

Residential Efficiency and Affordability Program

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Programs

- Home Performance (one-to-four-family homes, whole-building new construction & existing, including low-income)
- Multifamily Performance Program (5+ units, whole building new construction & existing, including low-income)
- Low Income and Education (electric reduction and other low-income programs, K-12 education, financing)
- Market and Community Support (Energy \$mart Products, Energy \$mart Communities, marketing and consumer education)

Delivery Strategies

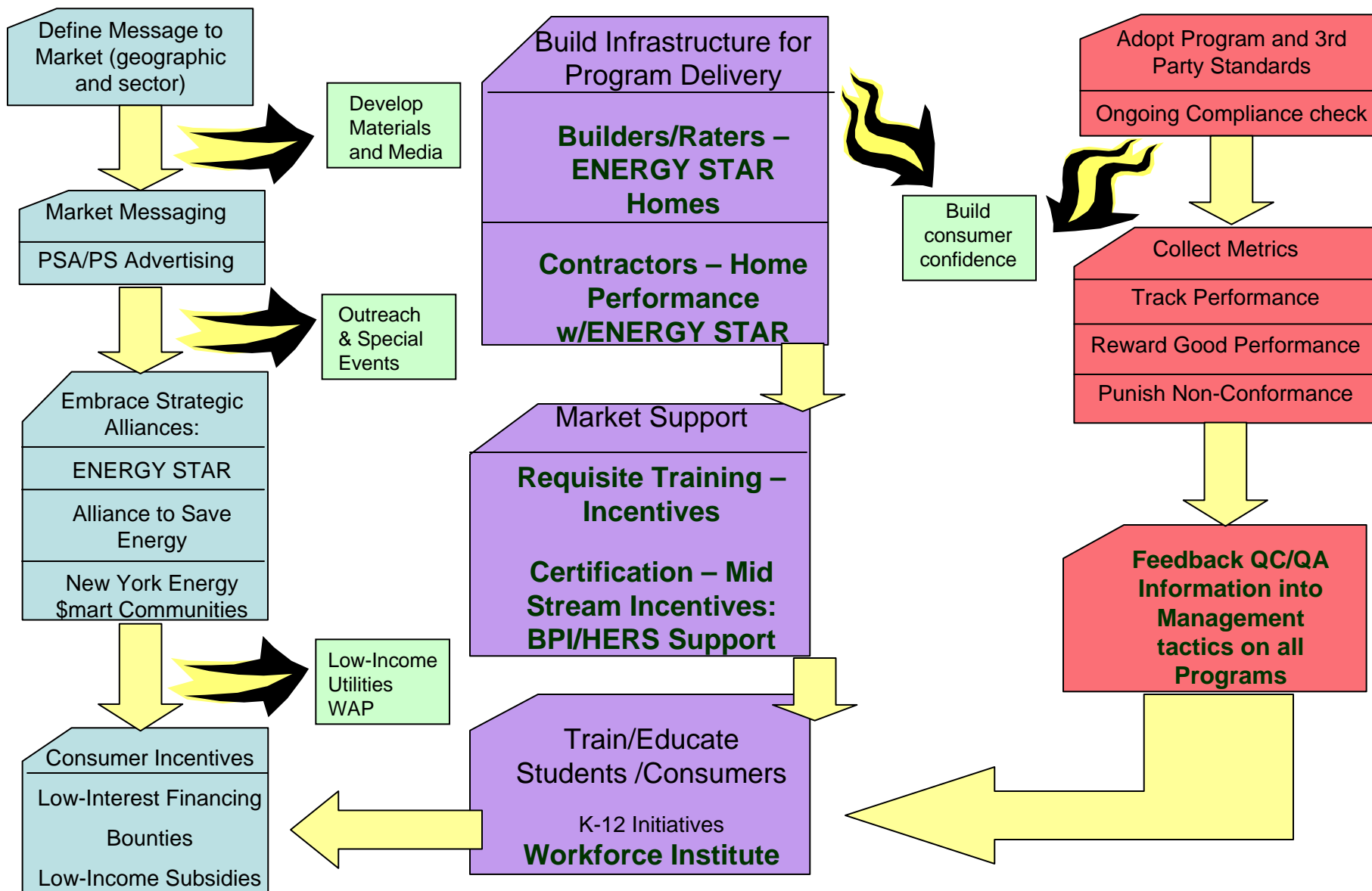
- Market Based
 - Let Market Forces Drive the Process
 - Let Retailers Sell Their Products
 - Let Market Participants do the Work
- Build Consumer Awareness & Demand
- Build the Infrastructure
 - Mid-Stream Incentives
- Facilitate payment of the Project

New York Residential Market Transformation

Drive Consumer Demand

Ease of Access to Products & Services

QC and QA



Supply

- Programs (single family, multifamily, retail sector)
- Delivery Infrastructure and Workforce Development

Programs

- Home Performance with ENERGY STAR® *
- New York ENERGY STAR Labeled Homes
- Multifamily Performance Program *
- EmPower New YorkSM*
- New York Energy \$martSM Products Program *
- Marketing & Education; New York Energy SmartSM Communities

*recognized by ACEEE as Exemplary Program

Multifamily Performance Program

- New Construction
- Existing Buildings
- Market Rate
- Affordable Housing
- Green
- Market-based, market transformation oriented



New Multifamily Program Development

- Began with third party evaluation of existing programs
- Benchmarked Energy Use in 500 multifamily buildings
- Analyzed New Construction Pilot results
- Developed performance-based incentives assisted by Oak Ridge National Laboratory
 - Special “fill-in” auditing tools developed for the partners
 - The more measures installed, the more savings attained, the more the incentives
 - Special incentives for advanced meters, CHP, PV, Green
- Kick-off meetings in NYC and Syracuse
 - 150 owners, 20 program partners
- More than 35 new mid-stream partners and more than 120 applications

Workforce Development

- Create a diverse, permanent, accessible energy training infrastructure
- Meet the demand for program growth and new initiatives – essential to meet 15x15 goal
- Support introduction of renewable resources and new high efficiency products
- Training to building owners and management companies

Workforce Development

- Center for Energy Efficiency and Building Science (CEEBS) headquartered at Hudson Valley Community College (HVCC)
- Currently six CEEBS Learning Centers (HVCC, Erie CC, OCM BOCES, Broome CC, Bronx CC, Association for Energy Affordability)
- At least ten centers by Dec 2008
- Adult education and soon, credit-bearing courses for degree programs

Workforce Development

- Training recognized by Building Performance Institute (BPI)
 - Building Analyst
 - Envelope Professional
 - Heating Professional
 - Cooling Professional
 - Home Energy Rating System Rater
 - Multifamily Building Analyst*
 - Multifamily Building Operator*
 - Multifamily Hydronic Heating System Design*
- Continuing education credits from BPI
 - Geothermal*
 - Solar Thermal*
 - PV Installer (coordinating with NYSERDA's Renewable Resources program)

* Under development

Demand

- Point-of-purchase education
- Multi-media advertising
- Co-op advertising
- Co-op promotions
- Consumer education
- K-12 education
- *Non-energy impacts and competing priorities*

Why the Homeowner Invests

- Comfort
- Health and safety
- Resale value
- Ability to stay in home
- Aesthetics
- Environmental benefits
- Save energy and money



Results of Opinion Research

- Home Performance with ENERGY STAR 2003 Survey
 - More than 50% of homeowners said NEBs were “very valuable”
 - Value of NEBs was equal to value of energy benefits
 - 31% of contractors “always” inform customers of NEBs



How do We Identify and Measure Non-energy Benefits?

- Unsolicited Comments
 - Testimonials, complaints, anecdotal information from contractors
- Hard Data
 - Water savings, carbon monoxide measurements, health data, etc
- Seek Opinions
 - Surveys, Direct Query method, Conjoint Analysis (experiment)

Testimonials ...

Real people ...

talking about benefits ...



Raymond Crab and Cynthia Brock

"Our home used to be drafty until I scheduled a comprehensive home assessment with Home Performance with ENERGY STAR. That's when our contractor discovered that our furnace was leaking carbon monoxide. He replaced the furnace with a high efficiency model and blew insulation into our walls. Now our energy costs are 45 to 50 percent less and our home is comfortable and safe."

Cynthia Brock, Ithaca, NY



Looking for ways to **save** on your energy bills, while making your home **healthier** and more **comfortable**?

Concerned with cold rooms, drafts, indoor air quality, moisture and mildew issues?

Energy Smart Home Fair

Join us at our FREE Energy Smart Home Fair for energy-saving programs and tips to help you improve efficiency, comfort, health and safety of your home.

February 10th - 10 am
Floyd Bennett Field
Flatbush Ave (south of the Belt Parkway)
Brooklyn, NY (718) 338-3799

Presentation & Workshop Topics include:

- DO IT YOURSELF TIPS ON SAVING ENERGY AND ITS EFFECT ON THE ENVIRONMENT
- SAVING MONEY WITH ENERGY STAR® LIGHTING AND APPLIANCES
- SOLAR ENERGY OPTIONS & BENEFITS
 - LOW-INTEREST LOANS
- KIDS ACTIVITIES AND REFRESHMENTS
- ON-SITE CONSULTATION WITH HOME ENERGY EXPERTS

Free and open to the public
For more information, call (212) 228-3126 or email rsvp@treebranch.com



www.GoEnergySmart.org
1-877-NY-SMART

New York Energy \$martSM Products

- “Pirates” electronics campaign to influence consumer behavior
- Change A Light campaign & tour
- Co-op promotions
- Support for commercially available products for which there is not yet ENERGY STAR criteria (LED holiday lights)

energyPirates - Windows Internet Explorer

http://www.cowboynyc.com/clients/Nyserda/PowerPirates/Delivery/20071014/

energyPirates



The illustration depicts a group of five cartoon pirates on a yellow map background. From left to right: a pirate with a mustache and a sombrero holds a pink lamp; a woman with a red bandana and a necklace with a lightbulb; a pirate with a black eye patch and a grey hat; a pirate with a green bandana holding a mobile phone; and a pirate with a green shirt and a red bandana holding a power strip. A black pirate flag with a white skull and crossbones and a lightbulb is on the left. The word 'start' is written on a wooden plank in the foreground. A parrot is in the bottom right corner.

Energy Pirates

start

Gangway landlubbers, and make way for the Energy Pirates!
It's not gold we seek to pillage, but yer electricity. Aye, that's
the swag that rattles our gibbet. So man yer decks, if ye dare,
to match wits with me mateys. Be ye a simple swab or an old
salt, we're droppin' anchor at yer house, so beware!

Done Internet 100%

energyPirates - Windows Internet Explorer

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energyPirates

Energy Pirates

NYSERDA
New York State Energy Research and Development Authority

CHANGE FOR THE BETTER WITH ENERGY STAR

how to play



"The Dread Pirate Spincycle"
keeps sabotaging your appliances in the basement. Stop him before your electric bills raise the roof!



Select A New Level Send To A Friend Learn More

Done Internet 100%

Point of Sale

- Available, accessible supply
- Educated consumers making the demand
- How do you seal the deal?
 - Cost-effectiveness (life-cycle cost) of products instead of rebates
 - Financing for larger projects

Financing

- For home performance projects – ENERGY STAR loans, Energy \$mart Loan Fund, homeowner financing incentive, assisted subsidies
- For multifamily projects – approx \$1,500 per unit (affordable) or \$750 per unit (market rate), packaging of other resources, Enterprise Foundation grants for “green”, Energy \$mart Loan Fund
- Energy Efficient Mortgage – recipient of DOE grant to develop pilot
- Working with NYS Housing Finance Agency to combine Remodel New York purchase/rehab loan with Assisted Home Performance with ENERGY STAR program