

November 15, 2010

**VIA EMAIL**

Honorable Jaclyn A. Brillong  
Secretary  
New York State Public Service Commission  
Three Empire State Plaza  
Albany, New York 12223

Re: Case 07-M-0548 – Proceeding on Motion of the Commission Regarding an Energy Efficiency Portfolio Standard

Case 08-E-1129 – Petition of New York State Electric & Gas Corporation for Approval of an Energy Efficiency Portfolio Standard (EEPS) Utility-Administered Electric Energy Efficiency Program

Case 08-E-1130 – Petition of Rochester Gas and Electric Corporation for Approval of an Energy Efficiency Portfolio Standard (EEPS) Utility-Administered Electric Energy Efficiency Program

Case 09-G-0363 – Petitions for Approval of Energy Efficiency Portfolio Standard (EEPS) Gas Energy Efficiency Programs

Dear Secretary Brillong:

Pursuant to the New York State Public Service Commission's October 15, 2009 Order Approving Certain Commercial and Industrial Customer Energy Efficiency Programs with Modifications in Cases 08-E-1129, 08-E-1130 and 08-G-0363<sup>1</sup> and Pursuant to the New York State Public Service Commission's November 13, 2009 Order Approving Certain Commercial and Industrial Customer Energy Efficiency Programs with Modifications and Addressing Independent Program Administrator Filings in Cases 08-E-1129, 08-E-1130 and 09-G-0363<sup>2</sup>, New York State Electric & Gas Corporation and Rochester Gas and Electric Corporation hereby file the "Quarterly Program and Evaluation Summary Status Reports" which also contain the "Annual Outreach and Education / Marketing Achievements Report" of key Non-Residential

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<sup>1</sup> Cases 08-E-1129, 08-E-1130 - Petitions of New York State Electric & Gas Corporation and Rochester Gas and Electric Corporation for Approval of an Energy Efficiency Portfolio Standard Utility-Administered Electric Energy Efficiency Program, and Case 09-G-0363, Petitions for Approval of Energy Efficiency Portfolio Standard (EEPS) Gas Energy Efficiency Programs, Order Approving Certain Commercial and Industrial Customer Energy Efficiency Programs with Modifications, at 41 (October 23, 2009).

<sup>2</sup> Cases 08-E-1129, 08-E-1130 - Petitions of New York State Electric & Gas Corporation and Rochester Gas and Electric Corporation for Approval of an Energy Efficiency Portfolio Standard Utility-Administered Electric Energy Efficiency Program, Order Approving Certain Commercial and Industrial Customer Energy Efficiency Programs with Modifications and Addressing Independent Program Administrator Filings, at 35 (November 13, 2009).

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Programs and Non-Residential Commercial and Industrial Custom Rebate Programs achievements for the third quarter 2010.

Please direct any questions to me at telephone number 607-725-3936 or via email at [jjfishgertz@nyseg.com](mailto:jjfishgertz@nyseg.com).

Respectfully Submitted,

A handwritten signature in black ink, reading "Joni Fish-Gertz". The signature is written in a cursive style with a large, stylized "J" and "F".

Joni Fish-Gertz  
Manager, Programs

Enclosure

**Combined Report for  
New York State Electric & Gas Corporation  
&  
Rochester Gas and Electric Corporation**

**NYSEG/RG&E Commercial & Industrial Rebate Program**

Including:

Non-Residential Commercial & Industrial Prescriptive Electric Program  
Non-Residential Commercial & Industrial Prescriptive Gas Program  
Non-Residential Commercial & Industrial Custom Electric Program  
Non-Residential Commercial & Industrial Custom Gas Program

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

Quarterly Program Report

**November 15, 2010**

Prepared for

**New York State Department of Public Service**

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## Introduction

In its June 23, 2008 Order Establishing Energy Efficiency Portfolio Standard (“EEPS”) and Approving Programs<sup>22</sup> 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.

To that end, Ordering Clauses 4 and 6 of the October 23, 2009 Order Approving Certain Commercial and Industrial Customer Energy Efficiency Programs with Modifications in Cases 08-E-1129 and 08-E-1130 directed each program administrator (“PA”) to file monthly, quarterly and annual progress reports. Additionally, Ordering Clauses 3 and 5 of the November 13, 2009 Order Approving Certain Commercial and Industrial Customer Energy Efficiency Programs with Modifications and Addressing Independent Program Administrator Filings in Cases 08-E-1129 and 08-E-1130 directed each program administrator (“PA”) to file monthly, quarterly and annual progress reports. The Companies respectfully submit this combined quarterly report in compliance with the October and November Orders.

This report will be based on information collected by the program’s implementation contractor and provided to the Companies for reporting purposes. This information will be used for program evaluation needs and to meet the requirements of the October 23 and November 13, 2009 Orders. While the Companies operate energy efficiency programs jointly, information is collected and maintained separately for NYSEG and RG&E. This report provides narrative data for the Companies and, where appropriate, provides specific program statistical data for NYSEG separately from RG&E.

This report is structured to address the four main sections outlined by New York State Department of Public Service Staff (“Staff”) in their data reporting manual. An overview of each section follows.

Section I: Basic program information for the Companies’ Non-Residential Commercial & Industrial Rebate Program (“C&I Rebate Program” or “CIRP”) is provided in Section I.

Section II: Participant-level data for evaluation purposes for midstream programs is contained in the information collected and maintained by the implementation contractor, augmented by data contained in the Companies’ customer information systems.

Section III: Monthly and quarterly midstream program results based on data provided by the implementation contractor are provided in Section III. The standardized template includes key data elements which support program reporting, management oversight, and planning for the Companies.

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1 Case 07-M-0548 - Proceeding on Motion of the Commission Regarding an Energy Efficiency Portfolio Standard, Order Establishing Energy Efficiency Portfolio Standard (“EEPS”) and Approving Programs (June 23, 2008).

Section IV: Additional information is provided in Section IV that 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 (14<sup>th</sup> of the month), quarterly (forty-five (45) days after the end of the quarter) and annually (sixty (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. In addition, copies of associated data files will be provided via email as requested by DPS Staff. Section I and II will be provided with the initial monthly Scorecard submission and thereafter will be provided only when relevant information changes.

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

### **I A1) Program Description:**

The NYSEG/RG&E Commercial and Industrial (C&I) Rebate Program (“C&I Rebate Program” or “CIRP”) is a combined program offering both prescriptive and custom energy efficiency options for both electric and gas savings opportunities. The Companies operate these four programs as a combined program in terms of customer access, while maintaining separate records and reporting for each program.

The NYSEG/RG&E Prescriptive Electric Rebate Program offers rebates for pre-determined electric measures including lighting fixtures and controls, unitary HVAC, electric motors, chillers and variable frequency drives. The NYSEG/RG&E Prescriptive Gas Rebate Program offers rebates for pre-determined natural gas measures including boilers, furnaces, controls and thermostats. Prescriptive electric rebates are available to active NYSEG/RG&E non-residential electric customers and prescriptive gas rebates are available to active NYSEG/RG&E gas customers, including commercial, industrial, institutional, and municipal. There is no minimum or maximum kilowatt (kW) demand limit.

Prescriptive rebates for (both gas and electric) energy efficiency equipment are based on 50% of the incremental measure costs, including installation costs. Generally, this results in a two-year payback period for prescriptive rebates on a one-time measure screening basis which complies with Staff’s guideline established in the October 2009 Order of a payback period of not less than one year for commercial customers and six months for industrial customers.

The NYSEG/RG&E Custom Rebate Program encourages commercial and industrial customers to identify and implement energy efficiency improvements in their facilities beyond the obvious and easier to accomplish prescriptive rebates. Electric custom rebates are available to electricity customers with an active NYSEG/RG&E non-residential (including commercial, industrial, institutional, and municipal) electric account with demand of  $\geq 100\text{kW}$  for at least one (1) month of the past twelve (12) months and gas custom rebates are available to natural gas customers with an active NYSEG/RG&E non-residential (including commercial, industrial, institutional, and municipal) natural gas account.

Custom measures are those that are not on the prescriptive measures list, meet the required screening test, and require site-specific engineering and cost analysis. Eligible custom projects may include a variety of measures such as energy management systems, building thermal envelope upgrades, energy recovery systems, energy efficient process improvements, geothermal heating and cooling, day-lighting systems, infrared radiant heaters, and steam traps. Custom rebates initially will be calculated as the lesser of up to 50% of the incremental cost or a two-year simple payback.

The Companies reserve the right to cap the rebate amount afforded to any one customer. The Companies must pre-approve prescriptive rebate applications whose value exceeds \$10,000 and all custom applications. This step is intended to assure applicants that the equipment they plan to install is, in fact, eligible for rebate prior to making significant expenditures and that adequate program funds are available. Pre-approval allows the Companies to anticipate sizeable rebate applications for purposes of managing program budgets. Customers may not receive incentives from both NYSERDA and the Companies for the same energy efficiency measure (“double-dipping”).

The combined NYSEG/RG&E C&I Rebate Program launched in a staggered fashion with rebate applications available on web pages and customer call centers ready on July 1 while rebate application processing began July 19. Program promotion, reporting and evaluation will continue throughout 2010. Program costs and savings will be tracked separately (by utility; by electric and gas; and by prescriptive and custom). The Companies hired an implementation contractor, ICF International (ICFI), to provide services including project pre-approvals, rebate processing, data collect and tracking, inspections, and program reporting.

## **I A2) Operation and Procedures Manual**

The Companies’ Non-Residential Commercial & Industrial Rebate Program Manual is dated June 2010. Updates and revisions will be on-going as the program evolves. The most current version of this manual is available upon request with thirty (30) days written notice.

## I A3) Activities Descriptions

The following process flow chart depicts the major business processes and activities related to the implementation of the NYSEG/RG&E Commercial & Industrial Rebate Program.

C&I Rebate Processing Flow				
Initial Intake	Data Entry/ Initial Processing	Application Processing	Projects/Inspections	Payment
Receipt of application via e-fax, email, mail; Print paper documents	Create application in Vision DSM database tool	Assign application to technical team	Prescriptive < \$10,000: <ul style="list-style-type: none"> <li>Review application and supporting materials</li> <li>Approval letter</li> <li><i>Move to Payment</i></li> </ul>	Process payments
Date stamp all printed and USPS received documents	Validate information; scan paper submissions	Technical review of savings analysis, application content		Funded
Assign internal control #s	Enter internal control # into Vision DSM database tool	Assign Technical Specialist of custom project	Prescriptive > \$10,000: <ul style="list-style-type: none"> <li>Pre-inspection may be required – if pre-inspected, make any adjustments or corrections to rebate amount needed</li> <li>Pre-approval letter</li> <li>Project completed</li> <li>Post-inspection may be required if post-inspected, make any adjustments or corrections to rebate amount</li> <li>Adjust if needed</li> <li>Approve</li> <li><i>Move to Payment</i></li> </ul>	Customer receives rebates
Create file folder—add identity label and checklist	Upload attached invoice and related info	Calculate energy savings and rebate amount		
Triage Application package and identify missing components	Assign Project #		Custom: <ul style="list-style-type: none"> <li>Pre-inspection may be required/make adjustments</li> <li>Pre-approval letter</li> <li>Project completed</li> <li>Post-inspection</li> <li>Adjust rebate amount if needed</li> <li>Approve</li> <li><i>Move to Payments</i></li> </ul>	
	Outreach to contractor/customer for flawed/missing information			



C&I Rebate Processing Flow (continued)				
Initial Intake	Data Entry/Initial Processing	Application Processing	Projects/Inspections	Payment
	Pending; waiting for additional info			
	Info received correct? <ul style="list-style-type: none"> <li>▪ If Yes: QA/QC application entry; <i>move to Application Processing</i></li> <li>▪ If No: Follow-up with contact; if no response within 30 days, send rejection letter</li> </ul>			

#### **I A4) Description of the Program - Service Territory**

Prescriptive rebates are available to active NYSEG/RG&E non-residential electricity and/or natural gas customers.

Custom rebates are available to electricity customers with an active NYSEG/RG&E non-residential electric account with demand of  $\geq 100\text{kW}$  for at least one (1) month of the past twelve (12) months and to natural gas customers with an active NYSEG/RG&E non-residential natural gas account.

The most current NYSEG and RG&E franchise maps can be found at the following internet sites:

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

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

#### **I B) Detailed Description of Customer Data Tracking System and Customer Data Tracking System Operations, Including Data Dictionaries**

The Companies will use the files received from ICFI to calculate and report herein the current month, program-to-date, and lifecycle energy savings data for all approved measures based on the formulas provided in the September 1, 2009 New York Standard Approach for Estimating Energy Savings from Energy Efficiency Measures in Commercial and Industrial Programs (the "Technical Manual"). As specified by the Technical Manual, savings projections used for predicting energy savings will be net savings. To arrive at net savings, gross estimates are adjusted to account for free riders and spillover.

These files will also be used to calculate participation data as reported herein for the number of program measures received, processed and approved to date. Additionally, various operational reports and analysis are generated based on the files provided by the implementation contractor. These reports are used to identify trends and patterns, produce various program statistics, identify possible areas for future improvement, and to identify differences in participation rates by geographic region, etc.

A complete list of all data elements in each of these files is available upon request with thirty (30) days written notice.

### **I C) Detailed Description of How Data in the Tracking System Contributes to the Monthly Report**

The Companies will use ICFI's processing system, Vision, for data tracking. From the point that an application is received, information content is captured and entered into the processing system. Throughout the life-cycle of the project, status information, project progress and project completion information is maintained until the project is finalized. A finalized state can be project completion and rebate payment, project withdrawal or rejection. A complete data dictionary of the system and file structures is available upon request with thirty (30) days written notice.

### **I D) Program Management**

Non-Residential Commercial & Industrial Prescriptive Electric Program  
Non-Residential Commercial & Industrial Prescriptive Gas Program  
Non-Residential Commercial & Industrial Custom Electric Program  
Non-Residential Commercial & Industrial Custom Gas Program

Yvonne Selbig  
**NYSEG/RG&E Commercial & Industrial Rebate Program - Implementation Manager**  
NYSEG and RG&E  
Rochester, NY  
585.482.9359  
yselbig@appliedenergygroup.com

### **I E) Program Savings Objectives**

The goal of the NYSEG/RG&E C&I Rebate Program is to increase the penetration of high efficiency electric and natural gas measures in the Companies' service territories by encouraging customers to invest in energy-efficiency improvements.

## **I F) Program Theory and Logic**

The Companies' Prescriptive Rebate Program is described in the October 23, 2009 Order. The Program savings targets are as specified on Tables 1a and 2a of Appendix 2 in the October 23, 2009 Order. The allowed budget for this Program is also specified on Tables 1a and 2a of Appendix 2 in the October 23, 2009 Order.

The Companies' Custom Rebate Program is described in the November 13, 2009 Order. The Program savings targets are as specified on Tables 1 and 2 of Appendix 3 in the November 13, 2009 Order. The allowed budget for this Program is also specified on Tables 1 and 2 of Appendix 3 in the November 13, 2009 Order.

In an effort to minimize program costs, the Prescriptive and Custom Rebate Programs will be co-marketed to customers and trade allies, where applicable, as the NYSEG/RG&E Commercial & Industrial (C&I) Rebate Program.

The goal of this program is to increase the penetration of high efficiency electric and natural gas measures in the Companies' service territories by encouraging customers to invest in energy-efficiency improvements. No maximum per customer rebate is established; however, NYSEG/RG&E reserve the right to cap the rebate paid to any one customer. The program targets non-residential customers who are currently utilizing inefficient electric and/or natural gas equipment. Measure/rebate amounts are as specified in the October 23 and November 13, 2009 Orders.

The combined programs are expected to encourage participation of business facilities at an annual cost of approximately \$16.2 million for NYSEG and RG&E combined. This expenditure will produce new savings of about 34,803 MWh and 50,910 Dt for the Companies during 2010 and 2011.

In addition, to the extent practical and possible, the Companies will coordinate the delivery of this program with planned future programs. As appropriate, the Companies will coordinate with NYSERDA to make appropriate referrals between existing programs.

## **I G) 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 990 trade allies were invited to attend any one of fifteen informational meetings in 12 locations throughout the Companies' service territories during May 2010. The informational meetings covered NYSEG/RG&E C&I Rebate Program history, funding, customer eligibility, process, eligible measures and rebate levels. Invited trade allies included electrical, lighting and HVAC contractors; suppliers; manufacturers; energy service providers and architects/engineers. It is anticipated that trade allies will be catalysts for much of the prescriptive rebate program activity.

The Companies, through the efforts of NYSEG and RG&E internal Marketing & Sales personnel, will also market the C&I Rebate Program, work to gain a strong understanding of market motivators and barriers and get short-term feedback from customers and other contacts about the program in order to make program adjustments as necessary. Marketing & Sales field personnel include account representatives and key account managers.

Marketing & Sales personnel will provide the following outreach:

- ⇒ Trade Ally Outreach - Attend regional and/or local TA recruiting event(s), address questions and/or provide contact information as requested, communicate effectively in follow up calls and/or meetings with trade allies to promote energy efficiency programs.
- ⇒ Marketing - Promote the program to customers, educate when appropriate, encourage participation when appropriate, provide personal follow up through a variety of mechanisms including meetings, phone calls and/or emails, assist with applications.
- ⇒ Customer Outreach - Conduct individual EEPS customer contact targets per month to promote C&I Rebate Program including but not limited to C&I customers, customer groups, associations (chambers of commerce, Lions, Rotary), distribute promotional materials (cut sheets, rebate applications/packets) provided by EEPS team.
- ⇒ Program Support - Identify customers for additional outreach, provide usage information to customers, review implementation contractor participation list for status and/or follow up, identify trade allies and provide assistance as requested.

**Contact Information:** Susan Westphal  
EEPS Trade Ally/Marketing & Sales/Training Support  
NYSEG/RG&E  
716.912.8535  
SLWestphal@nyseg.com

#### **I H) Name of Firms under Contract to Program Administrators, Formally Participating in the Delivery of the Program or Program Component(s)**

The following firms are under contract with the Companies:

Applied Energy Group, Inc. (AEG)  
1377 Motor Parkway, Suite 401  
Hauppauge, NY 11788  
631.434.1414

ICF International  
215 Washington Avenue Extension  
Albany, NY 12205  
518.452.0097

## **I I) Inter-organizational Relationships and Activities Explained and Reported**

The Companies, with most other New York investor-owned utilities, NYSERDA, NYPA and LIPA, participate in a working cooperative organization between the participating EEPs program administrators. The organization, known formally as Energy Efficiency Program Administrator Collaborative (“EEPAC”) 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 participation in the Steering Committee.

## **Section II. Evaluation Support Information**

### **II A) Downstream Program Information**

The Companies’ will collect and store the program data in Table 1 of the “New York Department of Public Service Energy Efficiency Program Information Reporting Manual,” June 29, 2009, as required and appropriate for these programs. These will be made available to the Staff and evaluation contractors upon request with thirty (30) days written notice.

## **Section III. Reporting Template for Quarterly Non-Residential Commercial & Industrial Rebate Program Report**

Refer to Attachment 1.

- ⇒ Table 2a represents Variables Reported Quarterly through September 2010 – NYSEG Prescriptive Electric.
- ⇒ Table 2b represents Variables Reported Quarterly through September 2010 – NYSEG Prescriptive Gas.
- ⇒ Table 2c represents Variables Reported Quarterly through September 2010 – NYSEG Custom Electric.
- ⇒ Table 2d represents Variables Reported Quarterly through September 2010 – NYSEG Custom Gas.
- ⇒ Table 2e represents Variables Reported Quarterly through September 2010 – RG&E Prescriptive Electric.
- ⇒ Table 2f represents Variables Reported Quarterly through September 2010 – RG&E Prescriptive Gas.
- ⇒ Table 2g represents Variables Reported Quarterly through September 2010 – RG&E Custom Electric.
- ⇒ Table 2h represents Variables Reported Quarterly through September 2010 – RG&E Custom Gas.

## Section IV. Narrative Report to be Included with Spreadsheet

Program Administrator: NYSEG/RG&E  
Program/Project: **NYSEG/RG&E Commercial & Industrial Rebate Program**  
Non-Residential Commercial & Industrial Prescriptive Electric Program  
Non-Residential Commercial & Industrial Prescriptive Gas Program  
Non-Residential Commercial & Industrial Custom Electric Program  
Non-Residential Commercial & Industrial Custom Gas Program  
Reporting Period: **July 2010 - September 2010**  
Report Contact Person: Yvonne Selbig

### 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).**

Based on the first operating quarter (July 2010 – September 2010) participation data, customer adoption was slower than expected. Contributing factors to slower-than-expected participation include (1) later-than-anticipated program approval and subsequent program launch, (2) customer uncertainty regarding market conditions, and (3) the considerable investment of time for businesses to ensure that predictable, reliable, quantifiable energy savings will result from investments in higher-efficiency measures.

Over the last month, the Companies have implemented actions intended to improve program participation including: targeting specific customer segments, clarifying the eligibility of renovation projects, and working to identify and remove other market barriers, such as the 100 kW demand restriction for the Electric portion of the Custom Rebate Program.

The Companies have detailed future activities in the ***NYSEG & RG&E Annual O&E Report and Plan for 2011*** (Attachment 2) filed with this quarterly report as required by the October 23, 2003 *Order Approving Certain Commercial and Industrial Customer Energy Efficiency Programs With Modifications* at Ordering Clause 6 and the November 13, 2009 *Order Approving Certain Commercial And Industrial Customer Energy Efficiency Programs With Modifications And Addressing Independent Program Administrator Filings* at Ordering Clause 5. This accompanying report details the 2010 O&E/marketing program achievements, available to date, and provides updated plans for the upcoming calendar year.

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

Forecasts of C&I Rebate Program net energy impacts (“Annual Energy Savings”) have been recalculated based on operational data achieved for the first three months of the programs. Please refer to the tables below in 1(c). Although “Annual Energy Savings” in 2010 are

expected to be short of stated Implementation Plan goals, overall program goals (total 2010 and 2011) are expected to be achieved by the end of 2011. The Companies believe that the actions described in paragraph (a) above will yield results in the following months.

**(c) Forecast of net energy impacts.**

**NYSEG and RG&E Annual Energy Savings - Prescriptive Rebate Program**

<b>Year</b>	<b>NYSEG MWh</b>	<b>RG&amp;E MWh</b>	<b>NYSEG Dt</b>	<b>RG&amp;E Dt</b>
2010	833	605	1,959	2,021
2011	4,718	3,431	11,103	11,451
Total 2010-2011	5,550	4,036	13,062	13,472

*Source: 2010 & 2011 - Projected year end savings;  
Total 2010- 2011: Goal as reflected in the C&I Prescriptive Implementation Plan, December 22, 2009*

**NYSEG and RG&E Annual Energy Savings - Custom Rebate Program**

<b>Year</b>	<b>NYSEG MWh</b>	<b>RG&amp;E MWh</b>	<b>NYSEG Dt</b>	<b>RG&amp;E Dt</b>
2010	2,345	1,438	1,849	1,807
2011	13,289	8,148	10,479	10,241
Total 2010-2011	15,634	9,586	12,328	12,048

*Source: 2010 & 2011 - Projected year end savings;  
Total 2010-2011: Goal as reflected in the C&I Custom Implementation Plan, January 6, 2010*

## **2) Program Implementation Activities**

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

During the first three months of program operation (July, August and September), M&S field personnel contacted 1,315 customers and trade allies as follows:

- ⇒ 920 Field visits of customers and trade allies
- ⇒ 395 Telephone contacts of customers and trade allies

In an effort to extend energy efficiency opportunities to as many qualifying customers as possible, the Companies have undertaken co-marketing efforts in conjunction with other EEPS program offerings. For example, when Small Business Direct Installation (SBDI) Program field representatives identify a facility that falls outside of the 100 kW SBDI threshold, the customer is advised to contact the NYSEG or RG&E M&S representative regarding other energy efficiency programs, including the C&I Rebate Program. C&I Rebate Program overview sheets are provided. Additionally, C&I Rebate Program overview sheets, as well as two other more

specific cut sheets - one for natural gas furnaces, boilers, and controls, and one for air conditioning and heat pumps – are provided to potentially interested Multifamily Program property owners/managers, in considering measures which are not part of the Multifamily Program.

The following activities were completed during the 3<sup>rd</sup> Quarter 2010:

<b>Date</b>	<b>Activity Description</b>	<b>Audience</b>
3/31/2010	Rochester Electr...FYI 2010 Upstate Electrical Show	Electrical Contractors
5/7/2010	Trade Ally Training	Brewster-area Trade Allies
5/7/2010	Trade Ally Training	Liberty-area Trade Allies
5/11/2010	Trade Ally Training	Geneva-area Trade Allies
5/12/2010	Trade Ally Training	Horseheads-area Trade Allies
5/13/2010	Trade Ally Training	Binghamton-area Trade Allies
5/18/2010	Trade Ally Training	Hornell-area Trade Allies
5/19/2010	Trade Ally Training	Lancaster-area Trade Allies
5/20/2010	Trade Ally Training	Rochester-area Trade Allies
5/24/2010	Trade Ally Training	Plattsburgh-area Trade Allies
5/25/2010	Trade Ally Training	Mechanicville-area Trade Allies
5/26/2010	Trade Ally Training	Oneonta-area Trade Allies
5/27/2010	Trade Ally Training	Ithaca-area Trade Allies
6/9/2010	Phillips Lighting Seminar	Lighting Contractors
7/1/2010	News Release	Media in each service area
9/9/2010	Otsego County Chamber of Commerce Meeting	Local Businesses
9/14/2010	Putnam County Electrical Contractors Association	Electrical Contractors
9/21/2010	VisitRochester	Community Organization
9/21/2010	Tioga County Chamber of Commerce Meeting	Local Businesses
9/28/2010	Dansville Rotary Meeting	Local Businesses & Individuals
9/28/2010	Geneva Chamber of Commerce Meeting	Local Businesses

The Companies will continue direct customer contact, monitor customer participation and consider additional introductory contacts, bill inserts, and advertising and/or general community presentations as needed to achieve program goals.

Extensive information about the program appears on the Companies' energy efficiency Web pages at:

<http://nyseg.com/UsageAndSafety/usingenergywisely/eeps/cirp.html>

<http://www.rge.com/UsageAndSafety/usingenergywisely/eeps/cirp.html>



## **(b) Evaluation Activities**

Itron has been selected as the evaluation contractor for this program. A kick-off meeting was held with Itron, the evaluation manager, DPS staff and the program implementation coordinator. Itron has issued an initial data request for documents related to this program in preparation for preparing a detailed evaluation plan for submission to DPS staff.

## **(c) Other Activities**

None at this time.

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

No NYS 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**

Items have been identified by the Companies as deviations from the originally filed Implementation Plans (*Electric and Gas Non-Residential Commercial and Industrial Prescriptive Rebate Program Implementation Plan*, dated December 22, 2009 and *Non-Residential Commercial/Industrial Custom Rebate Programs (Electric and Gas) Implementation Plan*, dated January 6, 2010) for the programs addressed in this report:

1. For the Prescriptive program, Section VI, Eligible Energy Efficiency Measures and Associated Customer Incentives, states that “For planning purposes, the Companies are assuming that pre-qualification would be required for applications whose total value exceeds \$7,500.” This amount was changed to \$10,000 based upon input from the Implementation Contractor, which was selected after the Prescriptive Implementation Plan was filed.
2. For both Prescriptive and Custom programs, Section VIII, Description of Roles and Responsibilities of Utility Personnel and Program Contractors, states that “Outsourced portfolio and program activities include legal, program implementation, data management, energy savings computation, central handling of customer calls and technical support services.” Central handling of customer calls was moved in-house on July 1, 2010 after the Implementation Plans were filed.
3. Affecting both Prescriptive and Custom programs, on September 29, 2010, the Companies reported to Staff via email that “we are removing our own limitation which excluded renovation projects for existing customers/approved measures, which was self-imposed and too restrictive.”

See Attachment 2 for the Annual O&E Report and Plan.

<b>Program Administrator (PA) and Program ID<sup>1</sup></b>	NYSEG Non-Residential Commercial & Industrial Rebate Program
<b>Program Name</b>	NYSEG Non-Residential Commercial & Industrial PRESCRIPTIVE Program
<b>Program Type<sup>2</sup></b>	Prescriptive ELECTRIC Rebate
<b>Total Acquired First-Year Impacts This Quarter<sup>3, 15</sup></b>	
Net first-year annual kWh acquired this Quarter <sup>4</sup>	0
Quarterly Net kWh Goal (based on net first-year annual <sup>5</sup> kWh Goal)	648,000
Percent of Quarterly Net kWh Goal Acquired	0.00%
Net Peak <sup>6</sup> kW acquired this Quarter	0
Quarterly Net Peak kW Goal	NA
Percent of Quarterly Peak kW Goal Acquired	NA
Net First-year annual therms acquired this Quarter	NA
Quarterly Net Therm Goal	NA
Percent of Quarterly Therm Goal Acquired	NA
Net Lifecycle kWh acquired this Quarter	0
Net Lifecycle therms acquired this Quarter	NA
<b>Net Other Quarterly Savings (MMBTUs) Acquired</b>	
Coal	NA
Kerosene	NA
Oil	NA
Propane	NA
<b>Total Acquired Net First-Year Impacts To Date<sup>15, 17</sup></b>	
Net first-year annual kWh acquired to date <sup>15</sup>	0
Net first-year annual kWh acquired to date as a percent of annual goal	0.00%
Net first-year annual kWh acquired to date as a percent of 8-year goal	NA
Net cumulative first-year annual kWh acquired to date	0
Net utility kW reductions acquired to date	0
Net utility peak kW reductions acquired to date as a percent of utility annual goal	NA
Net utility peak kW reductions acquired to date as a percent of 8-year goal	NA
Net NYISO peak kW reductions acquired to date	NA
Net first-year annual therms acquired to date	NA
Net first-year annual therms acquired to date as a percent of annual goal	NA
Net first-year annual therms acquired to date as a percent of 8-year goal	NA
Net cumulative therms acquired to date	NA
<b>Total Acquired Lifecycle Impacts To Date<sup>7, 15, 17</sup></b>	
Net Lifecycle kWh acquired to date	0
Net Lifecycle therms acquired to date	NA
<b>Committed<sup>8</sup> Impacts (not yet acquired) This Quarter<sup>15</sup></b>	
Net First-year annual kWh committed this Quarter	0
Net Lifecycle kWh committed this Quarter	0
Net Utility Peak kW committed this Quarter	0
Net first-year annual therms committed this Quarter	NA
Net Lifecycle therms committed this Quarter	NA
Funds committed at this point in time	\$0
<b>Overall Impacts (Acquired &amp; Committed)<sup>15</sup></b>	
Net first-year annual kWh acquired & committed this Quarter	0
Net utility peak kW acquired & committed this Quarter	0
Net First-year annual therms acquired & committed this Quarter	NA
<b>Costs<sup>9, 16</sup></b>	
Total program budget	\$2,610,016
General Administration <sup>13</sup>	Portfolio
Program Planning <sup>13</sup>	Portfolio
Program Marketing <sup>18</sup>	\$4,527
Trade Ally Training <sup>18</sup>	\$0
Incentives and Services <sup>14, 18</sup>	\$0
Direct Program Implementation <sup>18</sup>	\$48,104
Program Evaluation <sup>18</sup>	\$0
Total expenditures to date <sup>17</sup>	\$99,870

Percent of total budget spent to date	3.83%
<b>Participation</b> <sup>15, 17</sup>	
Number of program applications received to date	3
Number of program applications <i>processed</i> to date <sup>10</sup>	1
Number of processed applications <i>approved</i> to date <sup>11</sup>	0
Percent of applications received to date that have been processed	33.33%
<b>Carbon Emission Reductions (in tons)</b>	
Total Acquired Net First-Year Carbon Emission Reductions To Date <sup>12</sup>	0
Total Acquired Cumulative Net Carbon Emission Reductions To Date	0

**DPS Staff Notes:**

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

<sup>2</sup>There is not currently a consistent list of program type but individual categories for common use by administrators could be developed.

<sup>3</sup>First-year savings are defined as the annual savings expected from a given measure in the first year after installation (See Definition #1 *Savings Definitions* Tab). 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.

<sup>4</sup>Regardless 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.

<sup>5</sup>Program Administrators should make a 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.

<sup>6</sup>Peak is defined uniquely for each utility.

<sup>7</sup>The 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 differ for each month as a function of adding savings from measures installed in a given month and savings from measures installed earlier in the funding cycle that have reached the end of their useful life are no longer accumulated.

<sup>8</sup>Committed 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. Program administrators should forecast as accurately as possible and forecasts should get more precise with program experience, i.e., the difference between achieved and committed should narrow over time.

<sup>9</sup>These 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 identify whether each cost item is to be recovered through the SBC surcharge, base rates, or other recovery mechanism (e.g., monthly adjustment charges).

<sup>10</sup>An 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."

<sup>11</sup>The 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.

<sup>12</sup>See *CO<sub>2</sub> Reduction Values* tab.

**Utility Notes:**

<sup>13</sup>Portfolio 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 and subsequent 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.

<sup>14</sup>Incentives 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.

<sup>15</sup>Impacts are calculated using actual installed measure information for all measures.

<sup>16</sup> All program costs identified in this section are recovered through the SBC surcharge unless otherwise noted.

<sup>17</sup> Information presented here may include changes to previously filed scorecard tables based on: review of additional information, reconsideration of eligibility decisions made by the implementation contractor during prior reporting periods, or other factors.

<sup>18</sup> Data contained in these fields reflects the most recent quarter's expenditures in the respective category, as reported in the companies' accounting systems, not "to date" information.

<b>Program Administrator (PA) and Program ID<sup>1</sup></b>	NYSEG Non-Residential Commercial & Industrial Rebate Program
<b>Program Name</b>	NYSEG Non-Residential Commercial & Industrial PRESCRIPTIVE Program
<b>Program Type<sup>2</sup></b>	Prescriptive GAS Rebate
<b>Total Acquired First-Year Impacts This Quarter<sup>3, 15</sup></b>	
Net first-year annual kWh acquired this Quarter <sup>4</sup>	NA
Quarterly Net kWh Goal (based on net first-year annual <sup>5</sup> kWh Goal)	NA
Percent of Quarterly Net kWh Goal Acquired	NA
Net Peak <sup>6</sup> kW acquired this Quarter	NA
Quarterly Net Peak kW Goal	NA
Percent of Quarterly Peak kW Goal Acquired	NA
Net First-year annual therms acquired this Quarter	0
Quarterly Net Therm Goal	15,238
Percent of Quarterly Therm Goal Acquired	0.00%
Net Lifecycle kWh acquired this Quarter	NA
Net Lifecycle therms acquired this Quarter	0
<b>Net Other Quarterly Savings (MMBTUs) Acquired</b>	
Coal	NA
Kerosene	NA
Oil	NA
Propane	NA
<b>Total Acquired Net First-Year Impacts To Date<sup>15, 17</sup></b>	
Net first-year annual kWh acquired to date <sup>15</sup>	NA
Net first-year annual kWh acquired to date as a percent of annual goal	NA
Net first-year annual kWh acquired to date as a percent of 8-year goal	NA
Net cumulative first-year annual kWh acquired to date	NA
Net utility kW reductions acquired to date	NA
Net utility peak kW reductions acquired to date as a percent of utility annual goal	NA
Net utility peak kW reductions acquired to date as a percent of 8-year goal	NA
Net NYISO peak kW reductions acquired to date	NA
Net first-year annual therms acquired to date	0
Net first-year annual therms acquired to date as a percent of annual goal	0.00%
Net first-year annual therms acquired to date as a percent of 8-year goal	NA
Net cumulative therms acquired to date	0
<b>Total Acquired Lifecycle Impacts To Date<sup>7, 15, 17</sup></b>	
Net Lifecycle kWh acquired to date	NA
Net Lifecycle therms acquired to date	0
<b>Committed<sup>8</sup> Impacts (not yet acquired) This Quarter<sup>15</sup></b>	
Net First-year annual kWh committed this Quarter	NA
Net Lifecycle kWh committed this Quarter	NA
Net Utility Peak kW committed this Quarter	NA
Net first-year annual therms committed this Quarter	0
Net Lifecycle therms committed this Quarter	0
Funds committed at this point in time	\$0
<b>Overall Impacts (Acquired &amp; Committed)<sup>15</sup></b>	
Net first-year annual kWh acquired & committed this Quarter	NA
Net utility peak kW acquired & committed this Quarter	NA
Net First-year annual therms acquired & committed this Quarter	0
<b>Costs<sup>9, 16</sup></b>	
Total program budget	\$614,218
General Administration <sup>13</sup>	Portfolio
Program Planning <sup>13</sup>	Portfolio
Program Marketing <sup>18</sup>	\$1,213
Trade Ally Training <sup>18</sup>	\$0
Incentives and Services <sup>14, 18</sup>	\$0
Direct Program Implementation <sup>18</sup>	\$11,379
Program Evaluation <sup>18</sup>	\$0
Total expenditures to date <sup>17</sup>	\$24,293

Percent of total budget spent to date	3.96%
<b>Participation</b> <sup>15, 17</sup>	
Number of program applications received to date	5
Number of program applications <i>processed</i> to date <sup>10</sup>	0
Number of processed applications <i>approved</i> to date <sup>11</sup>	0
Percent of applications received to date that have been processed	0.00%
<b>Carbon Emission Reductions (in tons)</b>	
Total Acquired Net First-Year Carbon Emission Reductions To Date <sup>12</sup>	0
Total Acquired Cumulative Net Carbon Emission Reductions To Date	0

**DPS Staff Notes:**

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

<sup>2</sup>There is not currently a consistent list of program type but individual categories for common use by administrators could be developed.

<sup>3</sup>First-year savings are defined as the annual savings expected from a given measure in the first year after installation (See Definition #1 *Savings Definitions* Tab). 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.

<sup>4</sup>Regardless 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.

<sup>5</sup>Program Administrators should make a 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.

<sup>6</sup>Peak is defined uniquely for each utility.

<sup>7</sup>The 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 differ for each month as a function of adding savings from measures installed in a given month and savings from measures installed earlier in the funding cycle that have reached the end of their useful life are no longer accumulated.

<sup>8</sup>Committed 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. Program administrators should forecast as accurately as possible and forecasts should get more precise with program experience, i.e., the difference between achieved and committed should narrow over time.

<sup>9</sup>These 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 identify whether each cost item is to be recovered through the SBC surcharge, base rates, or other recovery mechanism (e.g., monthly adjustment charges).

<sup>10</sup>An 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."

<sup>11</sup>The 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.

<sup>12</sup>See *CO<sub>2</sub> Reduction Values* tab.

**Utility Notes:**

<sup>13</sup>Portfolio 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 and subsequent 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.

<sup>14</sup>Incentives 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.

<sup>15</sup>Impacts are calculated using actual installed measure information for all measures.

<sup>16</sup> All program costs identified in this section are recovered through the SBC surcharge unless otherwise noted.

<sup>17</sup> Information presented here may include changes to previously filed scorecard tables based on: review of additional information, reconsideration of eligibility decisions made by the implementation contractor during prior reporting periods, or other factors.

<sup>18</sup> Data contained in these fields reflects the most recent quarter's expenditures in the respective category, as reported in the companies' accounting systems, not "to date" information.

<b>Program Administrator (PA) and Program ID<sup>1</sup></b>	NYSEG Non-Residential Commercial & Industrial Rebate Program
<b>Program Name</b>	NYSEG Non-Residential Commercial & Industrial CUSTOM Program
<b>Program Type<sup>2</sup></b>	Custom ELECTRIC Rebate
<b>Total Acquired First-Year Impacts This Quarter<sup>3, 15</sup></b>	
Net first-year annual kWh acquired this Quarter <sup>4</sup>	0
Quarterly Net kWh Goal (based on net first-year annual <sup>5</sup> kWh Goal)	1,451,333
Percent of Quarterly Net kWh Goal Acquired	0.00%
Net Peak <sup>6</sup> kW acquired this Quarter	0
Quarterly Net Peak kW Goal	NA
Percent of Quarterly Peak kW Goal Acquired	NA
Net First-year annual therms acquired this Quarter	NA
Quarterly Net Therm Goal	NA
Percent of Quarterly Therm Goal Acquired	NA
Net Lifecycle kWh acquired this Quarter	0
Net Lifecycle therms acquired this Quarter	NA
<b>Net Other Quarterly Savings (MMBTUs) Acquired</b>	
Coal	0
Kerosene	0
Oil	0
Propane	0
<b>Total Acquired Net First-Year Impacts To Date<sup>15, 17</sup></b>	
Net first-year annual kWh acquired to date <sup>15</sup>	0
Net first-year annual kWh acquired to date as a percent of annual goal	0.00%
Net first-year annual kWh acquired to date as a percent of 8-year goal	NA
Net cumulative first-year annual kWh acquired to date	0
Net utility kW reductions acquired to date	0
Net utility peak kW reductions acquired to date as a percent of utility annual goal	NA
Net utility peak kW reductions acquired to date as a percent of 8-year goal	NA
Net NYISO peak kW reductions acquired to date	NA
Net first-year annual therms acquired to date	NA
Net first-year annual therms acquired to date as a percent of annual goal	NA
Net first-year annual therms acquired to date as a percent of 8-year goal	NA
Net cumulative therms acquired to date	NA
<b>Total Acquired Lifecycle Impacts To Date<sup>7, 15, 17</sup></b>	
Net Lifecycle kWh acquired to date	0
Net Lifecycle therms acquired to date	NA
<b>Committed<sup>8</sup> Impacts (not yet acquired) This Quarter<sup>15</sup></b>	
Net First-year annual kWh committed this Quarter	0
Net Lifecycle kWh committed this Quarter	0
Net Utility Peak kW committed this Quarter	0
Net first-year annual therms committed this Quarter	NA
Net Lifecycle therms committed this Quarter	NA
Funds committed at this point in time	\$0
<b>Overall Impacts (Acquired &amp; Committed)<sup>15</sup></b>	
Net first-year annual kWh acquired & committed this Quarter	0
Net utility peak kW acquired & committed this Quarter	0
Net First-year annual therms acquired & committed this Quarter	NA
<b>Costs<sup>9, 16</sup></b>	
Total program budget	\$5,862,000
General Administration <sup>13</sup>	Portfolio
Program Planning <sup>13</sup>	Portfolio
Program Marketing <sup>18</sup>	\$8,128
Trade Ally Training <sup>18</sup>	\$0
Incentives and Services <sup>14, 18</sup>	\$0
Direct Program Implementation <sup>18</sup>	\$84,313
Program Evaluation <sup>18</sup>	\$0
Total expenditures to date <sup>17</sup>	\$143,498



Percent of total budget spent to date	2.45%
<b>Participation</b> <sup>15, 17</sup>	
Number of program applications received to date	11
Number of program applications <i>processed</i> to date <sup>10</sup>	8
Number of processed applications <i>approved</i> to date <sup>11</sup>	0
Percent of applications received to date that have been processed	72.73%
<b>Carbon Emission Reductions (in tons)</b>	
Total Acquired Net First-Year Carbon Emission Reductions To Date <sup>12</sup>	0
Total Acquired Cumulative Net Carbon Emission Reductions To Date	0

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<sup>4</sup>Regardless 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.

<sup>5</sup>Program Administrators should make a 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.

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<sup>7</sup>The 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 differ for each month as a function of adding savings from measures installed in a given month and savings from measures installed earlier in the funding cycle that have reached the end of their useful life are no longer accumulated.

<sup>8</sup>Committed 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. Program administrators should forecast as accurately as possible and forecasts should get more precise with program experience, i.e., the difference between achieved and committed should narrow over time.

<sup>9</sup>These 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.

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<sup>10</sup>An 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."

<sup>11</sup>The 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.

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**Utility Notes:**

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<sup>15</sup>Impacts are calculated using actual installed measure information for all measures.

<sup>16</sup> All program costs identified in this section are recovered through the SBC surcharge unless otherwise noted.

<sup>17</sup> Information presented here may include changes to previously filed monthly scorecard tables based on: review of additional information, reconsideration of eligibility decisions made by the implementation contractor during prior reporting periods, or other factors.

<sup>18</sup> Data contained in these fields reflects the most recent quarter's expenditures in the respective category, as reported in the companies' accounting systems, not "to date" information.

<b>Program Administrator (PA) and Program ID<sup>1</sup></b>	NYSEG Non-Residential Commercial & Industrial Rebate Program
<b>Program Name</b>	NYSEG Non-Residential Commercial & Industrial CUSTOM Program
<b>Program Type<sup>2</sup></b>	Custom GAS Rebate
<b>Total Acquired First-Year Impacts This Quarter<sup>3, 15</sup></b>	
Net first-year annual kWh acquired this Quarter <sup>4</sup>	NA
Quarterly Net kWh Goal (based on net first-year annual <sup>5</sup> kWh Goal)	NA
Percent of Quarterly Net kWh Goal Acquired	NA
Net Peak <sup>6</sup> kW acquired this Quarter	NA
Quarterly Net Peak kW Goal	NA
Percent of Quarterly Peak kW Goal Acquired	NA
Net First-year annual therms acquired this Quarter	0
Quarterly Net Therm Goal	12,324
Percent of Quarterly Therm Goal Acquired	0.00%
Net Lifecycle kWh acquired this Quarter	NA
Net Lifecycle therms acquired this Quarter	0
<b>Net Other Quarterly Savings (MMBTUs) Acquired</b>	
Coal	0
Kerosene	0
Oil	0
Propane	0
<b>Total Acquired Net First-Year Impacts To Date<sup>15, 17</sup></b>	
Net first-year annual kWh acquired to date <sup>15</sup>	NA
Net first-year annual kWh acquired to date as a percent of annual goal	NA
Net first-year annual kWh acquired to date as a percent of 8-year goal	NA
Net cumulative first-year annual kWh acquired to date	NA
Net utility kW reductions acquired to date	NA
Net utility peak kW reductions acquired to date as a percent of utility annual goal	NA
Net utility peak kW reductions acquired to date as a percent of 8-year goal	NA
Net NYISO peak kW reductions acquired to date	NA
Net first-year annual therms acquired to date	0
Net first-year annual therms acquired to date as a percent of annual goal	0.00%
Net first-year annual therms acquired to date as a percent of 8-year goal	NA
Net cumulative therms acquired to date	0
<b>Total Acquired Lifecycle Impacts To Date<sup>7, 15, 17</sup></b>	
Net Lifecycle kWh acquired to date	NA
Net Lifecycle therms acquired to date	0
<b>Committed<sup>8</sup> Impacts (not yet acquired) This Quarter<sup>15</sup></b>	
Net First-year annual kWh committed this Quarter	NA
Net Lifecycle kWh committed this Quarter	NA
Net Utility Peak kW committed this Quarter	NA
Net first-year annual therms committed this Quarter	0
Net Lifecycle therms committed this Quarter	0
Funds committed at this point in time	\$0
<b>Overall Impacts (Acquired &amp; Committed)<sup>15</sup></b>	
Net first-year annual kWh acquired & committed this Quarter	NA
Net utility peak kW acquired & committed this Quarter	NA
Net First-year annual therms acquired & committed this Quarter	0
<b>Costs<sup>9, 16</sup></b>	
Total program budget	\$552,062
General Administration <sup>13</sup>	Portfolio
Program Planning <sup>13</sup>	Portfolio
Program Marketing <sup>18</sup>	\$852
Trade Ally Training <sup>18</sup>	\$0
Incentives and Services <sup>14, 18</sup>	\$0
Direct Program Implementation <sup>18</sup>	\$8,793
Program Evaluation <sup>18</sup>	\$0
Total expenditures to date <sup>17</sup>	\$15,319

Percent of total budget spent to date	2.77%
<b>Participation</b> <sup>15, 17</sup>	
Number of program applications received to date	1
Number of program applications <i>processed</i> to date <sup>10</sup>	0
Number of processed applications <i>approved</i> to date <sup>11</sup>	0
Percent of applications received to date that have been processed	0.00%
<b>Carbon Emission Reductions (in tons)</b>	
Total Acquired Net First-Year Carbon Emission Reductions To Date <sup>12</sup>	0
Total Acquired Cumulative Net Carbon Emission Reductions To Date	0
<b>DPS Staff Notes:</b>	
<p><sup>1</sup>DPS Staff needs to work with utilities and NYSERDA to develop a Program ID naming convention. However, a Program ID number is not required for the first report. Note that when developing program ID naming conventions, utilities would like to minimize computer programming/reporting costs that they might incur if the proposed naming conventions are complex or the utility's current naming conventions require modification to Staff's proposed format.</p> <p><sup>2</sup>There is not currently a consistent list of program type but individual categories for common use by administrators could be developed.</p> <p><sup>3</sup>First-year savings are defined as the annual savings expected from a given measure in the first year after installation (See Definition #1 <i>Savings Definitions</i> Tab). The annual savings are sometimes the result of annualizing estimated savings that are based on data that cover less than one year. <i>Acquired</i> 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.</p> <p><sup>4</sup>Regardless 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.</p> <p><sup>5</sup>Program Administrators should make a 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.</p> <p><sup>6</sup>Peak is defined uniquely for each utility.</p> <p><sup>7</sup>The lifecycle savings are tracked beginning in the <i>year</i> 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 differ for each month as a function of adding savings from measures installed in a given month and savings from measures installed earlier in the funding cycle that have reached the end of their useful life are no longer accumulated.</p> <p><sup>8</sup>Committed 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 <i>best estimate</i> of what they have committed. Program administrators should forecast as accurately as possible and forecasts should get more precise with program experience, i.e., the difference between achieved and committed should narrow over time.</p> <p><sup>9</sup>These 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.</p> <p>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).</p> <p><sup>10</sup>An application is <i>processed</i> 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."</p> <p><sup>11</sup>The application is <i>approved</i> 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.</p> <p><sup>12</sup>See <i>CO<sub>2</sub> Reduction Values</i> tab.</p>	
<b>Utility Notes:</b>	
<p><sup>13</sup>Portfolio 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 and subsequent 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.</p> <p><sup>14</sup>Incentives 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.</p> <p><sup>15</sup>Impacts are calculated using actual installed measure information for all measures.</p>	

<sup>16</sup> All program costs identified in this section are recovered through the SBC surcharge unless otherwise noted.

<sup>17</sup> Information presented here may include changes to previously filed monthly scorecard tables based on: review of additional information, reconsideration of eligibility decisions made by the implementation contractor during prior reporting periods, or other factors.

<sup>18</sup> Data contained in these fields reflects the most recent quarter's expenditures in the respective category, as reported in the companies' accounting systems, not "to date" information.

<b>Program Administrator (PA) and Program ID<sup>1</sup></b>	RG&E Non-Residential Commercial & Industrial Rebate Program
<b>Program Name</b>	RG&E Non-Residential Commercial & Industrial PRESCRIPTIVE Program
<b>Program Type<sup>2</sup></b>	Prescriptive ELECTRIC Rebate
<b>Total Acquired First-Year Impacts This Quarter<sup>3, 15</sup></b>	
Net first-year annual kWh acquired this Quarter <sup>4</sup>	7,734
Quarterly Net kWh Goal (based on net first-year annual <sup>5</sup> kWh Goal)	437,067
Percent of Quarterly Net kWh Goal Acquired	1.77%
Net Peak <sup>6</sup> kW acquired this Quarter	3
Quarterly Net Peak kW Goal	NA
Percent of Quarterly Peak kW Goal Acquired	NA
Net First-year annual therms acquired this Quarter	NA
Quarterly Net Therm Goal	NA
Percent of Quarterly Therm Goal Acquired	NA
Net Lifecycle kWh acquired this Quarter	116,017
Net Lifecycle therms acquired this Quarter	NA
<b>Net Other Quarterly Savings (MMBTUs) Acquired</b>	
Coal	NA
Kerosene	NA
Oil	NA
Propane	NA
<b>Total Acquired Net First-Year Impacts To Date<sup>15, 17</sup></b>	
Net first-year annual kWh acquired to date <sup>15</sup>	7,734
Net first-year annual kWh acquired to date as a percent of annual goal	0.28%
Net first-year annual kWh acquired to date as a percent of 8-year goal	NA
Net cumulative first-year annual kWh acquired to date	7,734
Net utility kW reductions acquired to date	3
Net utility peak kW reductions acquired to date as a percent of utility annual goal	NA
Net utility peak kW reductions acquired to date as a percent of 8-year goal	NA
Net NYISO peak kW reductions acquired to date	NA
Net first-year annual therms acquired to date	NA
Net first-year annual therms acquired to date as a percent of annual goal	NA
Net first-year annual therms acquired to date as a percent of 8-year goal	NA
Net cumulative therms acquired to date	NA
<b>Total Acquired Lifecycle Impacts To Date<sup>7, 15, 17</sup></b>	
Net Lifecycle kWh acquired to date	116,017
Net Lifecycle therms acquired to date	NA
<b>Committed<sup>8</sup> Impacts (not yet acquired) This Quarter<sup>15</sup></b>	
Net First-year annual kWh committed this Quarter	0
Net Lifecycle kWh committed this Quarter	0
Net Utility Peak kW committed this Quarter	0
Net first-year annual therms committed this Quarter	NA
Net Lifecycle therms committed this Quarter	NA
Funds committed at this point in time	\$0
<b>Overall Impacts (Acquired &amp; Committed)<sup>15</sup></b>	
Net first-year annual kWh acquired & committed this Quarter	7,734
Net utility peak kW acquired & committed this Quarter	3
Net First-year annual therms acquired & committed this Quarter	NA
<b>Costs<sup>9, 16</sup></b>	
Total program budget	\$1,714,652
General Administration <sup>13</sup>	Portfolio
Program Planning <sup>13</sup>	Portfolio
Program Marketing <sup>18</sup>	\$1,794
Trade Ally Training <sup>18</sup>	\$0
Incentives and Services <sup>14, 18</sup>	\$0
Direct Program Implementation <sup>18</sup>	\$31,552
Program Evaluation <sup>18</sup>	\$0
Total expenditures to date <sup>17</sup>	\$60,687

Percent of total budget spent to date	3.54%
<b>Participation</b> <sup>15, 17</sup>	
Number of program applications received to date	3
Number of program applications <i>processed</i> to date <sup>10</sup>	1
Number of processed applications <i>approved</i> to date <sup>11</sup>	1
Percent of applications received to date that have been processed	33.33%
<b>Carbon Emission Reductions (in tons)</b>	
Total Acquired Net First-Year Carbon Emission Reductions To Date <sup>12</sup>	3.8672415
Total Acquired Cumulative Net Carbon Emission Reductions To Date	3.8672415

**DPS Staff Notes:**

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<sup>2</sup>There is not currently a consistent list of program type but individual categories for common use by administrators could be developed.

<sup>3</sup>First-year savings are defined as the annual savings expected from a given measure in the first year after installation (See Definition #1 *Savings Definitions* Tab). 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.

<sup>4</sup>Regardless 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.

<sup>5</sup>Program Administrators should make a 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.

<sup>6</sup>Peak is defined uniquely for each utility.

<sup>7</sup>The 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 differ for each month as a function of adding savings from measures installed in a given month and savings from measures installed earlier in the funding cycle that have reached the end of their useful life are no longer accumulated.

<sup>8</sup>Committed 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. Program administrators should forecast as accurately as possible and forecasts should get more precise with program experience, i.e., the difference between achieved and committed should narrow over time.

<sup>9</sup>These 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 identify whether each cost item is to be recovered through the SBC surcharge, base rates, or other recovery mechanism (e.g., monthly adjustment charges).

<sup>10</sup>An 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."

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<sup>12</sup>See *CO<sub>2</sub> Reduction Values* tab.

**Utility Notes:**

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<sup>14</sup>Incentives 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.

<sup>15</sup>Impacts are calculated using actual installed measure information for all measures.

<sup>16</sup> All program costs identified in this section are recovered through the SBC surcharge unless otherwise noted.

<sup>17</sup> Information presented here may include changes to previously filed monthly scorecard tables based on: review of additional information, reconsideration of eligibility decisions made by the implementation contractor during prior reporting periods, or other factors.

<sup>18</sup> Data contained in these fields reflects the most recent quarter's expenditures in the respective category, as reported in the companies' accounting systems, not "to date" information.



<b>Program Administrator (PA) and Program ID<sup>1</sup></b>	RG&E Non-Residential Commercial & Industrial Rebate Program
<b>Program Name</b>	RG&E Non-Residential Commercial & Industrial PRESCRIPTIVE Program
<b>Program Type<sup>2</sup></b>	Prescriptive GAS Rebate
<b>Total Acquired First-Year Impacts This Quarter<sup>3, 15</sup></b>	
Net first-year annual kWh acquired this Quarter <sup>4</sup>	NA
Quarterly Net kWh Goal (based on net first-year annual <sup>5</sup> kWh Goal)	NA
Percent of Quarterly Net kWh Goal Acquired	NA
Net Peak <sup>6</sup> kW acquired this Quarter	NA
Quarterly Net Peak kW Goal	NA
Percent of Quarterly Peak kW Goal Acquired	NA
Net First-year annual therms acquired this Quarter	0
Quarterly Net Therm Goal	15,721
Percent of Quarterly Therm Goal Acquired	0.00%
Net Lifecycle kWh acquired this Quarter	NA
Net Lifecycle therms acquired this Quarter	0
<b>Net Other Quarterly Savings (MMBTUs) Acquired</b>	
Coal	NA
Kerosene	NA
Oil	NA
Propane	NA
<b>Total Acquired Net First-Year Impacts To Date<sup>15, 17</sup></b>	
Net first-year annual kWh acquired to date <sup>15</sup>	NA
Net first-year annual kWh acquired to date as a percent of annual goal	NA
Net first-year annual kWh acquired to date as a percent of 8-year goal	NA
Net cumulative first-year annual kWh acquired to date	NA
Net utility kW reductions acquired to date	NA
Net utility peak kW reductions acquired to date as a percent of utility annual goal	NA
Net utility peak kW reductions acquired to date as a percent of 8-year goal	NA
Net NYISO peak kW reductions acquired to date	NA
Net first-year annual therms acquired to date	0
Net first-year annual therms acquired to date as a percent of annual goal	0.00%
Net first-year annual therms acquired to date as a percent of 8-year goal	NA
Net cumulative therms acquired to date	0
<b>Total Acquired Lifecycle Impacts To Date<sup>7, 15, 17</sup></b>	
Net Lifecycle kWh acquired to date	NA
Net Lifecycle therms acquired to date	0
<b>Committed<sup>8</sup> Impacts (not yet acquired) This Quarter<sup>15</sup></b>	
Net First-year annual kWh committed this Quarter	NA
Net Lifecycle kWh committed this Quarter	NA
Net Utility Peak kW committed this Quarter	NA
Net first-year annual therms committed this Quarter	0
Net Lifecycle therms committed this Quarter	0
Funds committed at this point in time	\$0
<b>Overall Impacts (Acquired &amp; Committed)<sup>15</sup></b>	
Net first-year annual kWh acquired & committed this Quarter	NA
Net utility peak kW acquired & committed this Quarter	NA
Net First-year annual therms acquired & committed this Quarter	0
<b>Costs<sup>9, 16</sup></b>	
Total program budget	\$606,014
General Administration <sup>13</sup>	Portfolio
Program Planning <sup>13</sup>	Portfolio
Program Marketing <sup>18</sup>	\$632
Trade Ally Training <sup>18</sup>	\$0
Incentives and Services <sup>14, 18</sup>	\$0
Direct Program Implementation <sup>18</sup>	\$11,121
Program Evaluation <sup>18</sup>	\$0
Total expenditures to date <sup>17</sup>	\$23,086

Percent of total budget spent to date	3.81%
<b>Participation</b> <sup>15, 17</sup>	
Number of program applications received to date	1
Number of program applications <i>processed</i> to date <sup>10</sup>	0
Number of processed applications <i>approved</i> to date <sup>11</sup>	0
Percent of applications received to date that have been processed	0.00%
<b>Carbon Emission Reductions (in tons)</b>	
Total Acquired Net First-Year Carbon Emission Reductions To Date <sup>12</sup>	0
Total Acquired Cumulative Net Carbon Emission Reductions To Date	0

**DPS Staff Notes:**

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

<sup>2</sup>There is not currently a consistent list of program type but individual categories for common use by administrators could be developed.

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<sup>4</sup>Regardless 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.

<sup>5</sup>Program Administrators should make a 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.

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<sup>7</sup>The 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 differ for each month as a function of adding savings from measures installed in a given month and savings from measures installed earlier in the funding cycle that have reached the end of their useful life are no longer accumulated.

<sup>8</sup>Committed 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. Program administrators should forecast as accurately as possible and forecasts should get more precise with program experience, i.e., the difference between achieved and committed should narrow over time.

<sup>9</sup>These 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.

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<sup>15</sup>Impacts are calculated using actual installed measure information for all measures.

<sup>16</sup> All program costs identified in this section are recovered through the SBC surcharge unless otherwise noted.

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<b>Program Administrator (PA) and Program ID<sup>1</sup></b>	RG&E Non-Residential Commercial & Industrial Rebate Program
<b>Program Name</b>	RG&E Non-Residential Commercial & Industrial CUSTOM Program
<b>Program Type<sup>2</sup></b>	Custom ELECTRIC Rebate
<b>Total Acquired First-Year Impacts This Quarter<sup>3, 15</sup></b>	
Net first-year annual kWh acquired this Quarter <sup>4</sup>	0
Quarterly Net kWh Goal (based on net first-year annual <sup>5</sup> kWh Goal)	889,733
Percent of Quarterly Net kWh Goal Acquired	0.00%
Net Peak <sup>6</sup> kW acquired this Quarter	0
Quarterly Net Peak kW Goal	NA
Percent of Quarterly Peak kW Goal Acquired	NA
Net First-year annual therms acquired this Quarter	NA
Quarterly Net Therm Goal	NA
Percent of Quarterly Therm Goal Acquired	NA
Net Lifecycle kWh acquired this Quarter	0
Net Lifecycle therms acquired this Quarter	NA
<b>Net Other Quarterly Savings (MMBTUs) Acquired</b>	
Coal	0
Kerosene	0
Oil	0
Propane	0
<b>Total Acquired Net First-Year Impacts To Date<sup>15, 17</sup></b>	
Net first-year annual kWh acquired to date <sup>15</sup>	0
Net first-year annual kWh acquired to date as a percent of annual goal	0.00%
Net first-year annual kWh acquired to date as a percent of 8-year goal	NA
Net cumulative first-year annual kWh acquired to date	0
Net utility kW reductions acquired to date	0
Net utility peak kW reductions acquired to date as a percent of utility annual goal	NA
Net utility peak kW reductions acquired to date as a percent of 8-year goal	NA
Net NYISO peak kW reductions acquired to date	NA
Net first-year annual therms acquired to date	NA
Net first-year annual therms acquired to date as a percent of annual goal	NA
Net first-year annual therms acquired to date as a percent of 8-year goal	NA
Net cumulative therms acquired to date	NA
<b>Total Acquired Lifecycle Impacts To Date<sup>7, 15, 17</sup></b>	
Net Lifecycle kWh acquired to date	0
Net Lifecycle therms acquired to date	NA
<b>Committed<sup>8</sup> Impacts (not yet acquired) This Quarter<sup>15</sup></b>	
Net First-year annual kWh committed this Quarter	0
Net Lifecycle kWh committed this Quarter	0
Net Utility Peak kW committed this Quarter	0
Net first-year annual therms committed this Quarter	NA
Net Lifecycle therms committed this Quarter	NA
Funds committed at this point in time	\$0
<b>Overall Impacts (Acquired &amp; Committed)<sup>15</sup></b>	
Net first-year annual kWh acquired & committed this Quarter	0
Net utility peak kW acquired & committed this Quarter	0
Net First-year annual therms acquired & committed this Quarter	NA
<b>Costs<sup>9, 16</sup></b>	
Total program budget	\$3,712,000
General Administration <sup>13</sup>	Portfolio
Program Planning <sup>13</sup>	Portfolio
Program Marketing <sup>18</sup>	\$3,101
Trade Ally Training <sup>18</sup>	\$0
Incentives and Services <sup>14, 18</sup>	\$0
Direct Program Implementation <sup>18</sup>	\$54,571
Program Evaluation <sup>18</sup>	\$0
Total expenditures to date <sup>17</sup>	\$90,480

Percent of total budget spent to date	2.44%
<b>Participation</b> <sup>15, 17</sup>	
Number of program applications received to date	5
Number of program applications <i>processed</i> to date <sup>10</sup>	3
Number of processed applications <i>approved</i> to date <sup>11</sup>	0
Percent of applications received to date that have been processed	60.00%
<b>Carbon Emission Reductions (in tons)</b>	
Total Acquired Net First-Year Carbon Emission Reductions To Date <sup>12</sup>	0
Total Acquired Cumulative Net Carbon Emission Reductions To Date	0

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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).

<sup>10</sup>An 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."

<sup>11</sup>The 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.

<sup>12</sup>See *CO<sub>2</sub> Reduction Values* tab.

**Utility Notes:**

<sup>13</sup>Portfolio 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 and subsequent 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.

<sup>14</sup>Incentives 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.

<sup>15</sup>Impacts are calculated using actual installed measure information for all measures.

<sup>16</sup> All program costs identified in this section are recovered through the SBC surcharge unless otherwise noted.

<sup>17</sup> Information presented here may include changes to previously filed monthly scorecard tables based on: review of additional information, reconsideration of eligibility decisions made by the implementation contractor during prior reporting periods, or other factors.

<sup>18</sup> Data contained in these fields reflects the most recent quarter's expenditures in the respective category, as reported in the companies' accounting systems, not "to date" information.

<b>Program Administrator (PA) and Program ID<sup>1</sup></b>	RG&E Non-Residential Commercial & Industrial Rebate Program
<b>Program Name</b>	RG&E Non-Residential Commercial & Industrial CUSTOM Program
<b>Program Type<sup>2</sup></b>	Custom GAS Rebate
<b>Total Acquired First-Year Impacts This Quarter<sup>3, 15</sup></b>	
Net first-year annual kWh acquired this Quarter <sup>4</sup>	NA
Quarterly Net kWh Goal (based on net first-year annual <sup>5</sup> kWh Goal)	NA
Percent of Quarterly Net kWh Goal Acquired	NA
Net Peak <sup>6</sup> kW acquired this Quarter	NA
Quarterly Net Peak kW Goal	NA
Percent of Quarterly Peak kW Goal Acquired	NA
Net First-year annual therms acquired this Quarter	0
Quarterly Net Therm Goal	12,044
Percent of Quarterly Therm Goal Acquired	0.00%
Net Lifecycle kWh acquired this Quarter	NA
Net Lifecycle therms acquired this Quarter	0
<b>Net Other Quarterly Savings (MMBTUs) Acquired</b>	
Coal	0
Kerosene	0
Oil	0
Propane	0
<b>Total Acquired Net First-Year Impacts To Date<sup>15, 17</sup></b>	
Net first-year annual kWh acquired to date <sup>15</sup>	NA
Net first-year annual kWh acquired to date as a percent of annual goal	NA
Net first-year annual kWh acquired to date as a percent of 8-year goal	NA
Net cumulative first-year annual kWh acquired to date	NA
Net utility kW reductions acquired to date	NA
Net utility peak kW reductions acquired to date as a percent of utility annual goal	NA
Net utility peak kW reductions acquired to date as a percent of 8-year goal	NA
Net NYISO peak kW reductions acquired to date	NA
Net first-year annual therms acquired to date	0
Net first-year annual therms acquired to date as a percent of annual goal	0.00%
Net first-year annual therms acquired to date as a percent of 8-year goal	NA
Net cumulative therms acquired to date	0
<b>Total Acquired Lifecycle Impacts To Date<sup>7, 15, 17</sup></b>	
Net Lifecycle kWh acquired to date	NA
Net Lifecycle therms acquired to date	0
<b>Committed<sup>8</sup> Impacts (not yet acquired) This Quarter<sup>15</sup></b>	
Net First-year annual kWh committed this Quarter	NA
Net Lifecycle kWh committed this Quarter	NA
Net Utility Peak kW committed this Quarter	NA
Net first-year annual therms committed this Quarter	0
Net Lifecycle therms committed this Quarter	0
Funds committed at this point in time	\$0
<b>Overall Impacts (Acquired &amp; Committed)<sup>15</sup></b>	
Net first-year annual kWh acquired & committed this Quarter	NA
Net utility peak kW acquired & committed this Quarter	NA
Net First-year annual therms acquired & committed this Quarter	0
<b>Costs<sup>9, 16</sup></b>	
Total program budget	\$553,100
General Administration <sup>13</sup>	Portfolio
Program Planning <sup>13</sup>	Portfolio
Program Marketing <sup>18</sup>	\$501
Trade Ally Training <sup>18</sup>	\$0
Incentives and Services <sup>14, 18</sup>	\$0
Direct Program Implementation <sup>18</sup>	\$8,793
Program Evaluation <sup>18</sup>	\$0
Total expenditures to date <sup>17</sup>	\$14,829

Percent of total budget spent to date	2.68%
<b>Participation</b> <sup>15, 17</sup>	
Number of program applications received to date	0
Number of program applications <i>processed</i> to date <sup>10</sup>	0
Number of processed applications <i>approved</i> to date <sup>11</sup>	0
Percent of applications received to date that have been processed	0.00%
<b>Carbon Emission Reductions (in tons)</b>	
Total Acquired Net First-Year Carbon Emission Reductions To Date <sup>12</sup>	0
Total Acquired Cumulative Net Carbon Emission Reductions To Date	0
<b>DPS Staff Notes:</b>	
<p><sup>1</sup>DPS Staff needs to work with utilities and NYSERDA to develop a Program ID naming convention. However, a Program ID number is not required for the first report. Note that when developing program ID naming conventions, utilities would like to minimize computer programming/reporting costs that they might incur if the proposed naming conventions are complex or the utility's current naming conventions require modification to Staff's proposed format.</p> <p><sup>2</sup>There is not currently a consistent list of program type but individual categories for common use by administrators could be developed.</p> <p><sup>3</sup>First-year savings are defined as the annual savings expected from a given measure in the first year after installation (See Definition #1 <i>Savings Definitions</i> Tab). The annual savings are sometimes the result of annualizing estimated savings that are based on data that cover less than one year. <i>Acquired</i> 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.</p> <p><sup>4</sup>Regardless 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.</p> <p><sup>5</sup>Program Administrators should make a 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.</p> <p><sup>6</sup>Peak is defined uniquely for each utility.</p> <p><sup>7</sup>The lifecycle savings are tracked beginning in the <i>year</i> 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 differ for each month as a function of adding savings from measures installed in a given month and savings from measures installed earlier in the funding cycle that have reached the end of their useful life are no longer accumulated.</p> <p><sup>8</sup>Committed 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 <i>best estimate</i> of what they have committed. Program administrators should forecast as accurately as possible and forecasts should get more precise with program experience, i.e., the difference between achieved and committed should narrow over time.</p> <p><sup>9</sup>These are the budget categories to be used by companies when submitting the required energy efficiency program implementation plans. In its January 16, 2010 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.</p> <p>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).</p> <p><sup>10</sup>An application is <i>processed</i> 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."</p> <p><sup>11</sup>The application is <i>approved</i> 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.</p> <p><sup>12</sup>See <i>CO<sub>2</sub> Reduction Values</i> tab.</p>	
<b>Utility Notes:</b>	
<p><sup>13</sup>Portfolio 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 and subsequent 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.</p> <p><sup>14</sup>Incentives 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.</p> <p><sup>15</sup>Impacts are calculated using actual installed measure information for all measures.</p>	



<sup>16</sup> All program costs identified in this section are recovered through the SBC surcharge unless otherwise noted.

<sup>17</sup> Information presented here may include changes to previously filed monthly scorecard tables based on: review of additional information, reconsideration of eligibility decisions made by the implementation contractor during prior reporting periods, or other factors.

<sup>18</sup> Data contained in these fields reflects the most recent quarter's expenditures in the respective category, as reported in the companies' accounting systems, not "to date" information.

## **NYSEG & RG&E Annual O&E Report and Plan for Energy Efficiency Portfolio Standard Programs**

**PROGRAM NAME:** *Commercial & Industrial Rebate Program*

Including:

- ⇒ *Non-Residential Commercial & Industrial Prescriptive Electric Program*
- ⇒ *Non-Residential Commercial & Industrial Prescriptive Gas Program*
- ⇒ *Non-Residential Commercial & Industrial Custom Electric Program*
- ⇒ *Non-Residential Commercial & Industrial Custom Gas Program*

### **A) Planned Objectives and Key Messages**

The NYSEG/RG&E Commercial and Industrial Rebate Program (CIRP) is a combined program offering both prescriptive and custom energy efficiency options:

- Prescriptive, pre-determined electric measures which include lighting fixtures and controls, unitary HVAC, electric motors, chillers and variable frequency drives.
- Prescriptive, pre-determined natural gas measures which include boilers, furnaces, controls and thermostats.
- Custom measures which include electric or natural gas projects which require site-specific engineering and cost analysis.

The NYSEG/RG&E Custom Rebate Program encourages commercial and industrial customers to identify and implement energy efficiency improvements in their facilities beyond the obvious and easier to accomplish prescriptive rebates. Custom measures are those that are not on the prescriptive measures list, meet the required screening test, and require site-specific engineering and cost analysis before they can be pre-approved. Eligible custom projects may include a variety of measures such as energy management systems, building thermal envelope upgrades, energy recovery systems, energy efficient process improvements, geothermal heating and cooling, day-lighting systems, infrared radiant heaters, and steam traps.

Key objectives that influence program messages include:

- Help customers see the value (through dollar savings) of reducing their energy use;
- Demonstrate that an investment in energy reduction can improve quality of life and the effectiveness and productivity of their business; and
- Communicate the ways customers can get information and participate in the program.

### **B) Targeted Audiences**

All of NYSEG's and RG&E's commercial, industrial and municipal electricity and natural gas customers who pay into the System Benefits Charge (SBC) are eligible to participate in the Prescriptive program. Eligible customers must have active NYSEG or RG&E nonresidential electric and/or natural gas account(s). Electric customers are eligible for electric rebates and natural gas customers are eligible for natural gas rebates.

Customers who receive both electric and natural gas services from NYSEG or RG&E are eligible for both electric and natural gas rebates.

All of NYSEG's and RG&E's electric and natural gas customers who pay an SBC charge (except, at this time, electric customers with a demand load of less than 100 kW) are eligible to participate in the Custom program. Eligible customers must have active NYSEG or RG&E nonresidential electric and/or natural gas account(s). Electric customers are eligible for electric rebates and natural gas customers are eligible for natural gas rebates. Customers who receive both electric and natural gas services from NYSEG or RG&E are eligible for both electric and natural gas rebates.

### **C) External Outreach Materials**

An integrated marketing plan promotes both the Prescriptive and Custom rebate programs to electric and natural gas customers and trade allies. The Companies utilize trade ally training and communications to leverage the relationship between trade allies and their customers.

The Companies' Marketing and Sales (M&S) representatives have primary responsibility for customer recruitment. M&S representatives promote this program through direct contact with customers including an overview of the Companies' EEPS portfolio and more in-depth information regarding the specific features of Prescriptive and Custom rebate programs. Follow-up calls (in-person, phone or email) may be employed to encourage and track program participation.

The Companies also accept expressions of customer interest on their toll-free Energy Efficiency Rebate Hotline. Other Company outreach staff may be used to promote the program through other relationships with business groups, municipal or elected officials.

Outreach materials and methods used in the program include:

- Informational Trade Ally meetings
- M&S direct customer contacts
- Collateral materials, including one program overview sheet and CIRP folder containing seven measure cut sheets
- The Companies' Energy Efficiency Hotline (1.800.995.9525)
- The Companies' Web sites
- Rebate applications
- Displays for external meetings
- Email blasts to Trade Allies
- Professional organizations and business group outreach

The Companies may reallocate budget dollars among categories (Direct Mail, Collateral/Display, Events/Outreach and Advertising) in order to maximize the effectiveness of proven methods; however, the total budget for Outreach & Education/Marketing is not expected to change materially.

### **D) Internal Education**

In-reach and education materials produced and delivered to NYSEG & RG&E employees include:

- Intranet program launch message
- Internal Company bulletin board
- Marketing & Sales representative training
- Call Center representative training
- Departmental, operational and district training

**E) Budget**

Specific budget amounts, as filed in the Companies' respective Implementation Plans, for outreach and education/marketing (OEM) budget elements for each year of each program are shown below:

**Table A. - NYSEG Electric C&I Prescriptive Rebate Program Outreach & Education/Marketing**

NYSEG	Direct Mail	Collateral/ Display	Events/ Outreach	Advertising	Total
2010	\$46,800	\$35,100	\$23,400	\$11,700	\$117,000
2011	\$46,800	\$35,100	\$23,400	\$11,700	\$117,000
Total	\$93,600	\$70,200	\$46,800	\$23,400	\$234,000

**Table B. - RG&E Electric C&I Prescriptive Rebate Program Outreach & Education/Marketing**

RG&E	Direct Mail	Collateral/ Display	Events/ Outreach	Advertising	Total
2010	\$34,000	\$25,500	\$17,000	\$8,500	\$85,000
2011	\$34,000	\$25,500	\$17,000	\$8,500	\$85,000
Total	\$68,000	\$51,000	\$34,000	\$17,000	\$170,000

**Table C. - NYSEG Natural Gas C&I Prescriptive Rebate Program Outreach & Education/Marketing**

NYSEG	Direct Mail	Collateral/ Display	Events/ Outreach	Advertising	Total
2010	\$16,800	\$12,600	\$8,400	\$4,200	\$42,000
2011	\$16,800	\$12,600	\$8,400	\$4,200	\$42,000
Total	\$33,600	\$25,200	\$16,800	\$8,400	\$84,000

**Table D. - RG&E Natural Gas C&I Prescriptive Rebate Program Outreach & Education/Marketing**

RG&E	Direct Mail	Collateral/ Display	Events/ Outreach	Advertising	Total
2010	\$16,800	\$12,600	\$8,400	\$4,200	\$42,000
2011	\$16,800	\$12,600	\$8,400	\$4,200	\$42,000

Total	\$33,600	\$25,200	\$16,800	\$8,400	\$84,000
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**Table E. NYSEG Electric C&I Custom Rebate Program Outreach & Education/Marketing**

NYSEG	Direct Mail	Collateral/ Display	Events/ Outreach	Advertising	Total
2010	\$24,136	\$18,102	\$12,068	\$6,034	\$60,340
2011	\$24,136	\$18,102	\$12,068	\$6,034	\$80,460
Total	\$48,272	\$36,204	\$24,136	\$12,068	\$140,800

**Table F. RG&E Electric C&I Custom Rebate Program Outreach & Education/Marketing**

RG&E	Direct Mail	Collateral/ Display	Events/ Outreach	Advertising	Total
2010	\$15,634	\$11,725	\$7,817	\$3,908	\$39,084
2011	\$20,846	\$15,635	\$10,423	\$5,212	\$52,116
Total	\$36,480	\$27,360	\$18,240	\$9,120	\$91,200

**Table G. NYSEG Natural Gas C&I Custom Rebate Program Outreach & Education/Marketing**

NYSEG	Direct Mail	Collateral/ Display	Events/ Outreach	Advertising	Total
2010	\$569	\$427	\$285	\$142	\$1,423
2011	\$759	\$569	\$380	\$190	\$1,898
Total	\$1,328	\$996	\$664	\$332	\$3,321

**Table H. RG&E Natural Gas C&I Custom Rebate Program Outreach & Education/Marketing**

RG&E	Direct Mail	Collateral/ Display	Events/ Outreach	Advertising	Total
2010	\$569	\$427	\$285	\$142	\$1,423
2011	\$759	\$569	\$380	\$190	\$1,898
Total	\$1,328	\$996	\$664	\$332	\$3,321

The Companies may reallocate budget dollars among categories (Direct Mail, Collateral/Display, Events/Outreach and Advertising) in order to maximize the effectiveness of proven methods; however, the total budget for Outreach & Education/Marketing is not expected to change materially.

#### **F) Analysis of Program**

The Companies' Marketing and Sales ("M&S") representatives have primary responsibility for customer recruitment. M&S representatives promote this Program through direct contact with customers that may incorporate an initial customer meeting to provide an overview of the

Companies' EEPS portfolio, as well as more in-depth information regarding the specific features of Prescriptive and Custom rebate programs.

During the first four months of program operation (July, August, September and October), M&S field personnel have made over 1,500 contacts - comprised of both field visits and telephone calls - with customers and trade allies.

In addition, the following 2010 O&E activities have been completed:

<b>Date</b>	<b>Activity Description</b>	<b>Audience</b>
3/31/2010	Rochester Electr...FYI 2010 Upstate Electrical Show	Electrical Contractors
5/7/2010	Trade Ally Training	Brewster-area Trade Allies
5/7/2010	Trade Ally Training	Liberty-area Trade Allies
5/11/2010	Trade Ally Training	Geneva-area Trade Allies
5/12/2010	Trade Ally Training	Horseheads-area Trade Allies
5/13/2010	Trade Ally Training	Binghamton-area Trade Allies
5/18/2010	Trade Ally Training	Hornell-area Trade Allies
5/19/2010	Trade Ally Training	Lancaster-area Trade Allies
5/20/2010	Trade Ally Training	Rochester-area Trade Allies
5/24/2010	Trade Ally Training	Plattsburgh-area Trade Allies
5/25/2010	Trade Ally Training	Mechanicville-area Trade Allies
5/26/2010	Trade Ally Training	Oneonta-area Trade Allies
5/27/2010	Trade Ally Training	Ithaca-area Trade Allies
6/9/2010	Phillips Lighting Seminar	Lighting Contractors
7/1/2010	News Release	Media in each service area
9/9/2010	Otsego County Chamber of Commerce Meeting	Local Businesses
9/14/2010	Putnam County Electrical Contractors Association	Electrical Contractors
9/21/2010	VisitRochester	Community Organization
9/21/2010	Tioga County Chamber of Commerce Meeting	Local Businesses
9/28/2010	Dansville Rotary Meeting	Local Businesses & Individuals
9/28/2010	Geneva Chamber of Commerce Meeting	Local Businesses
10/6/2010	Tioga County Chamber Email Blast	Members & individuals in Broome & Tioga Counties
10/26/2010	Trade Ally Outreach Meeting	Mechanicville-area Trade Allies & Large Customers
10/27/2010	Trade Ally Outreach Meeting	Brewster-area Trade Allies & Large Customers
10/28/2010	Trade Ally Outreach Meeting	Binghamton-area Trade Allies & Large Customers
11/2/2010	Trade Ally Outreach Meeting	Auburn-area Trade Allies & Large Customers
11/3/2010	Trade Ally Outreach Meeting	Rochester-area Trade Allies & Large Customers
11/4/2010	Trade Ally Outreach Meeting	Lancaster-area Trade Allies & Large Customers

Based on the current participation data, customer adoption is slower than expected. Contributing factors include (1) later-than-anticipated program approval and subsequent program launch, (2) customer uncertainty regarding market conditions, and (3) the considerable investment of time for businesses to ensure that predictable, reliable, quantifiable energy savings will result from investments in higher-efficiency measures.

The Companies have implemented the following actions intended to improve program participation during the 4<sup>th</sup> Quarter 2010 and 2011:

- Creating a focus group to address specific customer segments (notably agriculture);
- Working to identify and remove other market barriers, such as the 100 kW demand restriction for the Electric portion of the Custom Rebate Program;
- Engaging in web-based advertising to further promote the programs; and
- Increased program promotion using additional account managers.

#### **G) Timeline**

<b>METHOD</b>	<b>4Q2010</b>	<b>1Q2011</b>	<b>2Q2011</b>	<b>3Q2011</b>	<b>4Q2011</b>
Direct mail		TBD			
E-mail	X	As needed	As needed	As needed	As needed
Events/outreach	X	X	X	As needed	
Advertising	X	X			
Collateral material		X			
Web site	On-going	On-going	On-going	On-going	On-going

#### **H) How does plan coincide with Corporate Plans?**

In an effort to minimize program costs, the Prescriptive and Custom Rebate Programs are co-marketed to customers and trade allies where applicable. These O&E efforts provide relevant information on each program to eliminate confusion and multiple similar messages.

While O&E/Marketing for the Custom and Prescriptive Rebate Programs is conducted independently of the NYSEG and RG&E general O&E/Marketing activities, existing mechanisms and capabilities, such as the Web sites, are used to help control costs.

#### **I) Efforts to Avoid Overlap/Customer Confusion**

All marketing material clearly states that rebate incentives are available only for eligible electric and natural gas customers of the Companies. Furthermore, both written materials and communications with M&S representatives will clearly explain that a customer may be eligible for the NYSEG/RG&E Custom or Prescriptive rebate program as well as NYSERDA offerings. Customers will be encouraged to find out which program offers the better opportunity for their needs and objectives. However, it will also be communicated that the customer may NOT receive rebate payment from both a utility and NYSERDA for the same measure.

The implementation contractor will be engaged with the Companies to minimize the risk that the same project might be submitted to both the utility and NYSERDA for payment. Customers who contact the NYSEG/RG&E Energy Efficiency Rebate Hotline will be informed about the available programs to meet their needs. The Companies will do their best to address questions about those programs, resolve any sources of confusion, and refer the customers appropriately to other sources of information, including the implementation contractor, NYSERDA, and other utilities. For example, customers who purchase electricity or natural gas from NYSEG or RG&E, and who purchase natural gas or electricity from another utility, will be directed to that utility for information about additional programs.

The Companies are working collaboratively with NYSERDA and the other utilities to make this information available to their respective call centers and hotlines. The Companies continue to support collaborative efforts to minimize double-counting of program funding or energy savings. The Companies have included, and continue to support inclusion of, the following common element in the individual enrollment forms developed by each program administrator:

*Customers are not eligible to receive financial incentives/rebates for the same eligible measure from NYSERDA and an electric or natural gas utility.*