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

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Today’s webinar topic: *Clean Heating & Cooling Campaigns*

Problems or technical questions?  
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Content questions for speakers?  
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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
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

Clean Heating & Cooling Benefits

Estimated 2014 NYS GHG Emissions from Fuel Combustion

- Transportation: 41%
- Residential & Commercial HVAC: 32%
- Residential Natural Gas: 12%
- Residential Electricity: 1%
- Commercial Petroleum: 2%
- Commercial Natural Gas: 8%
- Commercial Electricity: 3%
- Residential Petroleum: 6%
- Industrial: 9%
- Residential and Commercial non-HVAC: 18%

Total 2014 New York State GHG Emissions from Fuel Combustion: 181 MMtCO$_2$e
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\textsuperscript{th}, 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

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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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