a one-time circulation of over 4,000.

The online and print plans direct builders and consumers to their respective promotional website to obtain additional information. The consumer promotional website provides an easy to access location that offers high level information on program benefits and how to build / buy a NYESH. The builder promotional website educates visitors on the benefits of becoming a participating builder.

The consumer site experienced over 123 million impressions online driving over 19,000 site visits with 73 visitors completing a form fill to receive information on the program and 74% opting in. Facebook display ads are delivering the highest visits and form fills. While MNI Networks (magazines) are delivering the highest visit and conversion rates but lower overall volumes. Consumer responses indicate that 58.57% are in the one-two year timeframe for building a new home and 74% of respondents are opting—in to receive more information.

The builder site began in November with over 26 thousand impressions served online driving 102 visits with 6 completed form fills requesting additional information on becoming a builder. Just launched, but early stats indicate that the Builderonline.com placements are driving the most site traffic and highest visit and form fill rates. All respondents to date (6) have indicated that they build less than 50 homes per year and that they are not currently New York ENERGY STAR® Homes builders.

The hotline calls decreased from October to November from 22 calls to 13.

Cooperative Advertising levels remained consistent from October to November. WNY and the Capital Region increased activity, the Finger Lakes decreased and mid-Hudson, North Country, Downstate and Long Island no participation. Print was the primary intake vehicle.

During December, the marketing contractor, Eric Mower and Associates, presented the marketing messaging platform based upon the research as well as creative concepts for approval. The contractor continues to implement marketing tactics to include print, online, sponsorship, website landing page, factsheet, lead generation and media placements focusing on builder recruitment and driving consumer participation.

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

(d) Evaluation Activities

As described in the detailed evaluation plan for this program, NYSERDA collectively evaluates both **New York Energy \$mart**<sup>SM</sup> and EEPS-funded projects. For the evaluation activities underway, particularly for impact evaluation, **New York Energy \$mart**<sup>SM</sup>-funded projects comprise the majority of the projects sampled. However, as EEPS-funded projects are completed, they will be incorporated into NYSERDA's evaluation efforts. Current ENERGY STAR homes evaluation activities are continuing as planned and future narrative reports will detail any major issues or changes as they occur.

(e) Other Activities

None to Report

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

None to Report

**4. Changes to Subcontractors or Staffing**

None to Report

**5. Additional Issues**

Financial and savings commitments in the scorecard does not include not yet encumbered numbers and does not meet the new definition of committed dollars and savings.

The NYS Cost Recovery Fee included in the General Administration line due to the absence of a separate cost category row for reporting has been re-allocated to programs on the basis of total expenditures to date consistent with NYSERDA's basis for financial statement allocation of these costs to funding sources. Previously, these costs were allocated on the temporary basis (pending creation of a separate cost category row) of direct labor FTE's which was appropriate for the General Administration cost category.

<b>Program Administrator:</b>	<b>NYSERDA</b>
<b>Program Project:</b>	<b>Statewide POS Lighting CFL</b>
<b>Reporting Period:</b>	<b>December 2011</b>
<b>Report Contact Person:</b>	<b>Kerry Hogan</b>

## 1. Program Status

### Program Performance Goals

Since the Program's inception (April 1, 2009), 8,770,183 CFLs sold have been incentivized; 459,559 CFLs were incentivized in December 2011 resulting from promotions approved prior to the October 25, 2011 Order that suspended further CFL promotions.

While no new promotions were approved in December, our Partners with prior approved promotions performed very well. Out top five performers since the Program's inception include: Feit (1,811,559 CFLs incented), Satco (1,301,169 CFLs incented), Sunshine (1,006,707 CFLs incented), Philips (884,565 CFLs incented) and Greenlite (705,816 CFLs incented).

## 2. Program Implementation Activities

### (a) Marketing Activities

The Make the Switch and Save events concluded at the end of October with a few smaller individual retail events possible for December. The CFL landing website page had 9,000 visitors in October up from 153 in September when not advertising the events. The website analytics for [nyserda.ny.gov/CFL](http://nyserda.ny.gov/CFL) were not engaged during November as NYSERDA migrated to a new website so there is no data to report. During November and December, a Facebook ad on general CFL awareness generating over 25 million impressions with over 7,000 visitors clicking through to the CFL promotional page.

### (b) Evaluation Activities

Current CFL Expansion evaluation activities are continuing as planned and future narrative reports will detail any major issues or changes as they occur. NYSERDA continues to await guidance from DPS on when the new net-to-gross ratio should be incorporated into program savings estimates.

### (c) Other Activities

None to Report

## 3. Customer Complaints and/or Disputes

None to Report

## 4. Changes to Subcontractors or Staffing

None to Report

## 5. Additional Issues

Financial and savings commitments in the scorecard does not include not yet encumbered numbers and does not meet the new definition of committed dollars and savings.

The NYS Cost Recovery Fee included in the General Administration line due to the absence of a separate cost category row for reporting has been re-allocated to programs on the basis of total expenditures to date consistent with NYSERDA's basis for financial statement allocation of these costs to funding sources. Previously, these costs were allocated on the temporary basis (pending creation of a separate cost category row) of direct labor FTE's which was appropriate for the General Administration cost category.

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

# **1. Program Status**

PON 1816 – EEPS Workforce Development Training for Energy Efficiency Program: Two new partnership proposals were received in the month of December. Hudson Valley Community College and Stony Brook University will both host Association for Energy Engineers Certified Energy Manager and Certified Energy Auditor training in 2012. The total number of proposals received to date is forty-five.

Leveraging GJGNY Funds for Workforce Training - An additional \$1.65 million in GJGNY funding was added to PON 1816 in December of 2010. Funding for Worker Readiness training has been exhausted. However, NYSERDA continues to fund individual certification reimbursement. The lab houses for field testing component (Part 5) will result in four contracts for construction of lab houses at campuses around New York State.

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

<b>Training Partner</b>	<b>Career Pathways Training</b>	<b>Technical Training/ Equipment</b>	<b>Leveraged GJGNY \$ Worker Readiness</b>
AEE-NYC Chapter	\$ -	\$ 23,750	
The Altamont Program, Inc.- Albany, Syracuse, Monroe	\$ 118,125	\$ -	
The Altamont Program, Inc.- Utica	\$ 68,750	\$ -	
NYSBA REF	\$ -	\$ 7,920	
Urban Green Council	\$ -	\$ 17,609	
Erie 1 BOCES	\$ 50,000	\$ 50,000	
BPCA	\$ -	\$ 40,960	
Ulster BOCES	\$ 173,460	\$ -	
Northeast Parent and Child Society, Inc.	\$ 125,000	\$ -	
CEWW BOCES	\$ 15,130	\$ -	
The Research Foundation of SUNY Morrisville	\$ 122,468	\$ 72,250	



The Osborne Association	\$ 50,000	\$ -	
Capital Region BOCES	\$ 30,362	\$ -	
Karpman Consulting	\$ -	\$ 34,435	
Ulster Orange BOCES	\$ 97,249	\$ -	
Syracuse University –SSIC			\$ 24,047
Green University Inc.	\$ 50,000	\$ 2,500	
Alfred State College	\$ 118,285	\$ 16,770	
CUNY BPL	\$ -	\$ 10,100	
IBEW Tri City JATC	\$ -	\$ 150,000	
Northwest Energy Efficiency Council	\$ -	\$ 52,500	
Association for Energy Affordability	\$ -	\$ 250,000	
RPI – Lighting Research Center	\$ -	\$ 50,000	
JATC NECA	\$ -	\$ 250,000	
Tompkins County CC	\$ 19,585	\$ -	
The Outsource Center	\$ 20,000	\$ -	\$40,548
CEC Stuyvesant Cove (Solar One)			\$76,099
Northern Manhattan Improvement Corp	\$ 48,261		\$50,000
Wayne Fingerlakes BOCES			\$31,568
Mason Tenders Training Fund			\$10,238
Madison Oneida BOCES		\$ 2,500	\$15,000
Stargate		\$ 4,315	
Crescent Energy, Inc.		\$ 225,000	
Association Energy Engineers		\$ 50,000	
Building Commissioning Association		\$ 50,000	
Home Energy Team, LLC		\$ 125,000	
IUOE Local 94 Training Center		\$ 95,685	
Northeast Parent and Child Society, Inc.	\$ 80,415	\$ 145,000	
Hudson Valley Community College		\$ 76,500	
Stony Brook University		\$ 77,250	

PON 1817 – Energy Efficiency Career Pathways Training and Technical Training: EEPS WFD: Nine of the ten proposals recommended for funding have been executed and include: Technical Training through the IBEW/JATC and Green Light New York Inc.; Small Commercial Audit training through the CUNY Institute for Urban Systems and Stony Brook University; GJGNY Oil Heat Training through the Community Power Network and four Career Pathways contracts including The Fortune Society, Wayne Finger Lakes BOCES, Sullivan BOCES, and the Workforce Development Institute. The HVCC proposal to develop multifamily building analyst, multifamily hydronic training, and crew chief training was cancelled because the curriculum is currently available and requires only minor update.

Funding Category	Funding Available	Successful Proposers	Funding	Fund Balance by Training Category
<b>EEPS - Career Pathways Training</b>	<b>\$750,000</b>		<b>\$750,000 Total</b>	<b>\$0</b>
		Wayne Finger Lakes BOCES	\$139,773*	

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

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

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

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

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

### Program Performance Goals

The EEPS WFD Operating Plan training goals were 6,200 participants. All training goals will be met and it is expected, based on contracted commitments, that the total number trained will exceed 8,000.

Funding for Basic Skills training was rapidly exhausted demonstrating a statewide need for remedial and soft skills training for the disadvantaged populations including the unemployed and formerly incarcerated. The need for worker readiness training is further demonstrated by the rate of response for similar training funded under Green Jobs Green New York. It is anticipated that there will be an increase in enrollment in Technical Training programs as well as participation in on-the-job training opportunities as students complete Basic Skills and Worker Readiness coursework.

## 2. Program Implementation Activities

### (a) Marketing Activities

The Workforce team has developed eight new web banners for the NYSERDA website as well as a comprehensive marketing plan that includes print materials, banner stands, web ads, radio spots and social media web advertisement.

### (b) Evaluation Activities

The final WFD Program work plan was approved by DPS staff in March 2011. Current Workforce Development Program evaluation activities are continuing as planned and future narrative reports will detail any major issues or changes as they occur.

### (c) Other Activities

None to Report

## 3. Customer Complaints and/or Disputes

None to Report

## 4. Changes to Subcontractors or Staffing

None to Report

## 5. Additional Issues

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

Financial and savings commitments in the scorecard does not include not yet encumbered numbers and does not meet the new definition of committed dollars and savings.

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

## 1. Program Status

### Program Performance Goals

To date, NYSERDA has received 10 applications to the program, of which 1 has signed a Participation Agreement and 4 applications have been approved and scoping sessions performed as planned, 5 applications are being reviewed, and 1 application has been cancelled.

After submitting its testing results to DPS, Quadlogic has been approved as a meter manufacturer for the program.

Due to the slow intake of applications, it seems inevitable that the goals will not be attained for 2011.

## **2. Program Implementation Activities**

### **(a) Marketing Activities**

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

To date a new landing page and brochure for the Multifamily Programs has been developed on the new <http://nyserda.ny.gov/> website..

### **(b) Evaluation Activities**

None

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

None

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

None

## **5. Additional Issues**

Financial and savings commitments in the scorecard does not include not yet encumbered numbers and does not meet the new definition of committed dollars and savings.

The NYS Cost Recovery Fee included in the General Administration line due to the absence of a separate cost category row for reporting has been re-allocated to programs on the basis of total expenditures to date consistent with NYSERDA's basis for financial statement allocation of these costs to funding sources. Previously, these costs were allocated on the temporary basis (pending creation of a separate cost category row) of direct labor FTE's which was appropriate for the General Administration cost category.

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

## 1. Program Status

### Program Performance Goals

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

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

The EEPS Continuation Orders (Oct.25, 2011) stated that the Geothermal Program should be discontinued and that the funding should be shifted over to the Multifamily Performance Program.

## 2. Program Implementation Activities

### (a) Marketing Activities

As a result of the July 6<sup>th</sup> DPS White Paper, NYSERDA has decided to pull the program information from their website.

### (b) Evaluation Activities

After review of the EEPS Continuation Order (Oct. 25, 2011) NYSERDA will not be performing any evaluation for this program..

## 3. Customer Complaints and/or Disputes

None

## 4. Changes to Subcontractors or Staffing

None

## 5. Additional Issues

Financial and savings commitments in the scorecard does not include not yet encumbered numbers and does not meet the new definition of committed dollars and savings.

The NYS Cost Recovery Fee included in the General Administration line due to the absence of a separate cost category row for reporting has been re-allocated to programs on the basis of total

expenditures to date consistent with NYSERDA's basis for financial statement allocation of these costs to funding sources. Previously, these costs were allocated on the temporary basis (pending creation of a separate cost category row) of direct labor FTE's which was appropriate for the General Administration cost category.

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

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

## **1. Program Status**

### **Program Performance Goals**

NYSERDA launched the Multifamily Performance Program on September 23<sup>rd</sup>, 2010. Since then NYSERDA has received and approved 66 applications for the Existing Buildings Component and 49 applications for the New Construction Component.

The rate of intake of projects, particularly those that would be eligible for EEPS gas funds, remains lower than anticipate, but constant. While we anticipate that the new marketing contractor will help to cause this rate to increase, we do not currently expect the program to achieve above the revised projections submitted to DPS earlier this year. Despite considering a revision to our incentive schedule to provide additional incentives to firm gas customers as a way to better promote the program and catch the attention of this group of customers, we have decided to wait to revise the program until the continuation of EEPS is determined.

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## **2. Program Implementation Activities**

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

### **(a) Marketing Activities**

Five MPP case studies, including three project case studies, which highlight MPP's existing and new construction components. The other two case studies showcase the success of current MPP partners to help with partner recruitment.

A brochure for ERM program was finalized. This brochure is specifically geared toward residents, shareholders, and co-op members of master-metered buildings, to help them better understand the benefits of advanced sub-metering. A detailed fact sheet describing the GJGNY Financing component of MPP was also finalized.

Follow-up e-mails from the Power Events were sent out to people who registered for the Manhattan or Syracuse events. Two versions of the e-mail with specific landing pages were created to target those who attended and those who registered, but didn't show up.

(b) Evaluation Activities

On November 22, 2011 DPS staff provided the official notice of the Order Eliminating Measurement and Verification for Multifamily Refrigerator Replacements. The link to the notice is at (<http://documents.dps.state.ny.us/public/Common/ViewDoc.aspx?DocRefId=%7b7D47A54A-61B5-40D8-B373-498526EEDFB2%7d>)

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

None

**4. Changes to Subcontractors or Staffing**

None

**5. Additional Issues**

Financial and savings commitments in the scorecard does not include not yet encumbered numbers and does not meet the new definition of committed dollars and savings.

The NYS Cost Recovery Fee included in the General Administration line due to the absence of a separate cost category row for reporting has been re-allocated to programs on the basis of total expenditures to date consistent with NYSERDA's basis for financial statement allocation of these costs to funding sources. Previously, these costs were allocated on the temporary basis (pending creation of a separate cost category row) of direct labor FTE's which was appropriate for the General Administration cost category.

## 2. COMMERCIAL/INDUSTRIAL.....Pages 24 - 38

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

### 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).

N/A

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

N/A

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

N/A

### 2. Program Implementation Activities

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

#### (a) Marketing Activities

- EES Integrated plan (NCP,FT, IPE,EFP, BOEP)  
The EES C&I “Measurable Results” campaign continues to generate leads at [nyserdasolutions.org](http://nyserdasolutions.org) via outbound print ads, online banners, direct to customer/prospect email and pay per click efforts. Respective vertical industry contractors and NYSERDA staff are coordinating lead handling to ensure each engaged prospect is responded to accordingly.

Planning sessions for the EEPs 2 2012 marketing effort have begun which include new marketing concepts customized by vertical industry sector.



A complete evaluation, analysis and recommendation for 2012 events/sponsorships based on prior NYSERDA program activity is due to be presented by EMA this month to program and CSEM staff. The recommendation will include criteria for continued evaluation and selection of optimal events to invest in, given the growing number of and high volume of requests received each year. Selection at the beginning of each year will also allow for planning time to properly manage staff requirements and optimize NYSERDA messages and exposure.

November metrics/results below indicate the campaign is performing above industry benchmarks:

- 965 total leads generated
- 70,958 total visits to nyserdasolutions.org
- Email conversion rate of 21.17% (industry benchmark is 0.9% – 2%)
- 507 Opt-ins for future marketing communications activity
- 123 leads with annual energy spends over \$1 million
- 34.54% of leads have energy efficiency projects planned and routed to program/contractor staff for handling
- The downstate C&I print and publicity campaign appearing in the Wall Street Journal and Crain's is completed:
  - A total of 15 media placements were earned in trade publications and websites, including 2 feature articles focused on Vornado and Macy's projects
  - Currently awaiting final database count for opt ins at nyserda.org from IT
  - Project specific tactic will be incorporated into the C&I integrated program for 2012

#### (b) Evaluation Activities

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

#### (c) Other Activities

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

### 3. Customer Complaints and/or Disputes

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

N/A

### 4. Changes to Subcontractors or Staffing

Describe any staff or subcontractor/consultant changes.

N/A

### 5. Additional Issues

Financial and savings commitments in the scorecard does not include not yet encumbered numbers and does not meet the new definition of committed dollars and savings.

The NYS Cost Recovery Fee included in the General Administration line due to the absence of a separate cost category row for reporting has been re-allocated to programs on the basis of total expenditures to date consistent with NYSERDA's basis for financial statement allocation of these costs to funding sources. Previously, these costs were allocated on the temporary basis (pending creation of a separate cost category row) of direct labor FTE's which was appropriate for the General Administration cost category.

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

#### 1. Program Status

##### Program Performance Goals

- (a) Describe and discuss circumstances that may have an impact on the achievement of project performance goals (positive or negative).
  - The State and national economies have experienced a dramatic downturn in the time period from the 2007 NYSERDA Fast Track proposal, to the June 23, 2008 Order, and to the March 13, 2009 Supplemental Revision to the SBC Operating Plan.
- (b) Describe and discuss other key aspects of program performance goals that were not discussed in (a).
  - N/A

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

## 2. Program Implementation Activities

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

### (a) Marketing Activities

- 2011 Launch:  
EES C&I “Measurable Results” campaign continues to generate leads at nyserdasolutions.org via outbound print ads, online banners, direct to customer/prospect email and pay per click efforts. Respective vertical industry contractors and NYSERDA staff are coordinating lead handling to ensure each engaged prospect is responded to accordingly.

Through December, 2011 results below indicate the campaign continues to perform above industry benchmarks:

- 1,175 total leads generated
- 91,483 total visits to nyserdasolutions.org (99,010 including short-term campaign)
- Email conversion rate of 22.83% (industry benchmark is 0.9% – 2%)
- 764 opt-ins for future marketing communications activity
- 191 leads with annual energy spends over \$1 million
- 34.07% of leads have energy-efficiency projects planned and routed to program/contractor staff for handling

Direct postal mailing to C-Suite, case studies (video testimonials and written), updated fact sheets and brochures to nurture engaged prospects continue to roll out first quarter 2012.

New videos for Northeast Health and Vornado are in development for appearance at nyserdasolutions.org first quarter 2012

- 2012 Planning  
EEPS 2 budgets and marketing efforts are approved through DPS. EEPS 2 continuity plan for the integrated marketing program is in development and due to be presented January, however several tactics are already underway including:

- 2012 event/sponsorship/PR recommendation - will be presented by EMA on January 17th to program and CSEM staff. The recommendation will include criteria for continued evaluation and selection of optimal events to invest in, given the growing number of and high volume of requests received each year. Selection at the beginning of each year will also allow for planning time to properly manage staff requirements and optimize NYSERDA messages and exposure.
- Vertical print/online— customized by industry sector, new executions for key verticals will be developed to augment general awareness tactics to increase response
- Focus Outreach efforts for the month of December resulted in ten new Industrial Process Efficiency projects for estimated savings of 14,902,833 kWh, 179,050 therms, and \$1,869,442.10 in incentives.
- Focus contractors initiated or continued relationship development with 23 industrial and 21 datacenter Tier 1 customers, 31 industrial and 46 data center Tier 2 customers, and three industrial and three data center customers in the <0.5 MW class.
- Focus Contractors provided outreach support to ensure development of projects, timely implementation of projects, and to provide technical guidance to 58 industrial customers and six data center customers. In addition Focus Outreach continued the establishment of new and maintaining of existing relationships with 24 stakeholders and 42 strategic partners.
- Outreach support by Focus Contractors included the following:
  - Willdan presented at the following functions or to the following customers: Greater New York Data Center Summit, New York eHealth Collaborative Digital Health Conference, Museum of Modern Art, and the Westchester County IT Department.
  - CHA prepared and presented the IPE program for the NYEDC webinar; coordinated the January 2012 MACNY event, and is planning for the Compressed Air Challenge Fundamentals Training for February 2012.

(c) Other Activities

- None to report

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

- None to report

**4. Changes to Subcontractors or Staffing**

- None to report

## 5. Additional Issues

- **Industrial and Process Efficiency Program:  
Natural Gas Funding Closure**

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

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

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

Financial and savings commitments in the scorecard does not include not yet encumbered numbers and does not meet the new definition of committed dollars and savings.

The NYS Cost Recovery Fee included in the General Administration line due to the absence of a separate cost category row for reporting has been re-allocated to programs on the basis of total expenditures to date consistent with NYSERDA's basis for financial statement allocation of these costs to funding sources. Previously, these costs were allocated on the temporary basis (pending creation of a separate cost category row) of direct labor FTE's which was appropriate for the General Administration cost category.

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

### 1. Program Status

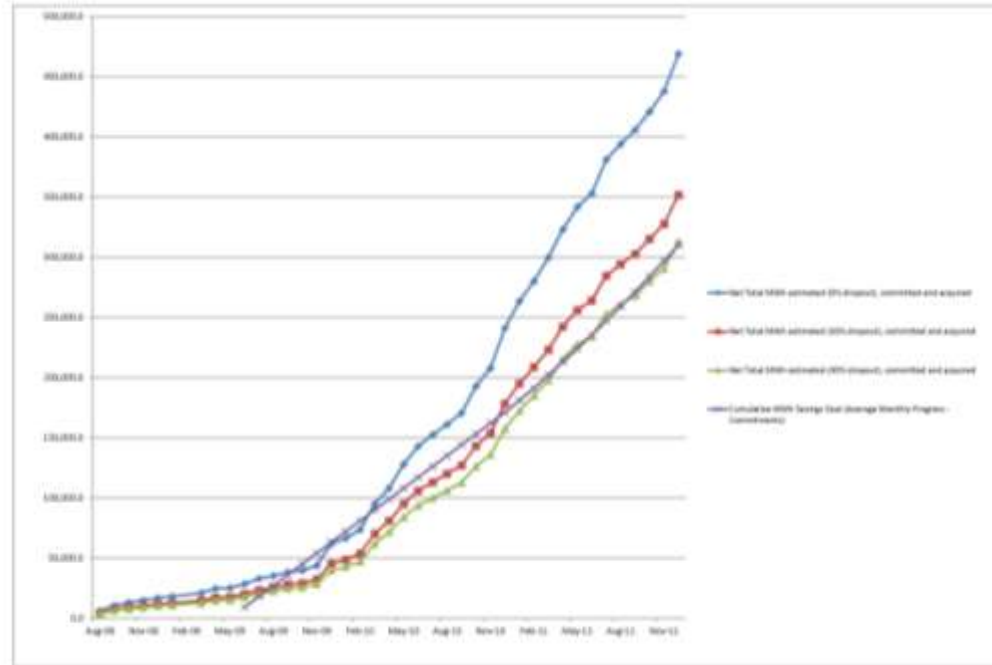
#### Program Performance Goals

- (a) Describe and discuss circumstances that may have an impact on the achievement of project performance goals (positive or negative).
  - No new information
- (b) Describe and discuss other key aspects of program performance goals that were not discussed in (a).
  - Of the 1340 program applications received to date for electric energy savings, 376 projects have been cancelled. The remaining 961 projects represent 128

million SF in new construction and major renovation activity. Of the 961 projects, 101 have been installed, 175 currently have incentive funds encumbered, 3 are electric applications with gas only funding, 248 have technical assistance studies underway and 437 are in the scoping stage during program development and schematic design.

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

- The graph below indicates progress toward the program goals:



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

## 2. Program Implementation Activities

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

- (a) Marketing Activities

- EES Integrated plan (NCP,FT, IPE,EFP, BOEP)
- 2011 Launch:  
 EES C&I “Measurable Results” campaign continues to generate leads at nyserdasolutions.org via outbound print ads, online banners, direct to customer/prospect email and pay per click efforts. Respective vertical industry contractors and NYSERDA staff are coordinating lead handling to ensure each engaged prospect is responded to accordingly.  
 Through December, 2011 results below indicate the campaign continues to perform above industry benchmarks:
  - 1,175 total leads generated
  - 91,483 total visits to nyserdasolutions.org (99,010 including short-term campaign)
  - Email conversion rate of 22.83% (industry benchmark is 0.9% – 2%)
  - 764 opt-ins for future marketing communications activity
  - 191 leads with annual energy spends over \$1 million
  - 34.07% of leads have energy-efficiency projects planned and routed to program/contractor staff for handling

Direct postal mailing to C-Suite, case studies (video testimonials and written), updated fact sheets and brochures to nurture engaged prospects continue to roll out first quarter 2012.

New videos for Northeast Health and Vornado are in development for appearance at nyserdasolutions.org first quarter 2012
- 2012 Planning  
 EEPs 2 budgets and marketing efforts are approved through DPS. EEPs 2 continuity plan for the integrated marketing program is in development and due to be presented January, however several tactics are already underway including:
  - 2012 event/sponsorship/PR recommendation - will be presented by EMA on January 17th to program and CSEM staff. The recommendation will include criteria for continued evaluation and selection of optimal events to invest in, given the growing number of and high volume of requests received each year. Selection at the beginning of each year will also allow for planning time to properly manage staff requirements and optimize NYSERDA messages and exposure.
  - Vertical print/online – customized by industry sector, new executions for key verticals will be developed to augment general awareness tactics to increase response

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

- Outreach Project Consultants (OPCs) followed up on leads for 247 projects.

- OPC marketers focused more on presentations to individuals and small groups, rather than at large conferences, since this type of outreach creates relationships and project leads more quickly.
- OPCs represented the program on more than 54 occasions. Activities included group presentations, networking events and lunch & learn sessions. Notable audiences and presentations included the American Institute of Architects Sustainability Network, Staten Island Make Your Community an Energy Smart Hotspot, Elmwood Village Charter School, Lumber City Development Corp., Canandaigua Area Chamber of Commerce, Rochester Business Alliance and Niagara County IDA.

(b) Evaluation Activities

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

(c) Other Activities

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

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

N/A

**4. Changes to Subcontractors or Staffing**

N/A

**5. Additional Issues**

Financial and savings commitments in the scorecard does not include not yet encumbered numbers and does not meet the new definition of committed dollars and savings.

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

## 1. Program Status

### Program Performance Goals

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

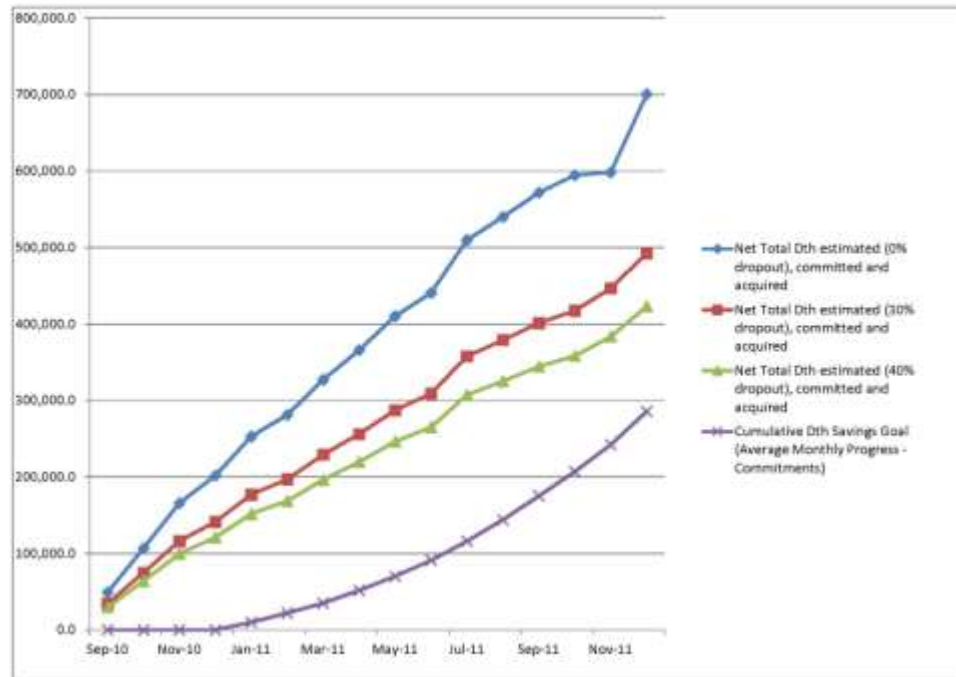
- No new information

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

- Of the 800 program applications received since the start of the gas program, 173 projects have been cancelled and 54 projects had no gas savings opportunities. The remaining 573 projects represent 78 million SF in new construction and major renovation activity. Of the 573 projects, 3 have been installed, 25 currently have incentive funds encumbered, 154 have technical assistance studies underway and 391 are in the scoping stage during program development and schematic design.

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

- The graph below indicates progress toward the program goals:



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

## 2. Program Implementation Activities

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

### (a) Marketing Activities

- 2011 Launch:  
EES C&I “Measurable Results” campaign continues to generate leads at [nyserdasolutions.org](http://nyserdasolutions.org) via outbound print ads, online banners, direct to customer/prospect email and pay per click efforts. Respective vertical industry contractors and NYSERDA staff are coordinating lead handling to ensure each engaged prospect is responded to accordingly.

Through December, 2011 results below indicate the campaign continues to perform above industry benchmarks:

- 1,175 total leads generated

- 91,483 total visits to nyserdasolutions.org (99,010 including short-term campaign)
- Email conversion rate of 22.83% (industry benchmark is 0.9% – 2%)
- 764 opt-ins for future marketing communications activity
- 191 leads with annual energy spends over \$1 million
- 34.07% of leads have energy-efficiency projects planned and routed to program/contractor staff for handling

Direct postal mailing to C-Suite, case studies (video testimonials and written), updated fact sheets and brochures to nurture engaged prospects continue to roll out first quarter 2012.

New videos for Northeast Health and Vornado are in development for appearance at nyserdasolutions.org first quarter 2012

- 2012 Planning  
EEPS 2 budgets and marketing efforts are approved through DPS. EEPS 2 continuity plan for the integrated marketing program is in development and due to be presented January, however several tactics are already underway including:
  - 2012 event/sponsorship/PR recommendation - will be presented by EMA on January 17th to program and CSEM staff. The recommendation will include criteria for continued evaluation and selection of optimal events to invest in, given the growing number of and high volume of requests received each year. Selection at the beginning of each year will also allow for planning time to properly manage staff requirements and optimize NYSDERDA messages and exposure.
  - Vertical print/online – customized by industry sector, new executions for key verticals will be developed to augment general awareness tactics to increase response

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

- Outreach Project Consultants (OPCs) followed up on leads for 247 projects.
- OPC marketers focused more on presentations to individuals and small groups, rather than at large conferences, since this type of outreach creates relationships and project leads more quickly.
- OPCs represented the program on more than 54 occasions. Activities included group presentations, networking events and lunch & learn sessions. Notable audiences and presentations included the American Institute of Architects Sustainability Network, Staten Island Make Your Community an Energy Smart Hotspot, Elmwood Village Charter School, Lumber City Development Corp., Canandaigua Area Chamber of Commerce, Rochester Business Alliance and Niagara County IDA.

(b) Evaluation Activities

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

(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**

N/A

**4. Changes to Subcontractors or Staffing**

N/A

**5. Additional Issues**

Financial and savings commitments in the scorecard does not include not yet encumbered numbers and does not meet the new definition of committed dollars and savings.

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<b>Program Administrator:</b>	<b>NYSERDA</b>
<b>Program Project:</b>	<b>Agriculture Disaster Energy Efficiency Program – Electric and Gas</b>
<b>Reporting Period:</b>	<b>December 2011</b>
<b>Report Contact Person:</b>	<b>Jaime Ritchey</b>

**1. Program Status**

**(a) Program Performance Goals**

Through December there have been:

- 110 inquiries about the Agriculture Disaster Energy Efficiency Program
- 59 applications received
  - 5 rejected
  - 3 sent to NYSEG
  - 10 sent to National Grid
- 41 active applications for \$1,768,000 total
  - 8 applications expected to exceed the \$100,000 cap

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

N/A

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

N/A

## **2. Program Implementation Activities**

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

(a) Marketing Activities

N/A

(b) Evaluation Activities

N/A

(c) Other Activities

- 700 outreach calls have been made to county-level Soil and Water Districts, county-level Cooperative Extension, agriculture community organizations, equipment dealers, and farms.
- National Grid, NYSERDA and NYSEG conduct biweekly coordinating calls.
- NYSERDA also organized calls to coordinate outreach with NYS Agriculture and Markets, NYS Department of Public Service, New York Farm Bureau, Cornell Cooperative Extension, USDA, FEMA, National Grid, and NYSEG.

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

None to report

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

None to report

## **5. Additional Issues**

- (a) NYS Department of Public Service (DPS) approved extending program, application acceptance date was extended to April 30, 2012.
- (b) NYSERDA plans to Petition the Commission to increase the cap on assistance provided to \$250,000 from \$100,000 per farm.
  - a. Program outreach and delivery experience has demonstrated that fewer farms may be eligible than anticipated, but those eligible may need more extensive assistance than anticipated.
  - b. Through December 30, 2012:
    - i. NYSERDA received 54 viable applications.
    - ii. 13 were referred to National Grid or NYSEG.
    - iii. The 41 applications remaining with NYSERDA requested \$1,768,000 in assistance.
      - 1. Eight require over \$100,000.

Financial and savings commitments in the scorecard does not include not yet encumbered numbers and does not meet the new definition of committed dollars and savings.

The NYS Cost Recovery Fee included in the General Administration line due to the absence of a separate cost category row for reporting has been re-allocated to programs on the basis of total expenditures to date consistent with NYSERDA's basis for financial statement allocation of these costs to funding sources. Previously, these costs were allocated on the temporary basis (pending creation of a separate cost category row) of direct labor FTE's which was appropriate for the General Administration cost category.