

NYSERDA

Combined Narrative Report

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

1. RESIDENTIAL (5).....Pages 01- 22
2. COMMERCIAL/INDUSTRIAL.....Pages 23-40

Due to DPS approval of Operating Plans for the New York Energy Star Homes (NYESH) – Electric, and the Assisted New York Energy Star Homes (AHPwES) – Gas and Electric Programs, new pages have been added to the EEPS scorecard for these programs including the new budgets and goals.

Section IV. Narrative Report to be included with spreadsheet

Program Administrator:	NYSERDA
Program Project:	EmPower – Electric & Gas
Reporting Period:	July 2011
Report Contact Person:	Kelvin Keraga

1. Program Status

(a) Gas

To date, a total of 844 EEPS Gas funded projects have been assigned, with 340 completions. The program has achieved 21% of the production goal to date and 20% of the MMBTU savings goal to date.

(b) Electric

To date, a total of 16,510 EEPS Electric funded projects have been assigned, with 12,872 completions. The program has achieved 56% of the production goal to date and 48% of the kWh goal to date before applying the .81 realization rate. With the realization rate applied, the program has achieved 39% of the kWh goal to date.

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

Program Performance Goals

With the approval of EEPS supplemental funding for period of July 1, 2011 to December 31, 2011, the EmPower goal for EEPS Electric households to be served has increased from 22,539 to 27,015 and savings goal increased from 29,387 MWh to 34,935 MWh. To achieve 100% of the goal to date, the program would need to have served 22,921 households and achieved 29,888 MWh in savings.

While 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 to discuss with DPS and utility staff to resolve referral issues. Outreach activities continued through both print advertising in over 124 publications with a circulation of over 1.6 million readers and through implementation staff outreach.

2. Program Implementation Activities

(a) Marketing Activities

EmPower does not rely 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.

EmPower - EEPS Marketing & Outreach Activities Completed				
Date	Location	Topic	Audience Type	Approx # Attend
7/8/2001	St. Lawrence, OFA	County Picnic-table	Potential Clients	75
7/1/2011	NYC, BEAM NY	EmPower NY call/email	Agency	2
7/1/2011	Onondaga, YMCA of Greater Syracuse	Outreach Meeting	Agency	2
7/1/2011	USDA Batavia	EmPower NY call/email	Agency	2
7/5/2011	Herkimer, OFA	EmPower NY call/email	Agency	2
7/5/2011	LI, LIPA REAP	EmPower NY call/email	Agency	2
7/5/2011	LI, Rebuilding Together LI	EmPower NY call/email	Agency	3
7/5/2011	NYS Division of Consumer Protection	EmPower NY call/email	Agency	2
7/5/2011	Saratoga County Rural Preservation Company	EmPower NY call/email	Agency	2
7/5/2011	USDA Greenwich	EmPower NY call/email	Agency	2
7/5/2011	USDA Syracuse	EmPower NY call/email	Agency	2
7/6/2011	Albany, OFA	EmPower NY call/email	Agency	2
7/6/2011	Erie, Schiller Park Senior Center	EmPower NY call/email	Agency	2
7/6/2011	LI, Care Coordination Committee	Outreach Meeting	Agency	15
7/6/2011	Monroe, OFA	EmPower NY call/email	Agency	2
7/6/2011	NYS Division of Consumer Protection	EmPower NY call/email	Agency	2
7/6/2011	Saratoga, CAPTAIN Youth & Family Services	EmPower NY call/email	Agency	2
7/6/2011	Saratoga, County Rural Preservation Company	EmPower NY call/email	Agency	2
7/6/2011	Schenectady, Community Action Program, Inc.	EmPower NY call/email	Agency	2
7/6/2011	Schoharie, OFA	EmPower NY call/email	Agency	2
7/6/2011	South Buffalo Community Association	EmPower NY call/email	Agency	2
7/6/2011	Suffolk, Martin Luther Terrace	EmPower NY call/email	Agency	2
7/6/2011	Suffolk, SPARC	Outreach Meeting	Agency	2
7/6/2011	USDA Greenwich	EmPower NY call/email	Agency	2
7/6/2011	USDA Syracuse	EmPower NY call/email	Agency	2
7/6/2011	Washington, CARES OFA	EmPower NY call/email	Agency	2
7/6/2011	Washington, EOC	EmPower NY call/email	Agency	2
7/7/2011	Erie, Northwest Buffalo Seniors	EmPower NY call/email	Agency	2
7/7/2011	Franklin, OFA	EmPower NY call/email	Agency	2
7/7/2011	LI, Nassau Suffolk Coalition for the Homeless	EmPower NY call/email	Agency	3
7/7/2011	NYS Division of Consumer Protection	EmPower NY call/email	Agency	2

7/7/2011	Queens, Institute for the Puerto Rican Elderly	EmPower NY call/email	Agency	2
7/7/2011	Saratoga County Rural Preservation Company	EmPower NY call/email	Agency	2
7/7/2011	Saratoga, Rural Preservation-Section 8 Housing	EmPower NY call/email	Agency	2
7/7/2011	Schenectady, Community Action Program, Inc.	EmPower NY call/email	Agency	2
7/7/2011	Suffolk, Options for Community Living of Suffolk	Presentation	Agency	14
7/7/2011	USDA Syracuse	EmPower NY call/email	Agency	2
7/7/2011	Warren/Hamilton, Community Action	EmPower NY call/email	Agency	2
7/7/2011	Warren/Hamilton, OFA	EmPower NY call/email	Agency	2
7/8/2011	St Lawrence, OFA, Norfolk	Event/Picnic	Potential Clients	30
7/8/2011	Kings, Crown Heights Jewish Community Council	EmPower NY call/email	Agency	2
7/8/2011	Kings, Opportunity Development Assoc	EmPower NY call/email	Agency	3
7/8/2011	LI, LIPA REAP	EmPower NY call/email	Agency	2
7/8/2011	Nassau, St. Bernard's Parish Outreach	EmPower NY call/email	Agency	2
7/8/2011	Suffolk, Options for Community Living of Suffolk	EmPower NY call/email	Agency	2
7/8/2011	Suffolk, Telecom Pioneers Club	EmPower NY call/email	Agency	2
7/11/2011	Albany, OFA	Outreach Meeting	Agency	3
7/11/2011	Kings, Opportunity Development Assoc	EmPower NY call/email	Agency	2
7/11/2011	LI, CDC LI	Outreach Meeting	Agency	7
7/11/2011	NYS Division of Consumer Protection	Outreach Meeting	Agency	3
7/11/2011	Queens, Caring People	EmPower NY call/email	Agency	2
7/11/2011	Schoharie, OFA	Outreach Meeting	Agency	3
7/11/2011	Suffolk, Martin Luther Terrace	EmPower NY call/email	Agency	2
7/11/2011	Suffolk, Telecom Pioneers Club	EmPower NY call/email	Agency	2
7/12/2011	Cayuga, Fairhaven Senior Apts.-Sterling	EmPower NY call/email	Property Manager	2
7/12/2011	LI, Anti-Hunger Task Force	Outreach Meeting	Agency	15
7/12/2011	LI, National Grid Consumer Advocates	Outreach Meeting	Utility	3
7/12/2011	Queens, Caring People	EmPower NY call/email	Agency	2
7/12/2011	Saratoga, CAPTAIN Youth & Family Services	EmPower Presentation	Agency	12
7/12/2011	Schenectady, Community Action Program, Inc.	Outreach Meeting	Agency	2
7/12/2011	Suffolk, Martin Luther Terrace	EmPower NY call/email	Agency	3
7/12/2011	Wayne, Hope Village Inc.-Wolcott	EmPower NY call/email	Property Manager	2
7/12/2011	Wayne, Red Creek Garden Apartments-Dimarco Group	EmPower NY call/email	Property Manager	2
7/13/2011	Kings, UJO of Williamsburg	EmPower NY call/email	Agency	2
7/13/2011	LI, Forum for Advocates Planning Committee	Outreach Meeting	Utility	3
7/13/2011	LI, HIV Planning Council	Outreach Meeting	Agency	45
7/13/2011	LI, LIPA REAP	Outreach Meeting	Utility	2
7/13/2011	LI, United Way of Long Island	EmPower NY call/email	Agency	2
7/13/2011	NYC, BeamNY	EmPower NY call/email	Agency	2
7/13/2011	NYC, Non Traditional Employment for Women	EmPower NY call/email	Agency	2
7/13/2011	Suffolk, Martin Luther Terrace	EmPower NY call/email	Agency	3
7/13/2011	USDA Greenwich	Outreach Meeting	Agency	3
7/13/2011	Warren/Hamilton OFA	Outreach Meeting	Agency	2
7/13/2011	Warren/Hamilton, Community Action	Outreach Meeting	Agency	3
7/13/2011	Washington, CARES OFA	Drop off updated materials	Agency	1

7/13/2011	Washington, EOC	Outreach Meeting	Agency	2
7/14/2011	Albany, OFA	EmPower NY call/email	Agency	2
7/14/2011	Cayuga, Fairhaven Senior Apts.-Sterling	EmPower NY call/email	Agency	2
7/14/2011	Cayuga, Seneca Community Action Agency	EmPower NY call/email	Agency	2
7/14/2011	Erie, Schiller Park Senior Center	EmPower NY call/email	Agency	2
7/14/2011	Franklin, OFA	EmPower NY call/email	Agency	2
7/14/2011	Kings, Crown Heights Jewish Community Council	EmPower NY call/email	Agency	2
7/14/2011	Kings, UJO of Williamsburg	Outreach Meeting	Agency	2
7/14/2011	NYC, BeamNY	EmPower NY call/email	Agency	3
7/14/2011	Onondaga, YMCA of Greater Syracuse	Outreach Meeting	Agency	3
7/14/2011	Saratoga, CAPTAIN Youth & Family Services	EmPower NY call/email	Agency	2
7/14/2011	Schenectady, Community Action Program, Inc.	EmPower NY call/email	Agency	2
7/14/2011	Schoharie, OFA	EmPower NY call/email	Agency	2
7/14/2011	USDA Cortland	EmPower NY call/email	Agency	2
7/14/2011	USDA Greenwich	EmPower NY call/email	Agency	2
7/14/2011	Warren/Hamilton OFA	EmPower NY call/email	Agency	2
7/14/2011	Warren/Hamilton, Community Action	EmPower NY call/email	Agency	2
7/15/2011	Kings, Crown Heights Jewish Community Council	EmPower NY call/email	Agency	3
7/15/2011	Kings, MTI Residential Service	Outreach Meeting	Agency	2
7/15/2011	Kings, Pratt Center (Energy Smart Downstate East)	EmPower NY call/email	Agency	2
7/15/2011	Kings, UJO of Williamsburg	EmPower NY call/email	Agency	2
7/15/2011	LI, Anti-Hunger Task Force	EmPower NY call/email	Agency	2
7/15/2011	LI, Care Coordination Committee	EmPower NY call/email	Agency	2
7/15/2011	LI, Catholic Charities	Outreach Meeting	Agency	2
7/15/2011	LI, HIV Planning Council	EmPower NY call/email	Agency	2
7/15/2011	LI, LIPA REAP	EmPower NY call/email	Agency	2
7/15/2011	LI, Nassau Suffolk Coalition for the Homeless	EmPower NY call/email	Agency	3
7/15/2011	Nassau, Continuum of Care of Nassau County	Presentation	Agency	32
7/15/2011	Nassau, SAIL	Outreach Meeting	Agency	2
7/15/2011	NYS Division of Consumer Protection	Conference Call	Agency	6
7/15/2011	NYS, HEAP Bureau	EmPower NY call/email	Agency	2
7/15/2011	Suffolk, Martin Luther Terrace	EmPower NY call/email	Agency	2
7/15/2011	Suffolk, SPARC	EmPower NY call/email	Agency	2
7/18/2011	Hudson Valley, USDA Middletown Office	EmPower NY call/email	Agency	2
7/18/2011	Kings, Crown Heights Jewish Community Council	EmPower NY call/email	Agency	2
7/18/2011	Nassau, St. Martin of Tours Parish Outreach	EmPower NY call/email	Agency	2
7/18/2011	Onondaga, Center state CEO	EmPower NY call/email	Agency	2
7/18/2011	Onondaga, Kingsley-Johnston Inc.	EmPower NY call/email	Agency	2
7/18/2011	Onondaga, South Side Innovation Center	EmPower NY call/email	Agency	2
7/18/2011	Putnam, Putnam County OFA	EmPower NY call/email	Agency	2
7/19/2011	Cayuga, Fairhaven Senior Apts.-Two Plus Four Management	Outreach Mtg-multi site visit	Property Manager	3
7/19/2011	LI, Long Island Head Start	EmPower NY call/email	Agency	2
7/19/2011	LI, United Way of Long Island	EmPower NY call/email	Agency	2
7/19/2011	Nassau, FECS	EmPower NY call/email	Agency	2

7/19/2011	Nassau, Options for Community Living of Nassau	Presentation	Agency	17
7/19/2011	Onondaga, Kingsley-Johnston Inc.	EmPower NY call/email	Agency	2
7/19/2011	Peekskill, OFA	EmPower NY call/email	Agency	2
7/19/2011	Queens, Margert Community Corp	EmPower NY call/email	Agency	2
7/19/2011	Suffolk, SPARC	EmPower NY call/email	Agency	2
7/19/2011	Wayne, Hope Village Inc.-Baldwin/Dimarco Group	Outreach Mtg-multi site visit	Property Manager	3
7/19/2011	Wayne, Red Creek Garden Apartments-Baldwin/Dimarco Group	Outreach Mtg-multi site visit	Property Manager	3
7/20/2011	LI, CPHE	EmPower NY call/email	Agency	2
7/20/2011	Nassau, Connect to Care	EmPower NY call/email	Agency	2
7/20/2011	Nassau, Massapequa PTA	EmPower NY call/email	Agency	2
7/20/2011	Nassau, National Grid Consumer Advocates	EmPower NY call/email	Agency	2
7/20/2011	Nassau, Williston Park Senior Club	EmPower NY call/email	Agency	2
7/20/2011	Onondaga, Kingsley-Johnston Inc.	Outreach Mtg-Multi site visit	Property Manager	3
7/20/2011	Ulster, RUPCO	EmPower NY call/email	Agency	2
7/20/2011	USDA Cortland & Southern Hills Preservation Corporation	Networking Event	Agencies	15
7/20/2011	Wayne, Red Creek Garden Apartments-Baldwin/Dimarco Group	EmPower NY call/email	Agency	2
7/21/2011	Albany, OFA	EmPower NY call/email	Agency	2
7/21/2011	Erie, LT. Col. Matt Urban Human Services Center of WNY	EmPower NY call/email	Agency	2
7/21/2011	NYS Division of Consumer Protection	EmPower NY call/email	Agency	2
7/21/2011	Onondaga, Southern Hills Preservation Corporation	EmPower NY call/email	Agency	2
7/21/2011	Queens, JASA Senior Club	Presentation	Agency	60
7/21/2011	Suffolk, SPARC	EmPower NY call/email	Agency	2
7/22/2011	Bronx, Energy Smart Communities Downstate North	EmPower NY call/email	Agency	2
7/22/2011	Erie, Concerned Ecumenical Ministry	EmPower NY call/email	Agency	2
7/22/2011	Erie, Habitat for Humanity	EmPower NY call/email	Agency	2
7/22/2011	Erie, LT. Col. Matt Urban Human Services Center of WNY	EmPower NY call/email	Agency	2
7/22/2011	Erie, North-Northwest Community Center	EmPower NY call/email	Agency	2
7/22/2011	Erie, Northwest Buffalo Seniors	EmPower NY call/email	Agency	2
7/22/2011	Erie, Schiller Park Senior Center-God City Apts.	EmPower NY call/email	Agency	2
7/22/2011	Erie, Town of Amherst Center for Senior Services	EmPower NY call/email	Agency	2
7/22/2011	Herkimer, OFA	EmPower NY call/email	Agency	2
7/22/2011	Hudson Valley, Energy Smart Communities Mid-Hudson	EmPower NY call/email	Agency	2
7/22/2011	Jefferson, Dutchess, Black River & Beacon Apts.	EmPower NY call/email	Agency	2
7/22/2011	LI, Nassau Suffolk Coalition for the Homeless	EmPower NY call/email	Agency	2
7/22/2011	NYC, Energy Smart Communities Downstate East	EmPower NY call/email	Agency	2
7/22/2011	Schenectady, Community Action Program, Inc.	EmPower NY call/email	Agency	2
7/22/2011	Suffolk, Continuum of Care Suffolk County	Presentation	Agency	26
7/25/2011	Erie, Concerned Ecumenical Ministry	EmPower NY call/email	Agency	2
7/25/2011	Erie, LT. Col. Matt Urban Human Services Center of WNY	EmPower NY call/email	Agency	2
7/25/2011	Erie, North-Northwest Community Center	EmPower NY call/email	Agency	2

7/25/2011	Erie, Northwest Buffalo Seniors	EmPower NY call/email	Agency	2
7/25/2011	Hudson Valley, Energy Smart Communities Mid-Hudson	EmPower NY call/email	Agency	2
7/25/2011	Onondaga, Southern Hills Pres Corp.- The Meadows Apt, Tully	Outreach Mtg-multi site visit	Property Manager	3
7/25/2011	Orange, Kyrias Joel Community Council	EmPower NY call/email	Agency	2
7/25/2011	Orange, Orange County Courts	EmPower NY call/email	Agency	2
7/25/2011	Putnam, Putnam County OFA	EmPower NY call/email	Agency	2
7/25/2011	Schenectady, Community Action Program, Inc.	EmPower NY call/email	Agency	2
7/25/2011	Suffolk, Martin Luther Terrace	EmPower NY call/email	Agency	2
7/25/2011	Ulster, RUPCO	EmPower NY call/email	Agency	2
7/26/2011	Erie, Concerned Ecumenical Ministry	EmPower NY call/email	Agency	2
7/26/2011	Onondaga, Center state CEO	Outreach Meeting	Agency	2
7/26/2011	Onondaga, South Side Innovation Center	EmPower NY call/email	Agency	2
7/27/2011	Dutchess, Vassar College	Outreach Meeting	Agency	2
7/27/2011	Erie, LT. Col. Matt Urban Human Services Center of WNY	EmPower NY call/email	Agency	2
7/27/2011	Hudson Valley, Energy Smart Communities Kingston	Outreach Meeting	Agency	2
7/27/2011	Hudson Valley, USDA Rural Development Middletown	Outreach Meeting	Agency	3
7/27/2011	Kings, Sunset Redevelopment	EmPower NY call/email	Agency	2
7/27/2011	Onondaga, South Side Innovation Center	Outreach Meeting	Agency	2
7/27/2011	Onondaga, Southern Hills Pres Corp.- Nine Mile Apt-Marcellus	Outreach Mtg-multi site visit	Property Manager	2
7/27/2011	Putnam, Putnam County OFA	EmPower NY call/email	Agency	2
7/28/2011	Dutchess, Belmont Management	EmPower NY call/email	Agency	2
7/28/2011	Erie, Beam of WNY	EmPower NY call/email	Agency	2
7/28/2011	Erie, Northwest Buffalo Seniors	Outreach Meeting	Agency	2
7/28/2011	Erie, Schiller Park Senior Center-God City Apts.	Outreach Meeting	Agency	2
7/28/2011	Kings, Sunset Redevelopment	EmPower NY call/email	Agency	2
7/28/2011	LI, FECS	EmPower NY call/email	Agency	2
7/28/2011	LI, LIPA REAP	EmPower NY call/email	Agency	2
7/28/2011	LI, United Veterans Beacon House	EmPower NY call/email	Agency	2
7/28/2011	Niagara, National Grid-Mark Johnson	EmPower NY call/email	Agency	2
7/28/2011	NYS, LIFE Steering Committee	EmPower NY call/email	Agency	6
7/28/2011	Onondaga, Kingsley-Johnston Inc.	EmPower NY call/email	Agency	2
7/28/2011	Onondaga, Southern Hills Pres Corp.- The Meadows Apt, Tully	EmPower NY call/email	Agency	2
7/28/2011	Orange, KJ Mgmt Inc.	EmPower NY call/email	Agency	2
7/28/2011	Orange, On Site Mgmt	EmPower NY call/email	Agency	2
7/28/2011	Putnam, Harmony Mgmt Co.	EmPower NY call/email	Agency	2
7/28/2011	Putnam, Putnam County Housing	Outreach Meeting	Agency	2
7/28/2011	Putnam, Putnam County OFA	EmPower NY call/email	Agency	2
7/28/2011	Schenectady, Department of Senior & Long Term Care Services	EmPower NY call/email	Agency	2
7/28/2011	Suffolk, Martin Luther Terrace	EmPower NY call/email	Agency	2
7/28/2011	Westchester/Bronx, Energy Smart Communities	EmPower NY call/email	Agency	2
7/29/2011	Erie, Concerned Ecumenical Ministry	Outreach Meeting	Agency	2
7/29/2011	Erie, North-Northwest Community Center	Outreach Meeting	Agency	2
7/29/2011	Erie, Town of Amherst Center for Senior Services	Outreach Meeting	Agency	2

7/30/2011	Sustainable Urban Network, BlueRain ECO fest, Green Drinks-Syracuse	Networking Event	Advocates/Agency	30
Upcoming Events				
Date	Location	Topic	Audience Type	Anticipated Attendance
8/2/2011	Jefferson, Ecumenical Group	EmPower Presentation	Agency	12
8/2/2011	Onondaga, Southern Hills Pres Corp.- Upper Crown Apt, Marcellus	Outreach Mtg-multi site visit	Property Manager	2
8/2/2011	Suffolk, Martin Luther Terrace	Outreach Meeting	Agencies	2
8/3/2011	Suffolk, DSS "Stand Up for the Homeless" Event	Outreach Meeting	Agencies	150
8/3/2011	USDA Cortland-pending	Outreach Meeting	Agency	4
8/4/2011	Cayuga, Fairhaven Senior Apts.-Two Plus Four Management	Outreach Mtg-multi site visit, f/u	Property Manager	2
8/4/2011	Wayne, Hope Village Inc.- Baldwin/Dimarco Group	Outreach Mtg-multi site visit, f/u	Property Manager	2
8/4/2011	Wayne, Red Creek Garden Apartments-Baldwin/Dimarco Group	Outreach Mtg-multi site visit, f/u	Property Manager	2
8/5/2011	Nassau, JASA Long Beach Senior Club	EmPower Presentation	Potential Clients	30
8/9/2011	Suffolk, Hepatitis C Task Force	Outreach Meeting	Agencies	12
8/10/2011	Albany, OFA	EmPower Presentation	Agency	15
8/10/2011	LI, Low Income Energy Forum Planning Committee	Outreach Meeting	Agencies	6
8/16/2011	NYC and Hudson, NYSERDA Downstate Qtrly Contractors Mtg	Outreach Meeting	Contractors	12
8/17/2011	Onondaga, Syracuse Housing Authority	EmPower Presentation	Landlords, Tenants	75
9/7/2011	Suffolk, Care Coordination Committee	Outreach Meeting	Agencies	15
9/8/2011	Albany, Capital District Association of Rental Property Owners, Inc.	EmPower Presentation	Landlords	40
9/8/2011	Saratoga, CAN Meeting	EmPower Presentation	Agency	12
9/12/2011	Suffolk, SPARC	Outreach Meeting	Agencies	20
9/13/2011	LI, Harm Reduction Coalition	Outreach Meeting	Agencies	8
9/14/2011	LI, Health & Welfare Council Gen'l Mtg (tentative)	Outreach Meeting	Agencies	50
9/14/2011	LI, HIV Planning Council (tentative)	Outreach Meeting	Agencies	45
9/20/2011	Suffolk, DSS Advisory Council SW Center (tentative)	Outreach Meeting	Agencies	25
9/21/2011	Schenectady, Community Action Program, Inc.	EmPower Presentation	Agency	8
9/27/2011	Jefferson, AARP	EmPower Presentation	Potential Clients	70
9/28/2011	Erie, Northwest Buffalo Seniors	EmPower Presentation	Potential Clients	30
10/5/2011	LI, Care Coordination Committee	Outreach Meeting	Agencies	15
10/11/2011	LI, Harm Reduction Coalition	Outreach Meeting	Agencies	8
10/21/2011	LI, Energy Forum for Advocates (EmPower to "emcee")	Outreach Meeting	Agencies	200
11/1/2011	LI, Harm Reduction Coalition (tentative)	Outreach Meeting	Agencies	8
11/2/2011	LI, Care Coordination Committee (tentative)	Outreach Meeting	Agencies	15
11/9/2011	LI, HIV Planning Council (tentative)	Outreach Meeting	Agencies	45
11/15/2011	Saratoga, Knights of Columbus	EmPower Presentation	Agency	15
11/16/2011	LI, Health & Welfare Council Gen'l Mtg (tentative)	Outreach Meeting	Agencies	50
12/9/2011	Nassau, Keys for the Homeless Conference	Outreach Meeting	Agencies	125
12/13/2011	LI, Harm Reduction Coalition (tentative)	Outreach Meeting	Agencies	8
12/15/2011	Nassau, Utopia Home Care	EmPower Presentation	Potential Clients	10

2/7/2012	NYS Division of Consumer Protection	Consumer Day-EmPower Presentation	30 state agencies	40
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(b) Evaluation Activities

As described in the detailed evaluation plan for this program, NYSERDA collectively evaluates both New York Energy \$martSM and EEPS-funded projects. Particularly for impact evaluation, New York Energy \$martSM-funded projects will be the majority of projects sampled. However, as EEPS-funded projects are completed, they will then be incorporated into NYSERDA’s evaluation efforts. Current EmPower 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

None to Report

5. Additional Issues

None to Report

Program Administrator:	NYSERDA
Program Project:	Home Performance with ENERGY STAR® Gas and Assisted Home Performance with ENERGY STAR® Gas
Reporting Period:	July 2011
Report Contact Person:	John Ahearn

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

1. Program Status

In July, the Home Performance with ENERGY STAR (HPwES) Gas Program completed 207 EEPS projects and the Assisted HPwES Program (AHPwES) gas component completed 62 EEPS projects. To date, the HPwES Gas Program has achieved 34% of its EEPS production goal and 23% of its MMBtu goal. The Assisted HPwES Gas Program has achieved 66% of its EEPS production goal and has achieved and 86% of its MMBtu goal.

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

As part of the media buying activities, in June, the Programs were promoted through a statewide TV commercial that aired over 3,665 commercials with an average frequency of 4.2 and reach of 67. The frequency indicates how many times an individual saw the commercial during the month while the reach tells us 67% of our target market saw the commercial. Beginning in August, two, fifteen-second commercials will run statewide during the PBS “This Old House” program. Statewide HPwES commercials will not be running in July and August but will start again in September as we move into Fall.

The HPwES program was also promoted through several radio campaigns. From June through September, the program will air two, fifteen-second, in-game spots on the NY Yankees Radio network that reaches across the state. In addition, during August, a statewide radio campaign accessing the top-rated stations in the major markets will promote the benefits of HPwES.

Similar to the previous months, the program continues to be promoted through a print campaign that yielded over 112 advertisements throughout the Capital Region, Saratoga, Central New York, Finger Lakes, Southern Tier, and North County with a circulation of over 563,284.

Overall, the June online search plan performed approximately at the same level as the previous month.

Month-to-month:

- The cost- per- click decreased 5% (\$1.98 in May to \$1.88 in June).
- The overall number of clicks decreased 5.7% (from 2,370 in May to 2,236 in June)
- The average June position was 2.4 – about the same as May.
- The click thru rate was 0.06%, in-line with May’11.

The June Banner plan performed at approximately the same/better level than May.

Month-to-month:

- The average cost-per-click increased 4% (from \$3.68 in May to \$3.82 in June).
- The overall number of clicks increased 9% (13,155 in May to 14,299 in June).
- The click-thru rate was 0.15%, in line with May’11.

The plan was optimized by cutting back on lower-performing sites and increasing sites with better performance. Starting July 11, weatherbug .com was added to the list, targeting ages 35-64 across New York State.

The online and print advertising continued to direct visitors to the HPwES promotional website for additional information. The HPwES promotional website provides an easy to access location that offers high level information on how to participate in the HPwES program and directs visitors into GetEnergySmart.org for more detailed information.

For June the site saw over 15,287 pages views with over 13,000 unique views with most visitors searching for contractors, financing options, and details on how to participate in the program. The GetEnergySmart.org website received 99,502 page views. Of the page views, over 19,027 focused on HPwES pages and over 5,800 focused on low-income. The Programs will continue to be promoted through these tactics during July and August.

Over 3,500 pieces of HPwES literature were dispersed through NYSERDA’s fulfillment tool and during events attended by NYSERDA’s Consumer Services and Events Management (CSEM) group. The NYSERDA hotline received 1,798 calls with 536 directed at HPwES and 19 calls for AHPwES.

During July, the Programs were promoted using tactics similar to those used in June. The marketing contractor fielded the homeowner benchmark study and will be presenting findings in August. Using that information, the contractor will assist in developing messaging that

resonates with the identified market segments. The contractor continues to work on the homeowner case studies, contractor recruitment material, homeowner video case study, and the communication audit.

Small Homes Programs					
Program Area	Start Date	End Date	Event Title	Actual Attendance	Location
Small Homes	07/01/11	07/01/11	Going Green with the Binghamton Mets	300	Binghamton
Small Homes	07/07/11	07/10/11	Madison County Fair	1,000	Brookfield
Small Homes	07/08/11	07/08/11	Mariaville Civic Association Energy Efficiency and Renewable Energy Resource Seminar	45	Pattersonville
Small Homes	07/12/11	07/16/11	Yates County Fair	200	Penn Yan
Small Homes	07/13/11	07/13/11	Heating Oil Conversion Seminar	100	New York
Small Homes	07/13/11	07/17/11	Monroe County Fair	500	Henrietta
Small Homes	07/14/11	07/14/11	Irondequoit Farmer's Market	100	Rochester
Small Homes	07/15/11	07/15/11	Aisling Irish Senior Workshop	25	Yonkers
Small Homes	07/15/11	07/15/11	Green Bag Lunch Series	35	Syracuse
Small Homes	07/16/11	07/16/11	Health & Energy Fair	50	Schenectady
Small Homes	07/17/11	07/17/11	Mohegan Lake Beach Homeowners Association Meeting	25	Crompond
Small Homes	07/18/11	07/23/11	Seneca County Fair	100	Waterloo
Small Homes	07/19/11	07/19/11	Going Green with the Hudson Valley Renegades	300	Wappinger's Falls
Small Homes	07/19/11	07/23/11	Genesee County Fair	300	Batavia
Small Homes	07/25/11	07/25/11	Green Owners Forum	50	Bronx
Small Homes	07/25/11	07/30/11	Orleans County Fair	300	Albion
Small Homes	07/26/11	07/30/11	Ontario County Fair	300	Canandaigua
Small Homes	07/27/11	07/27/11	Going Green Night with the Tri-City Valley Cats	400	Troy
Small Homes	07/28/11	07/28/11	Mill Seat Landfill Open House & Information Fair	50	Bergen
Small Homes	07/29/11	07/31/11	Go Green Expo Harborfest 2011	1,200	Oswego
Small Homes	07/29/11	07/31/11	Blue Rain ECOFest	5,000	Syracuse
Small Homes	07/30/11	07/30/11	Going Green with the Staten Island Yankees	300	Staten Island

Upcoming Events					
Program Area	Start Date	End Date	Event Title	Anticipated Attendance	Location
Small Homes	08/04/11	08/04/11	Be Healthy - Be Happy - Senior Health and Wellness Picnic	600	Gloversville
Small Homes	08/05/11	08/07/11	Spiedie Fest & Balloon Rally	100,000	Binghamton
Small Homes	08/06/11	08/06/11	Energy Hog or an Energy Hero? - Beaver Lake Nature Center	400	Baldwinsville
Small Homes	08/07/11	08/07/11	2011 Chinatown Summer Street Festival	20,000	New York
Small Homes	08/10/11	08/10/11	Free Energy Workshop	20	Buffalo
Small Homes	08/10/11	08/10/11	Energy Hog or an Energy Hero? - Bob Cecile Community Center	400	Syracuse
Small Homes	08/11/11	08/11/11	Queens Library Energy Efficiency Workshop - Long Island City	75	Long Island City
Small Homes	08/13/11	08/13/11	Family Fun Day	500	Yonkers
Small Homes	08/18/11	08/18/11	Queens Library Energy Efficiency Workshop - Astoria	75	Astoria
Small Homes	08/20/11	08/20/11	State Farm Hispanic Cultural Arts Festival	2,000	Amsterdam
Small Homes	08/25/11	08/28/11	Washington County Fair	10,000	Greenwich
Small Homes	08/25/11	09/05/11	The Great 2011 New York State Fair	1,000,000	Syracuse

(b) Evaluation Activities

HPwES and AHPwES

As described in the detailed evaluation plan for this program, NYSERDA collectively evaluates both **New York Energy SmartSM** and EEPS-funded projects. Particularly for impact evaluation, **New York Energy SmartSM**-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 Home Performance with ENERGY STAR and Assisted Home Performance with ENERGY STAR evaluation activities are continuing as planned and future narrative reports will detail any major issues or changes as they occur.

(c) Other Activities

None to Report

3. Customer Complaints and/or Disputes

None to Report.

4. Changes to Subcontractors or Staffing

None to Report.

5. Additional Issues

None to Report

Program Administrator:	NYSERDA
Program Project:	New York ENERGY STAR® Homes - Gas
Reporting Period:	July 2011
Report Contact Person:	Jim Quirk

1. Program Status

Program Performance Goals

The New York ENERGY STAR Homes (NYESH) gas program has achieved 24% of its cumulative goal for 2010/2011 EEPS production, and 33% of its 2010/2011 MMBtu goal.

There was no processing of NYESH Program incentives in July 2011 due to the timing of EEPS funding approval. The EEPS production total shows a slight decrease, as a result of a database cleanup.

2. Program Implementation Activities

(a) Marketing Activities

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

As part of the media buying activities, in June, NYESH was promoted through a regional TV commercial that aired over 1,163 commercials with an average frequency of 3.7 and reach of 60. The frequency indicates how many times an individual saw the commercial during the month while the reach tells us 60% of our target market saw the commercial. Commercials will be aired again beginning September.

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

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

Month-to-month:

- The cost- per- click decreased 4% (\$3.64 in May to \$3.51 in June).
- Clicks decreased 29% (1,832 in May to 1,292 in June).
- The average position improved to 2.8 from 3.3 in May.
- The click-thru-rate increased 33% (from 0.12% to 0.16%).

The June Banner plan performed below the previous month's level.

Month-to-month:

- The average cost –per- click increased 76% (from \$6.23 to \$10.98)
- The number of clicks decreased 24% (561 in May to 424 in June).
- The click-thru rate decreased 38%.

During June, NYESH was promoted through a statewide print campaign using community newspapers that yielded over 232 advertisements reaching a circulation of over 1,486,296.

The GetEnergySmart.org website received 99,502 page views. The Programs will continue to be promoted using the above tactics during July and August.

Over 1,000 pieces of NYESH literature were dispersed through NYSERDA’s fulfillment tool and during events attended by NYSERDA’s CSEM group. The hotline received 1,798 calls with 9 directed at NYESH.

During July the marketing contractor, Eric Mower and Associates, developed research instruments for the homeowner and builder/developer research planned for August and September. The contractor developed a set of short-term marketing tactics to include print, online, sponsorship, website landing page, factsheet, media placements and radio promotions beginning in September. During July and August the contractor is also developing new creative material based upon preliminary research.

See chart of Small Homes Programs Outreach activities in the Home Performance with ENERGY STAR® program narrative above.

(b) Evaluation Activities

As described in the detailed evaluation plan for this program, NYSERDA collectively evaluates both **New York Energy \$martSM** and EEPS-funded projects. Particularly for impact evaluation, **New York Energy \$martSM**-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 ENERGY STAR homes evaluation activities are continuing as planned and future narrative reports will detail any major issues or changes as they occur.

(c) Other Activities

None to Report

3. Customer Complaints and/or Disputes

None to Report

4. Changes to Subcontractors or Staffing

None to Report

5. Additional Issues

None to Report

Program Administrator:	NYSERDA
Program Project:	Statewide POS Lighting CFL
Reporting Period:	July 2011
Report Contact Person:	Kerry Hogan

1. Program Status

Program Performance Goals

Since the Program’s inception (April 1, 2009), 7,227,780 CFLs sold have been incentivized; 304,401 CFLs were incentivized in July 2011.

Four CFL promotions were approved in July. Among the approved promotions were three for Valu Home Centers and one for TCP, Inc. Valu Home Centers has been a consistent performer under the Fast Track CFL Program with CFL sales amongst their 31 locations. To date, the Program has incented over 250,000 CFLs for Valu Home Centers. TCP had a promotion approved that runs in 12 Weis Markets locations. This promotion will assist Weis Markets in expanding the product offerings on ENERGY STAR CFLs to customers that do not generally shop in major outlets. Visibility in Weis Markets will also increase CFL penetration in the Central New York markets where Weis Markets are located.

2. Program Implementation Activities

(a) Marketing Activities

During June, staff executed five (5) retailer events {Make the Switch (to ENERGY STAR® Qualified CFLs) and Save} held in Rochester, Buffalo, Capital District, NYC and the Bronx. The events promoted the sale of CFLs while increasing awareness and education during June. The events were supported by in-store events, advertising, online promotion, and special promotional pricing in an effort to drive store traffic, sales, and CFL awareness and education. All advertising was geographically targeted. The promotional website for this campaign realized over 4,300 page views during the campaign clustered around the geographic regions of the events. The website analytics indicate that the majority of visitors to the website originated from AOL, which was the primary online tool for promoting the events followed by direct referrals, where someone manually typed in the address.

The events were promoted by social media, radio and print advertising. Each retailer event was highlighted on NYSEERDA's website promotional landing page, and through the Shining Example Facebook page. A special display booth located at the main entrance of the participating retailer alerted customers of special lighting offers to encourage sales. The radio and print ads included strong educational messages in addition to the promotional offers. Print advertisements were run in each of the geographic regions major daily paper (Albany Times Union, Buffalo News, Daily News, Metro and Democrat & Chronicle). Similarly, the radio campaign targeted the top-rated stations in each of the geographic regions (The Shining Example page is the hub for the promotional and educational campaign, supported by NYSEERDA's website.

Staff is working with retailer partners to identify twelve additional locations for October promotions.

(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. Dialogue continues with DPS regarding implementation of the new net-to-gross ratio for this program.

(c) Other Activities

None to Report

3. Customer Complaints and/or Disputes

None to Report

4. Changes to Subcontractors or Staffing

None to Report

5. Additional Issues

None to Report

Program Administrator:	NYSERDA
Program/Project:	Workforce Development
Reporting period:	July 2011
Report Contact person:	Adele Ferranti

1. Program Status

PON 1816 – EEPS Workforce Development Training for Energy Efficiency Program: One new partnership proposals was received in the month of July. The total number of proposals received to date is forty-two. Eighty-six percent of the total budget has been proposed and seventy-eight percent is under contract or contract negotiation. To date, 98 applications for individual certification and training reimbursements have been awarded totaling \$349,246. Through PON 1816, over \$2.9 million in total funding has been committed and \$2.5 million has been approved to date.

Leveraging GJGNY Funds for Workforce Training - An additional \$1.65 million in GJGNY funding was added to PON 1816 in December of 2010. Funds under the Worker Readiness category were rapidly exhausted and have resulted in five executed contracts with two more under negotiation. Proposals for Part 5, Lab Houses for Field Testing, have been reviewed and the announcement of awards is expected in August.

PON 2033, Green Jobs Green New York NYS Registered Apprenticeship and Building Trades Training and On-the-Job Training: released in June 2011, provided \$2,625,000 in support of energy efficiency curriculum enhancement for building trades and apprenticeship programs as well as for funds to encourage hiring by offsetting the cost of on-the-job (OJT) training. Eighteen proposals for OJT have been preliminarily approved and forwarded to the NYS DOL Business Services division. NYSERDA received its first complete contract, the result of collaboration between the applicant and the DOL Business Services Representative, and expects that additional contracts will be negotiated throughout August.

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

Training Partner	Career Pathways Training	Technical Training/ Equipment	Leveraged GJGNY \$ Worker Readiness
AEE-NYC Chapter	\$ -	\$ 23,750	
The Altamont Program, Inc.- Albany, Syracuse, Monroe	\$ 118,125	\$ -	
The Altamont Program, Inc.- Utica	\$ 68,750	\$ -	
NYSBA REF	\$ -	\$ 7,920	
Urban Green Council	\$ -	\$ 17,609	
Erie 1 BOCES	\$ 50,000	\$ 50,000	
BPCA	\$ -	\$ 40,960	
Ulster BOCES	\$ 148,460	\$ -	
Northeast Parent and Child Society, Inc.	\$ 125,000	\$ -	

CEWW BOCES	\$ 15,130	\$ -	
The Research Foundation of SUNY Morrisville	\$ 122,468	\$ 72,250	
The Osborne Association	\$ 50,000	\$ -	
Capital Region BOCES	\$ 30,362	\$ -	
Karpman Consulting	\$ -	\$ 34,210	
Ulster Orange BOCES	\$ 97,249	\$ -	
Syracuse University –SSIC			\$ 24,047
Green University Inc.	\$ 50,000	\$ 2,500	
Alfred State College	\$ 62,269		
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	\$ 100,000	\$ -	
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
Green Light New York	\$ 103,226	\$ 60,000	
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	

PON 1817 – Energy Efficiency Career Pathways Training and Technical Training: EEPS WFD: Of the ten proposals recommended for funding, one contract for Technical Training with the International Brotherhood of Electrical Workers/Joint Apprenticeship Training Committee (IBEW/JATC) has been executed. All four Career Pathways contracts including: The Fortune Society; Sullivan Boards of Cooperative Educational Services (BOCES); Wayne Finger Lakes BOCES and the Workforce Development Institute, have been executed. Four of the remaining contract packages are in final contracting stages. The Hudson Valley Community College (HVCC) proposal to develop multifamily building analyst, multifamily hydronic training, and crew chief training has been cancelled due to several issues including the fact that most of the curriculum is currently available and will require only minor updates.

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

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

(*)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.

Program Performance Goals

- The EEPS WFD Operating Plan outlines training goals of 6,200 participants. All training goals will be met and it is expected, based on contracted commitments, that the total number trained will exceed 8,000.
- Funding for Basic Skills training was rapidly exhausted demonstrating a statewide need for remedial and soft skills training for disadvantaged populations including the unemployed and formerly incarcerated. The need for worker readiness training is further demonstrated by the rate of response for similar training funded under Green Jobs Green New York. It is anticipated that there will be an increase in enrollment in Technical Training programs as students complete Basic Skills and Worker Readiness coursework.
- There are no changes to our project forecast as of this report. EEPS training numbers are expected to grow throughout 2011 as new training partners complete training planned for 2011/2012. Commercial and Industrial training numbers (funded through SBC initiatives) are lower than predicted as we work to bring on new training partners serving the commercial/industrial market sector.

2. Program Implementation Activities

(a) Marketing Activities

Vodcast Filming at Northeast Parent and Child Society (NEPCS) – Vodcasts will be used as a prominent marketing and informational tool on the new Energy Education and Workforce Development sub home page. The Career Pathways for Disadvantaged Workers vodcast, utilizing Northeast Parent and Child Society as a case study, is complete and footage is currently under management review.

(b) Evaluation Activities

Workforce Development (WFD) Program evaluation activities are continuing as planned. The final WFD Program work plan was approved by DPS staff in March. In addition, the evaluation contractor has finalized two survey instruments to be administered to students. The first instrument (pre-training) assesses student skills, career expectations, and learning goals to establish a baseline prior to the training. The pre-training survey is administered at the first training session for each course. The post-training survey assesses similar metrics and includes student perceptions of how well the training prepared them for employment or further training and certifications. This survey is administered to students at the end of training. Both surveys were completed in early April and, as required, are being administered by all EEPS-funded training providers. Completed surveys are sent to the evaluation contractor for entry and data analysis. The evaluation contractor has also begun training provider/instructor interviews of a random selection of NYSERDA-funded training providers.

Current Workforce Development Program evaluation activities are continuing as planned and future narrative reports will detail any major issues or changes as they occur.

(c) Other Activities

None to Report

3. Customer Complaints and/or Disputes

None to Report

4. Changes to Subcontractors or Staffing

None to Report

5. Additional Issues

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

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

1. Program Status

Program Performance Goals

To date, NYSERDA has received 2 applications to the program, though only 1 of which was eligible. We have heard from a handful of other projects that are planning to submit applications.

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

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

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 geothermal and multifamily performance programs. The initial effort by this contractor will be to identify and promote this program to market-rate master-metered buildings.

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

(b) Evaluation Activities

NYSERDA is in the process of developing a detailed evaluation plan for this program and will submit it to DPS for review and approval in the coming months.

3. Customer Complaints and/or Disputes

None

4. Changes to Subcontractors or Staffing

None

5. Additional Issues

NYSERDA is in the process of revising the Operating Plans for both ERMM and MPP to reflect a transfer of 10% of the EEPS funds from ERMM to MPP. These Operating Plans will be submitted to DPS for approval in July 2011.

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

1. Program Status

Program Performance Goals

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

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

2. Program Implementation Activities

(a) Marketing Activities

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

(b) Evaluation Activities

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

3. Customer Complaints and/or Disputes

None

4. Changes to Subcontractors or Staffing

None

5. Additional Issues

None

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

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 23rd, 2010. Since then NYSERDA has received and approved 44 applications for the Existing Buildings Component and 42 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 anticipated, 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.

2. Program Implementation Activities

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

(a) Marketing Activities

NYSERDA has also selected a marketing contractor, Brand|Cool, to support marketing and outreach efforts for this program, as well as the electric reduction and geothermal programs. The initial effort by this contractor will be to identify and promote this program to all multifamily building owners with an emphasis on firm gas customers.

OTHER MARKETING

Multifamily (MPP) Program					
Start Date	End Date	Event Title	Actual Attendance	Location	Program Area
Completed Events					
7/13/11	7/13/11	Heating Oil Conversion Seminar	100	New York	Multifamily Performance Program
7/13/11	7/13/11	Multifamily Air Sealing Seminar	100	New York	Multifamily Performance Program

7/15/11	7/15/11	Multifamily Air Sealing Seminar	100	Syracuse	Multifamily Performance Program
7/15/11	7/15/11	Aisling Irish Senior Workshop	25	Yonkers	Multifamily Performance Program

Upcoming Events					
Start Date	End Date	Event Title	Anticipated Attendance	Location	Program Area
8/1/2011	8/1/2011	Sixth Annual New Energy Symposium	400	New York	Multifamily Performance Program
8/7/2011	8/7/2011	2011 Chinatown Summer Street Festival	2000	New York	Multifamily Performance Program
8/8/2011	8/10/2011	Multifamily Buildings 2011	500	Chicago	Multifamily Performance Program
8/13/2011	8/13/2011	Going Green with the Buffalo Bisons	1500	Buffalo	Multifamily Performance Program

(b)Evaluation Activities

NYSERDA is in the process of updating its detailed evaluation plan for this program (as part of the larger Multifamily Performance Program) and will submit it to DPS for review and approval in the coming months.

NYSERDA and DPS staff are still in discussions regarding the Refrigerator M&V study. Otherwise, current MPP evaluation activities are continuing as planned and future narrative reports will detail any major issues or changes as they occur.

3. Customer Complaints and/or Disputes

None

4. Changes to Subcontractors or Staffing

None

5. Additional Issues

None

Program Administrator:	NYSERDA
Program/Project:	Existing Facilities Program Electric and Gas
Reporting Period:	July 2011
Report Contact Person:	Eric Mazzone

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).
- Customer and contractor feedback implies that there are inconsistencies amongst program administrators with the interpretation of EEPS rules.
- (b) Describe and discuss other key aspects of program performance goals that were not discussed in (a).

As of August 9th, 2011, the Existing Facilities Program received applications for natural gas efficiency projects that will commit budgeted funds. Effective immediately, NYSERDA's Existing Facilities Program will stop accepting Performance-Based and Pre-Qualified Gas efficiency applications except for National Fuel Gas customers that use less than 12,000 Mcf annually.

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

Featuring the new "Measurable Results" campaign theme, the first elements include print ads in regional editions of major business publications (like *Business Week*, *Forbes*, etc.); online banner ads and a

pay per click campaign on all the major search engines. All of these tactics will be pointing people to a C&I landing page where NYSERDA will capture information about these prospects, and they'll be able to download our new C&I Overview brochure and a case study.

Within the next few weeks an email campaign, direct mail pieces, several more case studies that represent all of our sectors, and updated fact sheets and brochures for our core programs and vertical markets will be deployed.

To further raise visibility, we'll be adding PR support at key events and creating thought-leadership events to showcase NYSERDA's expertise in commercial projects.

The integrated effort includes sophisticated measurement and metrics of all activities online and off including an integrated lead handling system for the call center and contractors/staff to evaluate and refine for optimal marketing effectiveness.

- EES Downstate Campaign

The downstate C&I print and publicity campaign will launch on 8/15 in the Wall Street Journal and Crain's as well as other key association publications in the downstate region, many with editorial adjacencies. Online and print ads will feature success stories and quotes for important customers such as the Empire State Building, Macy's, Columbia University and Vornado, and invite prospects to download case studies at nyserdera.org.

- EES Short term Activity

- EES second edition newsletter is in development for launch late summer (initial newsletter generated over 2,000 hits)
- ConEd/NYSERDA joint data center program general awareness email blast will execute later this month to key decision makers in Con Edison territory

(b) Evaluation Activities

As described in the detailed evaluation plan for this program, NYSERDA collectively evaluates both **New York Energy SmartSM** and EEPS-funded projects. As evaluation activities commence, particularly for impact evaluation, **New York Energy SmartSM**-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 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

N/A

Program Administrator:	NYSERDA
Program/Project:	Industrial and Process Efficiency - Electric
Reporting Period:	July 2011
Report Contact Person:	Mark Gundrum

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

- EES Integrated plan (NCP,FT, IPE,EFP, BOEP)

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

Featuring the new “Measurable Results” campaign theme, the first elements include print ads in regional editions of major business publications (like *Business Week*, *Forbes*, etc.); online banner ads and a pay per click campaign on all the major search engines. All of these tactics will be pointing people to a C&I landing page where NYSERDA will capture information about these prospects, and they’ll be able to download our new C&I Overview brochure and a case study.

Within the next few weeks an email campaign, direct mail pieces, several more case studies that represent all of our sectors, and updated fact sheets and brochures for our core programs and vertical markets will be deployed.

To further raise visibility, we’ll be adding PR support at key events and creating thought-leadership events to showcase NYSERDA’s expertise in commercial projects.

The integrated effort includes sophisticated measurement and metrics of all activities online and off including an integrated lead handling system for the call center and contractors/staff to evaluate and refine for optimal marketing effectiveness.

- EES Downstate Campaign

The downstate C&I print and publicity campaign will launch on 8/15 in the Wall Street Journal and Crain's as well as other key association publications in the downstate region, many with editorial adjacencies. Online and print ads will feature success stories and quotes for important customers such as the Empire State Building, Macy's, Columbia University and Vornado, and invite prospects to download case studies at nysesda.org.

- EES Short term Activity
 - EES second edition newsletter is in development for launch late summer (initial newsletter generated over 2,000 hits)
 - ConEd/NYSERDA joint data center program general awareness email blast will execute later this month to key decision makers in Con Edison territory

- Focus Outreach efforts for the month of June resulted in 22 new Industrial Process Efficiency projects and 2 new FlexTech TA projects for estimated savings of 942,982 kWh, 116,600 therms, and \$114,114.00 in incentives.

- Focus contractors initiated or continued relationship development with 26 industrial Tier 1 customers, 19 industrial Tier 2 customers, and 3 industrial in the <0.5 MW class.

- Focus Contractors provided outreach support to ensure timely implementation of projects and to provide technical guidance to 21 industrial customers.

- Outreach support included presentations, follow up meetings and participation at board meetings and trade shows, conference calls, and outreach email coordination:
 - 2011 ACEEE Summer Study on Energy in Industry conference
 - Vendor contact to discuss possible collaboration on industrial vendors
 - Partner organization and trade allies engaged to assist with facility introductions and to explore collaboration opportunities.
 - Compressed Air Challenge Fundamentals Training
 - Preparation for Ed Energy Conference

- Events Attended

July 26th through July 29th – American Council for an Energy Efficient Economy (ACEEE) Summer Study, held at the Niagara Falls Conference Center in Niagara Falls, NY.

- The focus of the ACEEE Summer Study was to bring together stakeholder groups to discuss technical, policy, financing, and program issues related to increasing energy productivity in industry.

Presentations and discussions related to the theme “Energy Productivity in Industry: Partners and Opportunities”.

- The ACEEE Summer Study was attended by the following on behalf of the NYSERDA Industrial and Process Efficiency group:
 - Chris Stump – served as the panel leader for Panel 2 – The Role of Regional Programs. Chris was also responsible for the selection of papers being presented at the conference and running the panel presentation sessions.
 - Cheryl Glanton – served as one of the speakers of a presentation entitled “Opportunities for Industry” presented to conference attendees and interested manufacturing companies.
 - Stacey Sabo – conference attendee.

(b) Evaluation Activities

- As described in the detailed evaluation plan for this program, NYSERDA will collectively evaluate electric and natural gas-funded EEPS-funded projects. As natural gas-funded EEPS projects are completed, they will then be incorporated into NYSERDA’s evaluation efforts. Current Industry and Process Efficiency evaluation activities are continuing as planned and future narrative reports will detail any major issues or changes as they occur.

(c) Other Activities

- None to report

3. Customer Complaints and/or Disputes

None to report.

4. Changes to Subcontractors or Staffing

None to report.

5. Additional Issues

None to report.

Program Administrator:	NYSERDA
Program/Project:	Industrial and Process Efficiency - Gas
Reporting Period:	July 2011
Report Contact Person:	Mark Gundrum

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
 - EES Integrated plan (NCP,FT, IPE,EFP, BOEP)

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

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The integrated effort includes sophisticated measurement and metrics of all activities online and off including an integrated lead handling system for the call center and contractors/staff to evaluate and refine for optimal marketing effectiveness.

- EES Downstate Campaign

The downstate C&I print and publicity campaign will launch on 8/15 in the Wall Street Journal and Crain's as well as other key association publications in the downstate region, many with editorial adjacencies. Online and print ads will feature success stories and quotes for important customers such as the Empire State Building, Macy's, Columbia University and Vornado, and invite prospects to download case studies at nyserdera.org.

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- The ACEEE Summer Study was attended by the following on behalf of the NYSERDA Industrial and Process Efficiency group:
 - Chris Stump – served as the panel leader for Panel 2 – The Role of Regional Programs. Chris was also responsible for the selection of papers being presented at the conference and running the panel presentation sessions.
 - Cheryl Glanton – served as one of the speakers of a presentation entitled “Opportunities for Industry” presented to conference attendees and interested manufacturing companies.
 - Stacey Sabo – conference attendee.

(b) Evaluation Activities

- As described in the detailed evaluation plan for this program, NYSERDA will collectively evaluate electric and natural gas-funded EEPS-funded projects. As natural gas-funded EEPS projects are completed, they will then be incorporated into NYSERDA’s evaluation efforts. Current Industry and Process Efficiency evaluation activities are continuing as planned and future narrative reports will detail any major issues or changes as they occur.

(c) Other Activities

None to report

3. Customer Complaints and/or Disputes

None to report.

4. Changes to Subcontractors or Staffing

None to report.

5. Additional Issues

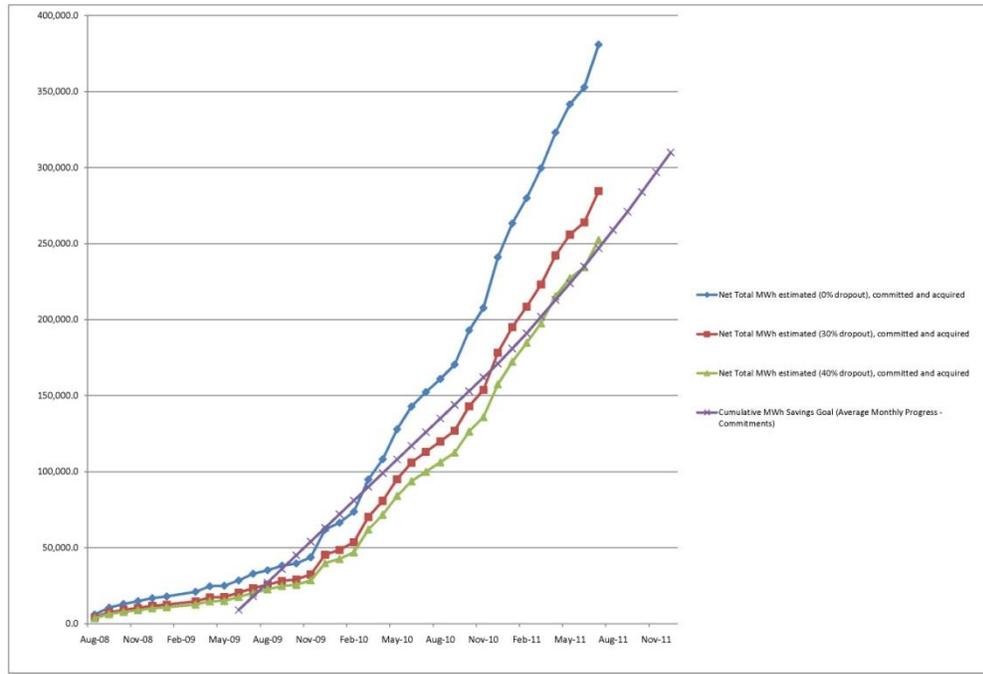
None to report.

Program Administrator:	NYSERDA
Program/Project:	New Commercial Buildings Program - Electric
Reporting Period:	July 2011
Report Contact Person:	Stephen Finkle

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 1129 program applications received to date for electric energy savings, 268 projects have been cancelled. The remaining 860 projects represent 107 million SF in new construction and major renovation activity. Of the 860 projects, 56 have been installed, 143 currently have incentive funds encumbered, 1 is an electric application with gas only funding, 240 have technical assistance studies underway and 421 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)

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

Featuring the new “Measurable Results” campaign theme, the first elements include print ads in regional editions of major business publications (like *Business Week*, *Forbes*, etc.); online banner ads and a pay per click campaign on all the major search engines. All of these tactics will be pointing people to a C&I landing page where NYSERDA will capture information about these prospects, and they’ll be able to download our new C&I Overview brochure and a case study.

Within the next few weeks an email campaign, direct mail pieces, several more case studies that represent all of our sectors, and updated fact sheets and brochures for our core programs and vertical markets will be deployed.

To further raise visibility, we'll be adding PR support at key events and creating thought-leadership events to showcase NYSERDA's expertise in commercial projects.

The integrated effort includes sophisticated measurement and metrics of all activities online and off including an integrated lead handling system for the call center and contractors/staff to evaluate and refine for optimal marketing effectiveness.

The downstate C&I print and publicity campaign will launch on 8/15 in the Wall Street Journal and Crain's as well as other key association publications in the downstate region, many with editorial adjacencies. Online and print ads will feature success stories and quotes for important customers such as the Empire State Building, Macy's, Columbia University and Vornado, and invite prospects to download case studies at nyserda.org.

- EES Short term Activity
 - EES second edition newsletter is in development for launch late summer (initial newsletter generated over 2,000 hits)
 - ConEd/NYSERDA joint data center program general awareness email blast will execute later this month to key decision makers in Con Edison territory

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

- Outreach Project Consultants (OPCs) followed up on leads for 231 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 31 occasions. Activities included group presentations, networking events and lunch & learn sessions. Notable audiences and presentations included Good Foods for Less, Greco Roman Construction, Morgan Stanley, Bovis Lend Lease, Tioga State Bank, Cornell Cooperative Extension, Orleans County IDA, Catholic Health Systems, and a 50-person networking event titled Green Drinks sponsored by the Upstate Green Business Network and the US Green Building Council.

(b) Evaluation Activities

- As described in the detailed evaluation plan for this program, NYSERDA collectively evaluates both **New York Energy \$martSM** and EEPS-funded projects. As evaluation activities commence, particularly for impact evaluation, **New York Energy \$martSM**-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

None to report

4. Changes to Subcontractors or Staffing

None to report

5. Additional Issues

None to report

Program Administrator:	NYSERDA
Program/Project:	New Commercial Buildings Program - Gas
Reporting Period:	July 2011
Report Contact Person:	Stephen Finkle

1. Program Status

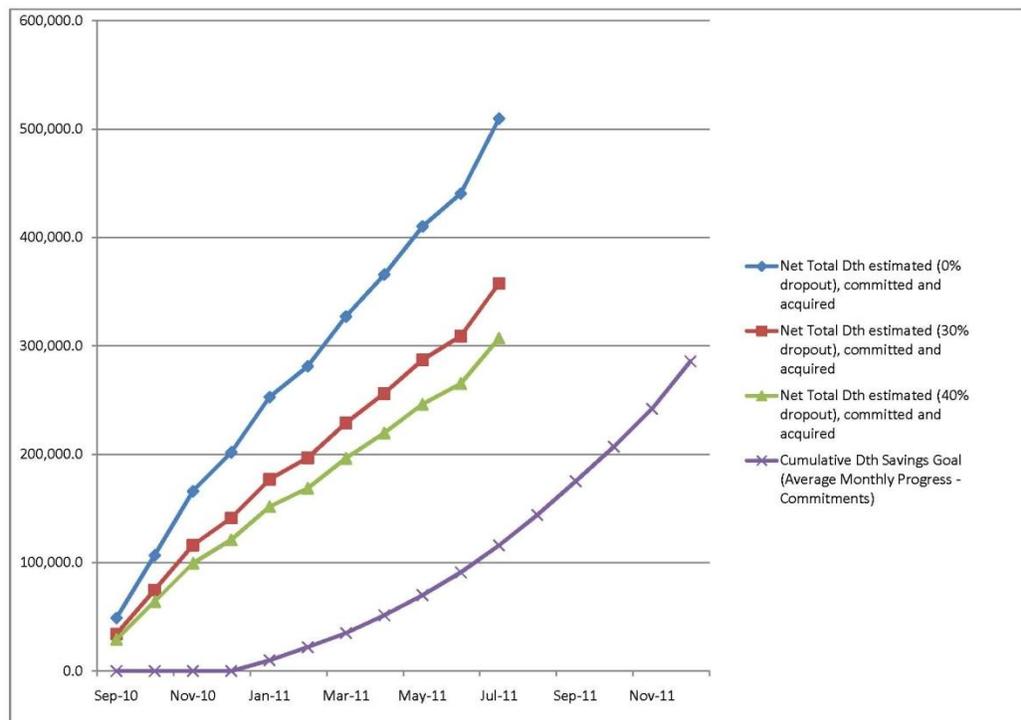
Program Performance Goals

- (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 588 program applications received since the start of the gas program, 87 projects have been cancelled and 24 projects had no gas savings opportunities. The remaining 477 projects represent 58 million SF in new construction and major renovation activity. Of the 477 projects, 1 has been installed, 10 currently have incentive funds encumbered, 116 have technical assistance studies underway and 350 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

- EES Integrated plan (NCP,FT, IPE,EFP, BOEP)

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Within the next few weeks an email campaign, direct mail pieces, several more case studies that represent all of our sectors, and updated fact sheets and brochures for our core programs and vertical markets will be deployed.

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- EES Short term Activity

- EES second edition newsletter is in development for launch late summer (initial newsletter generated over 2,000 hits)

- ConEd/NYSERDA joint data center program general awareness email blast will execute later this month to key decision makers in Con Edison territory

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

- Since the natural gas program is being marketed in conjunction with the electric program the Outreach Project Consultant marketing activities are reported identically.
- Outreach Project Consultants (OPCs) followed up on leads for 231 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 31 occasions. Activities included group presentations, networking events and lunch & learn sessions. Notable audiences and presentations included Good Foods for Less, Greco Roman Construction, Morgan Stanley, Bovis Lend Lease, Tioga State Bank, Cornell Cooperative Extension, Orleans County IDA, Catholic Health Systems, and a 50-person networking event titled Green Drinks sponsored by the Upstate Green Business Network and the US Green Building Council.

(b) Evaluation Activities

- As described in the detailed evaluation plan for this program, NYSERDA collectively evaluates both **New York Energy \$martSM** and EEPS-funded projects. As evaluation activities commence, particularly for impact evaluation, **New York Energy \$martSM**-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

None to report

4. Changes to Subcontractors or Staffing

None to report

5. Additional Issues

None to report

Program Administrator:	NYSERDA
Program Project:	FlexTech Benchmarking
Reporting Period:	July 2011
Report Contact Person:	Clararose Voigt

1. Program Status

NYSERDA is currently reviewing the first final report submissions for both commercial and multifamily building project sites.

Program Performance Goals

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

None to report

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

None to report

- (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.

None to report

2. Program Implementation Activities

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

- (a) Marketing Activities

- EES Integrated plan (NCP,FT, IPE,EFP, BOEP)

The C&I Integrated Marketing Program officially launched the week of 7/25. Featuring the new “Measurable Results” campaign theme, the first elements include print ads in regional editions of major business publications (like Business Week, Forbes, etc.); online banner ads and a pay per click campaign on all the major search engines. All of these tactics will be pointing people to a C&I landing page where NYSERDA will capture information about these prospects, and they’ll be able to download our new C&I Overview brochure and a case study.

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The integrated effort includes sophisticated measurement and metrics of all activities online and off including an integrated lead handling system for the call center and contractors/staff to evaluate and refine for optimal marketing effectiveness.

(b) Evaluation Activities

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

(c) Other Activities

None to report

3. Customer Complaints and/or Disputes

None to report

4. Changes to Subcontractors or Staffing

None to report

5. Additional Issues

None to report