

Con Edison Company of New York, Inc.

Monthly Scorecard – July 2011*

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

Table of Contents

Small Business Direct Install.....	3
Residential HVAC Electric.....	13
Residential HVAC Gas.....	22
Refrigerator Replacement Plus-Electric.....	31
Refrigerator Replacement Plus-Gas.....	41
Multifamily Low-Income.....	52
Commercial Industrial Rebate Electric.....	60
Commercial Industrial Rebate Gas.....	68
Commercial Industrial Custom Electric.....	76
Commercial Industrial Custom Gas.....	84
Residential Direct Install.....	92
Residential Room AC.....	100
Appliance Bounty.....	107

Con Edison Company of New York, Inc.

Small Business Direct Install Program

Monthly Scorecard – July 2011*

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Section I. Basic Program Information

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

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

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

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d) Program savings objectives;

Through 2011

MWh: 289,875

MW: 52

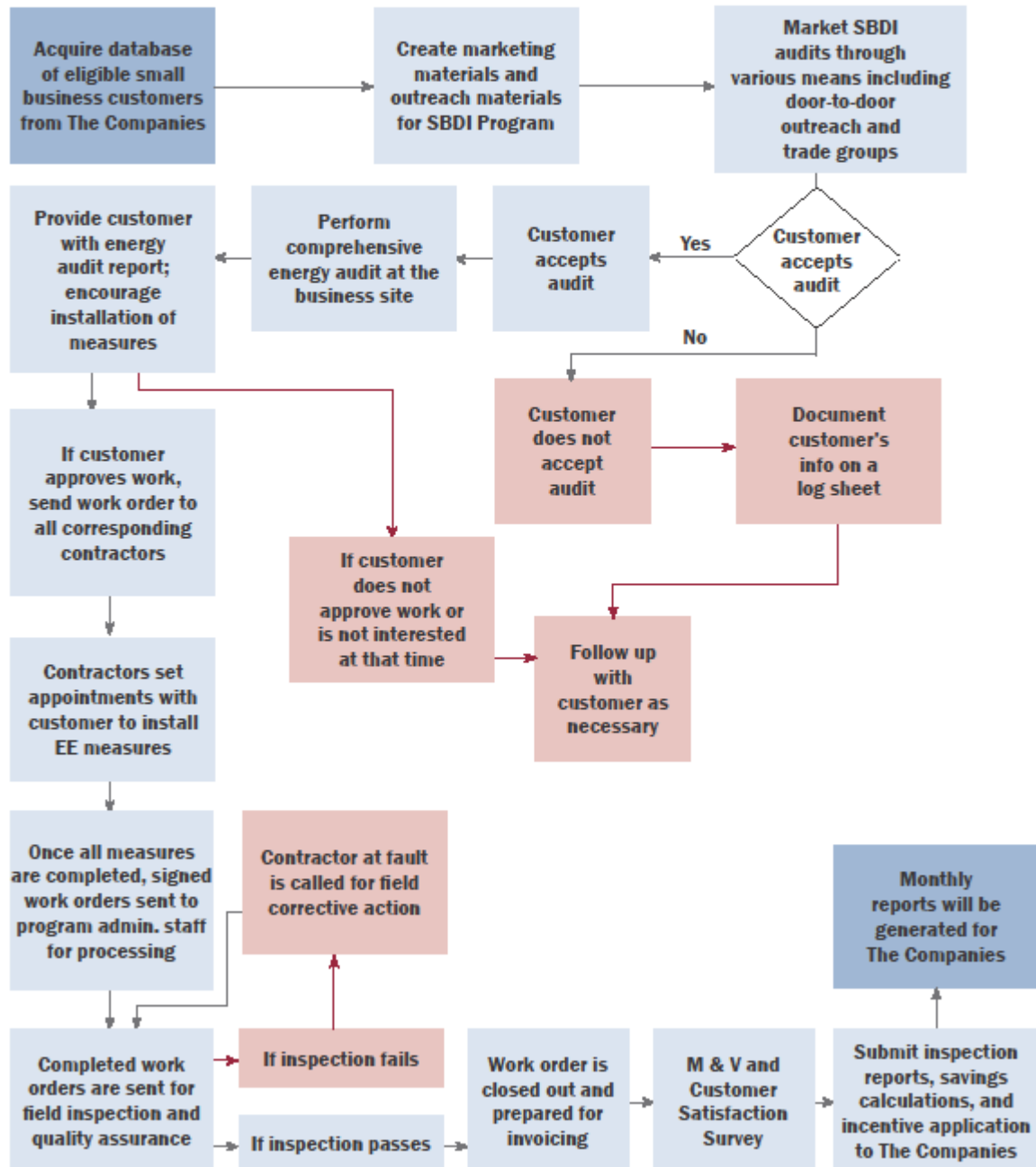
The customer base for this program uses an average monthly peak demand of less than 100 kW. Measures to be offered will range from lighting, HVAC and insulation. Incentives will range from free measures to 70% of installed cost.

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

Program Implementation Plan

Small Business Direct Install Program Logic Module

Consolidated Edison Company of New York, Inc. and Orange and Rockland



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

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

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

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

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

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

Willdan Energy Solutions is our Implementation contractor. Willdan has hired the following subcontractors: FCI, Green Lighting, Light Wave, Energy Stars, Converge, Lime Energy, Haber Electrical, Sylvania and Energy & Water Conservation Services, Inc.

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

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

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

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

Section II. Evaluation Support Information

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

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

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

Section II.B. Midstream Program Information

For mid-stream programs, there should always be an end user who participates in the program (typically the customer receiving the equipment). It is the participant-level information listed above in Section II.C that

should be entered into the program-tracking database. Other information about the activities of upstream actors involved in the implementation of the program should be tracked elsewhere.

Not Applicable to this program.

Section II.C. Upstream Program Information

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

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

Not Applicable to this program.

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

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

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

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

Not Applicable to this program.

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

Section IV. Sample Narrative Report to be included with spreadsheet

Program Administrator: CON EDISON – SMALL BUSINESS DIRECT
Program/Project: INSTALL PROGRAM
Reporting period: July 2011
Report Contact person: STEVEN MYSHOLOWSKY
Section Manager – Measurement, Verification & Evaluation
Location: 4 Irving Place, 10th Floor, New York, N.Y. 10003
Phone: (212) 460-2120
Email: mysholowskys@coned.com

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).

Small Business Direct Install Program

Willdan and Free Lighting reported 9,479 MWh of acquired energy savings and 4,114 MWh of committed savings in June 2011. In June, a total of 396 projects were sold by both Willdan and subcontractors. A total of 2,147 surveys were performed and Willdan performed 945 installations which is nearly 100 more than in May 2011.

SBDI Implementation

Willdan reports that a major problem in implementation has been that customers across the service territory continue to turn down efficiency upgrades because of the unpredictability in the current economic environment. Willdan states that the 30% co-payment figure is too low and

estimates that a financing mechanism would increase sales by about 40%. As a result, Willdan and Con Edison are looking to pursue financing options to aid customers with making their co-payments.

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

There were 712 web site unique visits.

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

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

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

(a) Marketing Activities

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

New Strategies

Willdan and Con Edison have implemented several new strategies in 2011 to help further increase the kWh savings for the SBDI program. Listed below are descriptions of each new strategy employed and the strategy's estimated impact on the SBDI program:

Chain Accounts, High-Profile Customers, and Vertical Markets

Parking Garages

Installations continue to be performed at parking garages throughout the service territory, particularly in Manhattan. In July, installations were performed at Central Parking (3), and Quik Park (2), and resulted in energy savings of over 800,000 kWh.

Retail Clothing Stores

These retail stores continue to be a primary focus of our chain account strategy. In July, installations were performed at Bolton's (1), Danice Stores (1), Dr. Jay's (2), Pay Half (2), and Strawberry (3), and resulted in nearly 400,000 kWh of energy savings.

Supermarkets and Food Stores

Our refrigeration subcontractors have been particularly focused in servicing supermarkets, and other food store customers. Through the installation of lighting and a variety of refrigeration

measures, approximately 200,000 kWh of savings was achieved in this vertical market. 650,000 kWh of acquired energy savings was achieved in this vertical market in June.

CVS Stores

Discussions have continued around which program the CVS projects should be brought through; SBDI or C&I. All locations are under 100 kW peak demand, and these projects could achieve close to 2 million kWh in savings.

b) Evaluation Activities

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

Con Edison has developed a Request for Proposal for process evaluation contractor services for all approved EEPS programs. This RFP was issued on February 3, 2010 and bids were submitted March 5, 2010. Navigant Consulting has been selected as the Contractor and the kickoff meeting was held on May 12, 2010. Navigant has started gathering program data and interviewing internal staff and the Implementation Contractor.

(c) Other Activities

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

3. Customer Complaints and/or Disputes

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

N/A

4. Changes to Subcontractors or Staffing

Describe any staff or subcontractor/consultant changes.

N/A

5. Additional Issues

Consolidated Edison Company of New York, Inc.

Residential HVAC – Electric Program

Monthly Scorecard – June2011*

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

Section I. Basic Program Information

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

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

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

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

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l) Program savings objectives;

Through 2011

MWh: 7,086

MW: 12

Combined 2009 / 2010 Goal

MWh: 4,509

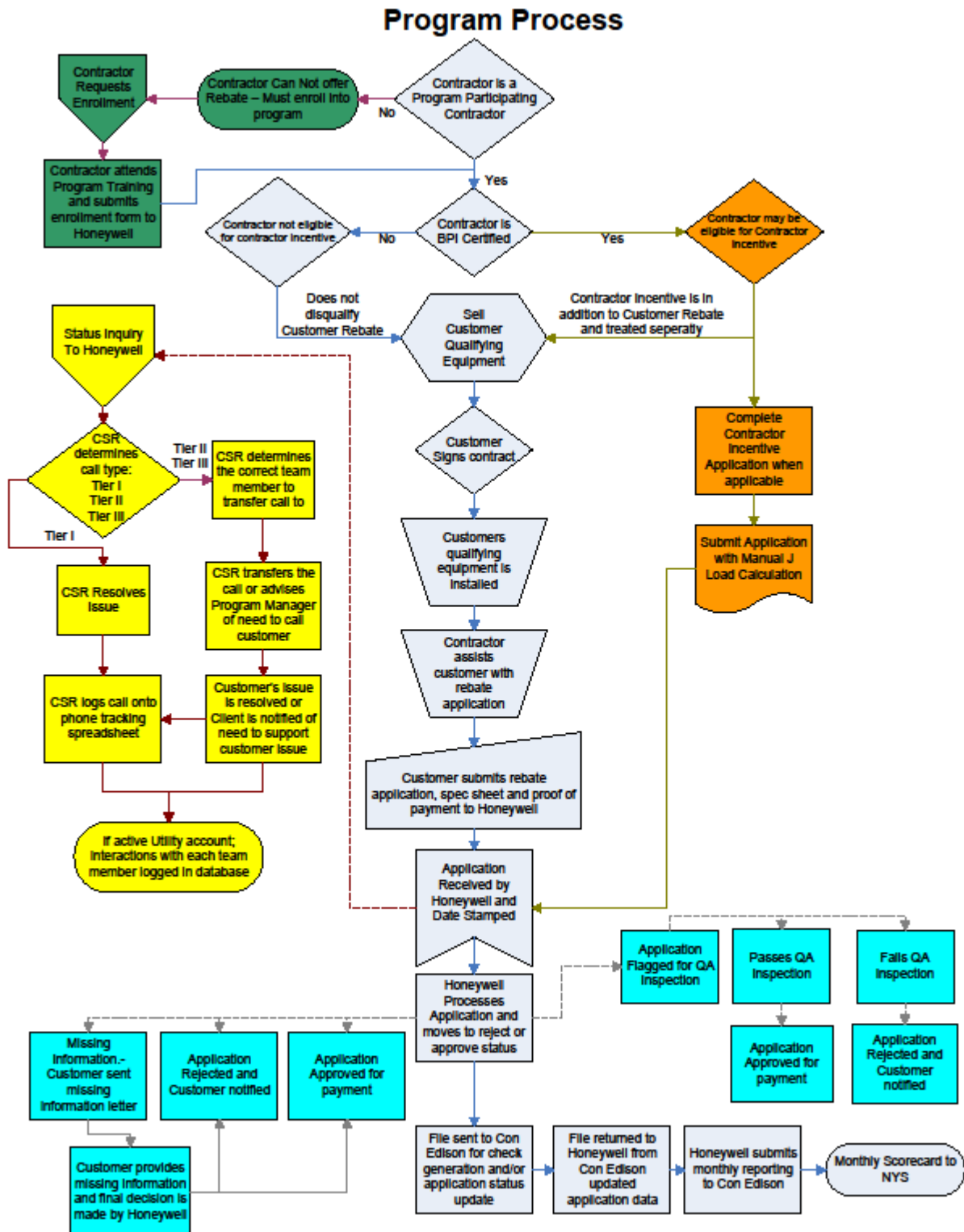
MW: 7

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

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

n) The principal objective in this program is to overcome market barriers that impede the adoption and quality installation of energy efficient HVAC equipment in the residential market sector. To this end the program combines information and education with financial incentives to encourage residential customers to opt for higher efficiency measures when faced with making purchase decisions for their heating and cooling equipment. The program's electric and gas services (Residential HVAC-Gas program launched on July 1, 2009) offer a unified program structure to take advantage of cost savings resulting from economies of scale. Market potential was determined and developed from the Energy Information Administration (EIA) and engineering estimates of measure savings. Con Edison's own market potential study has now been completed and findings have been reported to DPS staff & the EAG.

o) The logic model is provided below:



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

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

Training classes are being provided to all interested subcontractors.

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

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

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

Section II. Evaluation Support Information

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

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

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

Section II.B. Midstream Program Information

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

Not Applicable to this program.

Section II.C. Upstream Program Information

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

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

- g. Dates associated with each buy-down payment to participating firms.
- h. Sales by retailers of subsidized measures

Not Applicable to this program.

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

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

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

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

Not Applicable to this program.

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

Section IV. Sample Narrative Report to be included with spreadsheet

Program Administrator: CON EDISON – RESIDENTIAL HVAC PROGRAM
Program/Project: – ELECTRIC
Reporting period: June2011
Report Contact person: STEVEN MYSHOLOWSKY
 Section Manager – Measurement, Verification &

Evaluation

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

Phone: (212) 460-2120

E mail: mysholowskys@coned.com

2. Program Status**Program Performance Goals**

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

Residential HVAC Programs

As of the end of July 2011, we acquired 18.6% of the 7,086 MWh savings goal for the electric program and 37.8 % of the 116,918 Dth for the gas program. We received 2,849 electric rebate applications and approved 2,253. For the gas program we received 2,240 applications and approved 1,529.

Steps to improve program performance:

- Implementing pilot co-op marketing pilot for HVAC contractors
- Honeywell finalized the Cost to Savings Calculator to be used by contractors to sell the advantages of energy efficient equipment while with the customer
- Began preparing a rebate sales training for RHVAC program contractors to hone their EEP sales
- Refined partnership with Lowes; dropped off HVAC brochures in service area stores; began work on in-store signage
- Continued to refine partnership with Home Depot for RHVAC flyer design and implementation

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

There were 2,483 web site unique visits.

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

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

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

(a) Marketing Activities

(b) Evaluation Activities

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

Con Edison has developed a Request for Proposal for process evaluation contractor services for all approved EEPS programs. This RFP was issued on March 3, 2010 and bids were submitted March 5, 2010. Navigant Consulting has been selected as the Contractor and the kickoff meeting was held on May 12, 2010. Navigant has started gathering program data and interviewing internal staff and Implementation Contractor.

(c) Other Activities

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

3. Customer Complaints and/or Disputes

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

None-to-date

4. Changes to Subcontractors or Staffing

Describe any staff or subcontractor/consultant changes.

5. Additional Issues

None-to-date

Consolidated Edison Company of New York, Inc.

Residential HVAC – Gas Program

Monthly Scorecard – June2011*

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

Section I. Basic Program Information

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

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

Mark Thomson

Section Manager – Program Implementation

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u) Program savings objectives;

Through 2011

Dth: 116,918

Combined 2009 / 2010 Goal

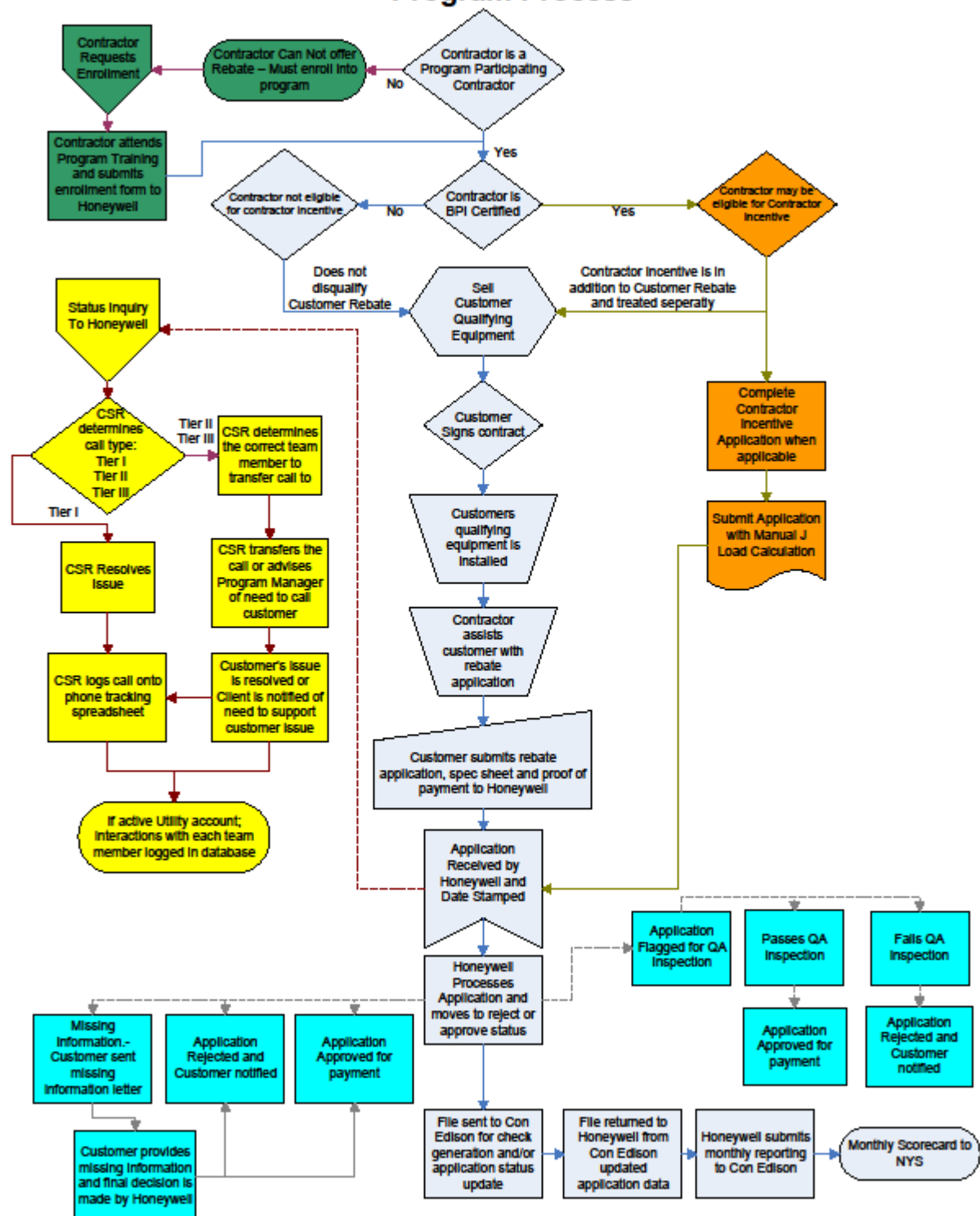
Dth: 70,151

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

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

The logic model is provided below:

Program Process



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

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

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

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

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

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

Section II. Evaluation Support Information

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

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

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

Section II.B. Midstream Program Information

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

Not Applicable to this program.

Section II.C. Upstream Program Information

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

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

Not Applicable to this program.

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

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

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

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

Not Applicable to this program.

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

Section IV. Sample Narrative Report to be included with spreadsheet

Program Administrator: CON EDISON – RESIDENTIAL HVAC PROGRAM
Program/Project: – GAS
Reporting period: July 2011
Report Contact person: STEVEN MYSHOLOWSKY
 Section Manager – Measurement, Verification & Evaluation
 Location: 4 Irving Place, 10th Floor, New York, N.Y. 10003
 Phone: (212) 460-2120
 E mail: mysholowskys@coned.com

3. Program Status

Program Performance Goals

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

Residential HVAC Programs

As of the end of July 2011, we acquired 18.6% of the 7,086 MWh savings goal for the electric program and 37.8 % of the 116,918 Dth for the gas program. We received 2,849 electric rebate applications and approved 2,253. For the gas program we received 2,240 applications and approved 1,529.

Steps to improve program performance:

- Implementing pilot co-op marketing pilot for HVAC contractors
- Honeywell finalized the Cost to Savings Calculator to be used by contractors to sell the advantages of energy efficient equipment while with the customer
- Began preparing a rebate sales training for RHVAC program contractors to hone their EEP sales
- Refined partnership with Lowes; dropped off HVAC brochures in service area stores; began work on in-store signage
- Continued to refine partnership with Home Depot for RHVAC flyer design and implementation

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

There were 1,994 web site unique visits.

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

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

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

(a) Marketing Activities

(b) Evaluation Activities

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

Con Edison has developed a Request for Proposal for process evaluation contractor services for all approved EEPS programs. This RFP was issued on March 3, 2010 and bids were submitted March 5, 2010. Navigant Consulting has been selected as the Contractor and the kickoff meeting was held on May 12, 2010. Navigant has started gathering program data and interviewing internal staff and Implementation Contractor.

A second draft of the overall evaluation plan for all the EEPS programs and the Residential HVAC evaluation plan were sent to PSC Staff for review. Also a sampling plan has been submitted. Contractor interview guides were developed.

(c) Other Activities

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

None-to-date

3. Customer Complaints and/or Disputes

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

None-to-date

4. Changes to Subcontractors or Staffing

Describe any staff or subcontractor/consultant changes.

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

5. Additional Issues

None-to-date

Consolidated Edison Company of New York, Inc.

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

Monthly Scorecard – July 2011*

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

Section I. Basic Program Information

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

- x) Full program descriptions, including operation and procedures manuals, activities descriptions, and a description of program service territory; **The Refrigerator Replacement Plus Program (Electric & Gas) is designed to provide dwelling unit energy savings; incentives for the pick-up and recycling of old inefficient room air conditioners; pick-up and recycling of old inefficient refrigerators; incentives for high efficiency room air conditioners and ENERGY STAR refrigerators; and prescriptive rebates for common area and building weatherization measures. Con Edison's energy efficiency staff will provide overall strategic direction and program management of the program and will be supported by program contractors to conduct certain delivery and administrative functions. Con Edison will market the program through traditional as well as grassroots activities. This program will be implemented throughout Con Edison's electric service territory which includes the five boroughs of New York City and Westchester County. The program will target the 5 to 75 dwelling unit multifamily building market. Customers who participate must contribute to the System Benefits Charge.**

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

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

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

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

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Phone: (212) 460-6507

Email: elcockg@coned.com

aa) Program savings objectives;

Through 2011

MWh: 24,176

Combined 2009 / 2010 Goal

MWh: 9,986

Program theory and logic models for each program. The program theory should characterize the relevant market(s) and how program activities are expected to change the behavior of the market(s)' actors to expand the adoption of energy efficient technologies and practices. The characterization of the market should include a description of baseline conditions (e.g., levels of awareness, attitudes, behavior, saturation, market share etc.) and an estimate of the technical energy and demand potential within that market and identify the portion of that potential that the program is expected to achieve at the conclusion of the current funding cycle. **Residential housing in New York City and Westchester County is a diverse market that includes nearly 70,000 multifamily buildings with 2 million apartment units and approximately 900,000 1-4 family homes. Certain segments of the multifamily building market have been difficult to penetrate with energy efficiency programs. The most significant hard-to-reach multifamily sub-segment is concentrated in buildings with 5 to 75 apartments. This market is difficult to penetrate for numerous reasons. It is comprised of a complex mix of rent controlled and rent stabilized units together with free market apartments, condominiums and cooperatives, making standardized approaches difficult to deliver. To address these barriers, Con Edison has designed RRP to engage building owners and tenants in energy efficiency by concentrating on overcoming the traditional barriers to penetrating this market. RRP is intended to be a novel approach to gain access to the many stakeholders, including landlords, tenants, managing agents and condominium and cooperative boards in the multifamily residential market. RRP addresses both rental units and also condominium and cooperative "owner market" with smaller incentives that match the relatively lower penetration barriers in this market. RRP is a composite of initiatives under one umbrella that offers a comprehensive set of viable prescriptive efficiency measures and opportunities with a focus on ease of acceptance and admission, low cost, simplicity and customer benefits for both landlords and occupying tenants or leaseholders. Logic models are under development.**

- bb)** A listing and description of, and contact information for the market actors, trade allies, and other stakeholders on which the program will rely for program delivery and support. **Con Edison's marketing approach for RRP will include marketing to building owners, managing agents and tenants. Marketing will utilize innovative methods to reach hard-to-penetrate market segments and owners, some of whom represent the largest potential in terms of energy savings as well as traditional outreach efforts that build on Con Edison's historical relationship and frequent communication with its customers. Community wide participation will also be utilized in specific geographic locations to further promote this program. Program implementation will utilize a third party implementation contractor and a contractor pool of various trade ally partners who participate in training sessions coordinated by the Company and instituted by an independent contractor. Training will include program protocols and guidelines, installation best practices, and quality assurance requirements and reporting. Training will be conducted in a class-room style setting either at the implementation contractor's facility or at Con Edison's Learning Center in Long Island City, Queens.**
- cc)** Name of firms under contract to PAs and formally participating in the delivery of the program or program component(s) (e.g., vendors, installers, specifiers etc.). Though of interest to evaluators, PAs need not report contact information to the DPS of non-utility vendors involved with the installation of efficient equipment. A list of participating firms should be provided to DPS in the narrative report and updated only when it becomes *substantially* out of date (Note: It is left to each PA to define *substantially*). However, when requested by the DPS Staff, PAs should provide the most current listing within 30 days. **The Association for Energy Affordability (AEA) has been chosen as the implementation contractor for this program.**
- dd)** Inter-organizational relationships (e.g., New York Power Authority (NYPA) and utilities) should also be reported in narrative format. **Con Edison and the following entities are developing a common delivery platform and coordinating efforts:**
- **New York State Energy Research Development Authority (NYSERDA)**
 - **National Grid which delivers gas energy services to Brooklyn, Staten Island and parts of Queens**
 - **New York State Electric and Gas Company (NYSEG) which delivers power in the northeastern part of Westchester County**
 - **New York Power Authority (NYPA) which generates electricity and delivers electric and gas services to various government and non-government customers throughout New York State**

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

Section II. Evaluation Support Information

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

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

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

Section II.B. Midstream Program Information

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

Not Applicable to this program.

Section II.C. Upstream Program Information

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

- j. Name of program(s) or program component(s);
- k. Name of firms participating in program or program component (e.g., manufacturers or participating retailers);
- l. Contact information for each firm
 - First and last name;
 - Address;
 - Phone number;
 - Fax number (if collected); and
 - E-mail address (if collected).
- d. Measure descriptions
- e. Quantity of each measure shipped by manufacturer

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

Not Applicable to this program.

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

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

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

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

Not Applicable to this program.

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

Section IV. Sample Narrative Report to be included with spreadsheet

Program Administrator:	CON EDISON REFRIGERATOR REPLACEMENT
Program/Project:	PLUS PROGRAM – ELECTRIC
Reporting period:	November 2010
Report Contact person:	STEVEN MYSHOLOWSKY
	Section Manager – Measurement, Verification &

Evaluation

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

Phone: (212) 460-2120

E mail: mysholowskys@coned.com

4. Program Status**Program Performance Goals**

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

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

There were web site 412 unique visits.

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

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

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

(a) Marketing Activities

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

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

Multifamily (RRP) Program

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

MARKETING/EVENTS

- **UHAB ENERGY EFFICIENCY SEMINAR**

Wall Street Office
New York, New York
July 11, 2011

This event was a seminar for UHAB clients and HDFC residents to provide them with information on currently running programs that can help them save money on energy efficiency improvements on their buildings. NYSERDA's MPP Program, WAP and NYC Cool Roofs were in attendance at this seminar.

- **US DOE Building America Expert Seminar**

Baruch College
New York, New York
July 13, 2011

This seminar was sponsored by the United States Department of Energy. The program manager presented research on the energy and economic effectiveness of EMS control systems in multifamily buildings which will be published in the Department's annual report. Additional research presentations were given by Brookhaven National Laboratory, CUNY Building Performance Lab, and Taitem Engineering.

- **HPD Green Owners Forum**

Bronx, NY
July 25, 2011 – 6:00pm-9:00pm

HPD held their monthly resident education seminar in the Melrose section of the Bronx. The program manager spoke on the panel and answered resident's questions on energy efficiency.

Operations

In the month of July 2011 AEA did not conduct a contractor orientation for the MFEE program. In lieu of a formal orientation AEA conducted individual orientations with the few contractors interested in becoming qualified participating contractors.

There are currently a total of 160 qualified participating contractors for the MFEE program. AEA's website has a separate link for contractors who perform oil to gas conversions. There are currently 32 qualified participating contractors performing oil to gas conversions.

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

Outreach Efforts:

The Association for Energy Affordability, Inc. received a portfolio application from Coney Realty Management, a property management firm, during the month of July 2011. An AEA account manager has worked successfully with this management group to complete the portfolio application process of these 14 buildings. The common area surveys and in-unit direct

installs will begin in the month of August 2011.

The Association for Energy Affordability, Inc has received via a qualified participating lighting contractor, Amsterdam Fixtures, program applications for 20 buildings. These buildings will have acquired kWh savings in the upcoming months:

In the month of July 2011 AEA's field operation staff have been outfitted with uniforms. AEA field staff is wearing t-shirts, ID badges, and caps identifying them as members of Con Edison's Green Team. According AEA's field staff, customers are more receptive to opening doors now that they are in formal uniforms and the penetration rates for in-unit direct installs are increasing. Prior to the use of the formal uniforms customers communicated concerns regarding ESCO salesmen being confused for Con Edison program staff and vice-versa.

OPERATIONS ACTIVITY (Cumulative):

- Active Building Pipeline 1951 Buildings
- Building Applications Received 1173 Buildings
- Common Area Surveys Completed 987 Buildings

PROGRAM NUMBERS: Scorecard – JULY 2011

COMMITTED:

- Committed buildings 54 buildings = 760 units
- In-unit Free Surveys/Installs 597 units
- 56,270 therms committed
- 459,393 kWh committed

ACQUIRED:

- Acquired buildings (electric/gas) 34 buildings = 836 units
- In-Unit Free Surveys/Installs 597 units
- 27,895 therms acquired
- 446,280 kWh acquired

(b) Evaluation Activities

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

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

The evaluation workplan is currently being developed.

(c) Other Activities

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

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

3. Customer Complaints and/or Disputes

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

None-to-date

4. Changes to Subcontractors or Staffing

Describe any staff or subcontractor/consultant changes.

None-to-date

5. Additional Issues

None-to-date

Consolidated Edison Company of New York, Inc.

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

Monthly Scorecard – July 2011*

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

Section I. Basic Program Information

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

- ee) Full program descriptions, including operation and procedures manuals, activities descriptions, and a description of program service territory; **The Refrigerator Replacement Plus Program (Electric & Gas) would provide dwelling unit energy savings; incentives for the pick up and recycling of old inefficient room air conditioners; pick up and recycling of old inefficient refrigerators; incentives for high efficiency room air conditioners and ENERGY STAR refrigerators; and prescriptive rebates for common area and building weatherization measures. Con Edison's energy efficiency staff will provide overall strategic direction and program management of the program and will be supported by program contractors to conduct certain delivery and administrative functions. Con Edison will market the program through traditional as well as grassroots activities. This program will be implemented throughout Con Edison's gas service territory which includes Manhattan, the Bronx, Westchester County, and parts of Queens. The program will target the 5 to 75 dwelling unit multifamily building market. Customers who participate must contribute to the System Benefits Charge.**

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

- ff) Detailed descriptions of tracking system and tracking system operations, including data dictionaries. **AEA is deploying an internal system to track program activities and savings.**
- gg) A detailed description or map of how data in the tracking system contributes to the monthly report. DPS should be able to take the program-tracking databases and relevant accounting information for a given utility or NYSERDA and reproduce the monthly report. **See answer in section (ff).**
- hh) Program management and staff names, titles, work locations, phone numbers, fax numbers, and e-mail addresses;

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Manager – Program Implementation

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ii) Program savings objectives;

Through 2011

Dth: 250,421

Combined 2009 / 2010 Goal

Dth: 118,211

Program theory and logic models for each program. The program theory should characterize the relevant market(s) and how program activities are expected to change the behavior of the market(s)' actors to expand the adoption of energy efficient technologies and practices. The characterization of the market should include a description of baseline conditions (e.g., levels of awareness, attitudes, behavior, saturation, market share etc.) and an estimate of the technical energy and demand potential within that market and identify the portion of that potential that the program is expected to achieve at the conclusion of the current funding cycle. **Residential housing in New York City and Westchester County is a diverse market that includes nearly 70,000 multifamily buildings with 2 million apartment units and approximately 900,000 1-4 family homes. Certain segments of the multifamily building market have been difficult to penetrate with energy efficiency programs. The most significant hard-to-reach multifamily sub-segment is concentrated in buildings with 5 to 75 apartments. This market is difficult to penetrate for numerous reasons. It is comprised of a complex mix of rent controlled and rent stabilized units together with free market apartments, condominiums and cooperatives, making standardized approaches difficult to deliver. To address these barriers, Con Edison has designed RRP to engage building owners and tenants in energy efficiency by concentrating on overcoming the traditional barriers to penetrating this market. RRP is intended to be a novel approach to gain access to the many stakeholders, including landlords, tenants, managing agents and condominium and cooperative boards in the multifamily residential market. RRP addresses both rental units and also condominium and cooperative "owner market" with smaller incentives that match the relatively lower penetration barriers in this market. RRP is a composite of initiatives under one umbrella that offers a comprehensive set of viable prescriptive efficiency measures and opportunities with a focus on ease of acceptance and admission, low cost, simplicity and customer benefits for both landlords and occupying tenants or leaseholders. Logic models are under development.**

jj) A listing and description of, and contact information for the market actors, trade allies, and other stakeholders on which the program will rely for program delivery and support. **Con Edison's**

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

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

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

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

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

Section II. Evaluation Support Information

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

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

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

Section II.B. Midstream Program Information

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

Not Applicable to this program.

Section II.C. Upstream Program Information

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

- m. Name of program(s) or program component(s);
- n. Name of firms participating in program or program component (e.g., manufacturers or participating retailers);
- o. Contact information for each firm
 - First and last name;
 - Address;
 - Phone number;
 - Fax number (if collected); and
 - E-mail address (if collected).
- d. Measure descriptions

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

Not Applicable to this program.

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

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

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

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

Not Applicable to this program.

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

Section IV. Sample Narrative Report to be included with spreadsheet

Program Administrator:	CON EDISON REFRIGERATOR REPLACEMENT
Program/Project:	PLUS PROGRAM – GAS
Reporting period:	July 2011
Report Contact person:	STEVEN MYSHOLOWSKY
	Section Manager – Measurement, Verification &

Evaluation

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

Phone: (212) 460-2120

E mail: mysholowskys@coned.com

5. Program Status**Program Performance Goals**

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

i)

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

There were 476 web site unique visits.

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

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

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

(a) Marketing Activities

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

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

Multifamily (RRP) Program

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

MARKETING/EVENTS

- **UHAB ENERGY EFFICIENCY SEMINAR**

Wall Street Office
New York, New York
July 11, 2011

This event was a seminar for UHAB clients and HDFC residents to provide them with information on currently running programs that can help them save money on energy efficiency improvements on their buildings. NYSERDA's MPP Program, WAP and NYC Cool Roofs were in attendance at this seminar.

- **US DOE Building America Expert Seminar**

Baruch College
New York, New York
July 13, 2011

This seminar was sponsored by the United States Department of Energy. The program manager presented research on the energy and economic effectiveness of EMS control systems in multifamily buildings which will be published in the Department's annual report. Additional research presentations were given by Brookhaven National Laboratory, CUNY Building Performance Lab, and Taitem Engineering.

- **HPD Green Owners Forum**

Bronx, NY
July 25, 2011 – 6:00pm-9:00pm

HPD held their monthly resident education seminar in the Melrose section of the Bronx. The program manager spoke on the panel and answered resident's questions on energy efficiency.

Operations

In the month of July 2011 AEA did not conduct a contractor orientation for the MFEE program. In lieu of a formal orientation AEA conducted individual orientations with the few contractors interested in becoming qualified participating contractors.

There are currently a total of 160 qualified participating contractors for the MFEE program. AEA's website has a separate link for contractors who perform oil to gas conversions. There are currently 32 qualified participating contractors performing oil to gas conversions.

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

Outreach Efforts:

The Association for Energy Affordability, Inc. received a portfolio application from Coney Realty Management, a property management firm, during the month of July 2011. An AEA account manager has worked successfully with this management group to complete the portfolio application process of these 14 buildings. The common area surveys and in-unit direct

installs will begin in the month of August 2011.

The Association for Energy Affordability, Inc has received via a qualified participating lighting contractor, Amsterdam Fixtures, program applications for 20 buildings. These buildings will have acquired kWh savings in the upcoming months:

In the month of July 2011 AEA's field operation staff have been outfitted with uniforms. AEA field staff is wearing t-shirts, ID badges, and caps identifying them as members of Con Edison's Green Team. According AEA's field staff, customers are more receptive to opening doors now that they are in formal uniforms and the penetration rates for in-unit direct installs are increasing. Prior to the use of the formal uniforms customers communicated concerns regarding ESCO salesmen being confused for Con Edison program staff and vice-versa.

OPERATIONS ACTIVITY (Cumulative):

- Active Building Pipeline 1951 Buildings
- Building Applications Received 1173 Buildings
- Common Area Surveys Completed 987 Buildings

PROGRAM NUMBERS: Scorecard – JULY 2011

COMMITTED:

- Committed buildings 54 buildings = 760 units
- In-unit Free Surveys/Installs 597 units
- 56,270 therms committed
- 459,393 kWh committed

ACQUIRED:

- Acquired buildings (electric/gas) 34 buildings = 836 units
- In-Unit Free Surveys/Installs 597 units
- 27,895 therms acquired
- 446,280 kWh acquired

(b) Evaluation Activities

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

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

The evaluation workplan is currently being developed.

(c) Other Activities

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

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

(b) Evaluation Activities

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

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

The evaluation workplan is currently being developed.

(c) Other Activities

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

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

3. Customer Complaints and/or Disputes

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

None-to-date

4. Changes to Subcontractors or Staffing

Describe any staff or subcontractor/consultant changes.

None-to-date

5. Additional Issues

None-to-date

Consolidated Edison Company of New York, Inc.

MULTIFAMILY LOW INCOME – Gas Program

Monthly Scorecard – July 2011*

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

Section I. Basic Program Information

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

- mm)** Full program descriptions, including operation and procedures manuals, activities descriptions, and a description of program service territory; **The Multifamily Low Income Program - Gas will target existing residential multifamily low income buildings within the New York City (NYCHA) and Westchester County (WCHA) housing Authorities. The program budget includes funds designated for both NYCHA and WCHA housing. This program will offer equipment and weatherization assistance in the form of building shell improvements. Funding would target income-eligible multifamily residential buildings with natural gas heating and oil-to-gas conversion customers. NYCHA and WCHA have developed income guidelines and eligibility parameters for participants. Con Edison estimates that its service territory contains approximately 4,900 low-income multifamily buildings. Con Edison's energy efficiency staff will provide overall strategic direction and program management of the program. Customers who participate must contribute to the System Benefits Charge.**
- nn)** Detailed descriptions of tracking system and tracking system operations, including data dictionaries. **The tracking system to be deployed has not been established at this time.**
- oo)** A detailed description or map of how data in the tracking system contributes to the monthly report. DPS should be able to take the program-tracking databases and relevant accounting information for a given utility or NYSERDA and reproduce the monthly report. **See answer in section (nn).**
- pp)** Program management and staff names, titles, work locations, phone numbers, fax numbers, and e-mail addresses;

Joseph McGowan

Section Manager – Gas Sales

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Fax: (212) 228-6719

E mail: mcgowanj@coned.com

- qq)** Program savings objectives;

Through 2011

Dth: 31,349

Combined 2009 / 2010 Goal

Dth: 15,647

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

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

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

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

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

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

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

- 1. Work with Westchester county authorities to designate a county-wide housing authority representative;**
- 2. Work with NYCHA to designate a representative;**
- 3. Negotiate and finalize funding allocations, program delivery protocols, guidelines and other program details;**
- 4. Work with NYCHA & WCHA to determine appropriate customer education and marketing materials as needed;**
- 5. Determine appropriate date requirements for program evaluation.**
- 6. Await (Phase 2) HUD approvals so that WCHA can move into the implementation stage of their proposed projects. Exclusively in Yonkers.**

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

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

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

Section II. Evaluation Support Information

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

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

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

Section II.B. Midstream Program Information

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

Not Applicable to this program.

Section II.C. Upstream Program Information

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

- p. Name of program(s) or program component(s);
- q. Name of firms participating in program or program component (e.g., manufacturers or participating retailers);
- r. Contact information for each firm
 - First and last name;
 - Address;
 - Phone number;
 - Fax number (if collected); and
 - E-mail address (if collected).
- d. Measure descriptions
- e. Quantity of each measure shipped by manufacturer
- f. Buy-down amounts for each shipment

- g. Dates associated with each buy-down payment to participating firms.
- h. Sales by retailers of subsidized measures

Not Applicable to this program.

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

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

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

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

Not Applicable to this program.

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

Section IV. Sample Narrative Report to be included with spreadsheet

Program Administrator: CON EDISON MULTIFAMILY LOW INCOME
Program/Project: PROGRAM – GAS
Reporting period: July 2011

Report Contact person: STEVEN MYSHOLOWSKY

Section Manager – Measurement, Verification & Evaluation

Location: 4 Irving Place, 10th Floor, New York, N.Y. 10003

Phone: (212) 460-2120

E mail: mysholowskys@coned.com

6. Program Status

Program Performance Goals

- (a) Describe and discuss circumstances that may have an impact on the achievement of project performance goals (positive or negative).
- (b) Describe and discuss other key aspects of program performance goals that were not discussed in (a).
- (c) Provide updates to the forecast of net energy and demand impacts. The forecast should be updated at least annually. Note and explain any discrepancies between the filed program goal and the latest forecast.

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

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

(a) Marketing Activities

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

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

(b) Evaluation Activities

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

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

Navigant has submitted a draft evaluation plan for review.

(c) Other Activities

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

3. Customer Complaints and/or Disputes

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

None-to-date

4. Changes to Subcontractors or Staffing

Describe any staff or subcontractor/consultant changes.

None-to-date

5. Additional Issues

None-to-date

Consolidated Edison Company of New York, Inc.

Commercial & Industrial Equipment Rebate Program (Electric)

Monthly Scorecard – July 2011*

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

Section I. Basic Program Information

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

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

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

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

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

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

Mark Thomson

Section Manager – Program Implementation

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Dave Pospisil

Manager – Program Implementation

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Phone: (212) 460-2429

Fax: (212) 228-6719

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yy) Program savings objectives;

Through 2011

MWh: 182,020

Program theory and logic models for each program. The program theory should characterize the relevant market(s) and how program activities are expected to change the behavior of the market(s) actors to expand the adoption of energy efficient technologies and practices. The characterization of the market should include a description of baseline conditions (e.g., levels of awareness, attitudes, behavior, saturation, market share etc.) and an estimate of the technical energy and demand potential within that market and identify the portion of that potential that the program is expected to achieve at the conclusion of the current funding cycle. **Con Edison proposes to use a combination of internal staff and third party implementation contractor to manage and implement the proposed C&I Equipment Rebate program and to use “pooled contractors” for measure installations. Con Edison has contracted Lockheed Martin as the program implementer.**

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

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

Con Edison has contracted Lockheed Martin as the program implementer.

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

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

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

Section II. Evaluation Support Information

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

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

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

Section II.B. Midstream Program Information

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

Not Applicable to this program.

Section II.C. Upstream Program Information

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

- s. Name of program(s) or program component(s);
- t. Name of firms participating in program or program component (e.g., manufacturers or participating retailers);
- u. Contact information for each firm
 - First and last name;
 - Address;
 - Phone number;
 - Fax number (if collected); and
 - E-mail address (if collected).
- d. Measure descriptions
- e. Quantity of each measure shipped by manufacturer
- f. Buy-down amounts for each shipment

- g. Dates associated with each buy-down payment to participating firms.
- h. Sales by retailers of subsidized measures

Not Applicable to this program.

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

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

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

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

Not Applicable to this program.

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

Section IV. Sample Narrative Report to be included with spreadsheet

Program Administrator: CON EDISON COMMERCIAL & INDUSTRIAL
Program/Project: EQUIPMENT REBATE PROGRAM - ELECTRIC
Reporting period: July 2011

Report Contact person: STEVEN MYSHOLOWSKY

Section Manager – Measurement, Verification & Evaluation

Location: 4 Irving Place, 10th Floor, New York, N.Y. 10003

Phone: (212) 460-2120

E mail: mysholowskys@coned.com

7. Program Status

Program Performance Goals

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

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

There were 853 web site unique visits.

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

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

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

(a) Marketing Activities

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

Large Commercial Programs

We currently have 480 market partners in the program and have a goal of adding up to 50 per month. Our 2nd building engineer began in early August. We now have a staff of 35 at Lockheed Martin dedicated to our program. A new business development rep was also employed during early August. This candidate has many years of NYC CRE experience. We have developed an aggressive marketing plan for 2011/2012 that we believe will substantially increase program awareness and participation. The C&I program surpassed a total of 1,000 project applications, and 300 acquired projects during July. The gas rebate program requires the most

improvement at the current time. We have created a task force that has developed a strategic plan to substantially improve the performance of this program. We have 6 people dedicated to growing this program, including our new internal salesperson.

The following table summarizes the suite of C&I program activity through July 2011:

Program Name	July 2011 Acquired Savings	Program-to- Date Acquired Savings	Applications Received To- Date
Electric Rebate	9,790 MWh	21,744 MWh	648
Gas Rebate	3.8 Dth	4,407 Dth	40
Electric Custom Efficiency	1,952 MWh	6,863 MWh	232
Gas Custom Efficiency	0 Dth	28,913 Dth	5
Totals			925

(b) Evaluation Activities

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

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

Process evaluation activity has not yet commenced for this program.

(c) Other Activities

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

3. Customer Complaints and/or Disputes

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

None-to-date

4. Changes to Subcontractors or Staffing

Describe any staff or subcontractor/consultant changes.

None-to-date

5. Additional Issues

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

Consolidated Edison Company of New York, Inc.

Commercial & Industrial Equipment Rebate Program (Gas)

Monthly Scorecard – July 2011*

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

Section I. Basic Program Information

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

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

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

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

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

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Location: 4 Irving Place, 10th Floor, New York, N.Y. 10003

Phone: (212) 460-2429

Fax: (212) 228-6719

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ddd) Program savings objectives;

Through 2011

Dth: 110,762

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

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

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

Con Edison has contracted Lockheed Martin as the program implementer.

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

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

Section II. Evaluation Support Information

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

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

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

Section II.B. Midstream Program Information

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

Not Applicable to this program.

Section II.C. Upstream Program Information

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

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

Not Applicable to this program.

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

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

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

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

Not Applicable to this program.

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

Section IV. Sample Narrative Report to be included with spreadsheet

Program Administrator: CON EDISON COMMERCIAL & INDUSTRIAL
Program/Project: EQUIPMENT REBATE PROGRAM - GAS
Reporting period: July 2011
Report Contact person: STEVEN MYSHOLOWSKY
Section Manager – Measurement, Verification &

Evaluation

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

Phone: (212) 460-2120

E mail: mysholowskys@coned.com

8. Program Status**Program Performance Goals**

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

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

There were 853 web site unique visits.

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

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

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

(a) Marketing Activities

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

Large Commercial Programs

We currently have 480 market partners in the program and have a goal of adding up to 50 per month. Our 2nd building engineer began in early August. We now have a staff of 35 at Lockheed Martin dedicated to our program. A new business development rep was also employed during early August. This candidate has many years of NYC CRE experience. We have developed an aggressive marketing plan for 2011/2012 that we believe will substantially increase program awareness and participation. The C&I program surpassed a total of 1,000 project applications, and 300 acquired projects during July. The gas rebate program requires the most improvement at the current time. We have created a task force that has developed a strategic plan to substantially improve the performance of this program. We have 6 people dedicated to growing this program, including our new internal salesperson.

The following table summarizes the suite of C&I program activity through July 2011:

Program Name	July 2011 Acquired Savings	Program-to- Date Acquired Savings	Applications Received To- Date
Electric Rebate	9,790 MWh	21,744 MWh	648
Gas Rebate	3.8 Dth	4,407 Dth	40
Electric Custom Efficiency	1,952 MWh	6,863 MWh	232
Gas Custom Efficiency	0 Dth	28,913 Dth	5
Totals			925

(b) Evaluation Activities

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

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

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

(c) Other Activities

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

3. Customer Complaints and/or Disputes

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

None-to-date

4. Changes to Subcontractors or Staffing

Describe any staff or subcontractor/consultant changes.

None-to-date

5. Additional Issues

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

Consolidated Edison Company of New York, Inc.

Commercial & Industrial Custom Efficiency Program (Electric)

Monthly Scorecard – July 2011*

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

Section I. Basic Program Information

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

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

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

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

Mark Thomson

Section Manager – Program Implementation

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Dave Pospisil

Manager – Program Implementation

Location: 4 Irving Place, 10th Floor, New York, N.Y. 10003

Phone: (212) 460-2429

Fax: (212) 228-6719

Email: pospisild@coned.com

kkk) Program savings objectives;

Through 2011

MWh: 15,980

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

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

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

Con Edison has contracted Lockheed Martin as the program implementer.

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

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

Section II. Evaluation Support Information

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

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

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

Section II.B. Midstream Program Information

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

Not Applicable to this program.

Section II.C. Upstream Program Information

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

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

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

Not Applicable to this program.

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

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

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

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

Not Applicable to this program.

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

Section IV. Sample Narrative Report to be included with spreadsheet

Program Administrator: CON EDISON COMMERCIAL & INDUSTRIAL
Program/Project: CUSTOM EFFICIENCY PROGRAM - ELECTRIC
Reporting period: July 2011
Report Contact person: STEVEN MYSHOLOWSKY

Section Manager – Measurement, Verification & Evaluation

Location: 4 Irving Place, 10th Floor, New York, N.Y. 10003

Phone: (212) 460-2120

E mail: mysholowskys@coned.com

9. Program Status

Program Performance Goals

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

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

There were 853 web site unique visits.

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

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

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

(a) Marketing Activities

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

Large Commercial Programs

We currently have 480 market partners in the program and have a goal of adding up to 50 per month. Our 2nd building engineer began in early August. We now have a staff of 35 at Lockheed Martin dedicated to our program. A new business development rep was also employed during early August. This candidate has many years of NYC CRE experience. We have developed an aggressive marketing plan for 2011/2012 that we believe will substantially increase program awareness and participation. The C&I program surpassed a total of 1,000 project applications, and 300 acquired projects during July. The gas rebate program requires the most improvement at the current time. We have created a task force that has developed a strategic plan to substantially improve the performance of this program. We have 6 people dedicated to growing this program, including our new internal salesperson.

The following table summarizes the suite of C&I program activity through July 2011:

Program Name	July 2011 Acquired Savings	Program-to- Date Acquired Savings	Applications Received To- Date
Electric Rebate	9,790 MWh	21,744 MWh	648
Gas Rebate	3.8 Dth	4,407 Dth	40
Electric Custom Efficiency	1,952 MWh	6,863 MWh	232
Gas Custom Efficiency	0 Dth	28,913 Dth	5
Totals			925

(b) Evaluation Activities

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

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

kickoff meeting was held on May 12, 2010. Process evaluation activity has not commenced for this program.

(c) Other Activities

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

3. Customer Complaints and/or Disputes

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

None-to-date

4. Changes to Subcontractors or Staffing

Describe any staff or subcontractor/consultant changes.

None-to-date

5. Additional Issues

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

Consolidated Edison Company of New York, Inc.

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

Monthly Scorecard – July 2011*

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

Section I. Basic Program Information

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

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

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

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

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

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

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Section Manager – Program Implementation

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Dave Pospisil

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Fax: (212) 228-6719

Email: pospisild@coned.com

qqq) Program savings objectives;

Through 2011

Dth: 113,400

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

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

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

Con Edison has contracted Lockheed Martin as the program implementer.

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

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

Section II. Evaluation Support Information

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

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

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

Section II.B. Midstream Program Information

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

Not Applicable to this program.

Section II.C. Upstream Program Information

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

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

Not Applicable to this program.

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

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

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

Other information could be reported such as records for dates, number, location, target audience, and attendance of events held, Web site hits, call-in numbers and rates, reach, frequency, Gross Rating Points, impressions, click through rate, composition, coverage, earned media, value of public service announcements, and other tracking and monitoring information the PA maintains, as appropriate to the effort and for each wave,

campaign, and targeted effort. Include definitions and calculation methods for statistics used for monitoring. Each PA should propose metrics. Note that the DPS may require the PAs to use certain metrics.

Not Applicable to this program.

Section III. Draft Reporting Templates for Monthly Reports by Program

Under separate file.

Section IV. Sample Narrative Report to be included with spreadsheet

Program Administrator: CON EDISON COMMERCIAL & INDUSTRIAL
Program/Project: CUSTOM GAS EFFICIENCY EQUIPMENT
Reporting period: REBATE PROGRAM - GAS
Report Contact person: July 2011
STEVEN MYSHOLOWSKY
Section Manager – Measurement, Verification & Evaluation
Location: 4 Irving Place, 10th Floor, New York, N.Y.
10003
Phone: (212) 460-2120
E mail: mysholowskys@coned.com

10. Program Status

Program Performance Goals

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

There were 853 web site unique visits.

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

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

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

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

(a) Marketing Activities

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

Large Commercial Programs

We currently have 480 market partners in the program and have a goal of adding up to 50 per month. Our 2nd building engineer began in early August. We now have a staff of 35 at Lockheed Martin dedicated to our program. A new business development rep was also employed during early August. This candidate has many years of NYC CRE experience. We have developed an aggressive marketing plan for 2011/2012 that we believe will substantially increase program awareness and participation. The C&I program surpassed a total of 1,000 project applications, and 300 acquired projects during July. The gas rebate program requires the most improvement at the current time. We have created a task force that has developed a strategic plan to substantially improve the performance of this program. We have 6 people dedicated to growing this program, including our new internal salesperson.

The following table summarizes the suite of C&I program activity through July 2011:

Program Name	July 2011 Acquired Savings	Program-to- Date Acquired Savings	Applications Received To- Date
Electric Rebate	9,790 MWh	21,744 MWh	648
Gas Rebate	3.8 Dth	4,407 Dth	40
Electric Custom Efficiency	1,952 MWh	6,863 MWh	232
Gas Custom Efficiency	0 Dth	28,913 Dth	5
Totals			925

(b) Evaluation Activities

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

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

Process evaluation activity has not yet commenced for this program.

(c) Other Activities

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

3. Customer Complaints and/or Disputes

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

None-to-date

4. Changes to Subcontractors or Staffing

Describe any staff or subcontractor/consultant changes.

None-to-date

5. Additional Issues

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

Consolidated Edison Company of New York, Inc.

Residential Direct Install Program (Electric)

Monthly Scorecard – July 2011*

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

Section I. Basic Program Information

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

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

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

The DI Program offers the following main benefits:

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

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

The proposed program budget is \$4,242,000. Anticipated cumulative annual savings are 6,880 MWh through 2011. Con Edison projects a total of 8,252 survey participants through 2011. Customers who participate must contribute to the System Benefits Charge.

Con Edison has selected Honeywell Utility Solutions, Wayne Interchange Plaza 1, Wayne, New Jersey 07470 to be the Implementation Contractor. Contract officially became effective on June 30, 2010.

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

The tracking system to be deployed is currently being developed.

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

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

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Section Manager – Program Implementation

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Cristina Coltro

Manager – Program Implementation

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Email: coltroc@coned.com

www) Program savings objectives;

Through 2011

MWh: 6,880

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

the conclusion of the current funding cycle. **Con Edison proposes to use a combination of internal staff and Honeywell to administer and deliver the proposed Program. Con Edison would train staff and contractors about processes and procedures associated with the program.**

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

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

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

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

Section II. Evaluation Support Information

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

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

While many of these proposed reporting requirements have been asked for elsewhere by evaluation contractors and regulators, there is some information detailed below that may not be maintained routinely for

each program, may not be updated regularly, and may be difficult to present in a straightforward format (e.g., incremental costs or load shapes). In these instances, PAs are expected to explain their strategy for reporting these data types.

Section II.B. Midstream Program Information

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

Not Applicable to this program.

Section II.C. Upstream Program Information

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

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

Not Applicable to this program.

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

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

- iii. Name of program(s) or program component(s);
- jjj. Target population description including, size, source of identifying information, and lists of population members used in outreach activities. The target population is the total number in the

population targeted by the program (e.g., all multi-family dwellings with occupants who qualify as low income, all small office buildings, all large, chain grocery stores, etc.).

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

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

mmm. Education and media plan;

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

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

Not Applicable to this program.

Section III. Draft Reporting Templates for Monthly Reports by Program

Under separate file.

Section IV. Sample Narrative Report to be included with spreadsheet

Program Administrator: CON EDISON RESIDENTIAL DIRECT INSTALL

Program/Project: PROGRAM

Reporting period: July 2011

Report Contact person: STEVEN MYSHOLOWSKY

Section Manager – Measurement, Verification & Evaluation

Location: 4 Irving Place, 10th Floor, New York, N.Y. 10003

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11. Program Status

Program Performance Goals

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

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

There were 1385 web site unique visits.

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

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

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

(a) Marketing Activities

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

Recent efforts:

- Implementing new targeted marketing effort for 2011 focusing on key customer groups
- Examining additional measures to add to the Home Energy Survey program (DI) such as additional CFLs; more smart strips; and other measures
- PSC approved changes to the Bounty program to include freezer recycling; increase in refrigerator and freezer rebate amount to \$50; reduction in rebate amount for room AC recycling to \$20 for both window and wall units.
- Developing Improvement Plan for the Direct Install Program for August

Through July 2011, Honeywell has received 3,321 applications for Home Energy Surveys. Net acquired energy savings to date is 12.61% of the 6,880MWh savings goal thru 2011.

(b) Evaluation Activities

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

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

Process evaluation activity for this program has not yet commenced.

(c) Other Activities

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

3. Customer Complaints and/or Disputes

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

None-to-date

4. Changes to Subcontractors or Staffing

Describe any staff or subcontractor/consultant changes.

None-to-date

5. Additional Issues

None-to-date

Consolidated Edison Company of New York, Inc.

Residential Room Air Conditioning Program (Electric)

Monthly Scorecard – July 2011*

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

Section I. Basic Program Information

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

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

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

Con Edison will provide a financial incentive of \$30 per unit to customers who purchase an ENERGY STAR[®] rated or above window or wall-mounted room air conditioning unit.

The proposed program budget is \$2,010,000. Anticipated cumulative annual savings are 2,310 MWh through 2011. Con Edison projects a total of 28,840 installations through 2011. Customers who participate must contribute to the System Benefits Charge.

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

yyy) Detailed descriptions of tracking system and tracking system operations, including data dictionaries. **Honeywell is utilizing a customized database referred to as BBCS (Backbone Client Server) to track customer data, field surveys and work activities, and to provide project reports. This database will interface with Con Edison's Salesforce system and upload data on a regular basis.**

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

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

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Section Manager – Program Implementation

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Email: coltroc@coned.com

bbbb) Program savings objectives;

Through 2011

MWh: 2,310

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

A listing and description of, and contact information for the market actors, trade allies, and other stakeholders on which the program will rely for program delivery and support. **Con Edison did virtually no marketing of this program. We did alert some retail outlets. Hot weather helped generate AC sales.**

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

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

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

Section II. Evaluation Support Information

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

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

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

Section II.B. Midstream Program Information

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

Not Applicable to this program.

Section II.C. Upstream Program Information

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

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

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

Not Applicable to this program.

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

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

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

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

Not Applicable to this program.

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

Section IV. Sample Narrative Report to be included with spreadsheet

Program Administrator: CON EDISON RESIDENTIAL ROOM AIR
Program/Project: CONDITIONING PROGRAM
Reporting period: July 2011
Report Contact person: STEVEN MYSHOLOWSKY
 Section Manager – Measurement, Verification & Evaluation
 Location: 4 Irving Place, 10th Floor, New York, N.Y. 10003
 Phone: (212) 460-2120
 E mail: mysholowskys@coned.com

12. Program Status

Program Performance Goals

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

(b) Describe and discuss other key aspects of program performance goals that were not discussed in (a). **Website hits totaled 7,191**

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

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

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

(a) Marketing Activities

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

Residential Room AC Program

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

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

Here are some of the highlights:

- The online application process went live allowing customers to completely submit their applications on-line or pre-complete their application and proceed to mail receipt information to Honeywell's processing center.
- Began an analysis of program budget and forecast to address the effects of extending the program
- Enhanced marketing efforts and program visibility at retailers: in-store displays; on-site education to sales associates at 150+ retailers
- Reduced rejection rate from 30% to 4% through process improvements

(b) Evaluation Activities

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

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

Navigant has reviewed the program tracking database and drafted a sampling plan, participant survey, and a retailer interview guide.

(c) Other Activities

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

3. Customer Complaints and/or Disputes

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

None-to-date

4. Changes to Subcontractors or Staffing

Describe any staff or subcontractor/consultant changes.

None-to-date

5. Additional Issues

None-to-date

Consolidated Edison Company of New York, Inc.

Appliance Bounty Program (Electric)

Monthly Scorecard – July 2011*

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

Section I. Basic Program Information

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

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

The Appliance Bounty Program encourages customers to dispose of older, working, inefficient second refrigerators and room air conditioners in an environmentally sound manner. Energy and capacity savings will be achieved by removing the appliances from the electric system and ensuring that they will not be used again. The program targets residential customers in 1-4 family housing.

There are two distinct financial incentives associated with the program. Customers receive free pick up and disposal services and receive a rebate check. Con Edison expects rebates to range from \$30 to \$100 per appliance, with a limit of two rebates of each type per customer address.

The proposed program budget is \$6,217,000. Anticipated cumulative annual savings are 16,940 MWh through 2011. Con Edison projects a total of 29,316 units recycled through 2011. Customers who participate must contribute to the System Benefits Charge.

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

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

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

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

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Section Manager – Program Implementation

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Cristina Coltro

Manager – Program Implementation

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ffff) Program savings objectives;

Through 2011

MWh: 16,940

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

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

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

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

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

Section II. Evaluation Support Information

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

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

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

Section II.B. Midstream Program Information

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

Not Applicable to this program.

Section II.C. Upstream Program Information

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

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

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

Not Applicable to this program.

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

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

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

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

Not Applicable to this program.

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

Section IV. Sample Narrative Report to be included with spreadsheet

Program Administrator:

Program/Project: CON EDISON APPLIANCE BOUNTY PROGRAM

Reporting period: July 2011

Report Contact person: STEVEN MYSHOLOWSKY

Section Manager – Measurement, Verification & Evaluation

Location: 4 Irving Place, 10th Floor, New York, N.Y. 10003

Phone: (212) 460-2120

E mail: mysholowskys@coned.com

13. Program Status

Program Performance Goals

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

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

There were 1,220 web site unique visits.

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

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

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

(a) Marketing Activities

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

The Appliance Recycling Program has completed 1,988 of the 2,213 applications received. The net acquired energy savings to date is 11.23% of the 16,940 MWh savings goal thru March 2011.

Recent efforts:

- Implementing new targeted marketing effort for 2011 focusing on key customer groups
- Examining additional measures to add to the Home Energy Survey program (DI) such as additional CFLs; more smart strips; and other measures

- PSC approved changes to the Bounty program to include freezer recycling; increase in refrigerator and freezer rebate amount to \$50; reduction in rebate amount for room AC recycling to \$20 for both window and wall units.
- Developing Improvement Plan for the Direct Install Program for August

(b) Evaluation Activities

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

Con Edison has developed a Request for Proposal for process evaluation contractor services for all approved EEPS programs. This RFP was issued on March 3, 2010 and bids were submitted March 5, 2010. Navigant Consulting has been selected as the Contractor and the kickoff meeting was held on May 12, 2010. Process evaluation activities for this program have not yet commenced.

(c) Other Activities

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

3. Customer Complaints and/or Disputes

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

None-to-date

4. Changes to Subcontractors or Staffing

Describe any staff or subcontractor/consultant changes.

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

5. Additional Issues

None-to-date