

**New York State Energy Research and Development Authority (NYSERDA)**  
**ENERGY STAR® Awards Submission**  
**Partner of the Year for Energy Efficiency Program Delivery – Residential New Construction, Home Performance with ENERGY STAR®, Qualifying Products and Commercial/Industrial**

The New York State Energy Research and Development Authority (NYSERDA) is a public benefit corporation created in 1975 by the New York State Legislature. NYSEDA's responsibilities include:

- Conducting a multifaceted energy and environmental research and development program to meet New York State's diverse economic needs.
- Administering more than \$500 million annually to administer the **New York Energy \$mart<sup>SM</sup>** program, Energy Efficiency Portfolio Standard, Renewable Portfolio Standard, and Regional Greenhouse Gas Initiative—four programs geared to benefit the public through research and development, energy efficiency, and environmental protection efforts.
- Making energy more affordable for residential and low-income households.
- Helping industries, schools, hospitals, municipalities, not-for-profits, and the residential sector, including low-income residents, implement energy-efficiency measures.
- Providing objective, credible, and useful energy analysis and planning to guide decisions made by major energy stakeholders in the private and public sectors.
- Managing the Western New York Nuclear Service Center at West Valley, including: (1) overseeing the State's interests and share of costs at the West Valley Demonstration Project, a federal/State radioactive waste clean-up effort, and (2) managing wastes and maintaining facilities at the shut-down State-Licensed Disposal Area.
- Coordinating the State's activities on energy emergencies and nuclear regulatory matters, and monitoring low-level radioactive waste generation and management in the State.
- Financing energy-related projects, reducing costs for ratepayers.

NYSERDA administers a number of programs, which are designed to support the transition to a more competitive electricity market, reduce New York's dependence of foreign fossil fuels, and reduce the State's overall energy consumption. Many of the programs are funded by a charge on the electricity transmitted and distributed by the State's investor-owned utilities. These programs provide energy efficiency services, including those directed at the low-income sector, research and development, and environmental protection activities.

NYSERDA derives its basic research revenues from an assessment on the intrastate sales of New York State's investor-owned electric and gas utilities, and voluntary annual contributions from the New York Power Authority and the Long Island Power Authority. Additional research dollars come from limited corporate funds. Some 870 NYSEDA research projects help the State's businesses and municipalities with their energy and environmental problems. Since 1996, NYSEDA has successfully developed and brought into use more than 175 innovative, energy-efficient, and environmentally beneficial products, processes, and services.

## EXECUTIVE SUMMARY

The mission of the New York State Energy Research and Development Authority (NYSERDA) is to advance innovative energy solutions in ways that improve New York's economy and environment. With a strong focus on market transformation, NYSERDA utilizes the collective assets from the public, private, educational and non-profit sectors in order to deliver a diversified portfolio of energy programs. NYSERDA's programs and services serve as a catalyst for the State, empowering people to choose clean and efficient energy as part of their everyday lives. Training a new generation of green-collar workers and improving the energy efficiency of thousands of homes and businesses, NYSERDA is helping to grow a thriving clean energy economy in New York State.

NYSERDA has helped millions of New Yorkers save energy over the last decade through its New York ENERGY STAR<sup>®</sup> Homes (New Construction), Home Performance with ENERGY STAR, **New York Energy \$mart<sup>SM</sup>** Products (Qualifying Products) and Commercial/Industrial programs. In 2010, the combined energy savings from these programs are expected to save New York 3,119,815 MWh of electricity and 4,239,745 MMBTUs of fossil fuels, enough power to meet the annual electric needs of nearly 520,000 homes. Through September 30, 2010, the combined energy savings from NYSERDA's Commercial/Industrial programs have saved over 3,010 GWh of electricity and more than 4,028,800 MMBTUs of fossil fuels. This year also resulted in development in two exciting new efforts that will significantly ramp up our efforts in new and existing homes.

### 2010 Highlights

- With the goal to sell nearly 17 million ENERGY STAR qualified compact fluorescent light bulbs (CFLs) in three years, NYSERDA created the *Shining Example* campaign and was recognized with a 2010 Communicator Award of Distinction and 2010 Bronze Telly Award for the campaign's accomplishments in marketing and promotion. As of November 1, the *Shining Example* campaign has reached nearly 90 percent of 2010 CFL sales goals.
- More than 2,000 New York ENERGY STAR Homes built as of October 31, 2010, avoiding \$2,398,788 in energy costs, as well as saving 5,717,063 kWh of electricity and 88,884 MMBTUs of fossil fuels. This represents an increase of 19 percent production increase over the same time last year, in spite of a continuing decline in new constructions starts in New York State.
- As of November 1, nearly 370 builders and 57 Home Energy Rating System (HERS) Raters participate in the New York ENERGY STAR Homes Program, with 113 new builders and 11 HERS Raters added in 2010.
- More than 270 companies have signed up to participate in Home Performance with ENERGY STAR 2010 Program year, as of October 31, 2010.
- Nearly 5,000 Home Performance with ENERGY STAR jobs were completed as of November 1, 2010 with more than \$3,454,500 in annual energy savings, as well as saving 2,050,075 kWh of electricity and 122,061 MMBTUs of fossil fuels.
- More than 1,300 ENERGY STAR retailers now sell and promote ENERGY STAR qualified products, with 288 new retail partners added in 2010 including major retailers such as Sears, Lowes, and Kmart.
- Based on reported sales from retail partners, ENERGY STAR qualified product sales have saved 102,047,391 kWh of energy and \$12,296,943 in energy bills as of September 30, 2010.
- To build the infrastructure for Home Performance with ENERGY STAR and New York ENERGY STAR Homes, more than 1,800 students were trained on one- to four-family homes and multifamily energy efficiency technologies and practices as part of NYSERDA's energy efficiency workforce development initiatives.
- Nearly 70 commercial buildings, representing approximately 48 million gross square footage of space, was benchmarked using ENERGY STAR's Portfolio Manager through the Focus on Commercial Real Estate Program.
- The Focus on K-12 Schools Program used the ENERGY STAR's Portfolio Manager to benchmark more than 994 K-12 schools in over 224 districts, with the average school reducing

energy consumption by 21.5 percent and lowering carbon dioxide emissions by 47 percent, since 2003.

- The Focus on Hospitality Program used the ENERGY STAR's Portfolio Manager to benchmark 14 hotels, representing 3,093,492 square footage of hotel space.

## **PROGRAM DESIGN**

NYSERDA programs encourage behaviors that reduce energy consumption and reduce the energy cost burden on New York households and businesses. The portfolio of programs are geared to increase awareness and demand for the installation/implementation of energy efficiency services, ENERGY STAR® products, and advanced technologies.

As part of New York's '45 by 15' plan, NYSERDA's energy-efficiency programs are part of an overarching goal to help the State implement energy efficiency measures to reduce projected energy use by 15 percent and at least 30 percent of all the State's electricity requirements must be met by renewable energy sources by 2015. To meet these ambitious goals, NYSERDA uses market actors such as qualified builders, contractors, retailers and manufacturers, as well as the commercial/industrial stakeholders, to create permanent change in the way energy-efficiency products and services are delivered in New York. This includes:

- Promoting ENERGY STAR services, products and homes
- Expanding workforce development and training of a service-delivery infrastructure composed of building performance service providers for sustainable market transformation
- Implementing high energy-efficiency standards and best practices
- Using broad-based and regional marketing approaches to address the diverse socioeconomic geography of New York
- Forming strategic partnerships with stakeholders, such as utilities, educational institutions and local governments

## **Qualifying Products**

The mission of the **New York Energy \$mart<sup>SM</sup>** Products Program is to increase the supply and demand for energy-efficient products, specifically ENERGY STAR qualified products, by partnering with retailers across the State and manufacturers worldwide. To provide long-term, permanent and tangible changes to increase consumer demand and retailer supply, NYSERDA's approach focuses on ensuring greater availability of ENERGY STAR qualified products and promoting the benefits of ENERGY STAR qualified products to the general public.

NYSERDA promotes many ENERGY STAR qualified products including appliances, consumer electronics, home office equipment, lighting, and heating, ventilation, and air conditioning (HVAC) units and room air conditioners. The program also added ENERGY STAR qualified solid state lighting (SSL) products for the home in 2010.

NYSERDA launched two major consumer promotions in 2010 focused on ENERGY STAR qualified CFLs and appliances. Our program partners cite the following campaigns for much of their increased sales in 2010.

## **Shining Example**

NYSERDA launched a major CFL Expansion and point-of-sale lighting program in 2010 that set an ambitious goal to save more than one million megawatt hours of electricity by 2012 with the installation of 16.9 million ENERGY STAR qualified CFLs statewide. NYSERDA developed an integrated marketing campaign to reach all significant market channels about ENERGY STAR qualified CFLs, as well as increase marketing and co-promotions with retail stores and lighting manufacturers.

Working with its marketing partners, NYSERDA created an engaging online video and essay contest called *Shining Example* with the objectives of building a base of concerned New Yorkers to engage and generate excitement around energy issues, providing retailers with an easy way to increase sales of ENERGY STAR qualified CFLs and cross-promoting home energy assessments available through NYSERDA's Home Performance with ENERGY STAR program.

New Yorkers were invited to upload a 90-second video or 250-word essay to [ShiningExampleNY.com](http://ShiningExampleNY.com) explaining how and why they switched from incandescent light bulbs to compact fluorescent light bulbs (CFLs) for a chance to win a free CFL makeover and free comprehensive home assessment. Additionally, video winners were featured in television commercials and received CFL makeovers for 10 of their friends or family.

The team produced a promotional video to promote the campaign and contest using television advertising, public relations and social media. Social media played a significant role in executing a soft launch of the contest using Facebook ([facebook.com/shiningexampleny](http://facebook.com/shiningexampleny)), Twitter (@shiningexample) and YouTube. The social media launch established an early foundation and buzz around the contest, resulting in obtaining 1,000 Facebook fans before the official contest launch on January 11, 2010.

A two-pronged public relations launch leveraged targeted media outreach throughout the state and broad-based media and consumer outreach using MultiVu's Web Solution (<http://www.multivu.com/players/English/41571A-Shining-Example-NY/>). The multimedia web solution featured the promotional video, call-to-action button driving viewers to the contest website, press release, links to social media sites and details about the overall campaign.

To continue the momentum, NYSERDA collaborated with retail partners to plan and host 11 contest events in April 2010 to gather video entries and pass out educational materials about CFLs and other energy-saving tips. Events were held in NYSERDA's major markets including the Capital/Saratoga, Western New York, Finger Lakes, Downstate (NYC), North Country and Southern Tier regions. Additionally, NYSERDA collected videos at the high-profile events in New York City including the Saint Patrick's Day Parade, Go Green Expo and NYC Grows. Retailer and community events were promoted through in-store signage, print and online advertisements, calendar listings, outreach to local media and radio remotes at select retail locations. All advertisements and marketing materials were branded with the Change for the Better with ENERGY STAR logo.

Media coverage of the campaign spanned from January through September, starting with PR around the contest launch and retailer events and continuing with PR around the contest winners. The video and essay winners were announced during a media event at the NYSERDA EcoMarket in Union Square (NYC) on June 28, 2010. The EcoMarket featured 25 ENERGY STAR retailer, manufacturer, Home Performance contractor partners, as well as some of NYSERDA's renewable technology partners. Local outreach for the individual winners in additional media placements with News 8 in Rochester, News Channel 2 in Utica, the *Buffalo News*, *Cooperstown Crier*, *Cortland Standard*, *Lancaster Source*, *Queens Chronicle*, *Staten Island Advance*, *Watertown Daily Times* and *Western Queens Gazette*. A new *Shining Example* television advertisement, which features portions of the winning videos, was launched in November 2010.

Nearly 200 people across the state entered the contest and, as of October 2010, CFL sales increased by 33 percent compared to 2009. The campaign earned 410 media placements, over 52 million in estimated audience/circulation, and \$4.4 million in estimated media value. For its accomplishments in marketing quality and achievement, NYSERDA was recognized with a 2010 Communicator Award of Distinction and 2010 Bronze Telly Award for the Shining Example Campaign.

#### New York's Great Appliance Swap Out

NYSERDA launched *New York's Great Appliance Swap Out* Program in February 2010. As part of the American Recovery and Reinvestment Act (ARRA), NYSERDA received \$18.7 million to provide cash

rebates to New York residents who purchased ENERGY STAR qualified appliances. The program provided New York consumers who own their own appliances with rebates for purchasing certain ENERGY STAR qualified refrigerators, clothes washers, freezers and dishwashers, and offered a larger rebate to consumers who properly recycled their discarded appliances.

Under the approved plan, consumers could receive rebates for purchasing eligible appliances individually or in a bundle. Only appliances that earned the ENERGY STAR label qualified for the rebate. Consumers have the opportunity to receive a larger rebate by purchasing three eligible appliances that exceed ENERGY STAR minimum criteria and meet Consortium of Energy Efficiency (CEE) higher tier standards.

Under the approved plan, customers purchasing appliances would qualify for a rebate of \$75 (\$105 with documented recycling) for ENERGY STAR qualified refrigerators, \$75 (\$100 with documented recycling) for ENERGY STAR qualified clothes washers and \$50 (\$75 with documented recycling) for ENERGY STAR qualified freezers. Rebates were available for ENERGY STAR qualified dishwashers when they were purchased as part of a three-appliance package (refrigerator, dishwasher, clothes washer), which may qualify for a \$500 rebate (\$555 with documented recycling).

In close coordination with the **New York Energy Smart<sup>SM</sup>** Products Program, NYSERDA worked with its 1,000 retail partners to promote the Appliance Rebate program in their stores. A stand-alone website was developed to promote the program, provide program details and rebate applications, and report the amount of funds remaining in real-time. The program also was promoted via public relations, as well as print, online and broadcast advertisements. As of November 2010, 114,163 rebate checks valued at \$11,868,010 were processed and issued. The remaining \$5 million is expected to be expended by year's end.

#### Program Partner Activities

NYSERDA made several valuable new retailer and manufacturer partner connections in 2010. Partner recruitment resulted in signing 14 new manufacturers, four of them new gold or platinum retail partners into the program, including national retailers Sears, Lowe's and Kmart, and 16 upstream HVAC partners in 2010. In support of the program partners, NYSERDA updated its partner agreements, developed a new 150-page training manual and a HVAC special promotion booklet. NYSERDA also added appliance, electronics and lighting videos and updated the product section of GetEnergySmart.org to educate consumers about solid-state lighting (SSL) and the *Shining Example* contest, as well as provide retail documentation about *New York's Great Appliance Swap Out*.

In addition to a robust network of participating retailer and manufacturer partners, NYSERDA has a statewide field staff of Program Account and Partner Relations Representatives. NYSERDA believes the hands-on, face-to-face training of retail sales associates by these representatives is critical to promoting a consistent message and helping to maintain a strong, trusted relationship with retail partners to further increase sales of ENERGY STAR qualified products. Partner Relations Representatives assist manufacturer partners with ENERGY STAR marketing and promotions and facilitate the manufacturer/retailer relationship to ensure ENERGY STAR qualified products are included in the retailer inventory and store showrooms. Program Account Representatives recruit more retail stores into the program, help train retail staff on the benefits of ENERGY STAR qualified products and assist retailers with ENERGY STAR-related promotions. Additionally, Program Account Representatives visit partners on a six- to eight-week basis, providing Program updates, replenishing point-of-purchase (POP) materials, labeling products and assisting with promotions and marketing of ENERGY STAR products. NYSERDA, with assistance from Program Account Representatives from Lockheed Martin (NYSERDA Implementation Contractor) initiated or participated in a number of activities and events in 2010 that included:

- Hosting a Plug Load Summit in Albany to bring together retailers, manufacturers, testing labs, consultants, utilities, and authorities to discuss the viability of advanced power strips that can increase energy savings, especially when used with ENERGY STAR qualified products
- Attending North East Energy Partners (NEEP) meeting to develop Advanced Power Strip working groups. The effort, spearheaded by NYSERDA, brings together the various players to develop best practice guides for marketing advanced power strips, testing advanced power strips and calculating deemed savings for advanced power strips. This includes opportunity to promote advanced power strips as a way to better manage ENERGY STAR qualified electronics and products and help consumers save even more.
- Attending approximately 32 (as of October 9, 2010) events to promote the Program and speaking at several industry meetings including CEE events, NEEP events and EPA events about the benefits and need for standards regarding power management products.
- Working with new partner Sears to participate as an exhibitor at two events held in the summer, as well as conducting ENERGY STAR training at the retailer's annual sales training events in Rochester and Schodack.

The program has seen a nine percent average increase in market share across all ENERGY STAR qualified products in 2010. These products continue to dominate shelf space as well. For example, the percentage of displayed models for the four appliance categories (clothes washers, refrigerators, dishwashers, and room air conditioners) promoted by the program has grown by 307 percent since 1999.

### **Home Performance with ENERGY STAR**

NYSERDA is working to broaden its home retrofit initiative with the recent launch of the \$112 million Green Jobs-Green New York program to promote energy efficiency and the installation of energy efficiency measures and clean technologies to reduce energy costs and greenhouse gas emissions statewide. Elements of the program align closely with existing NYSERDA programs targeting homes, businesses and workforce development. On the residential side, the Green Jobs-Green New York Financing will be available to homeowners who leverage the existing Home Performance with ENERGY STAR program and work with contractors accredited by the Building Performance Institute (BPI) to complete the work. Additionally, Green Jobs-Green New York is expected to provide qualified workers to existing BPI Accredited contractors and help build the workforce, particularly in economically distressed areas and in regions with limited BPI Accredited contractor coverage. Free or low-cost energy audits (based on a sliding scale of income) through NYSERDA's Home Performance with ENERGY STAR Program are available to residential customers. Customers can implement cost-effective measures using Green Jobs-Green New York Financing which offers loans of up to \$13,000. This will allow New Yorkers to now receive free or reduced home assessments, and in addition to special financing, customers can also leverage 10 percent cash back, up to \$3,000.

Regarded as New York's best option for improving the efficiency, comfort, health and safety for one- to four-family homes, NYSERDA's Home Performance with ENERGY STAR program has helped reduce energy costs for nearly 35,000 New Yorkers. Program changes related to Green Jobs-Green New York are expected to *significantly* increase the number of New Yorkers that will participate in NYSERDA's Home Performance with ENERGY STAR program. The Program has been a key element in reducing the State's residential energy demand, has helped create and grow the energy efficiency contractor sector in the state, and has put hundreds of New Yorkers to work. Launched in 2001, Home Performance with ENERGY STAR applies the latest building science and technology to provide a "whole-house" approach for energy efficiency improvements to existing homes. By using a network of specially-qualified contractors, it is transforming home improvement market statewide by focusing on recruiting, training and offering financial incentives to develop a skilled infrastructure. Home Performance contractors

promote and educate homeowners on the benefits of energy efficiency and reduce the barriers to participation with attractive program incentives and financing.

A key component and selling point of the program to homeowners is the Comprehensive Home Assessment, which provides a whole-house inspection that identifies areas where energy efficiency, comfort and safety improvements can and should be made. To implement the services provided under the program, NYSERDA has developed a network of approximately 270 Home Performance contractors who have demonstrated skill in the latest building science techniques and applications to deliver whole-house solutions that address health and safety problems, reduce energy costs, and improve comfort. The program fosters consumer protection through contractor training, a strong quality assurance/quality control process and third-party accreditation and certification for contractors.

In 2010, NYSERDA has continued to build upon the synergies between Home Performance with ENERGY STAR and other residential energy efficiency programs. For example, the *Shining Example* campaign successfully cross-promoted Home Performance with ENERGY STAR. Contest winners received a free Comprehensive Home Assessment from Home Performance with ENERGY STAR, in addition to receiving CFL makeovers for themselves and 10 of their friends and neighbors of the video winners. NYSERDA also encourages contractors and builders to educate customers about the powerful savings and benefits of advanced technologies, such as photovoltaic or geothermal systems, when combined with an energy-efficient home. For instance, all photovoltaic (PV) contractors must perform a 'clip-board energy audit' for homeowners interested in PV or solar thermal technology. This assures that homeowners are aware of energy efficiency issues that may reduce the cost-effectiveness of installing a new PV or solar thermal system.

NYSERDA works with BPI to establish a high quality contractor infrastructure and independently verify the quality of contractors' work. BPI sets the standards for a systematic approach to improving the indoor environment for energy efficiency, comfort, durability, and health and safety. BPI accreditation sets participating contractors apart from other contractors, helping them stay one step ahead of the competition.

The success of NYSERDA's Home Performance with ENERGY STAR program has been built upon the development of standards and certifications that define quality energy-efficiency services in the residential market. Through NYSERDA's workforce development program, \$9 million has been invested in job training through a statewide network of Centers for Energy Efficiency and Building Science learning centers that had nearly 1,200 students complete BPI-recognized training as of September 2010. The program also provides 50 to 75 percent training incentives for workers who complete Building Analyst or Specialist Certifications, such as heating, envelope or cooling. NYSERDA's workforce efforts are also being replicated across the nation as NYSERDA has issued more than 30 curriculum licenses to training organizations in other states.

## **Residential New Construction**

### **The Green Residential Building Program**

This November, New York State was one of the first in the nation to provide cash incentives for 'Green' Homes. The Green Residential Building Program was recently launched to spur the building and certification of more "Green" homes across the state. Incentives start at \$5,125 for a single-family home and increase to \$13,375 for an 11-unit building. Eligible buildings must be certified at the Silver level or higher using either the National Green Building Standard™, LEED® (Leadership in Energy and Environmental Design) for Homes, or LEED® for New Construction, and meet other program energy efficiency requirements. These rating systems and standards provide nationally recognized, comprehensive, third-party-verified systems for measuring "Green" building performance for residential buildings.

The Green Residential Building Program builds upon NYSERDA's New York ENERGY STAR® Homes program, which encourages the construction of new homes that use approximately 30 percent less energy

than conventionally built homes. And just as New York ENERGY STAR Homes utilize HERS raters to assure homes meet New York's stringent ENERGY STAR standards, the Green Residential Building Program uses qualified technicians to assure new homes meets LEED® or National Green Building Standard™ requirements.

#### The New York ENERGY STAR Homes Program

The New York ENERGY STAR Homes Program is improving the efficiency of residential new construction (one- to four-family homes), rapidly transforming the market to one in which all new homes are built to New York ENERGY STAR standards. In 2010, more than 2,000 New York ENERGY STAR Homes were built, with each new home avoiding approximately \$1,000 in annual energy costs. In terms of market penetration, more than 22 percent of the State's new home construction has been built to New York ENERGY STAR standards. Since the program's inception, more than 16,000 ENERGY STAR Homes have been built. The program has saved residents over \$12 million a year on energy bills, and cut electricity by 18.7 million kilowatt-hours (enough to power 3,100 homes for a year), and saved 898,590 MMBTUs of fossil fuel to date.

In addition to complying with the minimum federal standards for ENERGY STAR Homes, builders participating in the New York program must also achieve a minimum of 500 kWh yearly electric savings *per* home through the installation of ENERGY STAR appliances and/or lighting products. New York requires builders to complete combustion safety testing in compliance with BPI standards. This additional requirement ensures the health and safety of the homeowners.

New York ENERGY STAR Home builders are rewarded on performance tiers that offer larger incentives for higher HERS scores. This encourages the building of homes that exceed ENERGY STAR standards, achieving up to a 50 percent improvement over the New York State Energy Code. To ensure that the home's energy saving systems (heating, cooling or shell) are properly installed, the program offers special incentives to participating builders who hire BPI Certified technicians on their construction teams.

The New York ENERGY STAR Homes Program also builds synergies with programs that encourage new technologies such as photovoltaic systems, geothermal heating and cooling and wind power. For example, NYSERDA continues to connect builders participating in the New York ENERGY STAR Homes program with BPI Accredited contractors in the Home Performance with ENERGY STAR Program to install energy-efficiency measures.

As part of its outreach to builders, NYSERDA helps connect them with a network of HERS raters, as well as contractors certified and accredited by BPI. These professional relationships are a key aspect in assuring quality construction throughout the program. Builders also receive training in marketing the benefits of New York ENERGY STAR Homes and have access to professionally designed marketing materials to deliver a clear, consistent message to potential buyers. In the past year alone, NYSERDA invested \$286,794 in cooperative advertising incentives, leveraging an additional \$1.19 million in advertising funds from participating builders to promote the benefits of New York ENERGY STAR Homes.

Ultimately, NYSERDA's approach to the program means establishing a network of qualified trades people who deliver high quality homes by leveraging a broad range of market actors and comprehensive market initiatives, while offering a consistent value proposition to customers.

NYSERDA and the New York State Builders Association (NYSBA) are collaborating to deliver educational programs across New York State to builders, remodelers, architects, engineers and other industry professionals, programs that will teach building industry professionals strategies for incorporating ENERGY STAR guidelines and 'Green' building principles into homes using cost-effective and affordable options. Beginning in 2011, a new Version 3 ENERGY STAR® Guidelines will be



adopted throughout the country to raise the minimum thresholds to achieve ENERGY STAR status of a home. In anticipation of this, NYSERDA is working with NYSBA to offer training on the new guidelines.

## **Commercial Industrial**

### Energy Smart Focus Programs

The Energy Smart Focus Program encourages energy efficiency actions within various sectors of commercial/industrial customers. The program recognizes the different business models and decision-making criteria of the sectors and gears strategies to motivate customers to examine their energy use and invest in efficiency, using NYSERDA's technical and financial incentives when appropriate.

### Focus on Commercial Real Estate

The Focus CRE Program is a business-focused initiative to enable commercial building owners, managers, and consultants to maximize their return on investment for going green. The Focus CRE Program provides technical tools and financial analysis support for energy consultants working with commercial office clients. Consultants can access a Benchmarking Toolkit, advanced diagnostic tools, an Energy Audit checklist, lease-based financial analysis tools and presentation materials to connect clients to NYSERDA's incentives. NYSERDA has customized the ENERGY STAR Portfolio Manager software to meet specific New York needs.

### Focus on K-12 Schools

The Focus on Schools Program supports New York State K-12 public and private schools achieve their energy efficiency and sustainability-related goals. The Program helps schools understand their energy consumption and cost trends at each of their buildings, understand how their facility is doing compared to other schools locally and nationally, and identifies opportunities to improve operations and reduce costs. Benchmarking is a key component in the Focus on Schools Program and uses ENERGY STAR® Portfolio Manager as one of the rating characteristics. Information gathered from the participating schools is compared to U.S. EPA's national data and NYSERDA's New York State data as well as to six New York State schools specific energy use factors. As part of the Program's focus on sustainability, the school's carbon footprint is also benchmarked. NYSERDA provides recommended "next steps" and a discussion of the applicable NYSERDA programs available for implementing improvements. The Focus on Schools Program benchmarking report also uses the EPA's Target Finder to help schools set performance targets for the following year.

### Focus on Hospitality

NYSERDA is working with the lodging and food service sectors to improve the energy efficiency and profitability of hotels, motels, and restaurants in New York State. The program includes strategies to promote and document the use of ENERGY STAR's Portfolio Manager to the sectors. A desired outcome is to increase the awareness of owners and operators of their building performance and to help them identify the opportunities for energy savings through low cost/no cost improvements, as well as the other benefits these properties can realize (i.e. impacts to a hotel's Average Daily Rate [A.D.R], reduced operating costs and increased profits for restaurants, energy efficiency as a good investment; marketing opportunities) by making energy-efficient upgrades to their establishments.

The Focus on Hospitality program also includes an educational component. NYSERDA reaches out to colleges and universities, culinary arts schools, and hotel management programs to inform the students and professors of the importance of energy efficiency and where opportunities for energy efficiency exist. NYSERDA's partnership with commercial foodservice equipment distributors has been instrumental in the deployment of the program's educational outreach component. These partners offer hands-on opportunities for students and operators to view and use ENERGY STAR qualified foodservice equipment.

## **INCORPORATION OF ENERGY STAR**

ENERGY STAR is featured prominently in all marketing, advertising and public relations materials for New York ENERGY STAR Homes, Home Performance with ENERGY STAR and NYSERDA's Products Program. Program partners are provided access to appropriate ENERGY STAR logos for use in their marketing and advertising efforts. All partner advertisements that use program or ENERGY STAR identifiers are carefully reviewed before obtaining cooperative advertising funds, which allows NYSERDA to enforce strict guidelines on logo usage. NYSERDA encourages collaboration between builders, retailers, manufacturers and contractors to further promote the ENERGY STAR brand.

To better educate consumers on energy efficiency and strengthen the ENERGY STAR brand, NYSERDA encourages all partners to use their cooperative advertising incentives to "piggy-back" on the NYSERDA marketing efforts to leverage promotions and increase advertising frequency. In an effort to keep program partners connected, informed and inspired, NYSERDA added new password protected pages to its Web site, [www.GetEnergySmart.org](http://www.GetEnergySmart.org), so partners can access program announcements, cooperative advertising guidelines, program logos, NYSERDA media schedules, program forms, testimonials, and case studies. This marketing assistance provides program partners a cost-effective way to promote their own business, while educating the public about the benefits of ENERGY STAR qualified products and services.

NYSERDA has incorporated energy benchmarking into its Focus Programs and promotes the use of the ENERGY STAR Portfolio Manager tool as an important element in all sectors. NYSERDA's programs include benchmarking as a first step in an effective strategy to assess energy performance and develop an energy efficiency improvement plan. In addition, benchmarking is leveraged as a continuous improvement tool, allowing owners and property managers to track energy performance over time and establish successful energy efficiency improvement plans to address both short and long-term energy and environmental goals. NYSERDA has developed an additional infrastructure, tools and support for the benchmarking effort. This includes technical assistance to acquire and input customer data into the appropriate Portfolio Manager program, verifying data and outputs, quality control, assisting customers with the interpretation of the results, and assistance with incentives and other actions to realize energy savings.

Additionally, NYSERDA works with and leverages activities of national, regional and local groups to promote these programs. Strong relationships remain in place with the U.S. Department of Energy (DOE), U.S. Environmental Protection Agency (EPA), New York Power Authority (NYPA), Northeast Energy Efficiency Partnerships (NEEP), New York State Department of Environmental Conservation (NYS DEC), the Consortium for Energy Efficiency (CEE), American Council for an Energy Efficient Economy (ACEEE), Affordable Comfort Inc. (ACI) and others.

The ENERGY STAR brand is a platform for NYSERDA and its partners to deliver services and products to New York residents and businesses. The ENERGY STAR brand provides increased recognition, credibility, and sustainability, and provides new opportunities for synergy with other NYSERDA initiatives. Therefore, NYSERDA programs proudly and prominently display the ENERGY STAR logo and messaging, and NYSERDA is diligent about maintaining the integrity of the brand.

### **MARKET EFFECTS**

As New York's residential programs mature and consumer demand/awareness for energy efficiency grows, NYSERDA has helped build an entire workforce specializing in energy-efficient homes, services and products. The following data supports the growing success these programs have had throughout New York:

#### **Qualifying Products: New York Energy \$mart<sup>SM</sup> Products Program**

- NYSERDA estimates that ENERGY STAR qualified products increased by nine percent across all products through October 2010.

- For cooperative advertising efforts, NYSERDA reimbursed approximately 50 percent of aggregate total from October 1, 2009 to September 30, 2010 representing over \$3.5 million or 60 percent in leveraged advertising costs.
- Consumers are increasingly aware of the need to preserve and protect the environment, so NYSERDA uses the ENERGY STAR label to help New Yorkers correlate that energy-saving products help protect the environment by reducing further pollution that results from power plants and power generation.
- The percentage of ENERGY STAR products displayed in retail stores has increased steadily since the start of the Program. Since 1999, there has been a 307 percent increase in the proportion of ENERGY STAR qualified appliances on display. Retail partners often report that increased consumer demand and awareness are the biggest reasons for increasing their stock of ENERGY STAR products. Appliance retailers also cited the New York Great Appliance Swap Out and Federal ARRA rebates as having a significant impact on sales.
- Program Account Representatives distributed over 27,000 pieces of ENERGY STAR POP materials from January through September 2010. POP materials included marketing materials for appliances, lighting, home electronics and heating, ventilation and air conditioning equipment. Partner stores also display free, manufacturer POP materials.
- NYSERDA currently has 1,320 retail partners, with 288 new retail partners as of October 2010. NYSERDA has 46 manufacturer partners, with seven new manufacturers signed in 2010.

#### **Residential New Construction: New York ENERGY STAR Homes**

- More than 17,435 New York ENERGY STAR Homes have been built since 2001; 2,002 from January 1, 2010 to October 31, 2010.
- The program has saved residents over \$12 million a year on energy bills, 26.4 million kilowatt-hours of electricity and more than 1 million MMBTUs of fossil fuel to date.
- In 2010, 113 builders joined the Program, for a total of 370 active New York ENERGY STAR Home builders currently participating.
- From January 1, 2010 to September 30, 2010, NYSERDA reimbursed \$286,794, or 24 percent, of all advertising costs for the New York ENERGY STAR Homes Program.

#### **Home Performance with ENERGY STAR**

- More than 34,649 projects completed to date, with 4,935 projects completed from January 1, 2010 to October 31, 2010.
- More than 23 million kilowatt-hours of electricity and 1.2 million MMBTUs of fossil fuels saved to date.
- Nearly 270 Quality Assurance Declarations of Completion, year to date, as of September 30, 2010.
- Provided ongoing recruiting, training, and technical assistance to contractors.
- Innovative marketing and advertising efforts including cross-promotion with other NYSERDA programs to grow Home Performance with ENERGY STAR.
- NYSERDA reimbursed \$664,862 or 33 percent of advertising costs for Home Performance contractors from January 1, 2010 to September 30, 2010.

#### **Commercial/Industrial: Energy Smart Focus Programs**

**The Focus on CRE Program** has directly supported benchmarking of 68 buildings, representing approximately 48 million gross square footage of space. Many of these buildings proceeded with energy efficiency projects cost-shared by NYSERDA to achieve an estimated 31 GWh of energy savings, and reduce electric demand by over 15 MW.

**The Focus on K-12 Schools Program** has directly conducted benchmarking of 1,000 K-12 school buildings in 224 school districts. Since 2003 the average school has reduced energy consumption by 21.5 percent per square foot, and a 47 percent reduction in CO<sub>2</sub> emissions. These schools represent 89.8 million square feet of ENERGY STAR Building Labels in 151 buildings, and 24 Leader Awards in 12 districts. NYSERDA also provides on-going support to school districts to use the Portfolio Manager tools on their own.

**The Focus on Hospitality Program** as part of NYSERDA is an active member of the New York State Green Hospitality Partnership, established by Governor Paterson. The Partnership has helped establish a green certification program for New York State hotels. A pilot effort commenced in 2009 with 44 hotels from New York's 11 tourism areas participating. Through the Focus on Hospitality Program, NYSERDA is benchmarking the participating hotels prior to the start of and after their certification efforts. The program has benchmarked fourteen properties, three of which are from the 44 hotels in the New York State Green Hospitality Partnership pilot. Likewise NYSERDA is offering benchmarking and other support to New York restaurants seeking green certification.

**The American Recovery and Reinvestment Act**, through the U.S. Department of Energy, has provided significant additional funding to support energy efficiency work in New York State. As part of its administration of ARRA funds, NYSERDA had incorporated the Energy Star rating system into the programs that it offered. NYSERDA is funding 222 energy audits to eligible municipalities, public schools, hospitals, and not-for-profits and an eligible service. A majority of the audits include the use of Portfolio Manager. In addition to the Energy Conservation Studies program, NYSERDA issued two competitive solicitations, to fund energy efficiency, renewable energy, and clean fleet projects in New York State. Use of the ENERGY STAR Portfolio Manager was one of the selection criteria in these programs. NYSERDA received over 1400 proposals and over 500 proposers used the ENERGY STAR Portfolio Manager to support their proposal. NYSERDA intends to benchmark all facilities receiving ARRA funding after completion of projects both to assist in the measurement a verification of these projects as well as to assist successful proposers continue to lower their energy consumption needs.

## DATA SOURCES

Residential New Construction	<ul style="list-style-type: none"> <li>• Monthly Partner Reports</li> <li>• EPA Power Profiler</li> <li>• REM Rate Software</li> <li>• NYSERDA Energy Information System (EIS)</li> <li>• U.S. Census Bureau</li> </ul>
Home Performance with ENERGY STAR	<ul style="list-style-type: none"> <li>• Monthly Partner Reports</li> <li>• REM Rate Software</li> <li>• NYSERDA Energy Information System (EIS)</li> </ul>
Qualifying Products	<ul style="list-style-type: none"> <li>• October 2010 Monthly Partner Report of Sales Data</li> <li>• In-store surveys</li> <li>• Account representatives' completed call forms</li> <li>• Monthly Partner Reports of Sales Data</li> <li>• NYSERDA Energy Information System (EIS)</li> </ul>
Commercial/Industrial	<ul style="list-style-type: none"> <li>• <b>New York \$mart<sup>SM</sup></b> Program Evaluation and Status Report Year Ending December 31, 2009 Final Report March 2010</li> <li>• New York's System Benefits Charge Program Evaluation and Status Report, Quarter Ending September 30, 2010</li> <li>• New York System Benefits Charge Programs Evaluation and Status Report, final August 2010</li> <li>• October 2010 Quarterly Report Program Evaluation and Status Report</li> </ul>