



August 14, 2009

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VIA HAND DELIVERY

Honorable Jaclyn A. Brilling
Secretary
New York State Public Service Commission
Three Empire State Plaza
Albany, NY 12223-1350

Re: Case 08-G-1012 – Petition of New York State Electric & Gas Corporation for Approval of an Energy Efficiency Portfolio Standard (EEPS) “Fast Track” Utility – Administered Gas Energy Efficiency Program

Dear Secretary Brilling:

Pursuant to the New York State Public Service Commission’s Order Approving “Fast Track” Utility – Administered Gas Energy Efficiency Programs with Modifications, in Case 08-G-1012¹, New York State Electric & Gas Corporation hereby file the “Monthly Scorecard Report” of key program achievements for the month ending July 31, 2009.

Please direct any questions to me at telephone number 607-725-3936 or via email at jjfishgertz@nyseg.com.

Respectfully Submitted,

Joni J. Fish-Gertz
Manager, Programs

Enclosure

xc: Floyd Barwig, PSC, Director – Office of Energy Efficiency and Environment

¹ Cases 08-G-1012 and 08-G-1013 - Petitions of New York State Electric & Gas Corporation and Rochester Gas and Electric Corporation for Approval of an Energy Efficiency Portfolio Standard (EEPS) “Fast Track” Utility-Administered Gas Energy Efficiency Program, Order Approving “Fast Track” Utility-Administered Gas Energy Efficiency Programs with Modifications, at 23 (April 9, 2009).

New York State Electric & Gas Corporation
Residential Gas HVAC Program

**Savings from New York Standard Approach for Estimating
Energy Savings from Energy Efficiency Programs**

Monthly Program Report

August 14, 2009

Prepared for
New York Department of Public Service

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Introduction

In its June 23, 2008 Order establishing an Energy Efficiency Portfolio Standard (“EEPS”), the New York State Public Service Commission (“NYSPSC”) recognized the importance of developing a uniform data tracking system to measure and evaluate progress toward the State’s energy efficiency goals. Ordering Clauses 11, 13 and 14 of the April 9, 2009 Order Approving “Fast Track” Utility-Administered Gas Energy Efficiency Programs with Modifications in Cases 08-G-1012 Petition of New York State Electric & Gas Corporation (“NYSEG”) for Approval of an Energy Efficiency Portfolio Standard (EEPS) “Fast Track” Utility-Administered Gas Energy Efficiency Program and 1013 Petition of Rochester Gas and Electric Corporation (“RG&E”) for Approval of an Energy Efficiency Portfolio Standard (EEPS) “Fast Track” Utility-Administered Gas Energy Efficiency Program directed each program administrator (“PA”) to file monthly, quarterly, and annual progress reports.

This report is based on information collected by NYSEG and RG&E (together, “the Companies”), specifically for monitoring program performance via data collection and analysis using the Companies’ data tracking system. This information will be used for program evaluation needs and to meet the requirements of the April 9, 2009 Order in NYSEG’s Case 08-G-1012 and RG&E’s Case 08-G-1013. While the Companies operate energy efficiency programs jointly, information is collected and maintained for both NYSEG and RG&E separately. This report provides narrative data for the Companies and specific program statistical data for NYSEG separately from RG&E where appropriate.

This report is structured to address the four main sections outlined by DPS Staff in their data reporting manual.

Section I: Basic program information for the Companies’ Residential Gas HVAC Program. This information will remain consistent until such time as the program is modified/changed.

Section II: Participant-level data for evaluation purposes for downstream incentive programs is provided in the data template. These data elements are routinely collected at the participant level and stored in the Companies’ data tracking system.

Section III: Monthly and quarterly downstream incentive program results at the aggregate level based on data tracked in the Companies’ data tracking system are provided in Section III. The standardized template includes key data elements which support program reporting, management oversight, and planning for NYSEG.

Section IV: Additional information is provided in Section IV which is not captured in the required spreadsheet and which may include, but is not limited to: 1) significant variances from program goals/results, 2) potential problems, and 3) progress in critical areas not covered in the spreadsheet, such as marketing activity and progress with evaluations.

This report will be generated by the Companies monthly (14th of the month), quarterly (45 days after the end of the quarter) and annually (60 days after the end of the year). Reports will be submitted to the Director of the Office of Energy Efficiency and the Environment and filed with the Secretary of the Commission.

Section I. Basic Program Information

I A1) Program description:

The Companies' Residential Gas HVAC Program offers rebates to residential natural gas customers for new eligible equipment and newly installed duct sealing completed on or after July 1, 2009. Customers who install new furnaces or boilers are eligible for rebates depending on AFUE ratings, and can also receive rebates for boiler reset controls, indirect water heaters, and up to two programmable thermostats when these are installed in conjunction with a new qualifying boiler or furnace. Duct sealing rebate amounts are based on improvements in leakage rate and additionally must be completed in conjunction with the installation of a qualifying new boiler or furnace. The measures rebated along with their dollar value are specified in the table below:

EQUIPMENT MEASURE	REBATE
Furnace AFUE \geq 90	\$200
Furnace AFUE \geq 92	\$200
Furnace AFUE \geq 92 w ECM	\$400
Furnace AFUE \geq 94 w ECM	\$600
Furnace AFUE \geq 95 w ECM	\$600
Water Boiler AFUE \geq 85	\$500
Water Boiler AFUE \geq 90	\$1,000
Steam Boiler AFUE \geq 82	\$500
Boiler Reset Control*	\$100
Indirect Water Heater*	\$300
Energy Star® labeled Programmable Thermostats (limit 2)*	\$25
Duct Sealing*	Up to \$600

AFUE- Annual Fuel Utilization Efficiency

ECM – Electronically Commutated Motor

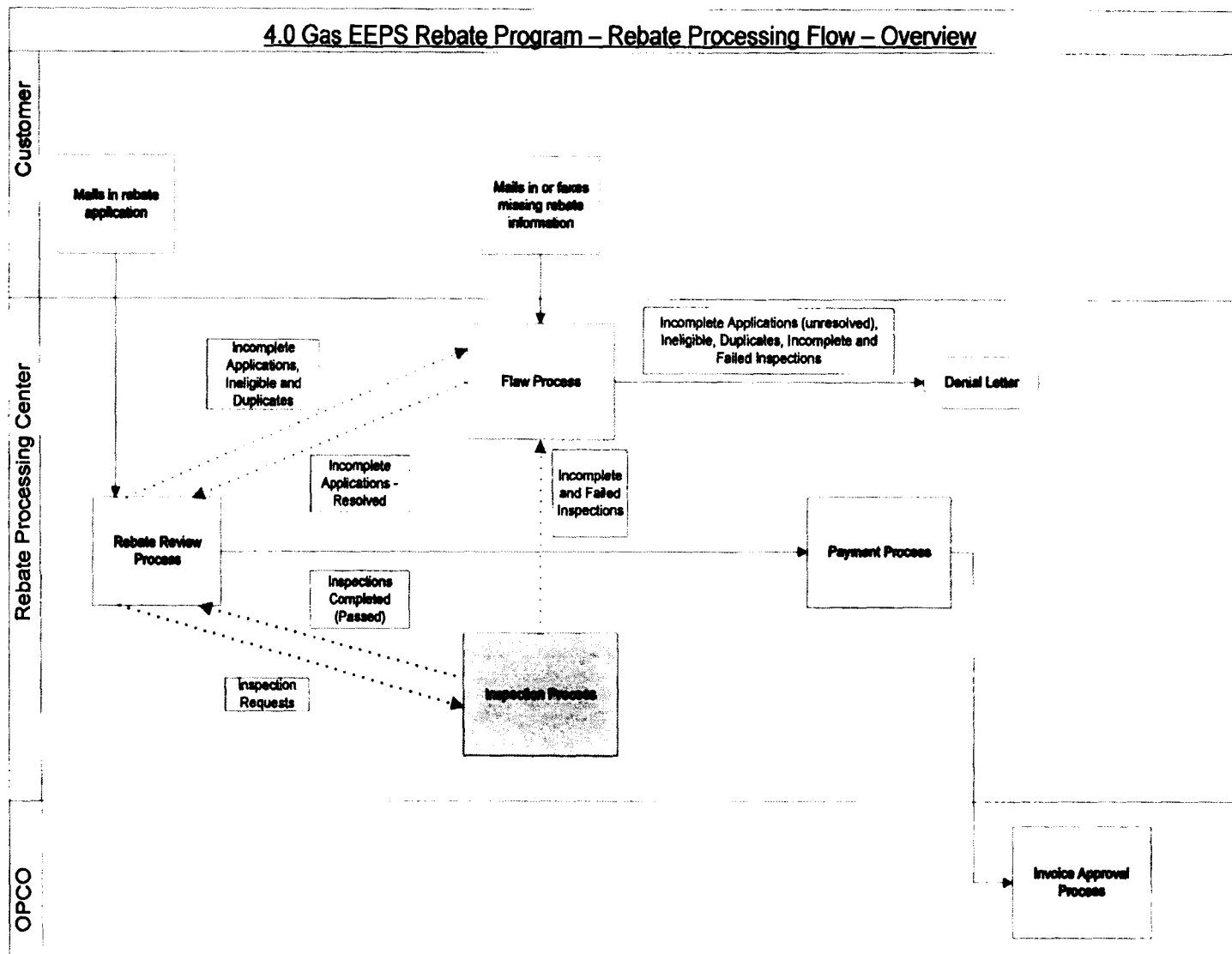
*Installed/Performed by a contractor at the time of qualifying furnace or boiler replacement.

I A2) Operation and Procedures Manual:

The Companies' Residential Gas HVAC Program Manual is dated June 1, 2009. Updates and revisions will be on-going as the program evolves. At any time, the most current version of this manual may be obtained with 30 day's written notice.

I A3) Activities Descriptions:

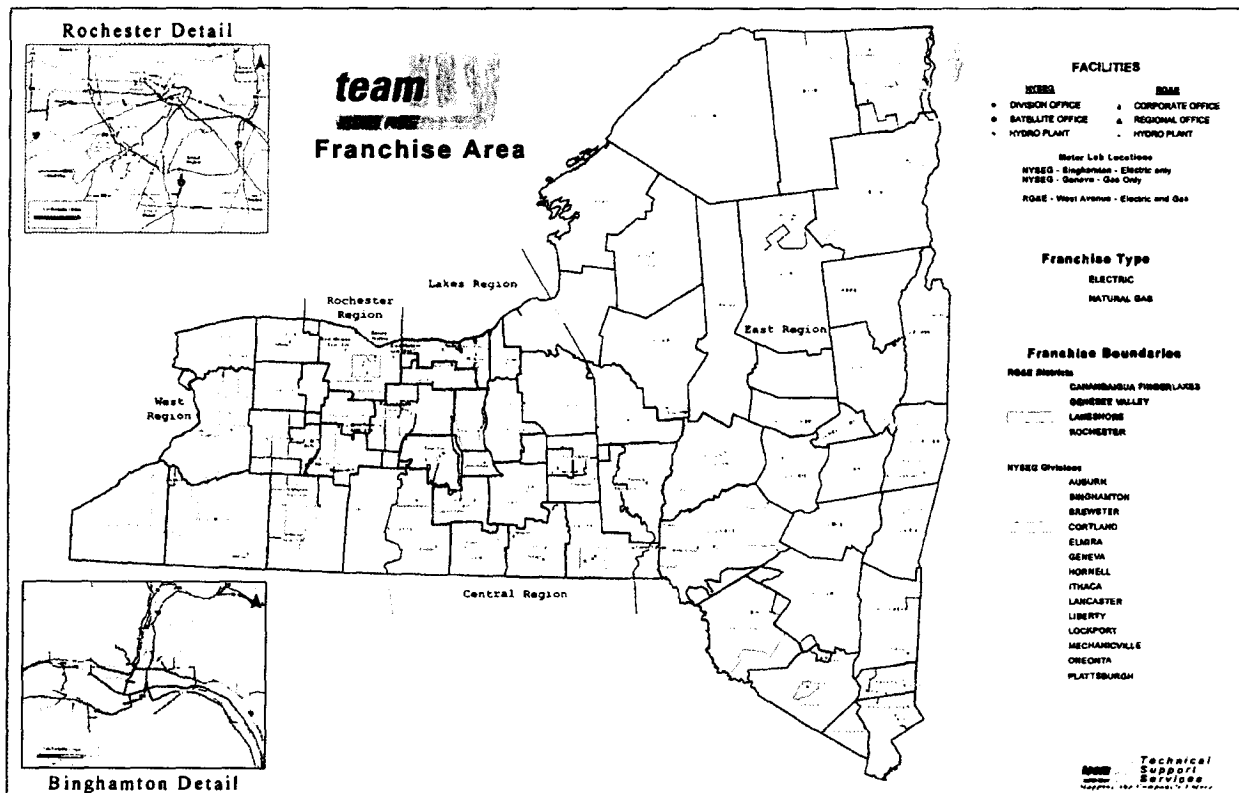
The following process flow chart depicts the major business process and activities related to the implementation of the Companies' Residential Natural Gas HVAC Rebate Program. This chart can be found on the following page. Other detailed process flow charts may be obtained with 30 day's written notice.



I A4) Description of the program - service territory:

This program is available to all of the Companies' residential natural gas customers. A map of the Companies' natural gas service territories is provided below. In addition, the most current NYSEG franchise map can be found at the following internet site:

<http://www.nyseg.com/OurCompany/servicearea.html>



I B) Detailed description of customer data tracking system and customer data tracking system operations, including data dictionaries:

The Companies' customer data tracking system is composed of functional modules that manage the various components of energy efficiency program implementation. The system securely tracks all available data associated with the customer application process, tracks changes made and provides a reporting platform and audit trail for program related participation data.

1. System Administration - Administrators use the System Administration module to configure programs prior to program launch, including workflow and assignment management; to configure customer-facing website components; to manage security, users and associated data access; and to make and manage changes to the system over time.
2. Workflow Configurator - The Workflow Configurator allows the administrator to create a program within the system, create status-driven work flow assignments to multiple resources and multiple parallel tracks within and across corporate boundaries, driving workflow and tracking progress throughout the program application lifecycle.
3. Eligible Measure Catalog - The Eligible Measure Cataloging function is used for the capture of measure data associated with customer applications, capturing measure name, technology category(s), savings and impacts.
4. Notes - Customer service and rebate processing notes are captured and maintained over the lifecycle of an application and the associated transactions with the customer.
5. Quality Assurance/Quality Control - The assignment and results of QA/QC activities are maintained in this area of the customer data tracking system.
6. Goal Tracking and Incentive Budgeting - Program participation is reported against goals with real-time, monthly, quarterly and annualized reporting of impacts, program participation, and rebate/incentives expenditures.
7. Rebates and Incentives - For the Residential Gas HVAC Program, rebates are calculated based on measures installed and associated deemed savings and incentive amounts that are stored as default values against the measures in the Eligible Measure Catalog. Values for incentives as well as donations are captured.

Data Dictionaries are available upon request with 30 days' written notice.

I C) A detailed description of how data in the tracking system contributes to the monthly report:

Applications are received and undergo an initial screening to ensure they contain all required information including supporting documentation and an account number verification takes place to ensure the account number is eligible. An initial equipment eligibility review also takes

place. Applications that do not pass this initial screen stage are designated as “Flawed” applications. The applicant receives a letter requesting any missing information or documentation or in the case of where either the account number or installed equipment does not pass the initial eligibility review, a rejection letter is sent.

The specific Flawed application status codes that are assigned are:

- Flaw – Pending
- Flaw – Reject
- Flaw – Resolved
- Flaw – Retired

Applications that do not have any flaws or that have had their flaws “resolved” through follow-up with the applicant proceed to the next processing and approval steps. The statuses that are assigned to these applications are:

- In-Process
- Approved for Payment
- Paid
- Void

All measures take on the status of the application they are associated with. Flawed application records do not contain measure data.

Measures where a decision has been made whether to approve or reject the rebate application are included in the “Processed” field in the monthly scorecard. The specific statuses that are included in this entry include those measures that contain the following statuses:

- Flaw – Reject
- Flaw – Retired
- Approved for Payment
- Paid
- Void

The third participation category on the monthly scorecard is for measures that have been approved, meaning that the decision has been made to pay the incentive to the applicant. The only statuses that are included in this entry are “Approved for Payment” and “Paid”.

When calculating “Committed” savings, the only measures included in this calculation are those measures with a status of “Approved for Payment”. When calculating “Acquired” savings, the only measures included in this calculation are those measures with a status of “Paid”.

Rebates and Incentives

For the Residential Gas HVAC Program, within the customer data tracking system, rebates are calculated based on the installed equipment and incentive amounts that are stored for each equipment category in the Eligible Measure Catalog. Values for incentives as well as donations are captured. Participants have the option of donating a portion of their rebate amounts (\$10, \$20 or \$50) to their Company's respective heating fund.

Organization of Data Supporting the PSC Scorecard Report

1. Application Status is used to determine the data which will be rolled up for each summary metric
2. Status Dates are utilized to select applications for respective reporting periods
3. Each record in a particular Application Status is selected, along with various related data, and is utilized in calculations to determine the results reported in the PSC Scorecard.

I D) Program management

Residential Gas HVAC Program
Sarah E. Disbrow
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607-760-3662
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I E) Program savings objectives

The primary objective of the Residential Gas HVAC Program is to promote high efficiency equipment replacements of various gas appliances and associated control and air distribution measures. The Companies chose to develop a program that could be launched rapidly, to allow their residential customers the potential for early relief from rising natural gas costs.

NYSEG Annual Energy Savings

Year	Goal
2009	15,044
2010	30,088
2011	30,088

*Source: NYSEG & RG&E Residential Gas HVAC Program
Implementation Plan, June 8, 2009*

I F) Program Theory and Logic

The goal of this program is to increase the penetration of high efficiency natural gas heating equipment in the Companies' service territories by (a) motivating customers to purchase higher efficiency gas equipment than would otherwise be the case, and (b) motivating trade allies, including equipment vendors and contractors, to stock and promote the installation of high efficiency gas heating equipment.

The Residential Natural Gas Rebate program will support the installation of high efficiency equipment and fill a market void. The program targets residential customers who are installing new or replacing existing gas heating equipment with equipment which exceeds current nominal efficiency levels. Rebates are targeted to provide approximately 50% of the incremental cost of installing higher efficiency equipment.

The program is expected to encourage participation of about one percent of the Companies' residential gas customers per year, at an annual cost of approximately \$1.9 million for NYSEG. This expenditure will produce new savings of about 30,000 mBtu at NYSEG in 2010 and 2011, as noted above.

In addition, to the extent practical and possible, the Companies will coordinate the delivery of this program with planned future programs, including the Residential Energy Star HVAC program (electric). The Residential Natural Gas Rebate program also complements NYSERDA programs, such as the Home Performance with ENERGY STAR Program and the Assisted Home Performance with ENERGY STAR Program and markets them as "alternative" programs targeted to the same customers.

This program is intended ultimately to transform the practices of trade allies (HVAC contractors) and impact the stocking practices of vendors. Customers, trade allies, and vendors participating in the program will be more likely to participate in other complementary programs as a result of participation in this program.

I G) 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.

Approximately 265 trade allies, including HVAC and plumbing contractors and suppliers; NYSERDA Energy Smart Community coordinators; and neighboring utilities were provided program information at 16 locations in NYSEG and RG&E service areas between April 27 and May 22, 2009.

A list of participating trade allies is available with 30 days' written notice.

I H) Name of firms under contract to program administrators, formally participating in the delivery of the program or program component(s)

Applied Energy Group, Inc. (AEG)
1377 Motor Parkway, Ste 401
Hauppauge, New York 11788
631-434-1414

Energy Federation, Inc. ("EFI")
40 Washington St. Ste 2000
Westborough, Massachusetts 01581
508-870-2277

I I. Inter-organizational relationships (e.g., New York Power Authority (NYPA) and utilities) activities explained and reported.

The Companies, with most other New York investor owned utilities and NYSERDA, have worked throughout 2009 to establish a working cooperative organization between the participating EEPs program administrators. The organization, known formally as "EEPAC" (Energy Efficiency Program Administrator Collaborative) hosts a number of issue-oriented working groups or communities that are exploring program implementation issues common to EEPs Program Administrators. EEPAC is directed by a Steering Committee, appointed by the member organizations. The Companies have supported EEPAC through membership in working groups/communities as well as through the participation in the Steering Committee.

Section II. Evaluation Support Information

Section II A. Downstream Incentive Program Information

These will be made available to the DPS staff and evaluation contractors with 30 days' written notice.

Section III. Reporting Template for Monthly Residential Gas HVAC Program Report

Table 2 below, represents NYSEG's monthly statistics for July, 2009.

Table 2. Variables For July 2009 (Month 1)

Program Administrator(PA) and Program ID ¹	NYSEG Residential Gas HVAC Program
Program Name	NYSEG Residential Gas HVAC Program
Program Type ²	
Total Acquired First-Year Impacts This Month ^{3,15}	
Net first-year annual kWh acquired this month ⁴	N/A
Monthly Net kWh Goal (based on net first-year annual ⁵ kWh Goal)	N/A
Percent of Monthly Net kWh Goal Acquired	N/A
Net Peak ⁶ kW acquired this month	N/A
Monthly Net Peak kW Goal	N/A
Percent of Monthly Peak kW Goal Acquired	N/A
Net First-year annual therms acquired this month	8082.9
Monthly Net Therm Goal	15040
Percent of Monthly Therm Goal Acquired	53.74
Net Lifecycle kWh acquired this month	N/A
Net Lifecycle therms acquired this month	156474
Total Acquired Net First-Year Impacts To Date ¹⁵	
Total Acquired Net First-Year Impacts To Date ¹⁵	N/A
Net first-year annual kWh acquired to date as a percent of annual goal	N/A
Net first-year annual kWh acquired to date as a percent of 8-year goal	N/A
Net cumulative kWh acquired to date	N/A
Net utility peak kW reductions acquired to date	N/A
Net utility peak kW reductions acquired to date as a percent of utility annual goal	N/A
Net utility peak kW reductions acquired to date as a percent of 8-year goal	N/A
Net NYISO peak kW reductions acquired to date	N/A

Net first-year annual therms acquired to date	8082.9
Net first-year annual therms acquired to date as a percent of annual goal	5.37
Net first-year annual therms acquired to date as a percent of 8-year goal	N/A
Net cumulative therms acquired to date	8082.9
Total Acquired Lifecycle Impacts To Date^{7,15}	
Net Lifecycle kWh acquired to date	N/A
Net Lifecycle therms acquired to date	156474
Committed⁸ Impacts (not yet acquired) This Month¹⁵	
Net First-year annual kWh committed this month	N/A
Net Lifecycle kWh committed this month	N/A
Net Utility Peak kW committed this month	N/A
Net first-year annual therms committed this month	0
Net Lifecycle therms committed this month	0
Funds committed at this point in time	0
Overall Impacts (Acquired & Committed)¹⁵	
Net first-year annual kWh acquired & committed this month	N/A
Net utility peak kW acquired & committed this month	N/A
Net First-year annual therms acquired & committed this month	8082.9
Costs⁹	
Total program budget ¹²	1,872,567
General Administration	Portfolio ¹³
Program Planning	Portfolio ¹³
Program Marketing	\$943
Trade Ally Training	\$0
Incentives and Services ¹⁴	\$0
Direct Program Implementation	\$4,380
Program Evaluation	\$0
Total expenditures to date ¹²	\$4,309
Percent of total budget spent to date	0.23%
Participation¹⁶	
Number of program applications received to date	110
Number of program applications processed to date ¹⁰	66
Number of processed applications approved to date ¹¹	66
Percent of applications received to date that have been processed	60

Notes:

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

²There is not currently a consistent list of program types but individual categories for common use by administrators could be developed.

³First-year savings are defined as the annual savings expected from a given measure in the first year after installation. The annual savings are sometimes the result of annualizing estimated savings that are based on data that cover less than one year. Acquired kWh savings are defined as those savings that reported by the program administrator in program tracking databases and for which a rebate check has been sent to the participant on a specific date.

⁴Regardless of the month in which a measure is installed within a given calendar year, the program is credited with the associated savings for the entire year.

⁵Program Administrators should make best estimate of the annual goal even though the goal might in some cases cover two calendar years. Also, Staff wants administrators to try to be as accurate as possible in determining the monthly goals but does not want to mandate monthly goals, at least initially.

⁶Peak is defined uniquely for each utility.

⁷The lifecycle savings are tracked beginning in the year in which a given measure was installed. Over the period 2008-2015, PA's must take into account the fact that savings from measures installed early in the period will vanish at the end of their useful life before the end of 2015. Thus, the lifecycle impacts acquired to date will be different for each month as a function of adding savings from measures installed in a given month and subtracting savings from measures installed earlier in the funding cycle that have reached the end of their useful life.

⁸Committed savings are defined as those for which funds have been encumbered by not yet spent. When the funds are spent (i.e., a rebate check has been sent to the participant on a specific date), the savings are then considered "acquired." Staff would like to see the program administrator's best estimate of what they have committed. There should be some assumptions on how the administrator does that. Program administrators should forecast as accurately as possible and it should get more precise with program experience, e.g., the difference between achieved and committed should get closer over time.

⁹These are the budget categories to be used by companies when submitting the required energy efficiency program implementation plans. In its January 16, 2009 Order, the Commission directed Staff to provide definitions for the budget categories to be used in the preparation of these plans (See Order Approving "Fast Track" Utility-Administered Electric Energy Efficiency Program With Modification, at page 11). These categories are provided to promote consistency in budget construction and reporting among the utility plans.

Companies should include a "description of expenditures within each category" (See Order Approving "Fast Track" Utility-Administered Electric Energy Efficiency Program With Modification, at page 11) and separately quantify each item within each category. These expenditures must include and identify all direct and indirect costs attributable to each program category. Companies must provide the basis of allocation for all indirect costs.

Companies should identify whether each cost item is to be recovered through the SBC surcharge, base rates, or other recovery mechanism (e.g., monthly adjustment charges).

¹⁰An application is processed once the PA has reviewed the application and made a decision whether to approve the incentive payment to the customer. Once the decision has been made to pay the incentive to the customer, these funds and their associated energy and demand impacts become "Committed."

¹¹The application is approved once the decision has been made to pay the incentive to the customer. Note that these funds and their associated energy and demand impacts become "Committed" once this decision is made. Also note that for programs in which there are cases in which an application could be received, processed, and approved all in one day, then a "1" would be counted for each step in the tracking lifecycle.

¹²Start-up costs are not included in the program budget or actual costs. These costs were deferred as specified on p. 13 of the April 9, 2009 Order Approving "Fast Track" Utility-Administered Gas Energy Efficiency Programs With Modifications in Cases 08-G-1012 et al, and as noted in the June 8, 2009 New York State Electric & Gas Corporation and Rochester Gas and Electric Corporation Residential Gas HVAC Program Implementation Plan.

¹³Portfolio Costs are not included in the program budget or actual costs. Consistent with the Companies' July 9, 2009 letter to the Secretary in Cases 07-M-0548 et al. ("July 9 letter") and the Companies' prior energy efficiency program submittals, Portfolio Costs are incremental and are incurred as a result of the Companies' ongoing active participation in the New York State Public Service Commission's ("Commission") energy efficiency proceedings. Portfolio Costs allow the Companies to jointly provide efficient support for the complete suite of specific energy efficiency programs ultimately approved by the Commission. Although an estimate of the total Portfolio Costs was provided to the Commission on June 8, 2009 in the New York State Electric & Gas Corporation and Rochester Gas and Electric Corporation Residential Gas HVAC Program Implementation Plan, these costs were not included in the program budget, and are not included in this report of actual program expenditures.

¹⁴Incentives and services costs are reported based on Company payment of invoices received from program implementation contractors for incentive payments made to program participants. They will thus lag the actual issuance of incentive payments to program participants.

¹⁵Impacts are based upon deemed savings estimates. Actual applications processed indicate that using deemed savings may result in reporting less savings per piece of equipment than actual equipment ratings might suggest, therefore, impacts may be understated.

¹⁶Since an application with multiple measures is separated into multiple rebates, participation reflects the number of installed measures. Applications that are identified as incomplete, erroneous, or ineligible during processing are considered "flawed". For participation counts, it is assumed that each flawed application has one measure. Measure data is not collected on flawed applications; rather, it is collected only from applications that have been determined to be eligible and complete.

Section IV. Narrative Report to be included with spreadsheet

Program Administrator: NYSEG/RG&E
Program/Project: Residential Gas HVAC Program
Reporting Period: July 2009
Report Contact Person: Sarah E Disbrow

IV 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).

NYSEG's Residential Gas HVAC Program began taking customer calls June 1, 2009. July 1, 2009 marked the first day on which customers could install qualifying equipment and submit valid applications, attaching appropriate documentation proving that a qualifying measure was installed on or after July 1, 2009. Program information is available at all NYSEG walk-in offices, from participating contractors or online at each company's web site. The toll-free NYSEG/RG&E Energy Efficiency Rebate Hotline (1.800.995.9525) is another tool for program delivery and support.

Factors having an influence on the achievement of this monthly goal include:

- 1) The net first-year annual therms acquired to date as a percentage of utility annual goal is as expected for the first month of program operation. July metrics for both companies are strong for the first month of program operation. The Companies believe the initial work to define customer and measure eligibility, develop and circulate effective marketing information, and disseminate the program message through a variety of vehicles, including company personnel, trade allies, NYSERDA and other community organizations has helped with the successful start of the program. NYSEG's first-month results indicate less customer participation than goal; however, for RG&E, indicate more robust participation than goal. During the upcoming months, the Companies will continue to monitor participation of both customers and trade allies and examine potential factors affecting participation in each service area. As potential root causes are identified, corrective action(s) will be evaluated and implemented as necessary to achieve goals.
- 2) Both Companies have seen laudable customer support of the Red Cross Heating Fund, with a total of \$480 at RG&E and \$40 at NYSEG contributed through this program to the Heating Funds in the respective areas.
- 3) The Residential Natural Gas Equipment Rebate Program is designed to influence equipment decisions at the time of replacement, which means many customers will not know they need a replacement heating system until the heating season begins.
- 4) Related to this, summer is typically the season during which customers focus on air conditioning, not heating system operation.

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

Key aspects affecting program performance include customer and trade ally confusion over eligible equipment, including the following commonly asked questions:

- What is an indirect water heater?
- What is an ECM?
- What furnace manufacturers and model numbers qualify for the higher ECM rebate?

These concerns may have contributed to either delayed participation or non-participation. Further, the ECM issues have caused some confusion among trade allies.

(c) Forecast of net energy impacts.

Table 1. NYSEG Annual Energy Savings

Year	Goal
2009	15,044
2010	30,088
2011	30,088

*Source: NYSEG & RG&E Residential Gas HVAC Program
Implementation Plan, June 8, 2009*

2. Program Implementation Activities

(a) Marketing Activities

The Companies' marketing accomplishments during July, 2009 include:

- Direct mail, 368 pieces mailed (total both companies)
- Customer outreach via monthly bill inserts (EnergyLines), approximately 870,500 NYSEG and 381,000 RG&E inserts
- Customer outreach via nyseg.com and rge.com resulted in approximately 1,971 NYSEG hits lasting on average 2.0 minutes.
- Customer outreach via dsireusa.org (DSIRE - an ongoing project of the NC Solar Center and the Interstate Renewable Energy Council funded by the U.S. Department of Energy - is a comprehensive source of information on state, local, utility, and federal incentives and policies that promote renewable energy and energy efficiency.)
- Publication and distribution of approximately 20,000 equipment and 10,000 duct seal rebate applications available for circulation
- Publication and distribution of approximately 1,215 pieces of program materials including Frequently Asked Questions and handouts during outreach opportunities such as one-on-one meetings and planned events.

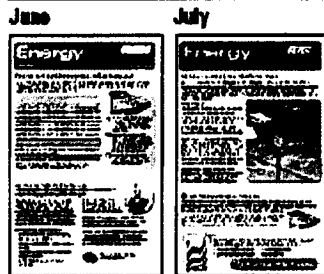
A summary of events conducted in July and planned for August is included below:

Date	Topic	Location	Utility	Audience Type	Number of Attendees
07/21/09	Residential Natural Gas Equipment Rebate Program	Rochester Sears Training	NYSEG/RG&E	Business	200
07/29/09	Residential Natural Gas Equipment Rebate Program	Endicott Vision FCU - GoGreen	NYSEG	Community	120

The following page provides examples of marketing materials (one page thumbnail). Actual full size versions of these documents are available upon request.

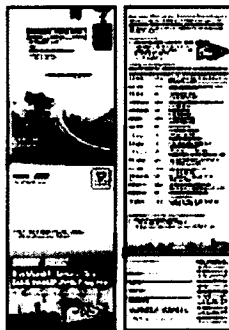
NYSEG/RG&E EEPS Thumbnail

1. Bill Insert – EnergyLines

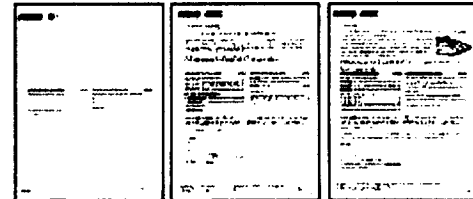


2. Direct Mail

Trade Ally Invitation

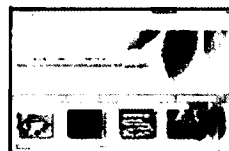


Letters Agency/Munic-Coop/Trade Ally

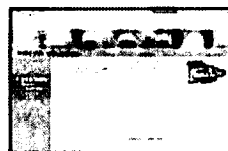


3. Internet

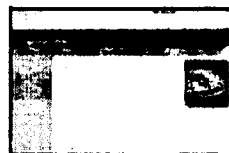
Home Page



Trade Ally Page



EEPS Page



4. Presentation

Trade Ally

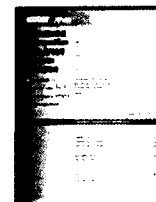


Employee

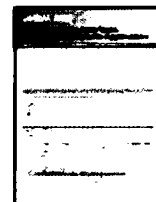


5. Applications

Natural Gas Rebates



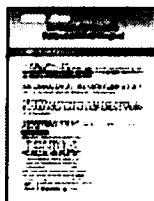
Duct Sealing Rebates



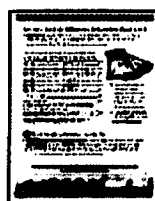
6. Publications

FAQs

Residential - English/Spanish
Trade Ally/Employee



Handout/LifeSpan and Spanish Ads



Rebate Application Display Stand



7. News Release

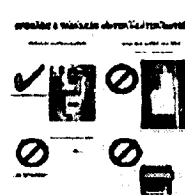
News Release

8. Intranet

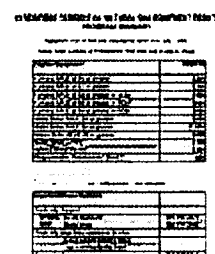
6/1/00
6/3/00
Contentline

9. Materials Provided to Trade Allies

Water Heater Matrix



Summary Sheet



Federal Tax Credit Summary

8/22 08-0308

(b) Evaluation Activities

- Filed detailed evaluation plan on schedule June 8, 2009 (as part of implementation plan filing) for Residential Gas HVAC Program.
- Executed contract with KEMA on schedule June 30, 2009 to conduct process and impact evaluation for Residential Gas HVAC Program, per the filed evaluation plan.
- Initial Residential Gas HVAC Program process evaluation activities scheduled to begin fall 2009.

(c) Other Activities

- Both the program hotline and trade ally program support create opportunities to better explain the program to customers.

3. Customer Complaints and/or Disputes

No PSC complaints have been reported. Customer disputes are handled as they occur.

4. Changes to Subcontractors or Staffing

None at this time.

5. Additional Issues

None at this time.