

EmPower New York

Low Income Forum on Energy

May 22, 2012

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The EmPower New York Mission:

To deliver energy efficiency services to low-income households with high energy burdens.



EmPower New York Energy Services



- **Electric Reduction (ER) Measures**
- **Home Performance (HP) Measures**
- **Energy Education**

EmPower Services

through April 30, 2012

Electric Reduction (ER) Only:	43,304
Home Performance and ER:	<u>19,146</u>
Total Households Served:	62,450

Est. Annual kWh Savings:	72,595,161 kWh
Est. Annual therm Savings:	5,027,250 therms

Est. Annual Savings per household: \$231

Special Project: Storm Assistance



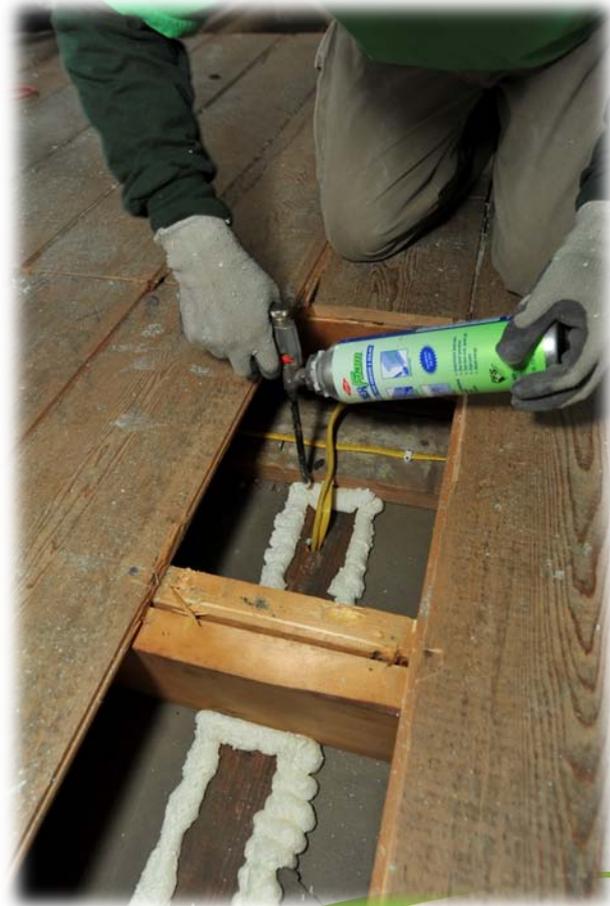
EmPower services included replacement boilers, water heaters, refrigerators and energy efficiency measures to 138 low-income households affected by Tropical Storms Irene and Lee

Special Project: Green and Healthy Homes Initiative, Buffalo

- Funding through the Community Foundation of Greater Buffalo
- Goal: Combine energy efficiency services with “Healthy Home” services, such as lead hazard control, home repairs and reduction in asthma triggers.
- NYSERDA is partnering with the Foundation through EmPower, along with a variety of other organizations.
- Area: City of Buffalo

Special Project: The Advanced Air Sealing Protocol

- NYSERDA developed the protocol in collaboration with NYSWDA, the Honeywell team, Bob Kahabka and other experts
- Classroom and field training is in progress



Looking Forward



The Public Service Commission approved expanded services to low-income households through EmPower New York.

Production Goals for 2012

Program Funding	Households To Be Served
EE Portfolio Standard – Electric only	8,834
EE Portfolio Standard – Gas and Electric	5,196
National Fuel Gas - Conservation Incentive Program (Round 5)	829
Regional Greenhouse Gas Initiative	300
Total units to be completed	15,159

This represents an increase of 57% over 2011 production

Looking Forward



Increased funding will allow the program to provide funding to WAP agencies impacted by the end of ARRA funding, while continuing to support private contractors who have partnered with the program.

Contractor Participation

Private Contractors: 59

Weatherization Agencies: 40

Vendors: 6

Total: 105

Establishing Goals

Written agreements are in place with contractors and weatherization agencies who provide energy efficiency services:

- Funding commitments
- Production expectations based on commitments



Updates to Program Guidelines: Health and Safety

- Health and Safety measures now limited to 4% of program budget. All other measures must be cost-effective.
- These restrictions limit the number of times EmPower can replace:
 - Leaking/failed water heaters
 - Failed refrigerators or freezers that do not make SIR

New Outreach Materials

- Developed by Brand Cool
- Based on low income marketing research, feedback from Program staff, contractors' suggestions, and Brand Cool's experience.

General Awareness Campaign: Print & Online

Make your home energy efficient for **Free.**
(really, free.)



What are you waiting for?

Free efficiency upgrades for income-eligible residents from EmPower New YorkSM

LEARN MORE 



I made my home more energy-efficient for **Free.**
(really, free.)

Since I'm income-eligible*, EmPower New York improved my insulation, reduced drafts, and upgraded my lighting, appliances and heating—**for free.** I'm lowering my energy bills and keeping more money in my pocket. **A no-brainer.** You can do the same for your home or apartment.

» **EmPower New York**
A better life begins at home.
Learn more: 1-800-263-0960
visit: nyserda.ny.gov/empower

* You are eligible for EmPower if you are eligible for HEAP benefits, participate in a utility payment assistance program, or have household income below 60% of the state median income.



Print Ad

Facebook Ad

New Program Fact Sheet



Empower
New York

Make your home or apartment
more energy efficient—
» **for free.**

Income-eligible New Yorkers can get no-cost upgrades that reduce energy bills. Now you don't have to choose between utilities and other necessities.



Empower New York

Improving energy
efficiency saves you
money—and won't
cost you a dime

» **A small improvement makes a big difference**

Just a few energy improvements can save you cash on your energy bills. Here are some examples of upgrades you could receive—at no charge!

- Replacement of old inefficient appliances such as refrigerators
- New energy-efficient lighting
- Insulation to make your home or apartment warmer in the winter and cooler in the summer
- Air sealing to reduce drafts
- Plus, we'll show you additional ways to use less energy in your daily routine, saving you more money.

And the best part?
On top of the savings, the program is
completely free for income-eligible residents.



» **Are you eligible? Let's see!**

Free energy efficiency improvements are available for homeowners and renters. You may be eligible for Empower New York if you can answer "Yes" to both these statements:

- I live in a home or building with 100 units or fewer.
- My household income is below 60 percent of the state median income (I am eligible for regular HEAP benefits) or I participate in a utility payment assistance program.

» **It's easy to get started**

Call us at 1-800-263-0960 to learn more and apply. Or visit nyserdanyc.gov/empower and fill out an application today.

Once you're approved, we'll schedule a free energy assessment of your home or apartment by a Building Performance Institute (BPI) accredited contractor. Your assessment will pinpoint the ways we can help your home be more energy efficient, healthier and more comfortable—and save you money.

Learn more:
Call 1-800-263-0960 or visit nyserdanyc.gov/empower

About NYSEERDA's Empower New York Program
NYSEERDA's Empower New York program offers income-eligible residents access to low-cost energy efficiency services. These services include electricity use and home performance assessments. On-site energy education offers residents additional strategies for managing their energy costs. The services are provided by contractors accredited by the Building Performance Institute (BPI).





Advocate Brochure

A better life begins at home.

To learn more about EmPower New York and other NYSERDA programs, call 1-800-363-0960 or visit nyserdanyc.gov/empower

ABOUT NYSERDA'S EmPower New York Program
 NYSERDA's EmPower New York program has an on-site energy efficiency service to homeowners in a HUD-eligible home and remote diagnostic service exclusively for multifamily and non-profit landlords. On-site energy efficiency services are provided at no cost to the homeowner. The service is provided by a contractor selected by the State's Performance Partners (SPP).



An advocate's guide to the **EmPower New York Program**



The power to make a difference

Between unemployment, shrinking paychecks and rising energy costs, residents with low incomes are the hardest hit by the staggering economic challenges facing the state. Between utility and household bills, there's not a lot of money left over. EmPower New York works to make that harder by performing repairs, **at no cost** to residents, and offering energy education.

Energy upgrades and education can reduce their energy costs, keep more money in their pockets for things that matter most and make their homes healthier and more comfortable for the people who live there—of by reducing wasted energy.

This guide contains important insights that will help you talk to residents about the program. In your home, you have the power to make a difference in the energy efficiency of their homes and their energy usage habits.

As a result, you'll be making a huge difference in the lives of each and every resident you EmPower.™

What is EmPower New York?

EmPower New York provides free energy efficiency upgrades, at no cost to income-eligible households.

- Electric efficiency upgrades, including ENERGY STAR® lighting and refrigerators as needed
- Home performance upgrades, including insulation and a leaky hot water heater
- Ideas on how to save energy on their own

Both homeowners and renters are eligible. In rental situations, several upgrades are offered at no cost to the landlord but landlord permission is required. In



How EmPower New York works

If you have a household that you think may be eligible for the program, you'll need to know a few things before you refer them to EmPower.

1. Are they HUD-eligible? Or are they currently receiving payment assistance from their utility company? If not, they may still be eligible if their household income is below 60% of the state median income.

2. Do they live in a home or building with less than 100 units? If so, they have to be a member of the household?

If the answer to yes to the above, they are most likely eligible and should apply!

How can I help?

Here are three ways to connect:

1. If you are speaking to a parent, help fill out the energy services application. Please be sure that the resident signs the form. Clearly note the name of your organization, verify the resident's HUD-eligibility, and sign the application. If your agency has additional forms or policies to discuss, please let us know. An additional income statement may be required. Contact EmPower for details. A point of contact can be sent to EmPower at the top.
2. Mail: EmPower New York, PO Box 2483, Seneca Falls, NY 13255
Fax: 915-483-7325
3. Or email: help@empower.ny.gov

3. If you don't have the right tools to assist with the application process, provide the household with an agitator, multi-examples and instructions. These can be provided to you by EmPower.

4. If you're ready to refer, call EmPower at 800-363-0960 and a representative will take it from there. Upon request, EmPower will provide a list of the households referred by your organization and served by EmPower New York.

What happens next?

In 2-4 weeks they will receive a letter letting them know if they are eligible for assistance. If they are, a visiting technician will follow up with a scheduled contractor visit call. There will be 30 days to schedule a service appointment.

What if they're not income eligible?

NYSERDA offers several programs to help its members of all income levels make energy efficiency improvements. If someone isn't eligible for EmPower, they may still take advantage of those programs with ENERGY STAR® which also offers additional assistance for homeowners below 50% of the median income in their state. For more info, please visit www.nyserda.gov or call 1-877-447-5942.



Advise from the field

Remember, the small improvements and help you're offering make a huge difference in the life of every household you touch.

Advise from the field

People don't care what you know, until they know what you care.



Customer insights

Where do they live?

Have to go to the program to homeowners or renters—they can use a job's calling from a home. Take a look at their utility bills and really learn the situation and context of the program—the fact that they will receive free energy bills. That's so much more tangible to the individual and able to make the decision themselves—on their own terms.

What's their goal?

Many of the people aren't looking to get their utility bills lowered or lower income. They need to be shown that they have a true need and that it's okay to have advantages of the assistance. This can explain that the EmPower program was developed specifically for people like them, and that by participating, they are helping ensure that the most people can afford that best advantage too.

Do they're parents?

Like an extra step that's not right now for those living on a low income. So, when you're speaking with them, you have to show them that you care—that you are there because you need to help, not just do your job.

What's their biggest picture?

A single month's energy costs may not give a full picture of the need. Look for other cues, such as high utility bills compared to similar income in the area, a water payment plus with the utility, use of a stove or space heater or heat a more money that are used off site to the cost of heat in the home.

It's not about savings

People don't want to believe it about saving their energy bill that can show up of their income every dollar that's made, saving money is something that they have come to believe doesn't really apply to them. Instead, position the program as a way to reduce energy costs and pay less on their energy bills. That's something they can really understand.

Posters, Lawn and Lobby Signs

Posters

Usage: Display at offices and community venues to promote program and/or event



Lawn and Lobby Signs

Usage: Displayed in the yard or lobby when work is being completed by contractors



Referral Post Cards

Consumer Referral Card

BUSINESS REPLY MAIL
FIRST-CLASS PERMIT NO.

POSTAGE WILL BE PAID BY ADDRESSEE

EMPOWER NEW YORK
PO BOX 2489
SYRACUSE, NY 13220

INCOME
ELIGIBLE
HOMES
& APARTMENTS
IN THE
LEARNED STATES



A better life begins at home



I'm saving energy and money for **FREE** So can you.

Your friend, _____



An energy-efficient home or apartment

FREE (really, free)

What are you waiting for?

For income-eligible* residents, EmPower New York will improve your insulation, reduce drafts, and upgrade lighting and appliances—for free.

55,000 of your neighbors have already done it. Now it's your turn to lower your energy bills and keep more money in your pocket. It's a no-brainer.

*Eligibility is subject to the terms of your application for all bill benefits, participation in a utility demand response program, to have household income below 80% of the state median income, to own or lease a home, and to be a resident of the state of New York. nyserda.ny.gov/empower for income-eligible homes and apartment developments.

Start saving right away.

Fill out and return the attached card to request an application »

OR call 1-800-263-0960

OR visit: nyserda.ny.gov/empower

YES,

I'd like free energy upgrades from EmPower New York. Please send me an application:

Name: _____

Street Address: _____

Street Address 2: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

BUSINESS REPLY MAIL
FIRST-CLASS PERMIT NO.

POSTAGE WILL BE PAID BY ADDRESSEE

EMPOWER NEW YORK
PO BOX 2489
SYRACUSE, NY 13220

INCOME
ELIGIBLE
HOMES
& APARTMENTS
IN THE
LEARNED STATES



A better life begins at home



EmPower New York is the **FREE (really, free)** way to a more energy-efficient home or apartment



Contractor Referral Card

An energy-efficient home or apartment

FREE (really, free)

What are you waiting for?

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OR call 1-800-263-0960

OR visit: nyserda.ny.gov/empower

YES,

I'd like free energy upgrades from EmPower New York. Please send me an application:

Name: _____

Street Address: _____

Street Address 2: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

I was referred to EmPower New York by: _____

Targeted Mailing Outreach

Improve your home's
efficiency. Reduce
your energy bills.

for
Free

What are you
waiting for?



myserda
Energy. Innovation. Solutions.

myserda
Energy. Innovation. Solutions.

Making Referrals to EmPower

Options:

- Assist household in filling out application
- Provide household with application packet (application, instructions, flyer and stamped and addressed envelope)
- Provide household with postage-paid postcard
- Provide household with the program phone number: **800-263-0960**



To all the
hardworking people
who have helped low
income households
through
EmPower New York:

***THANK
YOU!***

Contact Information

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