

NYSERDA Residential Market Advisory Group Q4 2024 Meeting

Single Family Residential, 10/29/2024

9:00 am – 3:45 pm ET



NYSERDA

Icebreaker Introductions

Respond to prompts, including:

What are your reflections on changes in the residential market in 2024?

What would you like to see different in the residential market in 2025?

What would you like to do differently to impact the residential market in 2025?

Meeting Agenda

Time	Session	Speaker(s)
09:00 am - 09:10 am	Welcome and Agenda Review	<ul style="list-style-type: none"> Trevor Reddick (Kearns & West) Laura Geel (NYSERDA)
09:10 am - 09:30 am	Icebreaker Introductions	<ul style="list-style-type: none"> Trevor Reddick (Kearns & West)
09:30 am - 10:00 am	RMAG Updates	<ul style="list-style-type: none"> Laura Geel (NYSERDA)
10:00 am – 10:05 am	Break	
10:05 am - 11:00 am	NYS Updates	<ul style="list-style-type: none"> Courtney Moriarta (NYSERDA)
11:00 am - 11:30 am	RMAG Priority Setting Activity Introduction and Walkthrough	<ul style="list-style-type: none"> Trevor Reddick (Kearns & West)
11:30 am - 12:30 pm	Networking Lunch	
12:30 pm – 01:30 pm	Priority Breakout 1	<ul style="list-style-type: none"> Meeting Attendees
01:30 pm – 01:45 pm	Break	
01:45 pm – 02:45 pm	Priority Breakout 2	<ul style="list-style-type: none"> Meeting Attendees
02:45 pm - 03:00 pm	Working Break - Priority Breakouts: Report Out Development	<ul style="list-style-type: none"> Meeting Attendees
03:00 pm - 03:30 pm	Priority Breakout Report Outs	<ul style="list-style-type: none"> Trevor Reddick (Kearns & West) Meeting Attendees
03:30 pm - 03:45 pm	Closing and Next Steps	<ul style="list-style-type: none"> Trevor Reddick (Kearns & West) Laura Geel (NYSERDA)
03:45 pm - 04:30 pm	Networking	

The RMAC is a forum for stakeholder engagement on the residential market's highest-priority issues

Engagement Opportunities

- Quarterly Meetings (In-Person and Virtual)
- Working Groups
- Expert Panels
- Listening Sessions

Functions

- Advance residential clean energy and efficiency market development and innovation
- Iterate on programmatic design and implementation with stakeholder feedback
- Provide policy updates and relevant knowledge sharing for residential actors
- Foster NYSERDA clean energy and energy efficiency thought leadership

RMAG Objectives

- > **Maintain market awareness** of public policies driving investments in energy efficiency and clean energy in the residential market.
- > **Share information** on current and planned activities to enable coordination and avoid unproductive duplication of efforts in advancing progress towards policy and industry objectives.
- > **Discuss opportunities and challenges** associated with wide-scale deployment of energy efficiency and clean energy services for the residential sector and seek solutions to overcome market barriers.
- > Help **guide the direction** of the market's existing and future clean energy solutions.
- > **Make connections** and **develop collaborations** among participants and partners to meet mutual objectives.
- > **Develop and coordinate** shared messaging and outreach strategies where appropriate.

RMAG Year in Review

- **Q1 2024 Virtual Meeting**

- Experience Clean Heat
- Input into IRA Community Benefits Plan

- **Inflation Reduction Act, Home Energy Rebates, Specific webinars and working groups**

- Community Stakeholders Workshops
- Participating Contractors Workshops

- **Cold Climate Air Source Heat Pump Forum**

- **Q2 2024 Virtual Meeting**

- IRA Planning updates
- Continued discussion ASHP Forum topics
- NYSERDA's plans for a Quality Home Contractor Designation

- **NYSERDA's Comfort Home Program Focus Group on IRA Planning**

RMAG Priority Areas

*Based on Voting
in Q2 2024*

- 1. DAC Access Barrier Identification and Remediation:** Help improve consumer access to those living in New York State-designated Disadvantaged Communities through barrier identification and remediation efforts.
- 2. Clean Energy Program Performance:** Advance better understanding of how residential clean energy programs perform and evaluated.
- 3. Support Market Insights to Policymakers and Decisionmakers:** Support the provision of residential market data and analysis to policymakers, program managers, and other decisionmakers to align solutions with needs.

Updates from the New York State Energy Research and Development Authority

Susanne DesRoches, Vice President,
Clean & Resilient Buildings



NYSERDA



**Update:
NYS Residential Market
for Energy Efficiency and Clean Energy**

Topics

Program accomplishments

IRA updates

Market development work

Myenergy

2024 Key Program Accomplishments

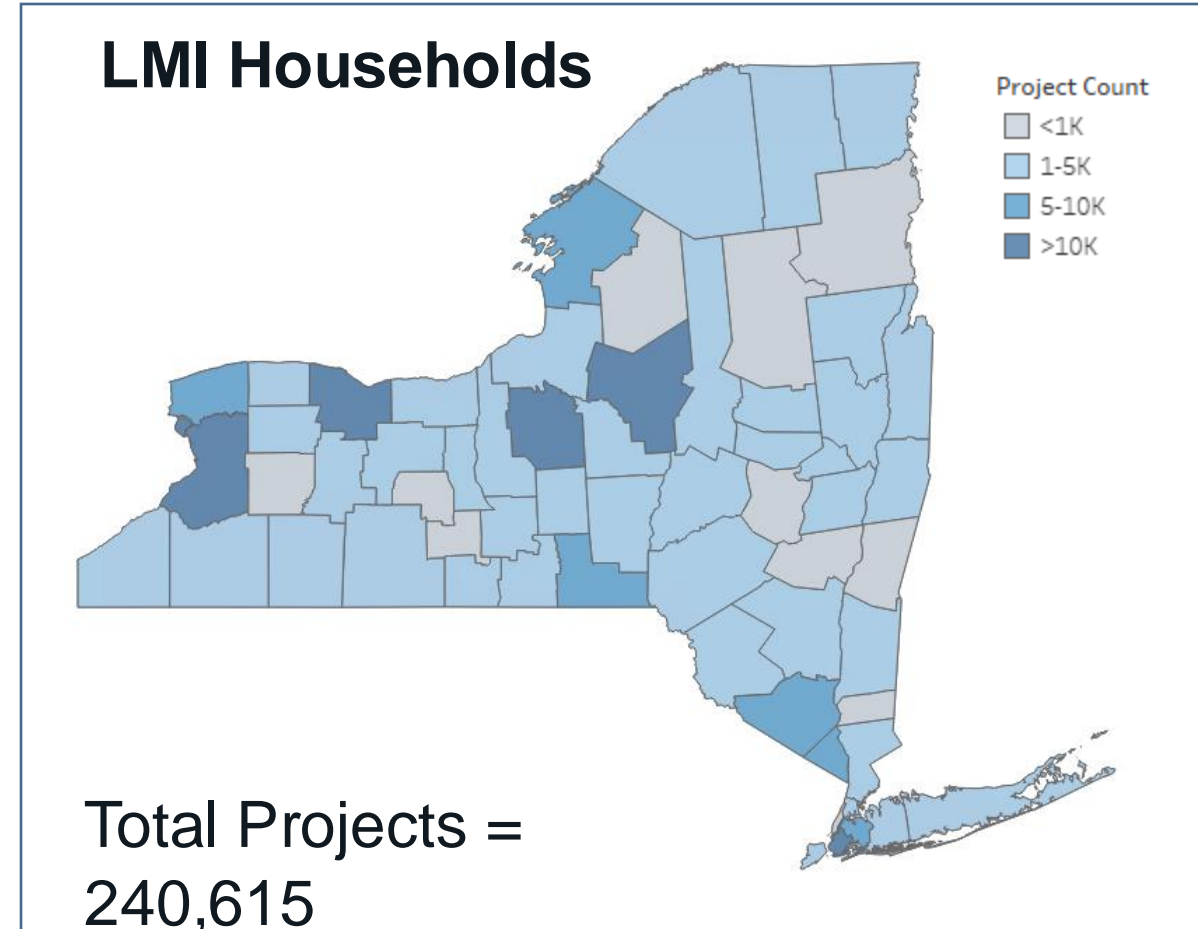
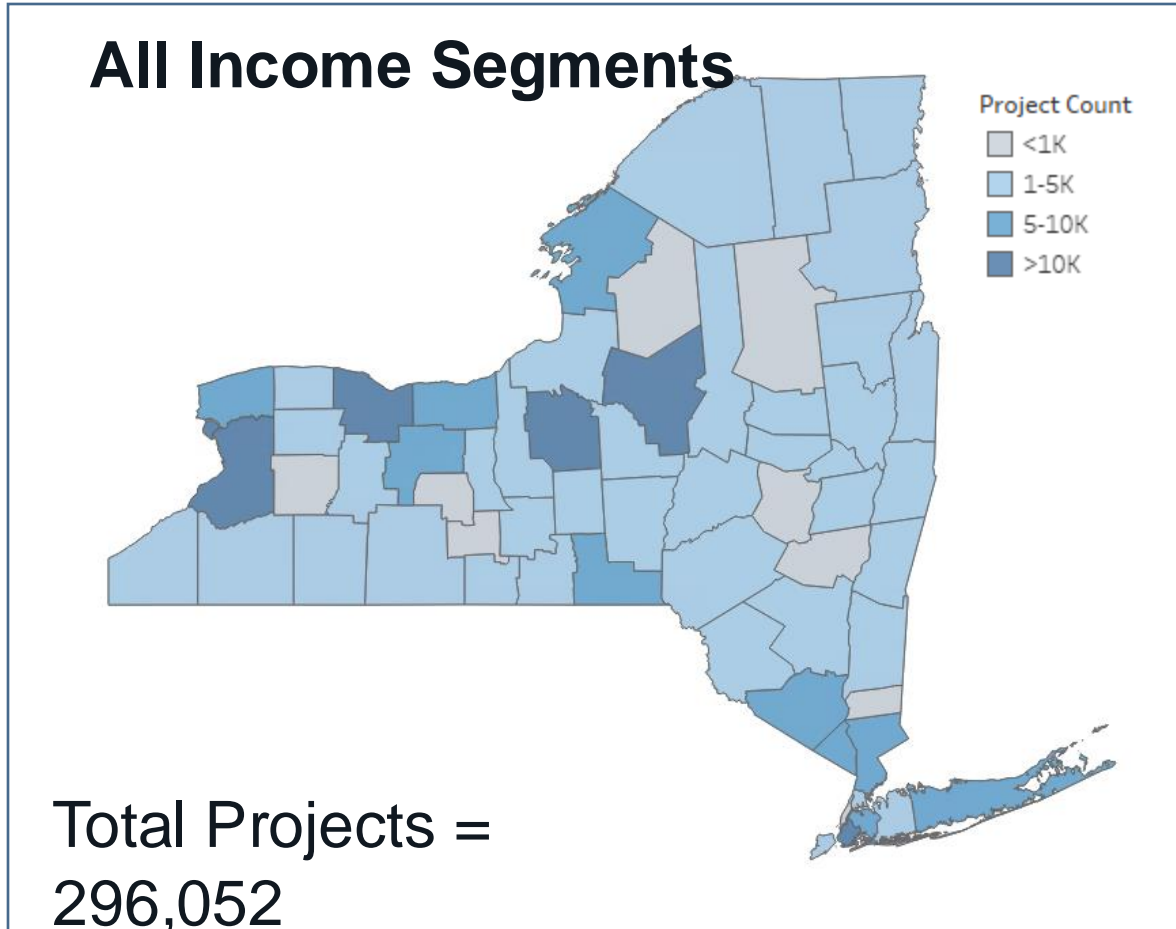
EmPower+ (2024 YTD)

- > **24,000** homes served
- > **9,000** appliance orders fulfilled
- > **28,000** applications received
- > **\$138 Million** in incentives allocated

Comfort Home

- > **2,800** load reduction packages projected for CY 2024
- > **5,700** load reduction packages installed since 2019

Distribution of Projects Completed by County (1-4 unit homes, 2009-2024)



2024 YTD, 17% of EmPower+ projects in NYC

Clean Heat Connect

RESOURCES

TRAININGS

Heat pumps are the future of residential heating in New York. Don't be left behind. The Clean Heat Connect website has helped:

9,797
Total Visitors

26,773
Total Visits

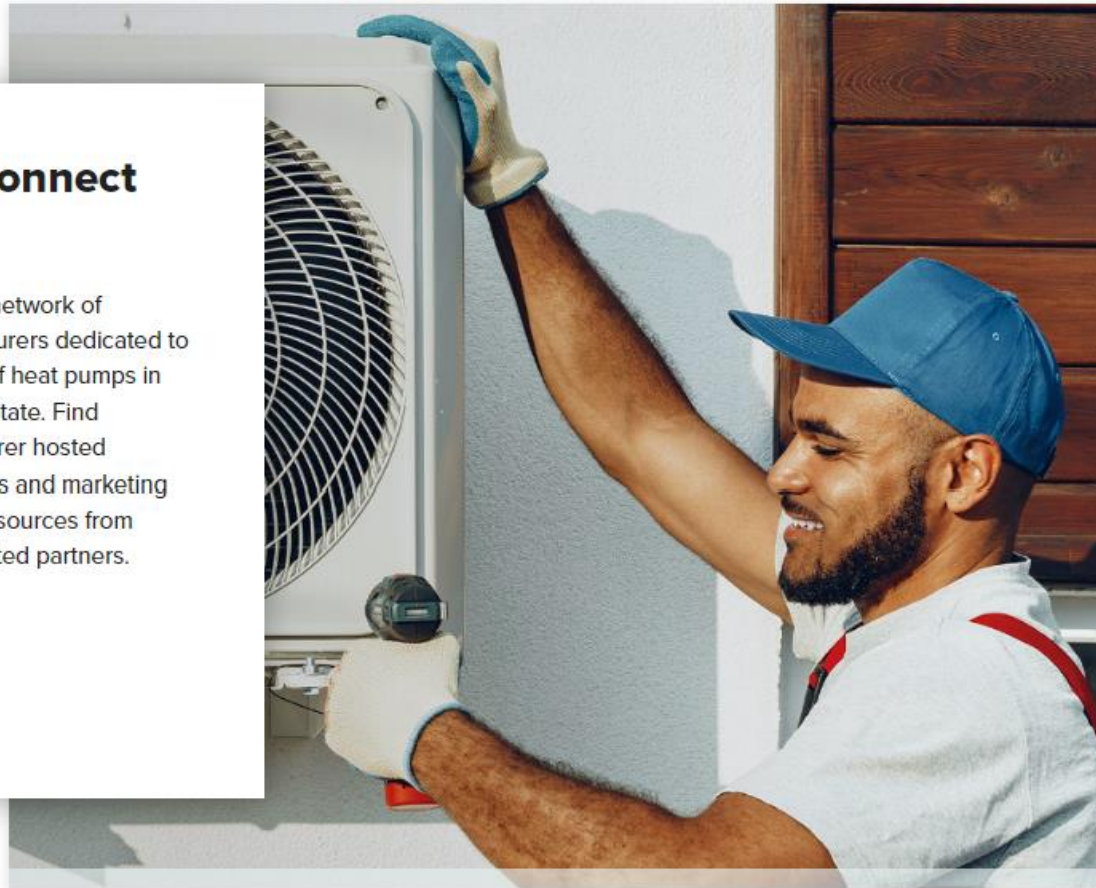
32,463
Clicks on Resources &
Trainings

1,255
NYS Clean Heat
Participating Contractors

Clean Heat Connect

Clean Heat Connect is a network of distributors and manufacturers dedicated to expanding the adoption of heat pumps in homes across New York State. Find distributor and manufacturer hosted trainings, learn about sales and marketing strategies, and explore resources from NYSERDA, NEEP and trusted partners.

[LEARN MORE ▶](#)



Manufacturer Partners



Haier



SAMSUNG

FUJITSU

Distributor Partners



Experience Clean Heat Campaign

EXPERIENCE CLEAN HEAT

Active Site Participants

1. Artisanal Brew Works
Saratoga Springs
artisanalbrewworks.com

2. The Sweetish Chef
Ballston Spa
sweetish-chef.com

3. Tree Huggers
Ballston Spa
treehuggerschildrensapparel.com

4. Sustainable Sundry
Ballston Spa
sustainablesundry.com

5. Vischer Ferry General Store
Rexford
vischerferrygeneralstore.com

6. Taghkanic Town Hall
Ancram
taghkanic.org

7. Liquid Fables
Beacon
liquidfables.com

8. Studio 89
Highland
studio89hv.com

9. Springville Center for the Arts
Springville
springvillearts.org/sca

10. Fort Ticonderoga
Ticonderoga
fortticonderoga.org

11. Reformed Church of New Paltz
New Paltz
reformedchurchofnewpaltz.org

12. PowerHouse
Ithaca
tinypowerhouse.org



MORE TO COME IN 2025!!



Home Energy Rebates Phased Roll-Out has begun



New York Becomes First State to Offer
U.S. Department of Energy
Home Energy Rebate Funding

"As the first state in the nation to offer these Inflation Reduction Act rebates, we are expanding access to home improvements that will save New Yorkers money on their energy bills and reduce our reliance on fossil fuels."

Governor Hochul

Key Program Design and Implementation Objectives

- > Leverage existing NYSERDA programs and processes to accelerate and simplify New Yorkers' access to Home Energy Rebates and enable braiding of other funding sources, where possible, to meet customer needs
- > Minimize market confusion by avoiding having competing offers in the market
- > Create a seamless experience for customers and contractors
- > Provide clear, concise information on all available offers
- > Offer customized, decision-quality recommendations to customers to enable informed decision-making and maximize impact
- > Ensure equitable distribution of funding across single family, small multi-unit residences (2-4 units), and larger multifamily building (<5 units)

Key Program Design Elements

- > Existing Programs to be leveraged:
 - EmPower+, 1-4 Family Existing Homes, up to 80% AMI
 - Comfort Home, 1-4 Family Existing Homes, 80%+ AMI
- > New Offers Being Developed:
 - 5+ Multifamily Building Programs, for HEAR and HER
 - Appliance Upgrade Program, delivered through Retailers, for HEAR
- > Expected to be in market for approximately 3 years and serve 50,000-60,000 households total with HER and HEAR funds.

Serving Low Income and Disadvantaged Communities

Low Income Goals

- Minimum allocation of 41% of funds must be allocated to homes with income under 80% AMI
 - Minimum amount of approximately \$104M for HEAR and HER funds rebate funds combined
- Allocate at least 10% of its rebate funding to serve low-income multifamily buildings. This allocation must be additional to and separate from the allocation for low-income households.
 - Minimum amount of approximately \$25.3 M for HEAR and HER funds rebate funds combined

Disadvantaged Community Goals

- The Justice40 initiative, established by E.O. 14008, sets a goal that 40% of the overall benefits of certain federal investments flow to disadvantaged communities.
- New York State's definition of Disadvantaged Community will be used
- Aiming to achieve this goal above and beyond those who qualify based on low-income status

Where we are right now

2023	Q1 2024-Q2 2024	Q3-Q4 2024	2025
<ul style="list-style-type: none">• RFI response submitted to DOE• Stakeholder engagements and cross-state collaboration on HEAR/HER rules & considerations• NYSERDA secured early Admin funding from DOE• Rules review and clarification with DOE• Partial-scope application for HEAR for EmPower+ submitted to DOE to expedite New Yorkers' access to rebates and benefits	<ul style="list-style-type: none">• DOE review and approval of partial-scope application and release of funding• Stakeholder engagement on strategy and program design for “shovel-ready” elements of Rebate programs.• Implementation planning for partial-scope HEAR roll out through EmPower+• Launched HEAR for EmPower+	<ul style="list-style-type: none">• Stakeholder engagement and working groups to shape forthcoming offerings and drive continuous improvement of active programs.• Submit full scope application and blueprints• DOE to review and approve full application and release of funding• Contractor training & customer outreach• Continue phased roll-out of Home Energy Rebates	<ul style="list-style-type: none">• Stakeholder engagement and working groups to shape forthcoming offerings and drive continuous improvement of active programs.• Deliver a phased roll-out of full range of Home Energy Rebate funding for all eligible customer segments• Develop and submit market transformation plan to DOE• Execute on implementation blueprints, including Community Benefits Plan

Multifamily residential (5 units+)

- > Expected to be in market early 2025
- > HEAR/HER funds for multifamily buildings will be provided through standalone programs that leverage tools and resources from previous programs and covered under an overarching Multifamily offering, **Multifamily Residential Energy Pathways (MREP)**
- > MREP will be comprised of separate multifamily programs but with unified elements, where applicable: Common Application, Incentive Award Letter, Terms & Conditions

Multifamily Residential Energy Pathways

HEAR

HER

Future
Multifamily
Programs

IRA Home Energy Rebates

MREP Participating Contractor Network

New Contractor Network will be composed of various service categories and will launch Fall 2025

Service Categories	Service Subcategories
Technical Assistance	Energy Assessor
Installer	ASHP Installer
	GSHP Installer
	Direct Exchange GSHP Installer
	Electricians
	Plumbers
	General Contractors
	Insulators – Shell/Envelope
	Insulators - Window/Insulated Panel/Storm Window

For more information: nyscrda.ny.gov/multifamilycontractornetwork

HEAR & HER Considerations for Multifamily Programs

To be eligible for HEAR/HER MF incentives, NYSERDA anticipates that the following criteria should be met:

- **Funds available statewide** regardless of SBC status, provided they meet the income threshold
- **Enable braiding** with other funding sources, where applicable
- **Scope considerations** – the heat pump should cover at least 50% of the building’s heating load. A project’s scope of work is expected to be holistic of the full residential space of the building.
- **Customers** – customers for multifamily programs will be building owners or property management companies
- **Mixed Use Buildings** – both HEAR and HER require the upgrades service the residential portion of a mixed-use building and have rules against commercial spaces being served
- Ensure work supported does not create an “**unacceptable risk of raising utility bills**” when electrifying heating, per DOE requirements

HEAR: 1-4 Family Homes

Up to 80% AMI: EmPower+

- Now in market
- Offering HEAR incentives in addition to the standard EmPower+ offer
- HEAR incentives are up to \$14,000
- EmPower+ offers low-income households up to \$10,000 in eligible energy upgrades and moderate-income households up to \$5,000 in eligible energy upgrades
- Combined with IRA HEAR households could be eligible for up to \$24,000 in no cost energy upgrades

80-150% AMI: Comfort Home

- Expected in market in early 2025
- Comfort Home currently focuses on load-reduction work such as air sealing, insulation, and windows
- IRA HEAR funds will provide a pathway for other measures to be eligible for incentives through Comfort Home, such as electrical upgrades and heat pumps

Income Eligibility Screening (AMI/SMI)

EmPower/EmPower+ has historically used 60% of State Median Income to determine low-income eligibility

This is consistent with the low-income assistance programs that are most closely linked to NYSERDA's 1-4 family programs, with which we share funding and client referrals:

Home Energy Assistance Program administered by the Office of Temporary and Disability Assistance

Weatherization Assistance Program administered by Housing and Community Renewal

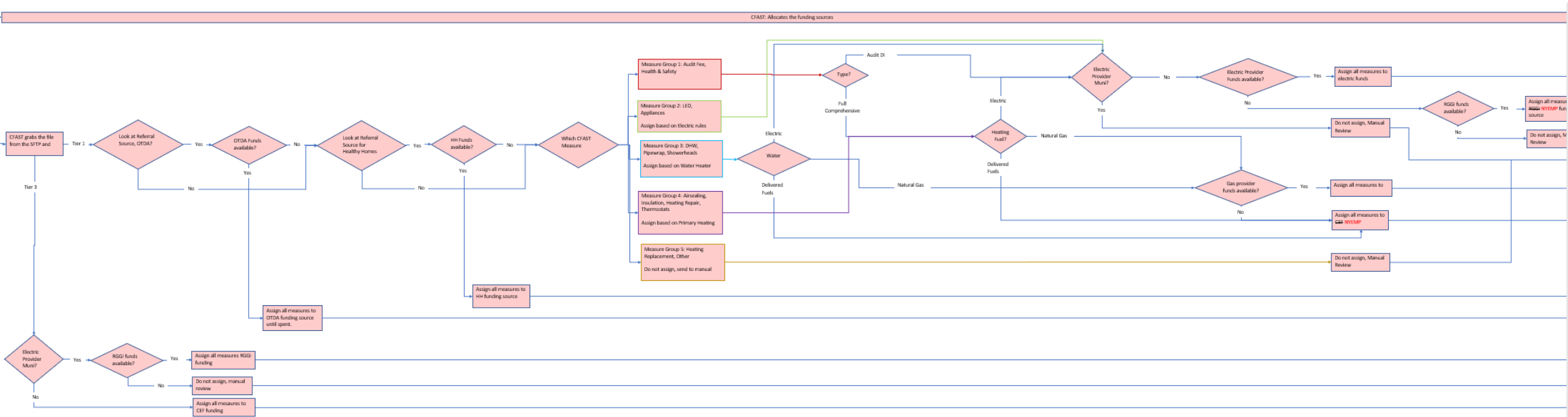
This alignment of income-eligibility criteria facilitates our ability to share referred clients/customers between programs seamlessly and enables statewide categorical eligibility for participation in EmPower+

NYSERDA has historically used 80% of State Median Income OR Area Median Income, whichever is higher to qualify homeowners for our moderate income programs

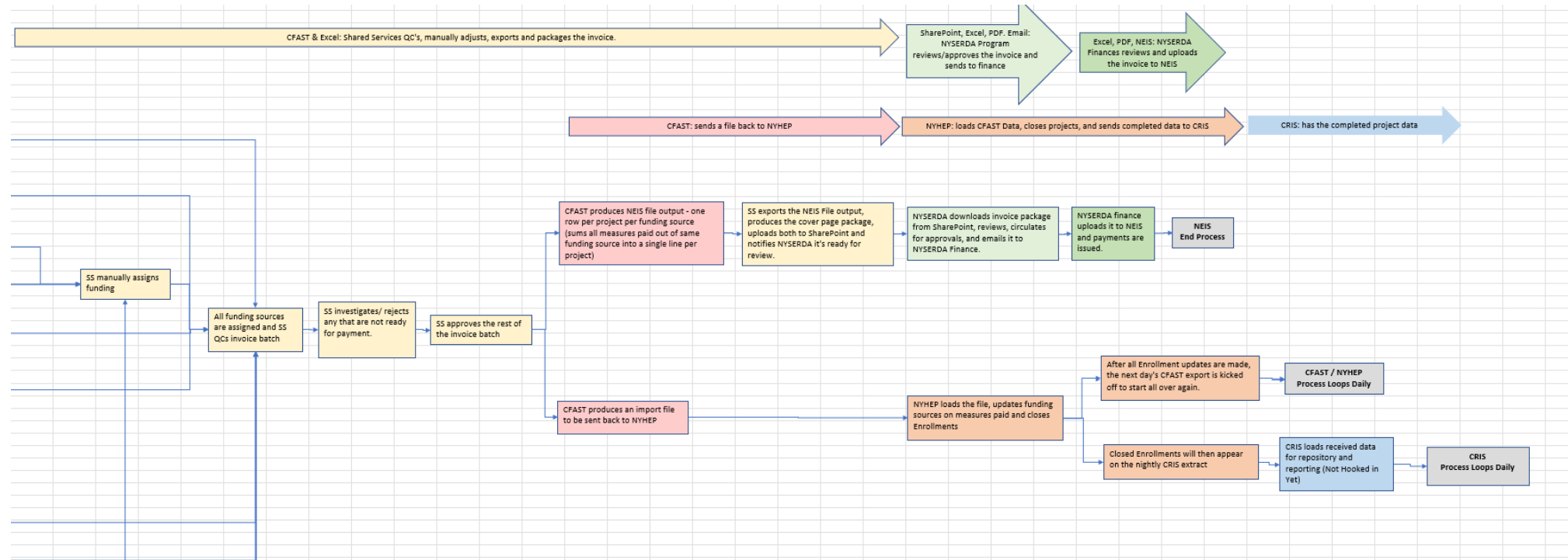
The Inflation Reduction Act requires use of Area Median Income for eligibility screening for the two rebate programs funded by the IRA

NYS counties where AMI is higher than SMI: Bronx, Kings, Nassau, New York, Putnam, Queens, Richmond, Rockland, Suffolk, Westchester

Funding Allocation Tool Logic



Funding Allocation Process



Available Incentives Pre/Post IRA HEAR Deployment

Pre-IRA Program Incentive Rules

Tier 1: EmPower+ incentives may cover 100% of project cost up to \$10,000

Tier 3: EmPower+ incentives may cover 50% of project cost up to \$5000

Post-IRA Deployment

Tier 1: EmPower + may cover 100% of project cost up to \$24,000

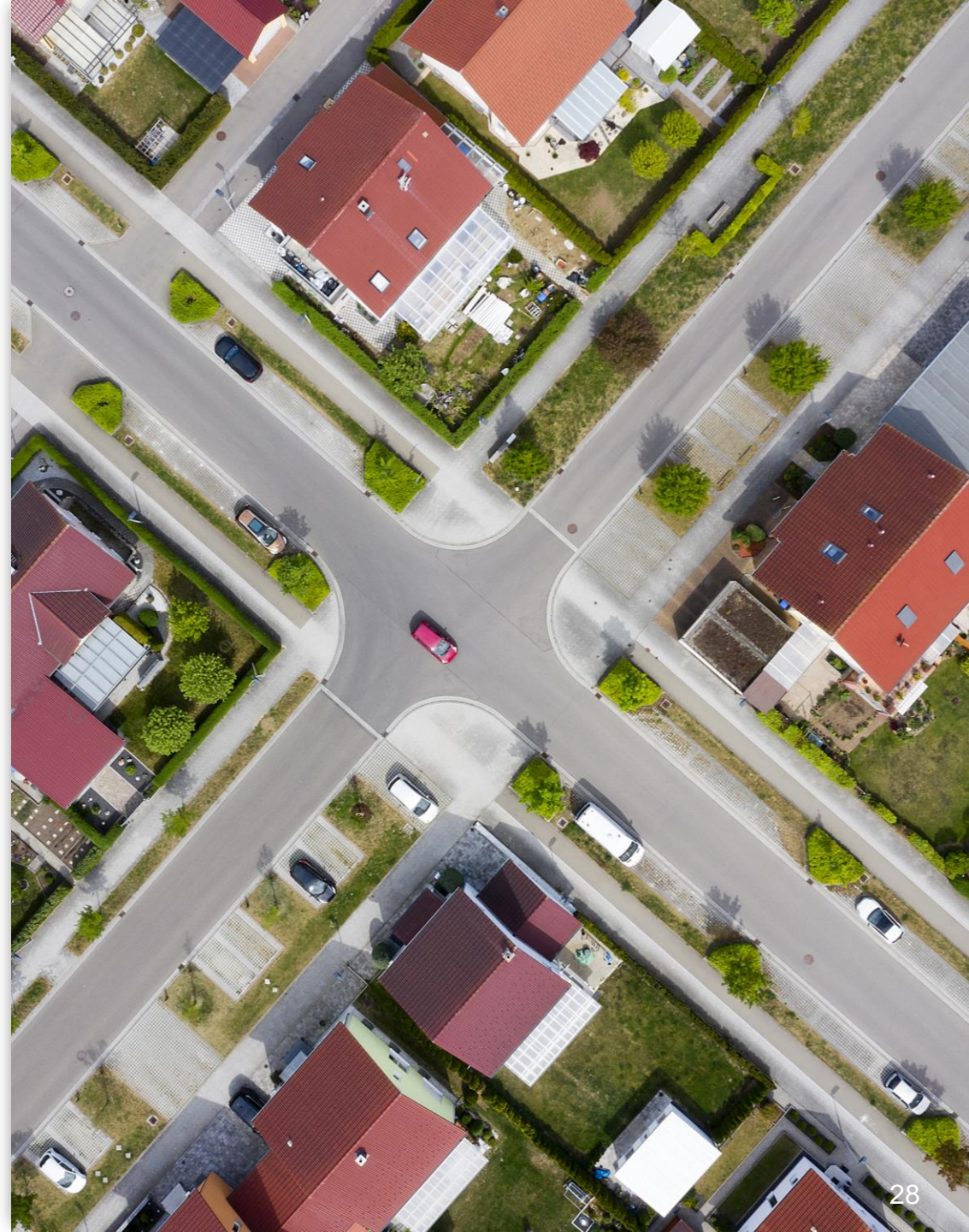
Tier 3: EmPower+ incentives may cover 100% of project cost up to \$19,000

HER: 1-4 Family Homes

Up to 80% AMI: EmPower+

80-150% AMI: Comfort Home

- Expected in market in early 2025
- Considerations for focusing on 2+ units/low-rise housing types that have been traditionally difficult to serve with current program offers
- Will allow for additional opportunities for single family homes, but those homes will likely benefit more from HEAR funding
- Implementation and programmatic details in development and NYSERDA will gather stakeholder input



Appliance Upgrade Program



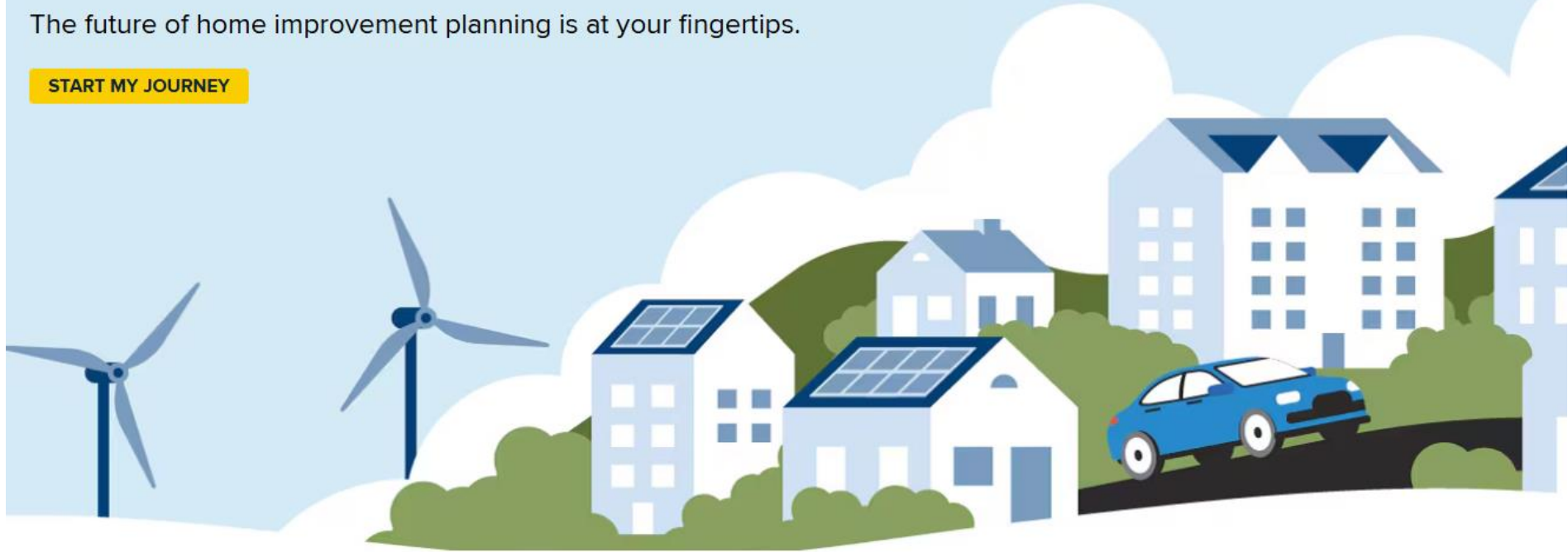
Up to 150% AMI: Appliance Upgrade Program

- Retail point-of-sale program launching Fall 2024.
- To start, rebates available for ENERGY STAR® certified heat pump clothes dryers (including all-in-one washer-dryers with a heat pump dryer) and the necessary electrical wiring and panel upgrades.
- In early 2025, will offer rebates to ENERGY STAR® certified induction cooktops/stoves/ranges.
- NYSERDA currently recruiting retailers to enroll through PON 5859: Application for Retailer Enrollment. This PON will be modified shortly to solicit contractor participation.

Welcome to the MyEnergy Portal!

The future of home improvement planning is at your fingertips.

[START MY JOURNEY](#)



**Get started on your path to an efficient all-electric home,
keep track of your financial incentives, and find qualified
contractors.**

With a MyEnergy account you will be able to keep track of your home improvement projects, all in one place.



Get accurate and reliable information you can trust on home energy technologies and services.



Get started on your path to an efficient all-electric home and keep track of your financial incentives, and find qualified contractors.



Access a directory of additional helpful resources on home energy improvements.

[START MY JOURNEY](#)

Speak to a Local Expert

Find a Contractor

Have a project you're ready to tackle? A NYSERDA-qualified contractor can help you get rebates and low-interest financing to make it happen.

[FIND A CONTRACTOR](#)

Find a Local Clean Energy Hub

Not sure where to get started? New York has Regional Clean Energy Hubs with local experts who can provide the information and hands-on support you need.

[FIND MY LOCAL HUB](#)

Start with a Free Home Energy Assessment

Take the first step to improving your home with a no-cost home energy assesment. You'll work with a NYSERDA participating contractor to find all the places your home is wasting energy, then get financial incentives to help pay for fixing it.

[GET AN ASSESSMENT](#)

Getting Started is Simple and Free

We're here to help. Where would you like to start?



Start MyEnergy Plan

Not all home improvement projects look the same. Create a MyEnergy account to keep track of what you're eligible for from New York State and the federal Inflation Reduction Act (IRA).

You can make adjustments over time and explore new incentives as they become available.

[START MY PLAN](#)

Get Funding for Your Home Improvement Projects

New state and federal incentive opportunities will be added here as they become available.



Get a Free Home Energy Assessment

Starting your path to an efficient, all-electric home costs nothing and requires no commitment. All New Yorkers can get a no-cost professional home energy assessment and get a custom plan for your home energy upgrades.

[FREE ENERGY ASSESSMENT](#)



Find Incentives for Your Weatherization Projects

Weatherizing your home is often a great first step to make your existing systems more efficient. These upgrades save energy, increase comfort, and improve indoor air quality.

Incentives are available for products and services like air sealing, insulation, window or door replacements, and wiring or panel upgrades.

[APPLY NOW](#)



Reserve Your Heat Pump Clothes Dryer Rebate

Ready to retire your clothes dryer? Don't settle for an outdated model. Heat pump clothes dryers are more efficient, gentler on your clothes, and don't require vents, which can cause lint buildup and even fire hazards.

There are incentives available to help you spend less on a new heat pump dryer when you purchase from a participating retailer.

[APPLY NOW](#)

IRA Resources

Links to Learn More and Stay Engaged

> **More Information on the Inflation Reduction Act:**

<https://www.nyserda.ny.gov/All-Programs/Inflation-Reduction-Act>

> **DOE Guidance on Home Energy Rebate Programs:**

<https://www.energy.gov/scep/home-energy-rebates-programs-guidance>

> **IRS Guidance on Energy-related Tax Credits and Deductions:**

<https://www.irs.gov/credits-and-deductions-under-the-inflation-reduction-act-of-2022>

> **State-Based Home Efficiency Contractor Training Grants:**

<https://www.energy.gov/scep/state-based-home-energy-efficiency-contractor-training-grants>

> **Stay engaged by following NYSERDA's Residential Market Advisory Group:**

<https://www.nyserda.ny.gov/Residential-Market-Advisory-Group>

IRA Home Energy Rebates Engagement Opportunities

Type	Audience	Description
NYSERDA Website	All	Access to latest information available about IRA: www.nyserderda.ny.gov/All-Programs/Inflation-Reduction-Act/Inflation-Reduction-Act-homeowners Includes summary of public comments
Public Meetings/ Webinars	All	Public meetings are fully open to all who wish to attend. They are designed to provide transparent information and updates with opportunity for public comment. Next webinar: August; registration details to come
Questions and Input	All	Public may submit questions and comments at any time to residential.ira@nyserderda.ny.gov
Work Groups	Contractors and service providers, community partners, utilities	Small groups of similar stakeholders designed to convene more than once in working sessions to provide deeper insights on targeted questions/challenges the program planning team is facing. Work groups may be open or invitation only, but generally kept to a small, manageable number of participants to be effective. Next open group: TBD
Roundtables	Retailers, manufacturers, HVAC contractors, plumbers, electricians	Non-recurring, structured discussions of stakeholders with similar interests and business priorities. Typically invitation only.
Individual Meetings	Housing agencies, utilities, LIPA	For stakeholders who work in direct partnership with NYSERDA to deliver energy efficiency and beneficial electrification solutions to the market.
Voice of customers (VOCs)	Key stakeholders and clean energy providers	Individual 1:1 meetings with a small group used to gather candid feedback on proposed model to roll out HEAR/HER incentives. Typically invitation only.
Residential Market Advisory Group	All industry partners and interested parties; target to 1-4 family residential stakeholders	Scheduled quarterly meetings and open to all. These meetings provide opportunities for NYSERDA to offer informational updates and to engage in structured discussion using topic-specific breakout sessions and large group forums. Keep updated at: www.nyserderda.ny.gov/Residential-Market-Advisory-Group

Thank you

Breakout Sessions' Summary Descriptions

We will begin breakout sessions at 02:25 pm ET

Please select 1 of the 3 Breakouts.

We may ask people to switch based on number of participants.

Please note that each Breakout will be held twice.

Breakout Room 1: Barriers to Adoption in Downstate NY

Babe Ruth Room | Trevor Reddick

This breakout session will focus on the barriers to adoption of clean energy and energy efficiency services for consumers and contractors alike. During the session, we will conduct a Root Cause Analysis using the Five Whys technique. The goal is to uncover the underlying causes of the challenges faced by this demographic, creating recommendations and identifying potential solutions to overcoming identified barriers.

Breakout Room 2: Non-Technical Barriers to Clean Energy Adoption

Muhammad Ali Room | Miquela Craytor

This breakout session will explore the non-technical barriers hindering the adoption of clean energy solutions. These barriers, including municipal documentation complexities and conflicting contracting requirements, can delay or prevent effective heat pump installations. Participants will discuss and identify these non-technical challenges, with a focus on creating actionable strategies to streamline adoption and enhance system performance.

Breakout Room 3: Overcoming Renters' Barriers to Clean Energy Adoption

Kobe Bryant Room | Facilitator: Jessica Miller

This session will address the specific challenges of promoting clean energy adoption within rental housing. Participants will brainstorm and explore how different stakeholders can contribute to overcoming these barriers. The goal is to identify collaborative solutions that enhance the scalability of clean heating technologies for the rental market.

Problem Statement

Why of Problem

Because ...

TBD

2. Why ... ?

TBD

Because ...

TBD

3. Why ... ?

TBD

Because ...

TBD

4. Why ... ?

TBD

Because ...

TBD

5. Why ... ?

TBD

Because ...

TBD

Root cause

TBD

Scenario Matrix

Top 4 Concerns
Here ----->



Category for Enabling Solutions #1

People

Category for Enabling Solutions #2

Policies



Category for Enabling Solutions #3

Market
Support

Category for Enabling Solutions #4

Wildcard

Top 3 Solutions

Solution #1

Solution #2

Solution #3

Networking Lunch: Membership Showcase

**We will begin breakout sessions at
12:45 pm ET**

Breakout Session #1



NEW
YORK
STATE

NYSERDA

Breakout Session #1 Details

Name of Breakout: Barriers to Energy Efficiency and Clean Energy Adoption in Small, Residential Buildings in Downstate NY

Breakout Facilitator: Trevor Reddick

Support Staff: Michael Ding

Room Assignment: Babe Ruth

Steps: Introductions and Instructions, Form a Problem Statement, Basic "Five Whys" Analysis, Further Analyze the Root Cause, Report Out

Breakout Session #1 Process

(10 minutes) Welcome, Introductions, Agenda Review

(10 minutes) Review Challenge Statement and Opening Comments

(30 minutes) Basic 5 Why's Analysis

(10 minutes) Further Analyze the Root Cause

The 5 Whys

Define the Problem

Why is it happening?

Why is that?

Why is that?

Why is that?

Why is that?

Breakout #1: Challenge Description

Challenge Statement: Downstate NY has hundreds of thousands of 1-4-unit buildings, including many of the state's disadvantaged communities. With a large addressable market and the tailwind of NY policy priorities, why are deployments lagging other building types and customer segments? What are the primary reasons that efficiency and clean energy improvements remain inaccessible?

Contributing Factors: Many contributors, including but not limited to -

- *Building stock considerations: access to buildings, ownership structure limiting upgrades, age of buildings*

- *Capital Costs (one-time, upfront):* HVAC equipment purchases, installation costs, cost of ancillary improvements (e.g., ducts, electrical), limited financing options
- *Communications and Outreach:* Lack of awareness by building owners, renters, contractors
- *HVAC system design, install & operation:* Heat pump oversizing, state and city program eligibility and requirements, etc.
- *Operational Costs (ongoing, equipment useful life):* Utility rates make conversion unaffordable, commodity supply markets, high costs to contractors to operate
- *Policy:* Insufficient valuation of cost of pollution, need affordable electricity rate reform

Breakout Session #2



NYSERDA

Breakout Session #2 Details

Name of Breakout: Non-Technical
Barriers to Heat Pump Adoption

Breakout Facilitator: Miquela Craytor

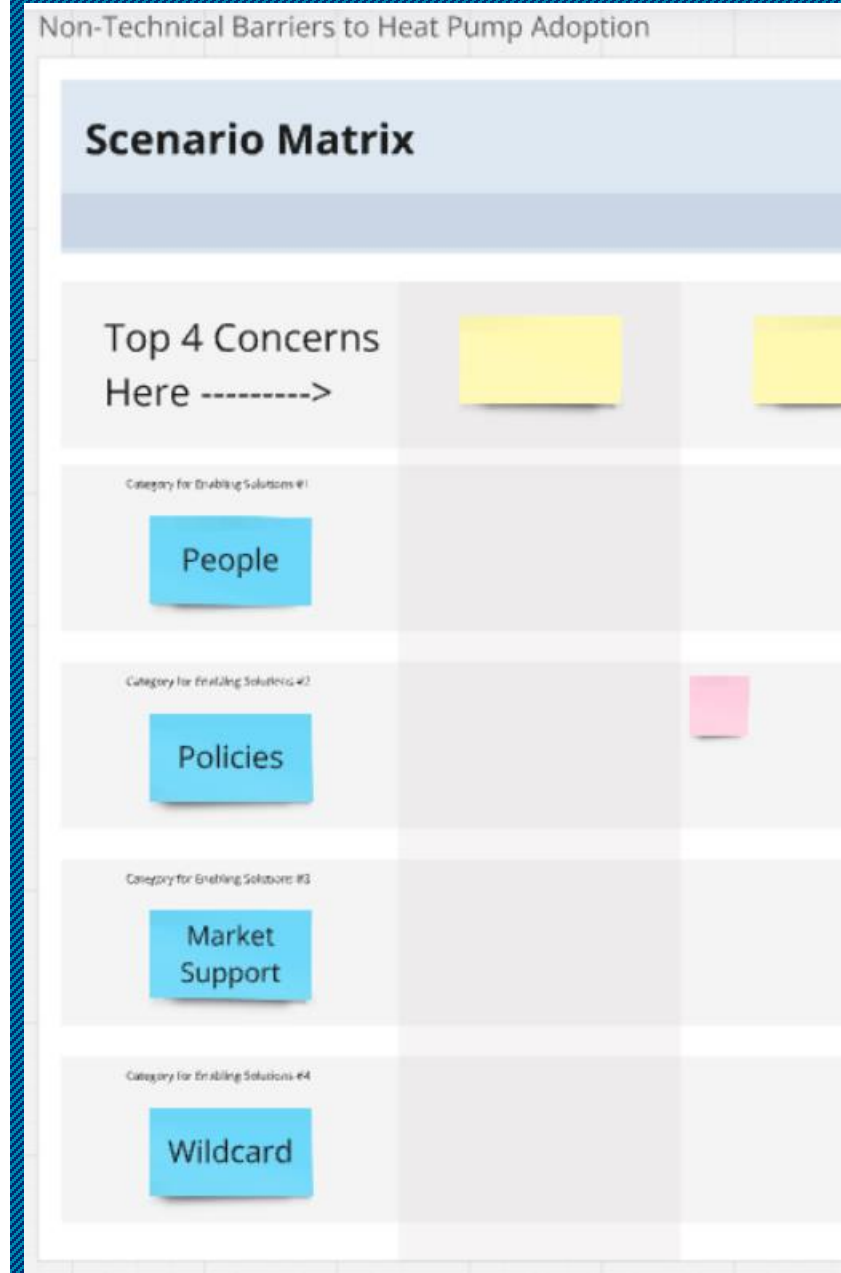
Support Staff: Anjaly Ariyanayagam

Room Assignment: Muhammad Ali

Steps: Review Challenge
Description, Brainstorm
Concerns, Populate Matrix, Identify
Top 3 Solutions, Group Report-Outs

Breakout Session #2 Process Overview

- **Step 0: Welcome and Introductions (5 minutes)**
- **Step 1: Review Challenge Description and Opening Comments (10 minutes)**
- **Step 2: Brainstorming Concerns (10 minutes)**
- **Step 3: Populate the Matrix: Categorizing Solutions (15 minutes)**
- **Step 4: Identify the Top 3 Solutions (10 minutes)**
- **Step 5: Group Report-Outs (10 minutes)**



Breakout #2: Challenge Description

Challenge Statement: The challenges to heat pump adoption are market-wide, expanding well beyond design and installation. What barriers are prevalent yet undertheorized? What problems aren't being discussed? And what are the solutions?

Contributing Factors: Many contributors, including but not limited to -

- *Capital Costs (one-time, upfront):* Supply chain disruptions, inflation
- *Inconsistencies:* Many parts of the process can vary ranging from permit requirements, diagnostic tools, to maintenance needs

- *Misconceptions:* Inaccurate and/or misleading information inhibits confidence in the technology (ex/ cold climate readiness)
- *Operational Costs (ongoing, equipment useful life):* Utility rates, Commodity supply markets
- *Policy, Regulatory, and Enforcement Misalignment:* At multiple scales. For example, municipal requirements can vary for contractor certification, and different municipalities can require conflicting administrative tasks.

Breakout Session #3

Breakout Session #3 Details

Name of Breakout: Opportunities for Renters

Breakout Facilitator: Jessica Miller

Support Staff: Laurel Cohen

Room Assignment: Kobe Bryant

Steps: Review Problem
Question, Brainstorm
Concerns, Populate Matrix, Choose
Top 3 Solutions, Group Report-Outs

Breakout Session #3 Process Overview

- **Step 0: Welcome and Introductions (5 minutes)**
- **Step 1: Review Challenge Description and Opening Comments (10 minutes)**
- **Step 2: Brainstorming Concerns (10 minutes)**
- **Step 3: Populate the Matrix: Categorizing Solutions (15 minutes)**
- **Step 4: Identify the Top 3 Solutions (10 minutes)**
- **Step 5: Group Report-Outs (10 minutes)**

Barriers to Serving Renters

Scenario Matrix

Top 4 Concerns
Here ----->

Category for Enabling Solutions #1

People

Category for Enabling Solutions #2

Policies

Category for Enabling Solutions #3

Market
Support

Category for Enabling Solutions #4

Wildcard

Breakout #3: Challenge Description

Challenge Statement: Renters face many unique challenges when seeking efficiency and clean energy improvements in their homes. What are those challenges and how can the residential market provide solutions?

Contributing Factors: Many contributors, including but not limited to -

- *Aging Housing Stock:* Many renters live in older buildings, (67% of the NYC's housing units were constructed before 1960 - [RPA](#)) which means efficiency and rooftop solar improvements are infeasible.
- *Lack of Perceived Value:* Property owners may see efficiency and electrification as cost vectors, not value adds. A race to the bottom on price can also incentivize non-compliant developments. Renters can perceive displacement and higher rents as disincentives.
- *Misaligned Incentives:* Where renters do not pay utility bills there is little incentive to conserve energy. Federal and state incentives accrue to the property and the property owner, and short-term rentals mean renters aren't motivated to invest.
- *Misconceptions:* Inaccurate and/or misleading information inhibits confidence in the technologies and transition (ex/ tenants' rights, incentive availability, cold climate readiness)

Breakout Report-Outs

What solutions rose to the top during the breakout sessions?

Thank you for your input!

These discussions help ensure that Single Family Residential program funding and co-benefits, including those incorporating IRA Home Energy Rebates, flow to all eligible NY residents as smoothly as possible through thoughtful program design and robust community outreach.

> **Initial Stakeholder Sessions**

- Residential Market Advisory Group
- Community Stakeholders Workshops
- Participating Contractors Workshops
- Public webinar

> **We Encourage Continued Input on IRA's Home Energy Rebates and Training Grants**

- Send written comments to residential.ira@nyserda.ny.gov at any time

> **Upcoming Stakeholder Engagements and Working Groups:**

- Utility Collaboration
- Multifamily Market Partners and Affordable Housing Providers
- Contractors & Outreach Partners
- Retailers
- Product Manufacturers
- Others as needed

Breakout Session #3



NEW
YORK
STATE

NYSERDA

Bronx & Brooklyn Energy Hub

Connecting You To A Clean Energy Future

Bronx & Brooklyn Energy Hub

1-859-6-ENERGY (1-859-636-3749)

www.bxbkenergyhub.org

Meet us Today:

- Robert McCool, Program Manager

The Energy Hub's **Homeownership Segment** serves 1 to 4-family homeowners in the Bronx and Brooklyn.

Our team of Energy Advisors helps low- to moderate-income homeowners make their homes energy efficient and lower their utility bills.

Our 2024 accomplishments include:

- **228** homeowners provided with energy advising
- **195** referrals to NYSERDA's EmPower+
- **514** referrals to additional energy, home repair, and wrap-around services

Energy Eco Solutions LLC

Start saving energy with us!

Energy Eco Solutions LLC

Astoria, NY

(800) 774-7002

NYenergy.info

Energyecosolution@gmail.com

Meet us Today:

- Marko Radovic, Enes Durgut, Bane Sibinovic

We are dedicated to assisting homeowners in conserving energy, reducing expenses, and enhancing overall comfort.

Our expertise lies in optimizing building envelopes and implementing efficient home insulation solutions.

By prioritizing the entire structure, we ensure comprehensive improvements that maximize energy efficiency and savings for homeowners.

Energy Eco Solutions is an innovative, ecotechnologies-based company that helps homeowners conserve energy, save money, and live more comfortably.

While our focus is to start with the house insulations, we pride ourselves on improving the entire envelope of a building or structure.

Fram Energy

Bringing Solar to Rental Homes

New York, NY

347.927.5019

framenergy.com

hello@framenergy.com

Meet us Today:

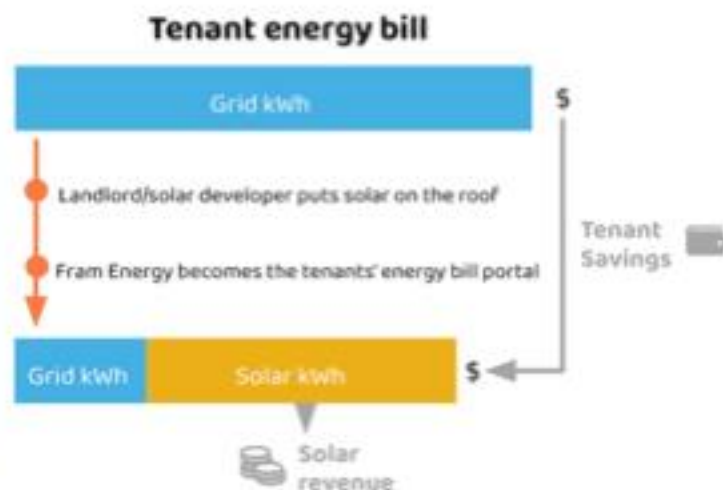
- **Lauren Block, Founding Engineer**

Fram Energy is on a roll!



Pilot project generating attractive revenue:

- 5-unit building in Oakland, CA kicked off in April
- \$11.3k upfront post incentives
- \$2.5k annual revenue, 23% ROI for owner
- \$500/year savings for tenants
- 900 car miles saved for Earth



Fram Energy wins DOE American-Made Solar Prize

- \$500,000 cash + \$75k lab voucher
- \$750k total winnings
- >25 signed partners

Fram Energy

Bringing Solar to Rental Homes

New York, NY

347.927.5019

framenergy.com

hello@framenergy.com

Meet us Today:

- **Lauren Block, Founding Engineer**

Come say hi!



Developer



Property Owner



Installer

We'd love to hear from you:

- Property Owners: large, small, and tiny
- Real Estate Networks
- Solar Installers
- Solar developers
- Clean energy financing partners
- Utility Experts

257 Co.

New York, NY

<https://257.co>

seth@257.co

Meet us Today:

- Seth Cousins

257 is an energy data platform company based in NYC – we use AI, dozens of data sources, and billions of data points to build a digital energy twin for every US home.

Energy service companies (Utilities, HVAC, solar) use our platform to better understand and market to residential customers and accelerate their electrification journey.

257 is a venture-backed startup led by experts in data science, marketing and energy.

LG Electronics USA, Inc.

111 Sylvan Avenue

Englewood Cliffs, NJ 07632

LGhvac.com

Mark.thomson@lge.com

Meet us Today:

- **Mark Thomson, Business Development Manager, Electrification**

- LG Electronics USA, Inc. is part of a \$70 billion global innovator in technology and manufacturing, focused on the electrified home
- LG offers a full line of HVAC products: inverter scroll chiller, heat pumps, VRF, electric water heating (HPWH and Hydro Kit), air handlers and related products
- LG sells through our regional partners and distributors. In New York City, that is Klima NY
- LG is a 10- time Energy Star Partner of the Year Awardee for Sustained Excellence
- We are active in the NY Clean Heat Program, and want to work with you to find the right solution to electrify your home or business

NEEP

Northeast Energy Efficiency Partnerships

Staff throughout Northeast and Mid-Atlantic, DC to Maine

781-860-9177

NEEP.org

jluoma@neep.org

Meet us Today:

- Jeff Luoma – NEEP Manager, Technology Market Transformation

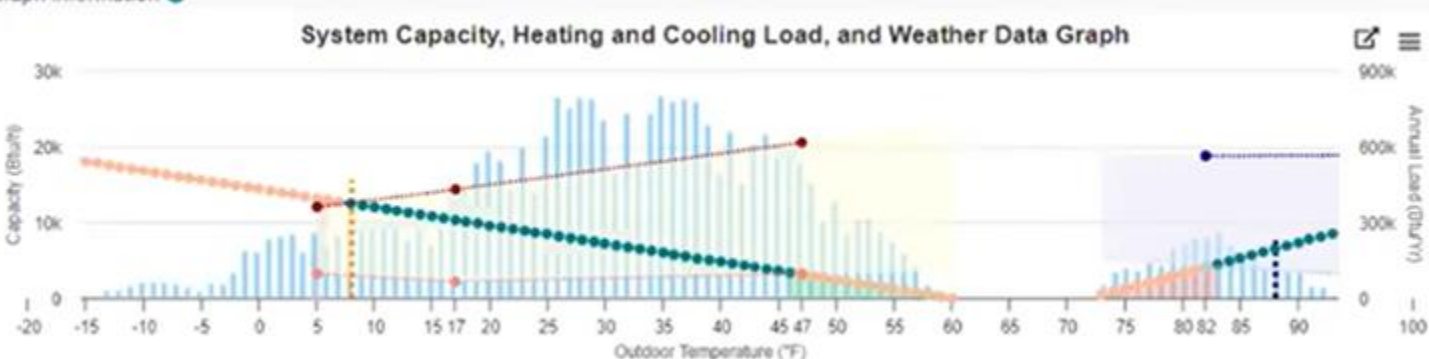
Two decades in regional energy policy and programs, community, energy codes, and building technologies. **Nine state partnerships** currently, including NYSERDA. Helping with initiatives in every state. (REEO)

- **Best Practice guides/papers soon available**

Cold climate ASHP sizing and design
Heat pump performance data
HVAC workforce development
Income-eligible programs
Midstream incentive programs

- **Residential Heat Pump Market Assessment**

- **ccASHP List and Sizing Tool** (Room and A2W soon)



NEEP

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781-860-9177

NEEP.org

jluoma@neep.org

Meet us Today:

- Jeff Luoma – NEEP Manager, Technology Market Transformation

Ways to be more directly involved?

Join the Heating Electrification Initiative! 
<https://neep.org/heating-electrification/heating-electrification-initiative-subscription-details>

- Enhanced access to ccASHP list
- Residential Heating Electrification Working Group and advisory committees.
- Updates, info, technical expertise

Syracuse 1.5-day event Nov 19-20

Take Home message:

NEEP helps the region accelerate energy efficiency, electrification, and grid flexibility in the building sector through wide-ranging efforts.

Use us as an initial resource because we likely have info or can connect you with the right person!



Mitsubishi Electric Trane HVAC US LLC

1340 Satellite Boulevard

Suwanee, GA 30024

mitsubishicomfort.com

mrobb@hvac.me.com

Meet us Today:

Michelle Robb

- **Focused on driving IRA awareness and heat pump adoption:**
 - Contractor assistance for rebate management, funding and program assistance.
 - Contractor Training Programs
 - Energy Skilled recognition from the DOE for our Residential Heat Pump Installation and Comfort Advising training program
 - Consumer outreach
 - Understanding barriers to heat pump adoption
 - Consumer Awareness⁶⁶
 - Marketing Programs for awareness/education
 - Financial Assistance partners

METUS Amplifying Electrification

- **The Expert Source for media**
- **Active Voice on clean energy benefits**

 CANARY MEDIA

Heat pumps outperform boilers and furnaces – even in the cold

 ASSOCIATED PRESS

Governors, Biden administration push to quadruple efficient heating, AC units by 2030

Bloomberg

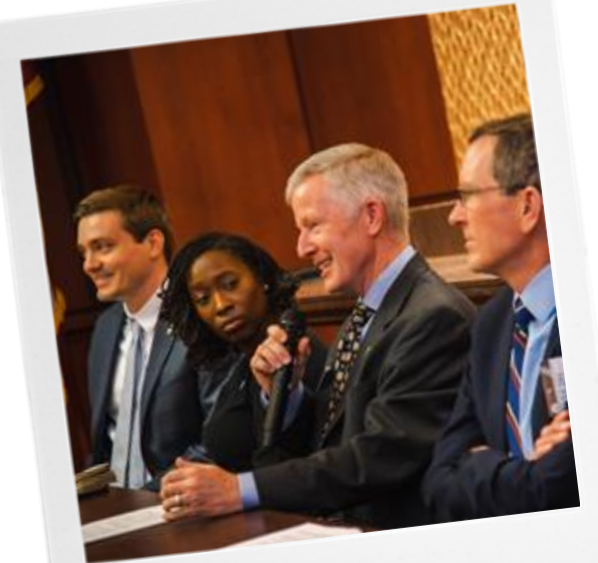
US States Can Finally Start Applying for IRA Incentive Money

The Washington Post

How to maximize energy efficiency when using a mini-split heat pump



6 things to know about heat pumps, a climate solution in a box



Bicameral Electrification Caucus



House of Representatives – Sustainable Energy & Environment Coalition



Energy Management Solutions

"Comfort you feel, savings that's real!"

- Energy Audits • Air Sealing • Insulation
- Heat Pumps • Mini-Splits • NYS Rebates

Energy Management Solutions, LLC.

**704 Executive Boulevard Suite I
Valley Cottage, NY 10989**

EnergyManagementSolutions.com

**info@energymanagementsolutions.
com**

(845)357-1771

**Proudly serving Rockland,
Westchester, Orange, Bronx,
Putnam, Dutchess and Ulster
counties since 2008!**

Energy Management Solutions has helped thousands of homeowners live comfortably, save money on their utility bills, and reduce their carbon footprint. As Certified Building Performance Institute Professionals, we offer the most advanced and comprehensive energy evaluations and professional installations.

We pride ourselves on top-quality work and elite customer service and we truly believe in exceeding expectations. Homeowners are welcomed by our in-house process, from audit to install. The Free Home Energy Audit is a great opportunity for homeowner to truly discover where their home performs well and where it falls short.

Our work provides us and the homeowners with a sense of satisfaction because not only are they saving money on their energy bills' but they are also cutting down their energy waste!

Energy Management Solutions, LLC.

704 Executive Boulevard Suite I
Valley Cottage, NY 10989

EnergyManagementSolutions.com
info@energymanagementsolutions.com

(845)357-1771

Proudly serving Rockland,
Westchester, Orange, Bronx,
Putnam, Dutchess and Ulster
counties since 2008!



From Home Shows, to Energy Sustainability Events, we enjoy informing homeowners and renters of the potential benefits of insulating and air sealing their homes! More so, we urge them to take advantage of the Free Home Energy Audit and learn about the various incentives available to them, as well as the work which can be done, from NYSERDA and the various utility providers.

Rheem NE Distribution serves the HVAC needs in Light Commercial, Multi-Family and Residential markets. We sell to the HVAC trade and are committed to sustainability and green initiatives.

Rheem NE Distribution

300 N. Connecting Rd.

Islandia, NY 11746

www.rheem.com

631-234-0389

Christian.Baca@mcndist.com

Meet us Today:

- Christian Baca VP Sales and Marketing

Warrior Ranch

Rheem Mini-Split Heat Pump Equipment
Donation

**Rheem Donated High Efficiency Heat Pumps
for the Warrior Ranch in Riverhead Long
Island.**

**Received a Commendation from Suffolk
County Legislator Nick Caracappa**



Carta Electric Homes

Brooklyn-based

Serves Long Island, NYC, Westchester

Cartaelectric.com

Meet us Today:

- Julie Liu
- Julie@centsiblehouse.com

- Earn stakeholder's trust to electrify 100%
- Convert one project cluster at a time. Never work on opportunity sized less than >\$10k
- Beneficiary is guaranteed to receive most favorable third-party funding; will not paid above market-rate for the entitlement. No misleading advise to favor a solution
- Actively sourcing partners to do business in National Grid Upstate, O&R and NYSEG service areas, open to explore CT and NJ

73



Recursion Co

New York, NY

<https://www.recursionco.com/>

rkoss@recursionco.com

Meet us Today:

- **Richard Koss, Chief Research Officer**
- **Jasper Lin, Project Manager**

Advanced Data and Technology Solutions

- ❖ Expertise in data collection, analytics, and quality assurance
- ❖ Data protection and standards
- ❖ Seamless client & user interface

Success Story - PSR Platform:

- ❖ Prime contractor for HUD's Program Financial Advisor, managing defaulted real estate assets and supporting FHA's Office of Asset Sales (OAS) in asset sales programs
- ❖ Developed and maintains the Post-Sale Report Platform (PSR) for FHA and OAS, providing 24/7 online access for report submissions and data retrieval
- ❖ Streamlines mandatory post-sale report submissions per Conveyance, Assignment, and Assumption Agreement (CAA)
- ❖ User-friendly interface with robust monitoring and validation to ensure compliance

Recursion Co

New York, NY

<https://www.recursionco.com/>

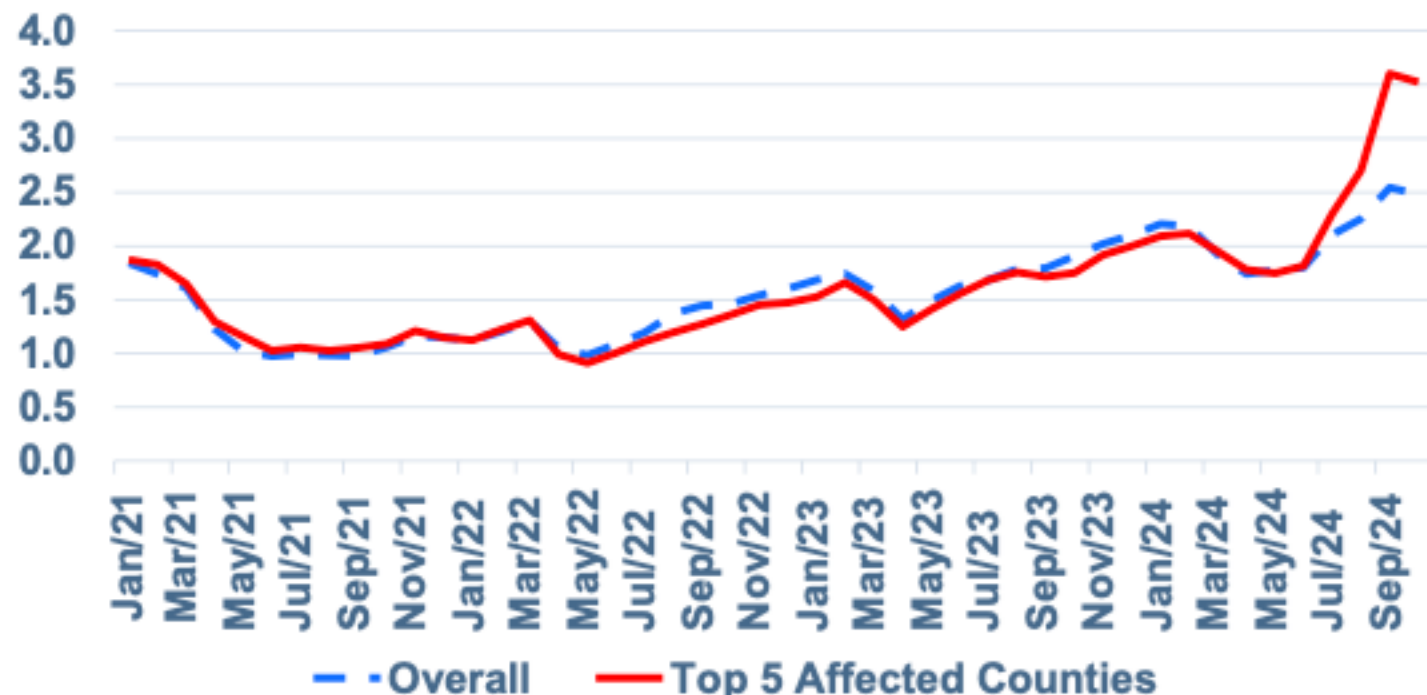
rkoss@recursionco.com

Meet us Today:

- Richard Koss, Chief Research Officer
- Jasper Lin, Project Manager

- > Expertise in Housing Policy and Climate Impact Analysis, with Real-time Insights
 - ❖ Policy initiatives: Agency green bonds
 - ❖ Performance shocks across geographies

**FHA 60d DQ Rates of Texas:
Top 5 Counties affected by Hurricane Beryl vs. State Overall**



Sources: Ginnie Mae, HMDA, Recursion Co.

- ❖ Delinquency rates in the top 5 counties surged after Hurricane Beryl in July 2024, surpassing the state average.

Council of NY Cooperatives & Condominiums

New York, New York

(212) 496-7400

www.CNYC.coop

poole@cnyc.coop

Meet us Today:

- **Rebecca Poole, Director of Membership & Communication**

The Council of New York Cooperatives & Condominiums (CNYC) provides education, information, and advocacy for cooperatives and condominiums.

To help NYC co-ops and condos improve their energy efficiency, reduce their carbon emissions, and comply with Local Law 97, CNYC:

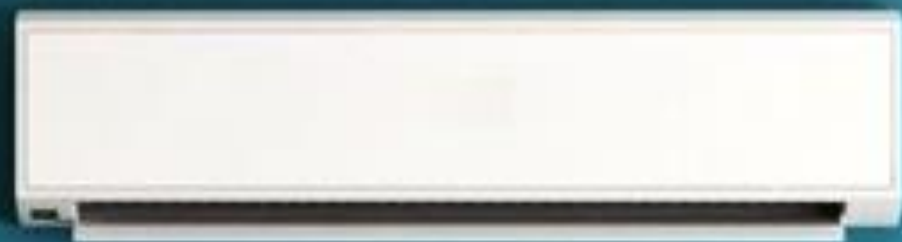
- Offers a free series of classes, "Sustainability with Affordability." The recordings are publicly available through YouTube. Over 1,000 co-ops and condos have taken part in CNYC's education on LL97.
- Includes energy experts at its Roundtables, enabling board members to ask questions about LL97 compliance.
- Works with member buildings on an individual basis as they attempt to understand their options for carbon reduction.
- Is developing tools and materials to help member buildings navigate LL97 compliance.
- Works with other organizations to facilitate solutions for the problems co-ops and condos have faced implementing LL97
- Is helping market a group solar initiative for co-ops and condos



FLAIR

More Comfort Less Energy

dan@flair.co



The Flair Puck

Connecting the World's Leading HVAC Equipment

The Flair Puck is the only fully wireless, universal connectivity solution for the world's most common yet least connected hvac equipment.

Our hvacOS™ software platform instantly brings these units online for:

1 electrification

2 fleet management

3 demand response

Flair's Integrated Controls solution has been instrumental in deploying tens of millions of dollars in heat pump rebates across NY and New England

NYSERDA

Experience Clean Heat

Offices in Albany, Buffalo, New York

1-866-NYSERDA

<https://cleanheat.ny.gov/experience-clean-heat/>

ExperienceCleanHeat@trccompanies.com

Meet us Today:

- **Tamar Nagel, Project Manager**

The objective of **Experience Clean Heat** is to partner with local businesses and public spaces across New York State that are helping lead the way by using heat pumps to heat and cool.

It supports businesses and public spaces that are contributing to the State's clean energy goals by encouraging local residents to visit these spaces to see and feel firsthand the benefits of heating and cooling with a heat pump.

It supports participating businesses with:

- Social media support with a campaign promoting your participation in Experience Clean Heat
- Digital marketing
- Sponsorship of events and/or special promotions and giveaways

NYSERDA

Comfort Home

Offices in Albany, Buffalo, New York

1-866-NYSERDA

nyserdera.ny.gov/comforthome

comforthome@nyserdera.ny.gov

Meet us Today:

- **Keith Bohling, Senior Project Manager**

The importance of load reduction

When a home's load is reduced, the amount of heat needed to make a home comfortable is reduced, saving energy and money.

NYSERDA's program offers incentives for standardized and pre-screened home improvement packages. These packages range from sealing and insulating an attic and rim joists (good package) to sealing and insulating attics, walls, and windows (best package). By pre-packaging home improvements, NYSERDA makes it easier for homeowners to bundle services and create a clean, comfortable home environment.

Three tiers of load reduction packages*

Package	Description	Incentive
★ ★ ★ Good	Seal and insulate attic + seal and insulate rim joists	\$1,600
★ ★ ★ Better	Seal and insulate attic + seal and insulate rim joists + insulate walls + insulate floors	\$3,000**
★ ★ ★ Best	Seal and insulate attic + seal and insulate rim joists + insulate walls + insulate floors + install ENERGY STAR® windows	\$4,000**

**Dollar amounts shown reflect incentive amounts, total package costs to be discussed with contractor*

***Additional incentives available for homeowners located in Westchester County*

NYSERDA

Residential Energy Assessments

Offices in Albany, Buffalo, New York

1-866-NYSERDA

nyserderda.ny.gov/All-Programs/Residential-Energy-Assessment-Programs

homeaudits@nyserderda.ny.gov

Meet us Today:

- **Steven Wagner, Senior Project Manager**

A residential energy assessment is a review of a home's energy performance, including a review of both the home's energy features and the household's energy consumption patterns.

Energy assessments are offered free to New York State homeowners, and participating contractors are reimbursed \$200 by NYSERDA for completing the assessment.



If you have questions about applying or participating in the Residential Energy Assessment program, you can contact homeaudits@nyserderda.ny.gov.

NYSERDA

EmPower+

Offices in Albany, Buffalo, New York

1-866-NYSERDA

nyserdera.ny.gov/empower

Meet us Today:

- Scott Oliver, Program Manager

PROGRAM HIGHLIGHT

In May 2024, NYSERDA was the first in the nation to launch a program using Inflation Reduction Act Home Energy Rebate Funds.



Home Electrification and Appliance Rebates (HEAR) are now available to income eligible residents through EmPower+.