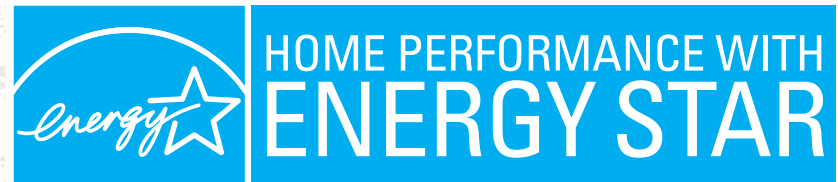


NYSERDA's Home Performance with ENERGY STAR® Program

*Presented by
Andrew Fisk*



NYSERDA



George E. Pataki, Governor



Who is NYSERDA?

NYSERDA is a public benefit corporation developed under statute of the State of New York in 1975.

Statewide administrator of System Benefits Charge (SBC).

Who is NYSERDA? (con't)

Underlying programmatic principles are based on the "Three E's":

1. **Energy savings**
2. **Environmental protection**
3. **Economic development**

NYSERDA's Goals for Home Performance



Help NY residents save energy, reduce emissions, increase affordability, and live in healthy, durable, comfortable, and safe existing homes.

Underlying Principles



Provide New Yorkers
comprehensive "house-as-a-
system" programs that deliver
savings through quality!!

New York Market Barriers



- Limited consumer awareness
- Weak existing capacity of competent service providers
- High start-up costs for business
- Limited availability of standards and training
- Poor interaction between trades
- Lack of ability to close the deal

How NYSERDA achieves these goals and overcomes barriers



- Creating consumer demand: educating New Yorkers on the value of energy efficiency, comfort, and H&S
- Fostering consumer protections: providing competent service providers
- Facilitate ease of access (financing and incentives)
- Helping create new jobs and greater economic growth

NYSERDA's Marketing



- Create Demand (Paid Media- TV, radio, print)
- Big investment upfront, decreases over time
- Consistent messaging (seasonal and repeated)
- Two pronged (consumer and contractor)
- Credibility (E* label/NYSERDA/EPA/DOE)
- Market place kicks in over time
- Co-op important
- Public Relations (free ad placement)

Marketing Materials



Videos, TV & Radio



Brochures



Handouts



Logos



Plaques & Door Mats



Signs

General Questions



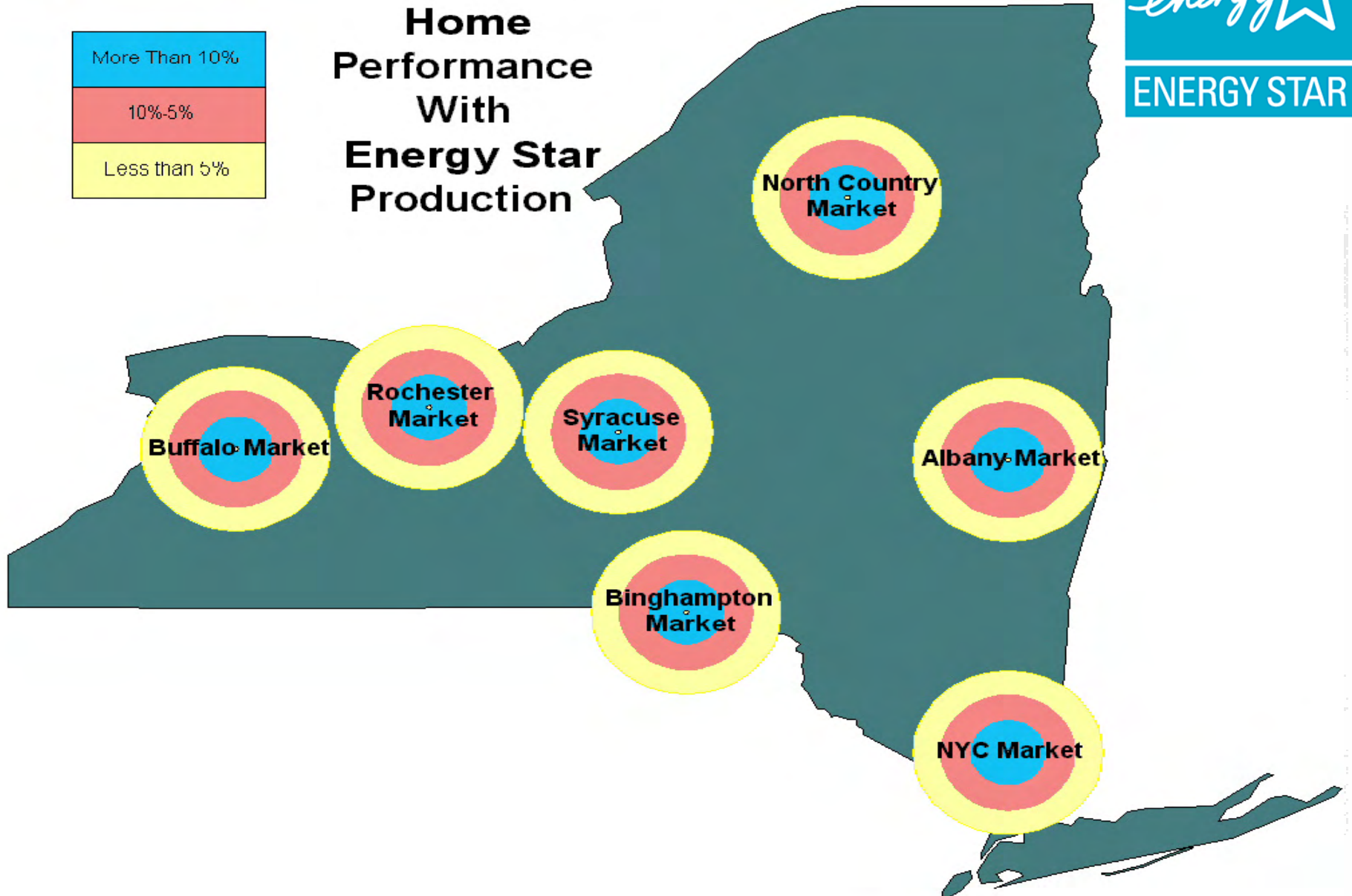
On the Web at
www.GetEnergySmart.org

Or

*Call the Toll Free
Consumer Hot Line*
1-877-NY-SMART



Home Performance With Energy Star Production



Existing Sustainable Resources



Partnering with key existing market actors that have a permanent impact on Program delivery



Market Transformation Approach



Target Mid-stream Market Players:

- Builders
- Contractors
- Retailers
- Community Based Organizations
- Multifamily Building Owners, etc.

Home Performance with ENERGY STAR®: *Incentive Breakdown*

- **Incentives for Contractor Participation:**

- Assistance (75%) for Training, BPI Certification and Accreditation
- Equipment Purchase Assistance
- Contractor Assessment and Referral Incentives
- Co-op advertising



Strong emphasis on significantly reducing the cost and risk of market entry for contractors

Home Performance Consumer Financing Options

Home Performance with **ENERGY STAR**®
Financing – Low interest loans for \$2,500
to \$20,000 for up to 10 years

New York Energy \$mart™ Loan Fund –
Low interest loans for up to 10 years
through a participating lender.

These financing options are subject to change.

Visit www.GetEnergySmart.org for current rates and terms.

Other Home Performance Consumer Financing Options

Assisted Home Performance with ENERGY STAR® - 50% subsidy (\$5,000 maximum) for income qualified households. Visit www.GetEnergySmart.org for income guidelines or call 1-877-NY-SMART.

Note: This subsidy can be combined with one of the loan options but not with Homeowner Financing Incentive.

10% Homeowner Financing Incentive - If you choose not to use one of the other financing options, you may receive a cash incentive equal to 10% of the cost of the eligible energy efficiency measures directly from NYSERDA.

NYSERDA's QA/QC Process

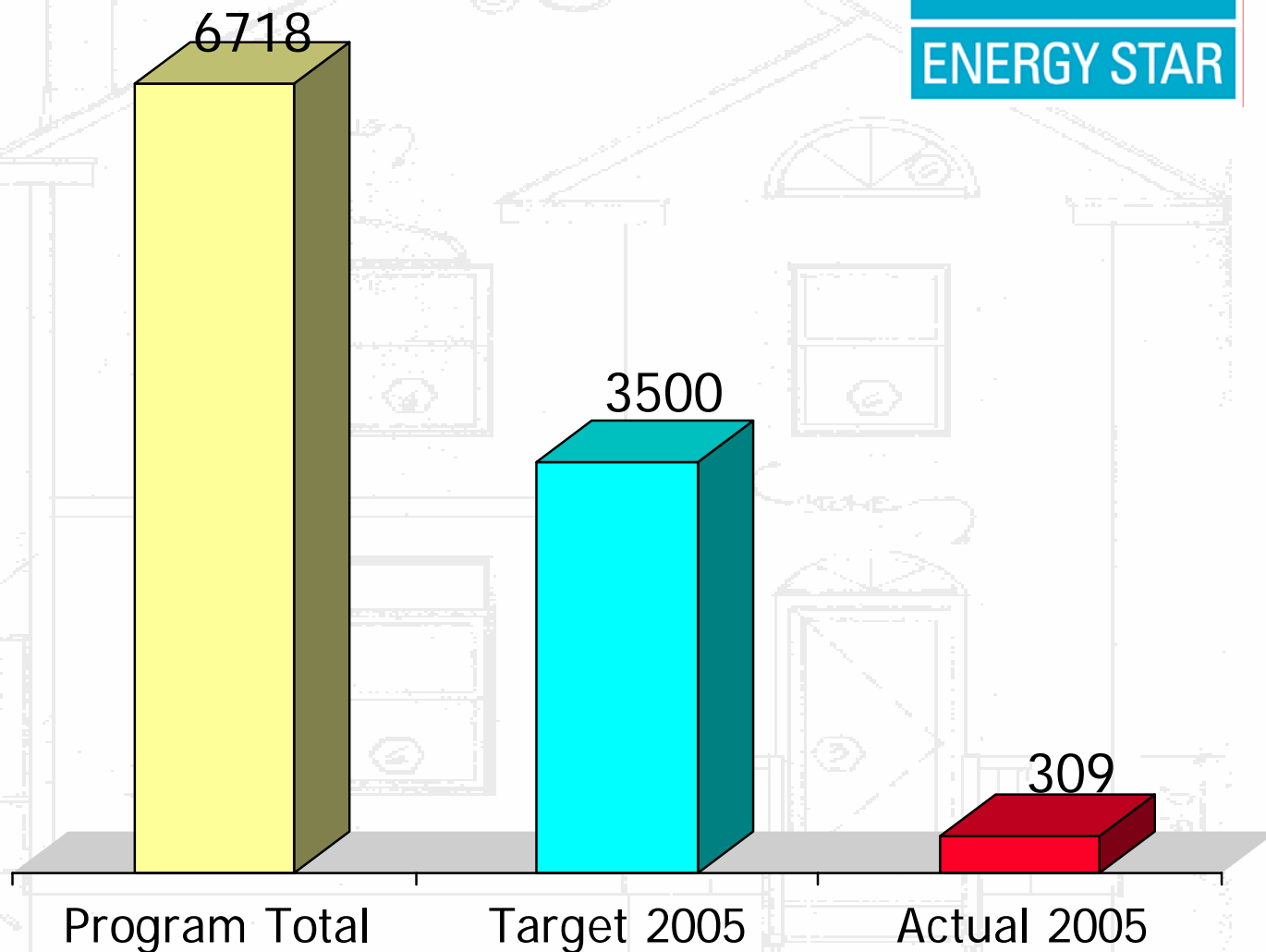


- Consistent Standards (BPI)
- Work with industry Partners (BPI)
- Program Inspections (10% and 20%)
 - Pre/interim/post
- Increased Participation requirements
- Probation/Suspension/Termination
- Scoring System (F1-P3)
 - Technical and Compliance
- Make a Statement (notification/delisting)
- Establish Systems (consistency)
- Educate Consumer (what to expect)

Home Performance with ENERGY STAR



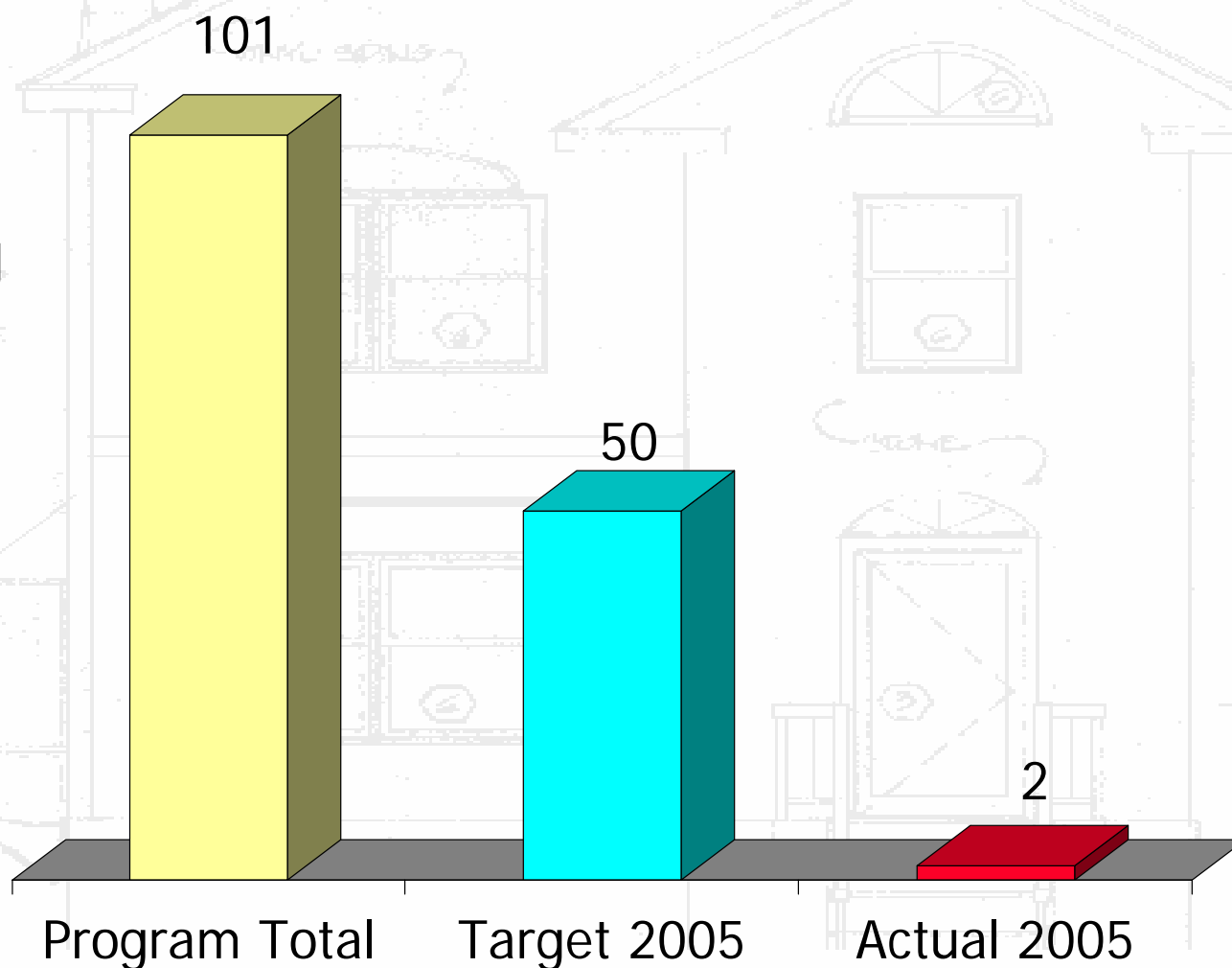
Number
of
Households
Served



Home Performance with ENERGY STAR

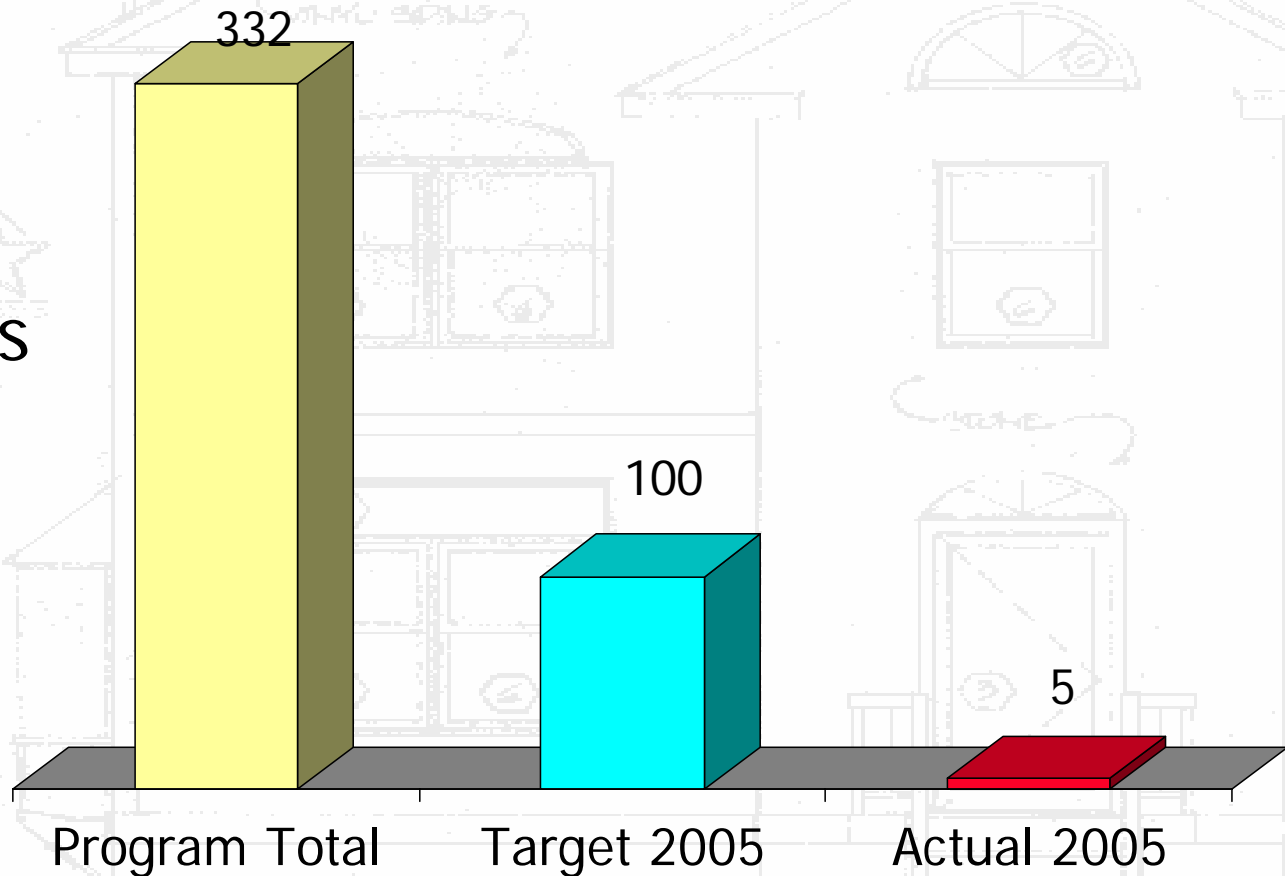


Number
of
Participating
BPI
Accredited
Firms



Home Performance with ENERGY STAR

Number
of
Certified
Technicians



Lessons Learned



- Take Marketing Seriously
- Implement Market-by-Market
- Develop Market Based Partners (trades, training, certification)
- Consistent Standards
- Target Incentives to Contractors
- Focus on key Partners (champions)
- Provide Low Interest Consumer Financing
- Be in it for the "Long Haul"

Next Steps



- Home Improvement Contractor Model
- Tiered Comprehensive Model
 - Consumer interest rates
 - Contractor incentives
- NYC Expansion
- Existing Market Analysis
 - Mature
 - Immature
- Actual Consumer Usage Analysis



Thank You!

Contact information:

Andrew Fisk

New York State Energy Research and
Development Authority (NYSERDA)

(518) 862-1090 Ext. 3335

nm@nyserda.org