



Department of  
Environmental  
Conservation



Climate Smart  
Communities

# **NYSERDA-funded Clean Heating & Cooling Campaigns**

*This webinar will start shortly.*

Office of Climate Change  
October 11, 2018

# Welcome!

Today's webinar: *Clean Heating & Cooling Campaigns*

Connect to the audio with your phone:

- 1) Go to the “***Event Info***” tab for call-in details, and
- 2) Enter ***your unique attendee ID*** when prompted.

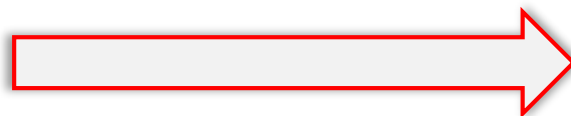


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| Quick Start                  | <b>Event Info</b>                                     |       |      |             |             |       |      |
| NYSERDA Clean Heating and Co |   |       |      |             |             |       |      |
| Host:                        | Dazzle Ekblad   |       |      |             |             |       |      |
| Audio connection:            | US Toll Free: 1-844-633-8697<br>Local: 1-518-549-0500 |       |      |             |             |       |      |
| Access code:                 | 642 588 661   |       |      |             |             |       |      |
| Attendee ID:                 | 37  |       |      |             |             |       |      |

# Today's webinar topic: *Clean Heating & Cooling Campaigns*

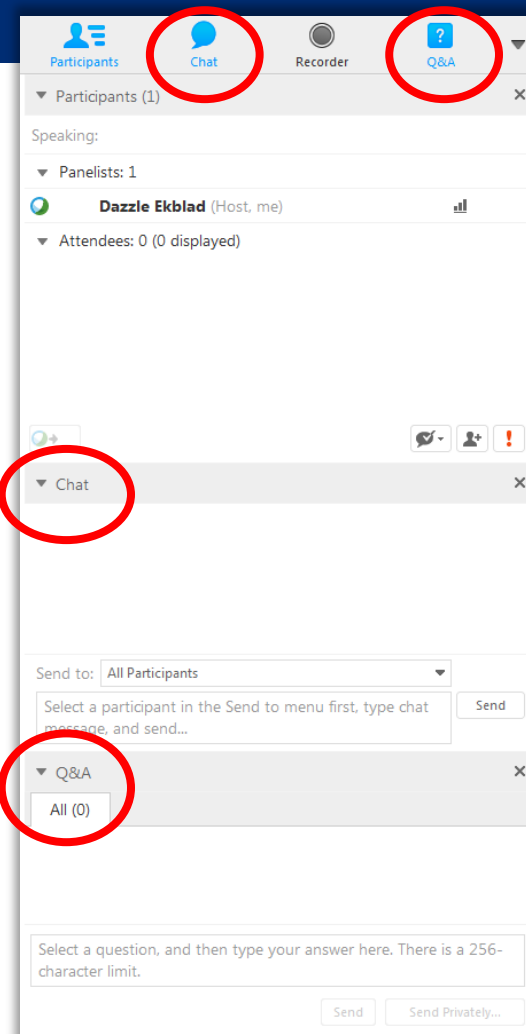
## Problems or technical questions?

Use WebEx Chat



## Content questions for speakers?

Use WebEx Q&A



# Agenda



- **Announcements** - *Dazzle Ekblad, DEC*
- **Presentation:** Clean Heating & Cooling Campaigns
  - *Scott Smith, NYSERDA*
  - *Sue Dougherty, NYSERDA*
- **Q & A**



# Upcoming Events



- Oct. 19, 7:30 PM, [Drawdown Learn Live Stream](#): attend Paul Hawken's opening plenary remotely
- Oct. 24-25, [Clean Energy Economy Conference](#), Glens Falls
- Oct. 27, [ADK Communities: Preparing for and Responding to Climate Change](#), Silver Bay
- Nov. 6-8, [NYS Sustainability in Higher Education](#)
- Nov. 8, CSC Webinar: Assessing Your Community's Economic & Climate Resiliency



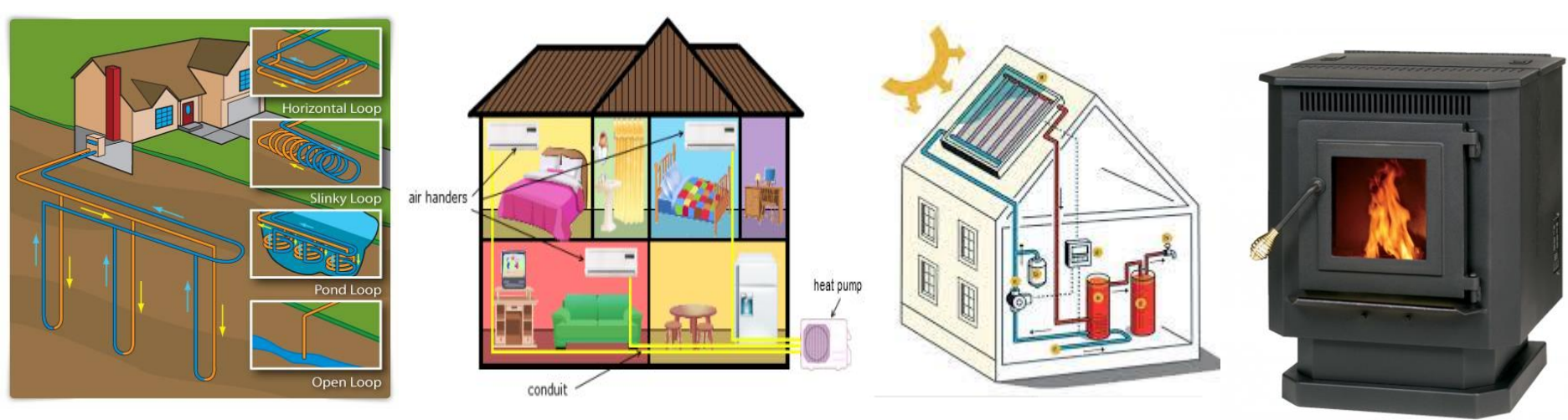
# Get Help from Regional Coordinators

- Coordinators provide free consulting services to local governments participating in NYSERDA's [Clean Energy Communities Program](#)
  - Approximately 50 hrs of free, on-demand technical assistance per municipality
  - Includes support for becoming a Certified Climate Smart Community
- Contact the coordinator in your region:  
<https://www.nyserda.ny.gov/Contractors/Find-a-Contractor/Clean-Energy-Community-Coordinators>



From left, CEC Coordinators for Mohawk Valley (Dan Sullivan), North Country (Jamie Rogers), Capital Region (Robyn Reynolds), and Mid-Hudson (Carla Castillo)





# PON 3922

## Clean Heating and Cooling Communities

Webinar for Proposers  
October 11, 2018

Scott Smith  
Sue Dougherty



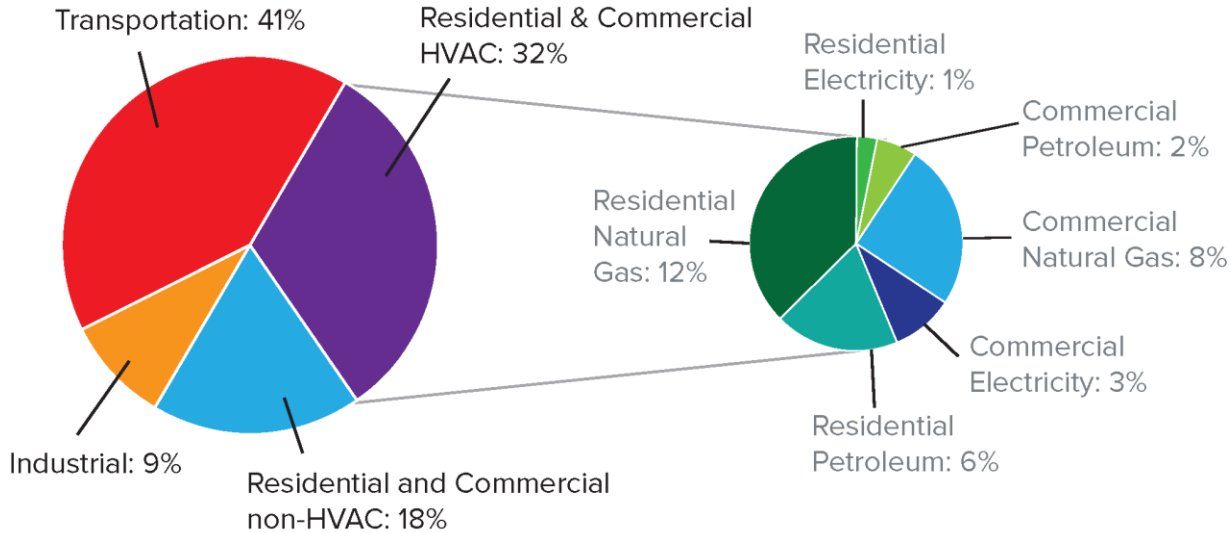
# Agenda

- Solicitation Overview
- By category (A,B,C)
  - Proposal requirements
  - Evaluation Criteria
- Proposal Submission
- Q&A



# Clean Heating & Cooling Benefits

## Estimated 2014 NYS GHG Emissions from Fuel Combustion



Total 2014 New York State GHG Emissions from Fuel Combustion: 181 MMtCO<sub>2</sub>e

Heating and cooling is responsible for about 1/3 of GHG emissions

- Role of RH&C in reducing GHG emissions 40% by 2030
- RH&C can also provide other benefits including: bill savings, improved comfort, electricity grid benefits

# Renewable Heating & Cooling Policy Framework

(Options to Advance Industry Growth and Markets in New York)

- Published February 7, 2017
- Policy Framework's Three Pillars
  - Reducing Technology Costs and Lowering Barriers
  - Renewable Heating & Cooling Mandates
  - Incentives

# Moving the Sector from Niche to Mainstream

- Clean Heating & Cooling (CH&C) has a large technical potential in New York (~700 TBtu out of statewide HVAC annual load of ~1,000 TBtu);
- Today, CH&C occupies a niche position: current cost-effective RH&C resource of 41 Tbtu. Only 4% of the State's 1,000 TBtu load could currently be met cost effectively with CH&C
- Combination of deep cost reductions and value monetization is needed to increase the CH&C potential to a level where mainstream adoption can occur

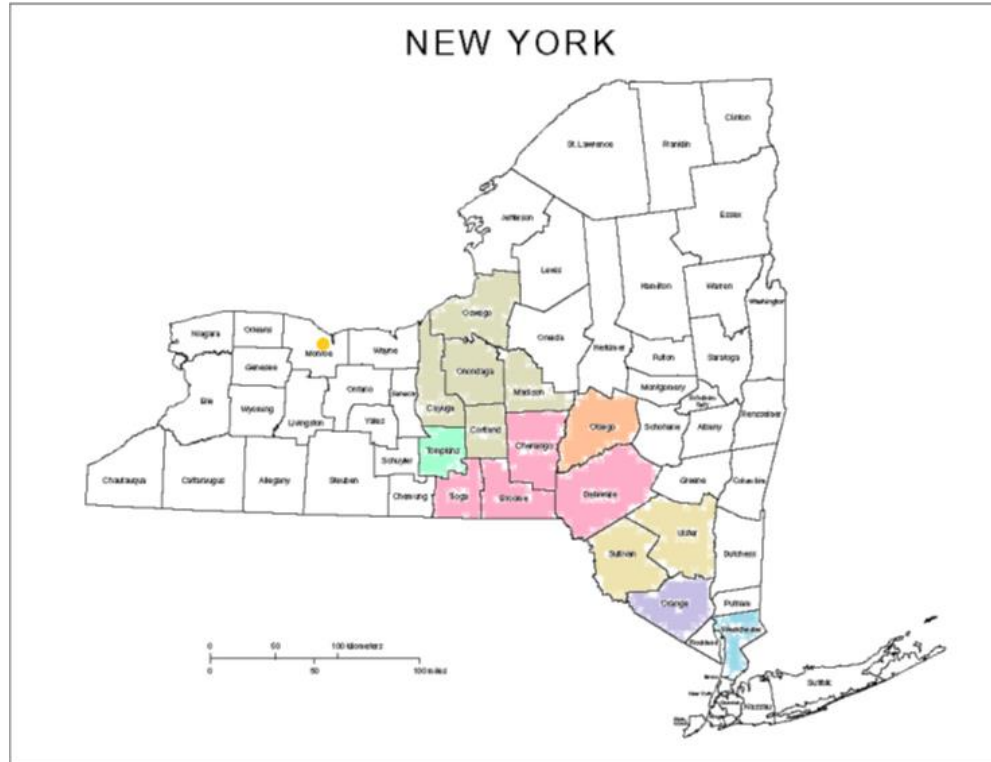
# NYSERDA Clean Heating & Cooling Initiatives Summary

- Executing approved Clean Energy Fund Investment Plan Initiatives
- Implementing GSHP Rebate & Biomass and ASHP incentive programs
- Engage with utilities (demonstration projects, joint marketing, REV pilots, rate pilots, unmonetized benefits, incentives)
- Launched “Geothermal Challenge” with NYPA for State, local government, healthcare and higher education facilities
- **Launched Clean Heating & Cooling Communities Program**
- Developing comprehensive workforce training & development programs
- Launched a pilot marketing and awareness campaign in Central Hudson’s territory
- Continued support of the RTA

# Round 1 (PON 3723) CH&C Community Campaigns

- 8 community teams selected in Round 1 from across the state
  - Over 1.2 Million homes
  - 37% oil, propane, and electric heating
- Contracted with Cadmus to provide technical assistance to communities
- Contracted with Faraday to develop a customer targeting tool
- Contracted with KSV to develop marketing toolkit
- First campaigns beginning this fall

# Round 1 (PON 3723) CH&C Community Campaigns



# Round 2 (PON 3922) Solicitation Overview

- \$2 Million available; 2 to 5 year contracts
- Multiple awards of up to \$200,000 for Category A – campaigns
- Multiple awards of up to \$50,000 for Category B – workforce development
- Multiple awards of up to \$250,000 for Category C – LMI Household Participation

# Solicitation Overview

- Community eligibility
  - City, town, borough, neighborhood or region in NYS
  - Outside of Long Island
  - At least 40,000 residents



# Solicitation Overview

- Eligible proposers
  - Community Based Organizations
  - Municipality
- Other Team members recommended
  - Local financial institutions
  - Local higher education institution
  - Local utilities

# Solicitation Overview

- Eligible technologies
  - Air Source Heat Pumps
  - Ground Source Heat pumps
  - Solar Heating and Cooling Technologies
  - High Efficiency, Low Emissions Biomass Heating
- All campaigns must include building envelope and distribution system improvements

# Solicitation Overview

- Technical Assistance Contractor will provide assistance with:
  - Installer selection
  - Campaign implementation
  - Reporting and Analysis of lessons learned

# Proposal Categories

- Category A – Clean Heating and Cooling Campaigns
- Category B – Workforce development
- Category C – LMI Household Participation
- All awardees will receive Category A funding
- Only proposals selected for Category A, will be evaluated for Categories B and C

# Category A – Community Campaigns

- Proposal requirements
  - Campaign approach
  - First year technology choice(s)
  - Campaign team
  - Campaign impact
  - Project plan and budget

# Category A –Community Campaigns

- Evaluation criteria highlights
  - Community commitment
  - Previous experience
  - Replication potential
  - Teaming
  - Other

# Category B – Workforce Development

- Proposal Requirements
  - Need
  - Outcomes
  - Training partners
  - Training courses and certification
  - Budget

# Category B – Workforce Development

- Evaluation Criteria Highlights
  - Clearly identified skill gaps
  - Plan
  - Trainer qualifications
  - Curriculum
  - Budget



# Category C – LMI Household Participation

- Proposal requirements
  - Develop a plan to increase LMI household participation in community campaign
    - Characterize LMI households in the community
    - Identify a specific LMI target audience
    - Income eligibility
    - Ensure installation only in cases of clear economic benefit

# Category C – LMI Household Participation

- Evaluation criteria highlights
  - Proposed plan
  - Likelihood of success
  - Leveraging federal, state and local resources
  - Improving energy affordability
  - Budget

# Proposal Submission

- Proposals due October 30<sup>th</sup>, 2018
- Proposals will be submitted through NYSERDA's Salesforce portal
- From the Funding Opportunities Page, click “apply online”
- Sign up for the portal if you haven't already
- Follow instructions on the funding opportunities page

# Proposal Submission

- You'll be required to submit:
  - proposal for Category A
  - budget for Category A
- You can optionally submit:
  - Proposal for Category B
  - If you do, submit a Budget for Category B

# Proposal Submission

- You can optionally submit:
  - Proposal for Category C
  - If you do, submit a budget for Category C
  - Letters of support and other supporting documents as one file

# Thank You

[Scott.Smith@nyserda.ny.gov](mailto:Scott.Smith@nyserda.ny.gov)

518-862-1090 ext. 3344

[Sue.Dougherty@nyserda.ny.gov](mailto:Sue.Dougherty@nyserda.ny.gov)

518-862-1090 ext. 3127

# OCC Contact Info

- Office of Climate Change
- NYS Department of Environmental Conservation
- 625 Broadway  
Albany NY 12233-1030
- [climatechange@dec.ny.gov](mailto:climatechange@dec.ny.gov)
- 518-402-8448

Webinar slides & recordings available at  
<http://www.dec.ny.gov/energy/84359.html>

CSC Certification Portal:  
<https://climatesmart.ny.gov>

CSC Funding Programs:  
<http://www.dec.ny.gov/energy/109181.html>

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