

## **CON EDISON - EEPS Executive Summary**

**DECEMBER 2010**

Con Edison's EEPS efforts continued during December 2010. The following summary offers some of the program highlights of the month.

- We met with current employees of the New York City Economic Development Corp. (NYCEDC) who are now organized under the heading of the Center for Economic Transformation. They pledged to work more closely with Con Edison going forward.
- We conducted post-awareness surveys to analyze our fall awareness campaign (Green Team). The results will be available in early January 2011.
- We designed and reviewed the 2011 Residential Programs' marketing plan, and shared it with Honeywell. The document is the roadmap for the 2011 residential marketing efforts of our department, incorporating as much as we could from actual customer data from 2010 program participants.

### **Small Business Direct Install Program**

Willdan reported acquired savings of 2,120,572 kWh, and 5,165,106 kWh of committed savings in December 2010. Free Lighting Corporation (FLC), our SBDI implementation contractor on Staten Island, reported 17,007 kWh of acquired savings and 161,924 kWh of committed savings for December, for a program total of 2,137,579 kWh of acquired savings. At year-end 2010, the SBDI program has approximately 12.6 million kWh in the pipeline, based upon anticipated inspection activity. Other program activity and accomplishments during the month are as follows:

- Willdan and FLC have ramped up the number of surveys that are being performed through December in preparation of January 2011. Many customers have opted to delay installation of energy efficiency measures until after January 1, 2011 because of the holiday season crush.

### **SBDI Implementation**

Willdan and FLC have worked with our Targeted DSM group focusing on areas in Brooklyn and Staten Island. Due to the holiday crunch at retail stores, FLC concentrated their sales efforts on warehousing, storage facilities, and other non-seasonal holiday businesses, and they report that small business awareness is increasing in Staten Island. Requests for surveys increased by 198 sites during December 2010, which is a 139% increase over November.

### **Marketing & Community Outreach**

Marketing and Community Outreach events were reduced in December due to the holidays, however FLC joined the Staten Island Economic Development Corp. (SIEDC) as a member of the "Green Zone" effort in the borough.

## **Residential HVAC Programs**

In the month of December, Honeywell continued to implement the improvement plan for the Heating and Cooling rebates for Homes Program. Some of the milestones associated with the suite of residential programs include:

Through December 2010, cumulative acquired savings now stand at approximately 640,000 kWh or 14.2% of the current period electric savings goal; and approximately 161,380 therms, or 23.0% of the current gas savings goal.

Honeywell continued to focus on understanding the contractor network currently operating in the program. Also, Con Edison and Honeywell are implementing the following steps to improve the program:

- Planning for the exhibit at the January 2011 Westchester Home Show commenced.
- The December contractor newsletter was finalized and distributed.
- The Medallia Customer Service Survey System was approved and will be placed in use during January 2011.
- A simplified rebate status web portal has been developed for the Con Edison Rye call center staff and is being tested for an expected implementation in January 2011.
- The yearly Marketing re-cap occurred on December 14, 2010 and created a host of new program initiatives including the development of a marketing action register as well as position papers on the marketing plan for 2011.

## **Residential Room AC Program**

Through December 31, 2010, a total of 20,810 applications have been received and 13,734 rebate applications have been approved. The cumulative acquired savings through December is 756,632 kWh or 28.0% in excess of the original goal of 591,000 kWh. Acquired savings during the month of December were 1,344kWh.

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

Preparations are underway for the 2011 program. Honeywell will utilize feedback received from retailers to improve the application and overall process.

## **Residential Direct Install**

This program commenced on July 1, 2010. Through December, Honeywell has received 1,297 customer applications for Home Energy Surveys, of which 711 surveys have been completed. The remaining applications are being reviewed and scheduled. Currently to-date, 387,304 kWh of acquired savings has been reported through December 31, 2010. These reported savings represent 28.4% of the Company's 2010 Program goal. Acquired savings during December 2010 were 144,829 kWh.

## **Appliance Bounty Program**

This program commenced on July 1, 2010 and appliance pick-up began during August. To-date a total of 967 applications have been received of which 957 have been approved and completed. Acquired savings to-date of 1,016,039 kWh or 27.0% of the 2010 goal are being reported. Newly acquired savings of 813,182 kWh were reported during December 2010.

Con Edison has added acquired savings associated with units collected for which no nameplate data was available, (which represents approximately 76% of all units collected to date) on this month's scorecard submission. We are still reviewing these calculations and may offer an update on the 2010 Annual scorecard submission.

## **Multifamily (RRP) Program**

For December 2010, the following program information and metrics were provided by our implementation contractor, The Association for Energy Affordability (AEA).

### **RRP Marketing Events**

- **National Housing Conference Annual New York Awards Lunch**

December 9, 2010  
Hilton Hotel

This annual fundraising event is underwritten by Bank of America Merrill Lynch to honor those individuals who have worked to make New York a better place to live and work. The luncheon is one of the largest gatherings of housing professionals in the nation. Over 1,200 housing professionals attended the luncheon raising over \$600,000 to help fund NHC's and NYHC's advocacy efforts to move affordable housing to a first-tier issue on both the New York and national policy agendas.

Prior to the event, symposiums were conducted on tax credits, green development financing, affordable housing post midterm elections and government options. AEA staff networked promoting the MFEE Program and will be following up on various leads.

- **Managing & Maintaining Your Multi-Family Housing Portfolio. Asset & Property Management & Maintenance of Affordable Housing – Best Practices**

December 9, 2010  
Association for Neighborhood & Housing Development Office  
50 Broad Street – Suite 1125, New York

This training event was targeted toward maintenance managers, superintendents, facilities managers and directors of affordable housing buildings. This event was held in the conference of the Association for Neighborhood & Housing Development, and the presentation was administered by Michael Sweringen of microLeadership.

The first 1/3 of the presentation discussed building science and ways to make improvements that will immediately improve the energy efficiency of a building such as: "right sizing" your appliances, proper air-sealing & weather stripping, sink aerators and

low-flow showerheads. The rest of the presentation discussed global warming, evidence of its existence/effects and what can be done to reverse it.

There were seven attendees at this event, which was an installment of a continuing series held by ANHD. Most of the attendees were facilities management professionals at affordable/supportive housing buildings, one attendee works as a green consultant for a non-profit. AEA promoted the MFEE Program to this small group.

- **MCC Quarterly Green Business Networking Event**

December 14, 2010

American Cancer Society Hope Lodge

132 West 32<sup>nd</sup> Street, New York

The MCC Quarterly Green Business Networking Event was organized by the Manhattan Chamber of Commerce. This event showcased members as well as non-members directly and indirectly involved in the “Green” movement. There were five presenters at this event. AEA staff had the opportunity to give a brief summary of the MFEE Program. After the presentations were completed AEA staff had the opportunity to network with other attendees.

AEA was able to collect approximately fifteen leads from this event. One particular lead is with a multifamily homeowner insurance policy provider. AEA account manager will be contacting this individual for further discussion of the MFEE Program and generating leads.

## **OPERATIONS:TRADE ALLY NETWORK**

In the month of December AEA conducted one of its monthly contractor orientations. This orientation is for contractors interested in becoming a “qualified participating contractor” in the MFEE program. Orientation sessions consist of program rules and “best practices”.

Schedule for the month of December, 2010:

- December 14, 2010 – 13 contractors attended this session.

There are currently a total of 92 qualified participating contractors for the MFEE program. AEA will be conducting contractor orientations 2<sup>nd</sup> Tuesday of each month.

## **OUTREACH & SALES ACTIVITY:**

### **CON EDISON REFERRALS:**

The Association for Energy Affordability, Inc received the referrals of 129 buildings encompassing an additional 3,248 units from a real estate broker in the month of December. An AEA account manager worked successfully with this broker to complete the application process for the broker's clients' portfolio of buildings. The completion of common area surveys and in-unit direct installs are scheduled to begin in January 2011.

### **Operations Activity Through December 2010**

Active Building Pipeline	932 Buildings
Building Applications Received	546 Buildings
Common Area Surveys Completed	352 Buildings

### **Cumulative Committed Buildings:**

**Total Number of buildings: 88 buildings - Total Number of units: 2,460 units**

June 2010 – 33 buildings = 957 units

July 2010 – 5 buildings = 160 units

August 2010 – 17 buildings = 587 units

September 2010 – 7 buildings = 103 units (Revised)

October 2010 – 9 buildings = 224 units

November 2010 – 13 buildings = 356 units (Revised)

December 2010 – 4 buildings = 73 units

### **Cumulative Acquired Buildings:**

Acquired buildings (Electric / Gas) 24 buildings = 546 units:

In-Unit Free Surveys / Installs 169 units

41,538 therms acquired

152,453 kWh acquired

### **Multifamily Low Income Program**

The Yonkers Housing Authority (YHA) completed the installation of energy efficient boilers, water heaters and pipe insulation during the month of December. These installations at three facilities; Kris Kristensen, Troy Manor and Hall Homes are projected to save 8,738 therms (gross) and 7,865 therms (net) based upon post-install surveys conducted by Con Edison and its M&V contractor ICF International on December 15, 2010. Based upon these surveys these savings have been added to the December 2010 monthly scorecard as Acquired savings. Additionally Con Edison has paid the Yonkers Housing Authority \$43,349.35.

Additionally YHA continues on the steam trap replacement project at one site, and YHA installed 705 steam traps prior to December 31, 2010. YHA will continue with this effort into 2011 and will be planning to install an additional 3,000 steam traps and will claim the associated savings in 2011.

### **Large Commercial Programs**

Our communications with customers indicates that there are many large projects in the final decision phase. The incentive levels for a number of these projects would exceed our current custom program caps. We met with PSC staff on 12/22 to discuss our request to increase the caps for both electric and gas custom programs. We also requested that the rebate and custom budgets for each fuel should be combined to allow us the freedom to pursue all potential savings. Staff was concerned with the level of our cap request for gas as it would approach a substantial percentage of total available funds. Staff did agree to review some of the most urgent projects with the potential for allowing exceptions to the incentive caps on a project by project basis. We are also preparing a briefing on electric projects that would exceed our current caps for staff review. Lockheed Martin has fully staffed the program team. Due to demand in the marketplace they will continue to add business development staff with a focus on down market opportunities. LM will be holding a 4<sup>th</sup> market partner seminar in January in Brooklyn.

### **Con Edison/NYSERDA Data Center Efficiency Program**

We received our initial group of applications through the joint Data Center initiative with NYSERDA.

### **Forecasting / Modeling**

We continue to prepare whitepapers and cost effectiveness screenings on various custom measures. We expect to submit these to DPS Staff for their review in the near future.

