

## DOCKETED

<b>Docket Number:</b>	15-IEPR-05
<b>Project Title:</b>	Energy Efficiency
<b>TN #:</b>	204513-9
<b>Document Title:</b>	NYSERDA Clean Energy Fund
<b>Description:</b>	Presentation
<b>Filer:</b>	Raquel Kravitz
<b>Organization:</b>	California Energy Commission
<b>Submitter Role:</b>	Commission Staff
<b>Submission Date:</b>	5/6/2015 2:49:44 PM
<b>Docketed Date:</b>	5/6/2015



**NYSERDA**

# **NYSERDA Clean Energy Fund**

**California Energy Commission**

**IEPR Lead Commissioner Workshop**

**Benchmarking and Local Government Challenge**

**May 7, 2015**

# Principles of the Clean Energy Fund

## Market Development Approach

- Address the impediments to deep and wide adoption of clean energy that remain even after regulatory reform. This includes reducing barriers for more established solutions, and supporting the development and field-testing of new solutions.
- Retain key roles in support of these strategies
- Focus and manage incentives to accelerate this progress
- Become easier to work with

# Current Multifamily Strategies

## Multifamily Performance Program

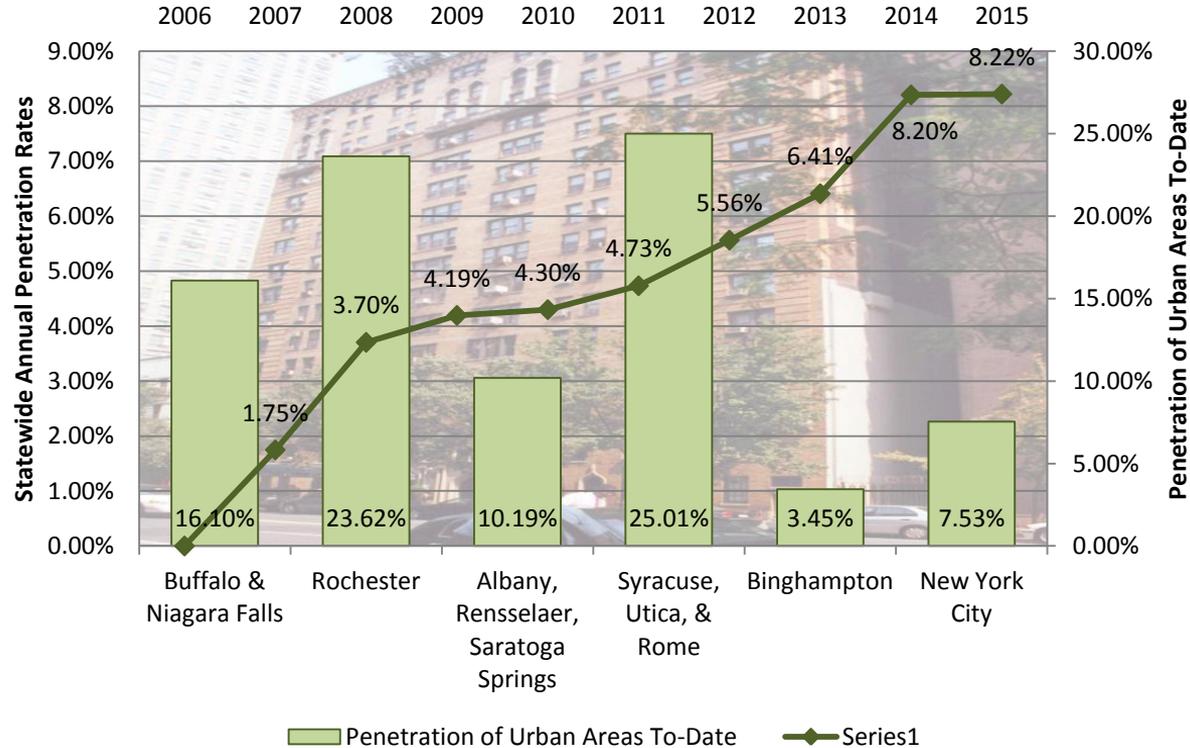
- \$800-\$1,000 per unit incentive for market rate existing building
- \$675-\$900 per unit incentive for new construction market rate
- Requirement to improve building/design by 15% over baseline
- Work with a Multifamily Performance Partner
- Incentive reduced in 2015 to \$450-\$950 per unit for market rate existing buildings and to \$300 per unit for new construction
- Approximately 250,000 units participated since inception

## Benchmarking Program

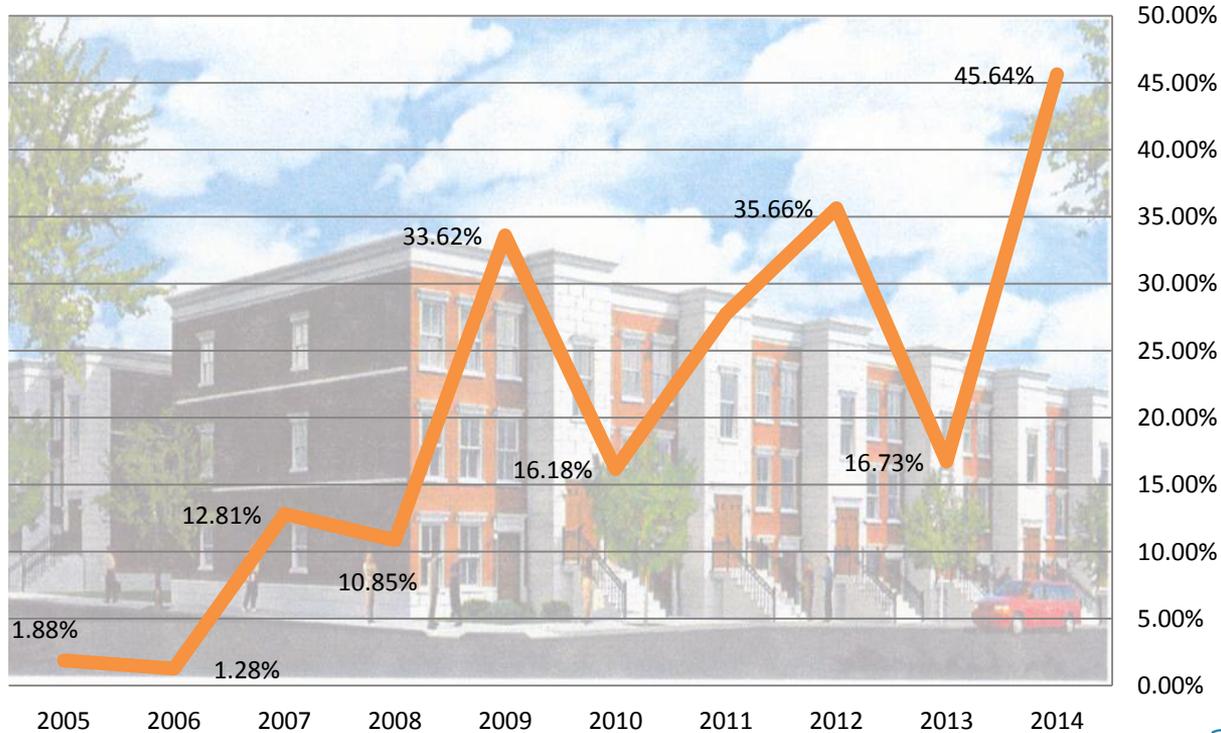
- Offers modest incentives for “first-time” building owners and managers to benchmark their properties

## Existing Building Market Penetration Patterns

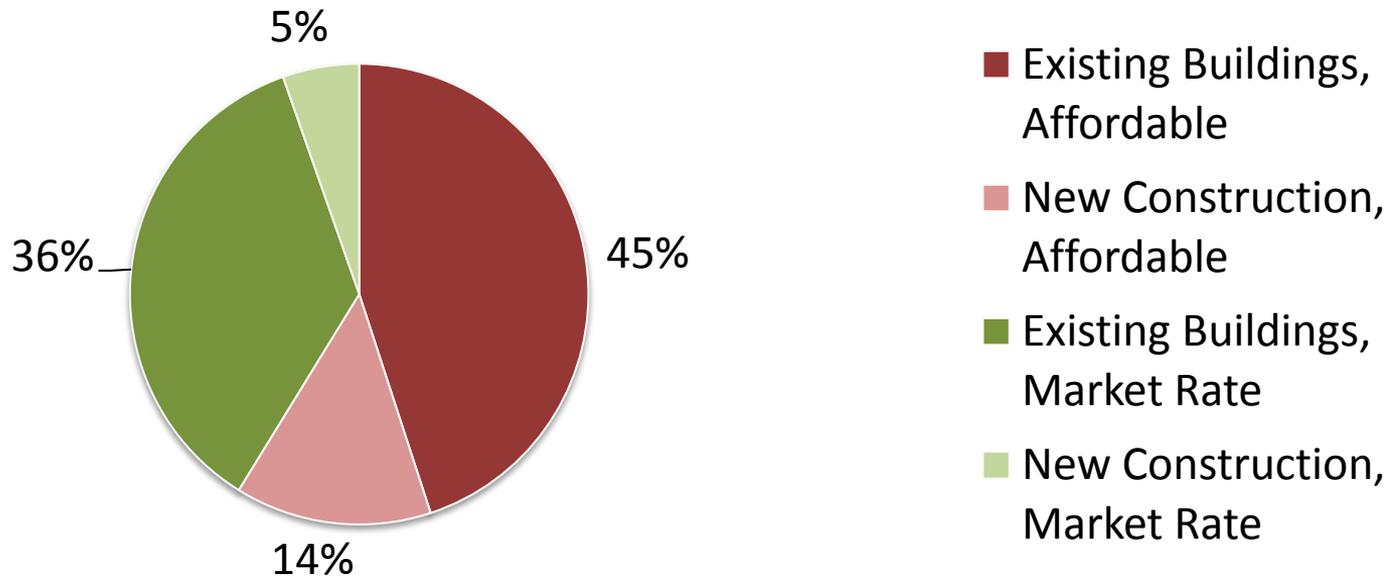
(by units as of 3/1/15)



## New Construction Participation in MPP as Percent of Annual Permits Issued by Unit



## Participation in MPP by Market Type (by units)



# Proposed Multifamily Strategies

- Create Awareness and Demand
- Develop Qualified Clean Energy Partners
- Promote Zero Net Energy
- Foster a Supportive Infrastructure
- Support Alternative Business Models and Reduce Soft Costs
- Engage Mid-market Building Owners
- Address the Low-to-Moderate Income Sector
- Transition MPP

# Create Awareness and Demand

## Shape a positive public perception about energy efficiency

- Increase demand for high performance buildings among renters, tenants, owners, and developers.
- Conduct benefit/barrier analysis on a broad cross-section of the multifamily market to more fully understand the values people attach to clean energy and building performance.
- Develop a model communications strategy focusing on those values that can be used as a blueprint by multiple entities when promoting energy efficiency.
- Work with MLS, websites, and real estate community to include information on the energy performance of buildings.

# Create Awareness and Demand

## Establish a ubiquitous building performance label

- Define and design a building performance label.
- Work with owners, energy professionals, and municipalities to encourage adoption of the label.
- Provide initial incentive and technical support to benchmark buildings as part of the labeling effort, particularly with affordable properties.
- Promote and educate renters on what the label means and how to use it.
- Work with owners to understand how to improve their performance labels by engaging energy professionals.

# More Detail on Building Labeling

Ratings

vs.

Labels



# More Detail on Building Labeling

Exceptional

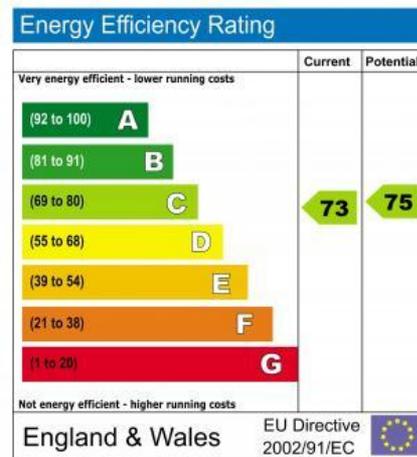
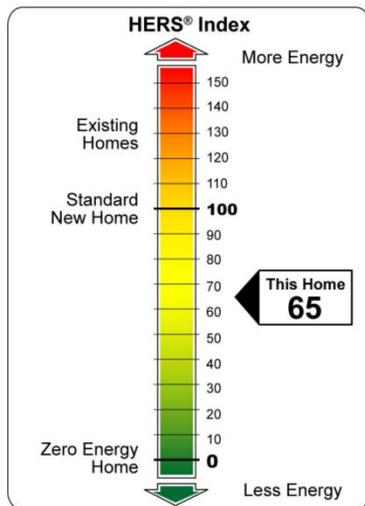
vs.

Ubiquitous



# More Detail on Building Labeling

Asset Rating vs. Performance Rating or Both



# Next Steps, Discussion, and Feedback