Contractor Incentives to Build Your Heat Pump Business: Rebates, Marketing Support, & Workforce Development Opportunities
Air Source Heat Pump (ASHP) PON 3653
Program Highlights cont’d

• Quality Assurance
  – Inspections Participating Installer’s first three completed ASHP projects
  – Followed by strategic sampling of completed projects (e.g. current program status, field inspection score, customer feedback)

• Applications being accepted until December 31, 2019
  – Or until funds are fully committed
  – Cannot reserve funds
  – Countdown on ASHP Program Homepage and in each installers portal

• Statewide utility program: launch target Jan 1, 2020
  – No gap to statewide utility program
ASHP Program Revisions

• $1,000/thermal ton for Whole-House Solution ASHP System
  – Installed as a home’s primary heating source, designed with a full-load heating capacity between 90% and 120% of peak heating load
  – Requires a Manual J or an equivalent energy simulation program or calculator and attestation on ASHP Commissioning Checklist
  – Can include:
    • Singlezone Ducted, Centrally Ducted
    • Multizone All Ducted
    • Multizone All Non-ducted that includes two or more indoor heads
    • Multizone Mix of Non-ducted and Ducted that includes two or more heads
  – Installer can keep $500 but balance of Incentive must be passed on or otherwise credited to the customer
    • Example: 4 ton Centrally Ducted System qualifies for $4,000 incentive, Installer keeps $500 and $3,500 passes/credits to customer
ASHP Program Revisions cont’d

• $500/$50 Integrated Control Incentives
  – Qualified list of an integrated control package or dual fuel thermostat that can switch between a qualifying ASHP system and a central heating system.
  – Entire incentive must be passed on or otherwise credited to the customer

• Green Jobs – Green New York (GJGNY) Financing
  – Financing of energy efficiency and renewable energy improvements.
  – Requires submittal of an ASHP Proforma

• Removal of $500,000 per Participating Installer Cap

• Modifications to ASHP Program Manual and Commissioning Checklist
  – Attestment that Customer knows system can be inspected
  – Attestment that Whole-House Solution ASHP System and Integrated Control incentives are being passed to customer
Contact Info

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• https://www.nyserda.ny.gov/ashp
Ground Source Heat Pump (GSHP) PON 3620
GSHP Rebate Program

• $26,500,000 allocated for Rebates
  – Roughly $10.5 M has been committed to date

• Program extended until December 31, 2019
  – Statewide utility program: launch target Jan 1, 2020
    • No gap to statewide utility program
GSHP Application

• NYSERDA Approved Contractors
  – 95 approved – **SIGN UP!!**
  – Designers and Installers submit project applications on behalf of site owners

• Apply Here:
  – [https://www.nyserda.ny.gov/All-Programs/Programs/Become-a-Contractor/Renewable-Heating-and-Cooling/Ground-Source-Heat-Pump-Installers](https://www.nyserda.ny.gov/All-Programs/Programs/Become-a-Contractor/Renewable-Heating-and-Cooling/Ground-Source-Heat-Pump-Installers)
GSHP – Clean Energy Action Plan

• Additional support in gas constrained areas:
  – Portions of Westchester County, and Lansing, NY

• Enhanced incentives under Clean Energy Action Plan
  – Small & large projects: increase 25% per ton
  – Large commercial projects: incentive cap $5M

• Determine your eligibility:
  – http://www.nyserda.ny.gov/action-plan
GSHP – Financing

- Green Jobs Green New York (GJGNY)
  - Residential only
  - Up to $25,000

- Become a Participating Contractor with Energy Finance Solutions
More Information

www.nyserda.ny.gov/pon3620
gshp@nyserda.ny.gov
Elizabeth Markham
518-862-1090 ext 3386
Home Comfort (formerly the Cool Homes Program)

Cool Homes – Central Air Conditioning
Home Comfort - Residential Heating and Cooling Rebate Program is designed to promote energy efficiency and customer comfort with the installation of high efficiency, properly-sized and quality installed residential heat pumps and central air conditioning systems.
Program Evolution

New York State Reforming the Energy Vision

• LESS greenhouse gas; LESS fossil fuels
• MORE renewable - wind and solar

Opportunities:
• Electric resistance - increase efficiency
• Propane - lower cost
• Fuel oil - cleaner and lower cost

Solution: Heat pumps - cold climate ASHP and GSHP
2019 Goals

• $2.6 million rebate - $1.3 million GSHP
• 1.8 MW
• 2,660,000 kWh
• 4,900 HVAC units - 300 GSHP units

• Less 16 SEER ducted central air conditioners
• More GSHP and cold climate ASHP
• 900 tons of GSHP forecasted
• 600+ tons of GSHP in 2018
Program Changes

2016
• Increased the GSHP incentives

2017
• Aligned with ENERGY STAR minimum energy efficiency requirements

2018
• Aligned residential and commercial GSHP rebates

2019
• IGSHPA certification and loan/financing
Incentives & Efficiency Requirements

• Similar requirements to NYSERDA Ground Source Heat Pump Program
• Covering Nassau, Suffolk County and Far Rockaway
• Includes residential and commercial

• IGSHPA Accredited Installer Certification
• Preapproval
• Manual J, AHRI certificate
• Post-inspection
Incentives & Efficiency Requirements

- $1,000/ton (Tier 1) or $2,000/ton (Tier 2)
- Contractor Incentive: $200/first unit, $50/additional
Contact Info

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https://psegliny.com/geothermal
https://psegliny.com/homecomfort
Customer Targeting Tool
A Customer Targeting Resource for Installers

A web-based Tool and Support Service for Installers of energy efficient HVAC systems, esp. Heat Pumps, to increase Sales closure rates and Profitability by identifying high probability customers.
Background:

- NYSERDA identified customer acquisition “soft costs” as a major barrier to hitting goals
- Want to empower NYSERDA’s 300-plus qualified installer base
- Working w/ NYSERDA, Faraday launched a customer targeting tool available to all qualified ground-source and air-source installers
Initial targeting approach

• A web-based resource for installers (http://www.cleanheattargeting.com/)
• Support for customer targeting state-wide
• Data on discrete homeowners and their properties (e.g., income, fuel type, HVAC system, etc.)
Faraday support

• Installer training, collaboration in tool use (in-app chat, etc.).
• Monthly webinars, on-site trainings
• Support a minimum of 200 Installers who participate in NYSERDA programs
Customer Targeting – identifying targets

2,523,456 matches

New York
Fuel type excluding GAS and Oil
Year built at most 2007
Property type SINGLE FAMILY RL
Primary resident Required
Homeowner or renter probability
15% of 15,492,024 matches in geography

10,484,256 matches

New York
Primary resident Required
48% of 15,492,024 matches in geography

Add new segment

Suggested segments
Customer Targeting – reaching targets
Uptake so-far

- Launched October 2018
- Over 35 installers and communities active on the platform
- Over 800,000 households analyzed
- Marketing campaigns launched
- Monthly webinars and quarterly on-site trainings
Next steps

• Incorporating in user feedback
• Improving targeting parameters (customer radius targeting, improved gas coverage, energy use estimates, past EE participation, propensity modeling)
• Exploring online targeting options
Get involved

• Tool is available at no cost to approved installers
• Contact your NYSERDA rep to get involved
• Work with Faraday to set up an account and get trained

Key Element #1: a tool for analysis, collaboration and outreach
Contact Information

Robbie Adler
Robbie.adler@faraday.io
PON 3694 – Cooperative Advertising and Promotions for HVAC Partners
Overview

• The Cooperative Advertising and Training Program is geared to increase awareness and education of eligible heat pump and biomass technology.

• $2 million is available on a first-come, first-served basis through Dec. 31, 2020.
Eligibility Requirements

Program Participants

- Installers in the Air-Source Heat Pump Program (PON 3653)
- Installers and designers in the Ground-Source Heat Pump Rebate Program (PON 3620)
- Renewable Heat NY Installers
- HVAC Distributors- Must sell qualified heat pumps
- HVAC Manufacturers- Eligible for cost-sharing of training-related activities only
Eligible Co-op Activities

Advertising

- Print (Newspapers, Tabloids, and Magazines)
  - Quarter page or larger
  - Newspaper or magazine insert
- Outdoor (billboards and signage)
- Direct mail or e-mail Blast (purchasing of lists)
- TV, radio, and online
Eligible Co-op Activities

Marketing and Promotions

• Collateral materials (flyers, brochures, and posters)
• Store Circulars or Inserts
• Trade shows or Conference (includes showroom displays)
Eligible Co-op Activities

**Training**

- Sales
- Installation
- Design (for ground-source heat pumps)
How to Apply

• Visit www.nyserda.ny.gov and look for PON 3694 under “Current Funding Opportunities”
• Fill-out the Cooperative Advertising and Promotions Application
• Include back-up attachments
  – Ad copy or mock-up
  – Billing estimate
  – Total impressions, reach or attendance
• After submitting, you will be assigned a co-op tracking number
• How to submit for multiple activities, i.e. radio and billboard campaign
Evaluation Criteria

• Cost-effectiveness
• Total reach, circulation, impressions, or expected attendance
• Educational content
Evaluation and Review

• NYSERDA will try to respond within 10 days
  – Approved as-is, approved with changes, or rejected
• Up to 50% cost-share
  – NYSERDA may cost-share less than 50% depending on cost-effectiveness, reach, or educational content
• MUST focus on eligible technology
Submitting the Payment Request Form

- After the approved activity has been implemented, complete and submit the Payment Request Form
- Must include the back-up invoices and proof the co-op activity was successfully completed or implemented as originally approved
- Cannot retroactively pay for co-op activities that were not pre-approved by NYSERDA
Questions?

Contact: products@nyserda.ny.gov
1-866-NYSERDA, ext. 3344
Workforce Development and Training

NY-GEO 2019

Adele Ferranti
Program Manager and Team Lead
Clean Energy Jobs Landscape

New York’s nation leading policies are fueling job growth

nearly 152k clean energy jobs across New York State at the end of 2017

3.9% growth of clean energy jobs in 2017 double the statewide average

CLEAN ENERGY EMPLOYMENT BY TECHNOLOGY (number of jobs, December 2017)

117,000 Energy Efficiency

22,000 Renewable Electric Power Generation

7,800 Alternative Transportation

2,500 Renewable Fuels

1,500 Grid Modernization and Storage
Energy Efficiency & Clean Technology Training

(PON 3981)

$7 million available

Projects funded intended to develop and deliver training, provide hands-on experience and job placement assistance to ensure new and existing clean energy workers have skills businesses need.

Training activities eligible for funding include:
- developing, modifying, or implementing curriculum
- delivering training (on-line, classroom, on-site, etc.)
- equipment purchase for hands-on training
- hiring and training trainers
- marketing
- internships
- job placement services
- pre-apprenticeships and apprenticeships

Proposers can include unions, colleges and universities, manufacturers, distributors, trade associations, community-based organizations, technical high schools, training and job placement intermediaries, etc.

Maximum proposal $250,000, 30% cost share required

Proposals Due*: May 23, 2019; August 6, 2019; October 22, 2019; January 23, 2020

* Due dates after May 2019 are dependent upon funding availability as determined by demand.
Energy Efficiency & Clean Technology On-the-Job Training (PON 3982)

$10 million available

Funding to hire and provide on-the-job training (OJT) for workers for energy efficiency and clean technology jobs in these areas:

- high efficiency heating, ventilation, and air conditioning (HVAC)
- renewable heating and cooling
- high efficiency water heating
- insulation and air sealing
- high efficiency lighting and controls
- building automation and controls
- smart grid
- energy storage; and related areas

Businesses with 100 employees or less, NYSERDA will pay 50% of new employee’s hourly wage for 16 weeks. And 50% of the wage for 24 weeks if the worker is from a priority* population.

Businesses with over 100 employees, NYSERDA will only pay incentives for new employees from priority populations – 50% for of hourly wage for 24 weeks.

The maximum OJT award amount for a business is $100,000

* Priority Populations include veterans, disabled workers, low-income individuals, formerly incarcerated, Native Americans, dislocated power plant workers, and 18-24 year-old trainees in energy related job preparation programs.
Clean Energy Internship Program

(PON 4000)

$10.5 million available over next six years approximately

$1.75 million reserved annually through 2024

Enhances talent pipeline for energy efficiency and clean technology businesses by reimbursing employers who offer paid internship opportunities to college students or 18- to 24-year-olds that have completed or are enrolled in technical high schools, energy training, or certificate programs

NYSERDA will reimburse interns’ salaries based on business size:
- > 20 or fewer employees, reimbursement of 90% of intern wages
- > 21 to 100 employees, reimbursement of 75% of intern wages
- > 100 or more employees, reimbursement of 50% of intern wages

Maximum of 12 weeks: fall or spring - maximum 18 hours per week; summer - maximum 40 hours per week

Maximum of five interns per session

Maximum of 12 interns over the course of the program

Reimbursed intern wages can range from minimum wage, up to $2 above minimum wage
Thank you

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