

## New York State - Energy Efficiency Portfolio Standard Working Group 2 – Program Summaries

**Program Name:** Energy Smart Focus Program

**Working Group Contact:** Peter Savio

**Administering Entity:** NYSERDA

**Targeted Sector:** Commercial Real Estate, Industrial, Hospitality, Institutional (K-12 Schools and State Facilities), Municipal Water & Wastewater, Colleges & Universities, Healthcare and Local Government

Funding years	Funding Source	Total Budget (Millions)	Cumulative Funds Spent (Millions)	Current Annual Expenditures (Year Millions)	Energy Savings		Demand Savings		Total Resource Cost (TRC) Results*
					Cumulative (MWh)	Current Annual (MWh)	Cumulative System Coincident Load Reduction (MW)	Current System Coincident Load Reduction (MW)	
5	SBC	19.9	4.4	1.1					

\* Or similar measure performance (e.g. TMET). Include description of cost test(s), identify if the analysis is retrospective or prospective and include any reference or links to on-line documents on evaluation as appropriate.

**Program Description:** Energy Smart Focus provides services to facilitate and encourage sector-specific energy efficiency improvements and practices. The program is a marketing and information transfer initiative that will use existing core New York Energy SmartSM programs and services to sponsor deployment, demonstration, research, and development projects in conjunction with sector customized strategies. Such strategies include benchmarking, targeted marketing materials and messages, training, partnerships with trade associations, and integration with regional and national efforts. See 2006 annual report: [http://www.nyserdera.org/publications/SBC\\_Evaluation\\_Report\\_web.pdf](http://www.nyserdera.org/publications/SBC_Evaluation_Report_web.pdf) and most recent quarterly evaluation: [http://www.nyserdera.org/Energy\\_Information/SBC/sbcjune2007.pdf](http://www.nyserdera.org/Energy_Information/SBC/sbcjune2007.pdf).

**Relationship to Staff Preliminary Proposal:**

Fast-track program

**Current status:** Five of the eight sectors selected for support under the Energy Smart Focus program have initiated efforts, and are in the early stages of deployment. The remaining sectors will select service providers through an RFP to be released in December, 2007 with services commencing in the summer of 2008.

- Focus on Commercial Real Estate established partnerships with EPA, REBNY, NYC Mayor's office, NYECC, Trinity Real Estate, SL Green, and OMNI Development to quickly institute a process to benchmark, retrofit, and measure performance improvements over 200 million sf of NYC commercial office space with more than 35 million sf engaged within the first 6 months.
- Energy Smart Schools has benchmarked energy consumption at 132 districts with 643 school buildings, including 60 million square feet and nearly 350,000 students accounting for over 25% of all public schools in SBC territory.
- Sector-based initiatives are being launched for Industrial customers, water/wastewater facilities, healthcare, local governments, colleges and universities and the hospitality industry.
- New website design is underway to support the sector-based programs. The goal is to streamline customer access to information, program services and incentives.

**Barriers, challenges, gaps:**

- Each of the sectors selected present unique challenges and barriers to energy efficiency, such as split incentives for Commercial Real Estate (tenant landlord relationship) or short payback requirements of Industrial facilities. The intent of the program is to assist these sectors in appropriate ways to overcome these barriers.
- Direct kW/kWh impacts for the sector efforts will be captured in core programs, so the evaluation of the sector-based approach will focus on metrics such as increased activity in NYSERDA programs.

**Ramp-up potential, limitations, where help is needed to fulfill potential:**

- Substantial ramp up potential.
- A ramp up of this market infrastructure development effort will be essential to the success of the EPS.

## New York State - Energy Efficiency Portfolio Standard Working Group 2 – Program Summaries

---

**Co-benefits:** Given the diversity of sectors engaged in the program, co-benefits can include a range of productivity, indoor air quality, environmental, tax savings and other benefits.

**Other issues/considerations:** Partnering with State and Federal Agencies and Non Government Organizations to leverage resources is key to the success of this program. By providing information and leveraging the existing programs, the Energy Smart Focus Program will provide key support for energy efficiency resource acquisition.