

# Multifamily Performance Program

A New York Energy \$mart<sup>SM</sup> Program



**Existing Buildings Component**

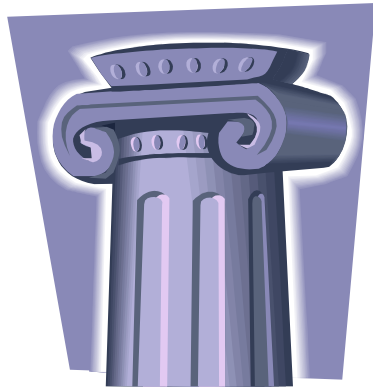


**New Construction Component**

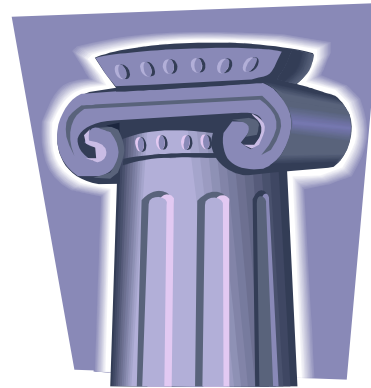
*Dan Leckie Forum – Wednesday, November 28<sup>th</sup> 2007*

# Multifamily Performance Program

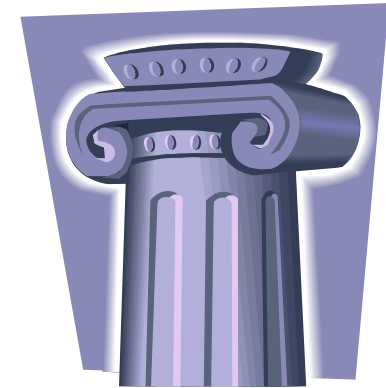
## Key Tenets



Simplicity



Market  
Orientation



Government  
Oversight



# Simplicity

- Combines numerous, previous programs
- Similar process for both new construction and existing buildings; affordable housing and market-rate
- One application; simple contract
- On-line database
- Performance-based



# Simplicity

## Achieve a 20% reduction in energy

1. Hire a Multifamily Performance Partner.
2. Complete a Program Application and Participation Agreement.
3. Develop an Energy Reduction Plan to achieve the energy performance target.
4. Implement the Energy Reduction Plan.
5. Confirm achievement of the target.



# Simplicity

## On-line database

**Multi-Family**

Project Status ▼

Search: ? 😊

**Application Data - 303 East 51st Street**

Application
Contacts
Milestones
Buildings
Funding
Notes
Admin
PDB
Report

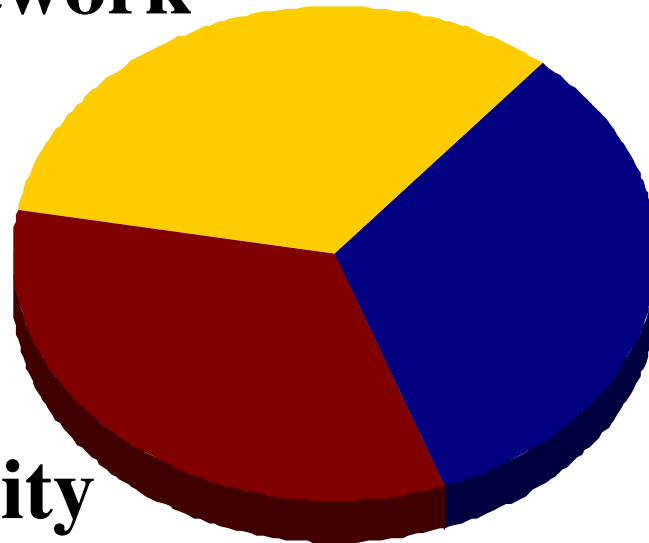
<b>Project Name *</b>	<input type="text" value="303 East 51st Street"/>	
<b>Program</b>	<input type="text" value="New Construction"/>	<b>Program Document Version</b> <input type="text" value="N"/>
<b>Total Project Size, SqFt</b>	<input type="text" value="200000"/>	<b>Project Area Subject to this Application</b> <input type="text"/>
<b>Number of Buildings</b>	<input type="text" value="1"/>	<b>Number of Units</b> <input type="text" value="20"/>
<b>Are all buildings three stories or less?</b>	<input type="text" value="No"/>	<b>Gas Utility</b> <input type="text"/>
<b>Electric Utility</b>	<input type="text" value="NYSEG"/>	<b>Regulatory Agencies (Hold Ctrl to select multiple agencies)</b> <input type="text" value="A D D H H"/>
<b>Market Type (if Affordable, choose Based on)</b>	<input type="text" value="Market Rate"/>	<b>Delivery Method</b> <input type="text" value="D"/>
<b>Construction Type</b>	<input type="text" value="New Building"/>	<b>Interested in LEED?</b> <input type="text" value="U"/>
<b>Construction Cost \$</b>	<input type="text" value="75000000.00"/>	
<b>Sources &amp; Amounts of Financing</b>	<input type="text" value="Private Financing \$75,000,000.00"/>	
<b>Other NYSEERDA Incentives for this Project?</b>	<input type="text" value="No"/>	

**Programs**

- New Construction (Add Project)
  - Status Not Defined(Inquiry)
    - 303 East 51st Street
      - Coney Island Commor
      - La Fortaleza Condomi
      - Minerva Place Condo
      - Symphony Place
      - Village Green Apartment
- Application
- Participation Agreement Sigr
- Signed Contract with Perform
- Proposed Performance Rep
- As-built Report
- Application Rejected
- Project Cancelled
- Existing Buildings (Add Project)
- Reference Tables

# Market Orientation

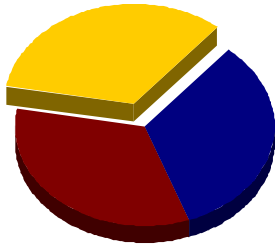
**Partner Network**



**Market  
Recognition**

**Flexibility**



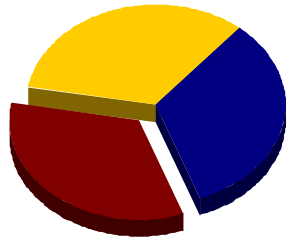


# Market Orientation

## Partner Network

- Qualified organizations – energy consultants, not-for-profits, engineering firms
- Understand the Program and its requirements
- Provide minimum services to client
- Relationship between Partner and client



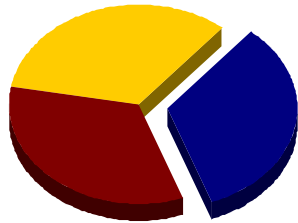


# Market Orientation Flexibility



- Performance target allows Partner and building to determine what suits them best
- Only minor prescriptive requirements
- Project phasing allows early distribution of incentives



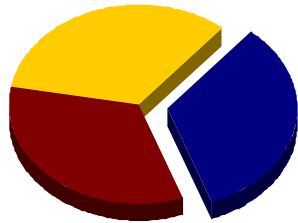


# Market Orientation

## Market Recognition

- Program establishes a common definition of “energy efficiency” and the process to achieve it
- This definition is embodied in market-recognizable labels





# Market Orientation

## Market Recognition



**OUR BUILDING  
IS ON IT'S WAY TO REDUCING  
YOUR ENERGY COSTS.**

- Target achieved! We're now a New York ENERGY \$MART<sup>®</sup> Building!
- 75% to our target equal to \$46 per year saved!
- 50% to our target equal to 45 tons of CO2 avoided!
- 25% to our target equal to 45 cars removed from the road!

Our goal is to reduce our energy usage by at least 20%.

We are doing this by:

- Air sealing and replacing windows
- Replacing our old heating system
- Upgrading to energy-efficient lighting
- Reducing our carbon footprint, creating less impact on the environment

**WE'RE NOW A NEW YORK  
ENERGY \$MART BUILDING**

*Saving energy and our environment*

Logos for Energy Star, NYSERDA, and New York Energy Smart.

# Government Oversight

- Insures quality of Partner network
  - Training and development incentives
  - Quality control and assurance
- Creates demand and increases public awareness of benefits of energy efficiency
- Provides incentives to encourage participation and facilitate market transformation



# Government Oversight



Eliot Spitzer,  
Governor  
Paul D. Tonko,  
President and CEO

Home	1-4 Family Homes	Multifamily (5+ Units)	Contractors & Partners	Energy Education	Search
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**Save**

- Air Conditioner Incentives
- Brochures
- Con Edison Gas Incentives
- Existing Buildings
- New Construction**
- Pledge to Save Energy

**Energy, Save the Environment.**

As part of its **New York Energy Smart<sup>SM</sup>** **Development Authority (NYSERDA)** administers a number of programs geared toward making energy more affordable for all New Yorkers. Through **home improvements**, **education** and **training**, and better access to services, New York State Residents are better able to manage their energy costs.

Congratulations to Sue Head from Skaneateles, NY, the winner of the NY ENERGY STAR Sweepstakes! Thank you to our partner Whirlpool for donating a Cabrio Electric Dvrer and ENERGY STAR Clothes Washer.

Seleccione aquí para información en español sobre los programas de NYSERDA

**Take the Pledge**



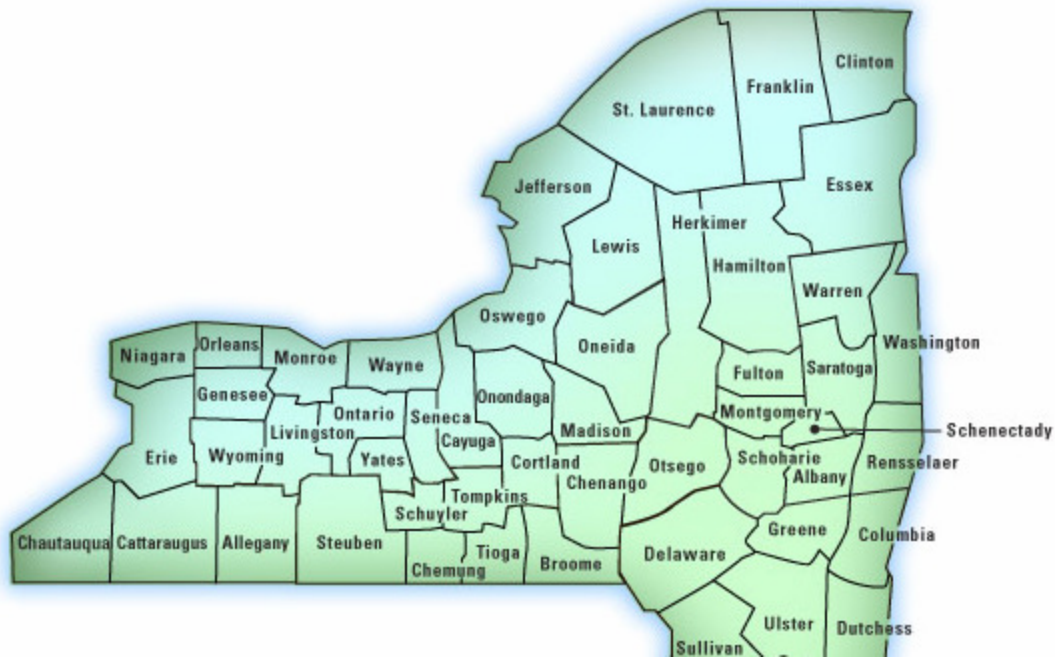
# Government Oversight

## Resource Locator Map

Finding an Energy \$mart Resource near you is simple. Just select the resource from the menu and then click on the map.

Resource To Find:

Now select the county you live in:



# Government Oversight

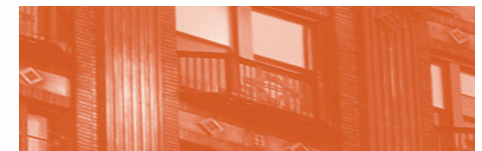
## Partners

### Niagara County

**Name:** Association for Energy Affordability, Inc  
**Contact:** David Hepinstall  
**Address:** 505 Eighth Ave, Suite 1801  
**City/State/Zip:** New York, NY 10018  
**Phone:** 212-279-3903  
**Fax:** 212-279-5306  
**Email:** [hepinstall@aeanyc.org](mailto:hepinstall@aeanyc.org)  
**Website:** [www.aeanyc.org](http://www.aeanyc.org)

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**Name:** Building Performance Specialists, Inc.  
**Contact:** Fred Fellendorf  
**Address:** 2064 Niagara Street  
**City/State/Zip:** Buffalo, NY 14207  
**Phone:** 716-875-5138  
**Fax:** 716-875-5534  
**Email:** [roofoffice@aol.com](mailto:roofoffice@aol.com)  
**Website:** [www.blackrockroofing.com](http://www.blackrockroofing.com)

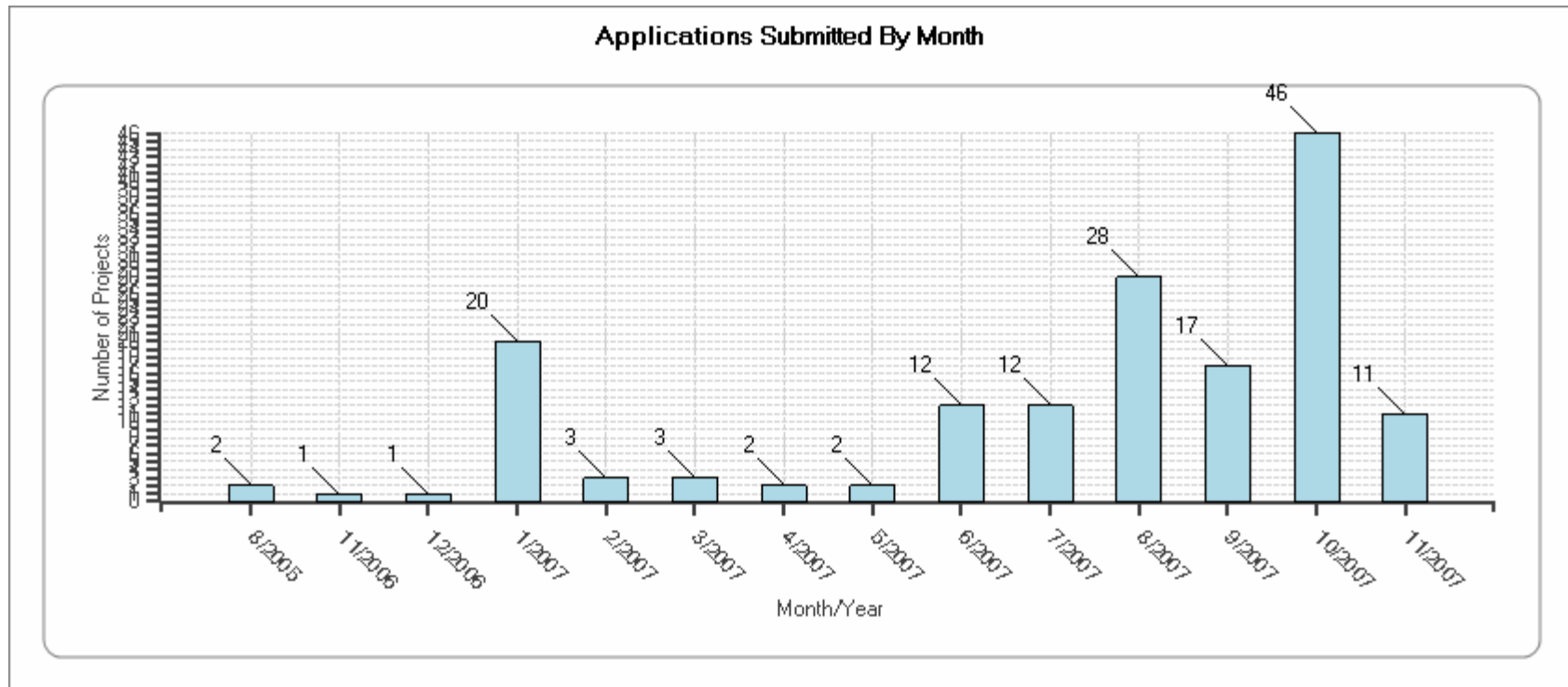


# Government Oversight

	Affordable Housing	Market-Rate
New Construction	\$30,000 & \$1.75-\$2.00/ghsf	\$20,000 & \$1.25-\$1.50/ghsf
Existing Buildings	\$5,000-\$10,000+ & \$1,525-\$1,600+ /unit	\$2,500-\$5,000+ & \$725-\$800+ /unit
Advanced Meters	\$200/unit	\$150/unit
CHP Systems	\$1,000/kW	\$750/kW
PV Systems	\$3.00-\$4.50/watt	
LEED Silver	45¢-85¢/ghsf & \$275/unit	N/A

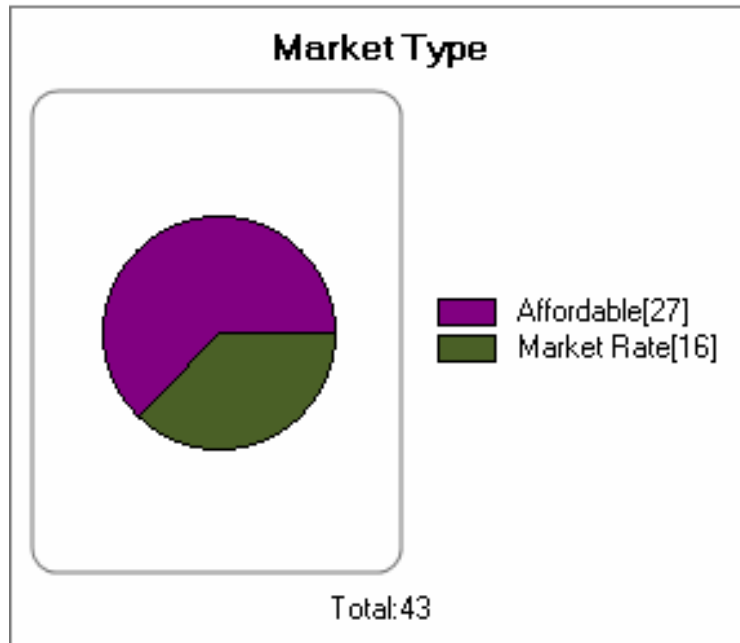


# Program Production

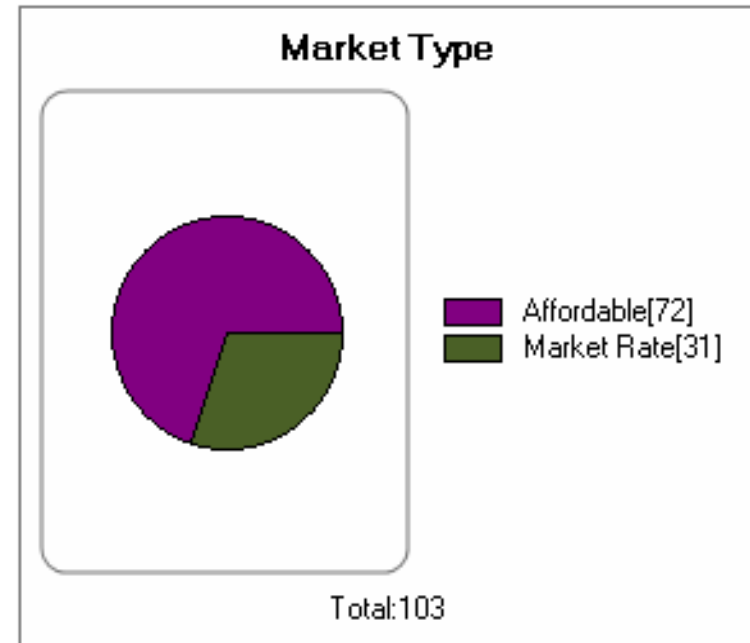


# Program Production

## New Construction



## Existing Buildings



# More information...

## Contacts

### *Project Manager*

Michael Colgrove  
MTC@nyserda.org

## Website

[www.GetEnergySmart.org](http://www.GetEnergySmart.org)

