

# Assessing Incentive Program Models to Advance Energy Efficiency in NYC Multifamily Buildings

Final Briefing

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**Client:**  
Building Energy Exchange (BEEEx)



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# Agenda

- Overview of project scope
- Methodology
- Recap: program complexity and best practices
- Recommendations for NYC
- Implications of REV proceedings
- Opportunity for BEEx: thought leadership, resource bank, & networking
- Conclusion

# Project Overview



NYC aims to reduce **GHG emissions 80% by 2050**. The **Retrofit Accelerator** is a key component of "One City: Built to Last."

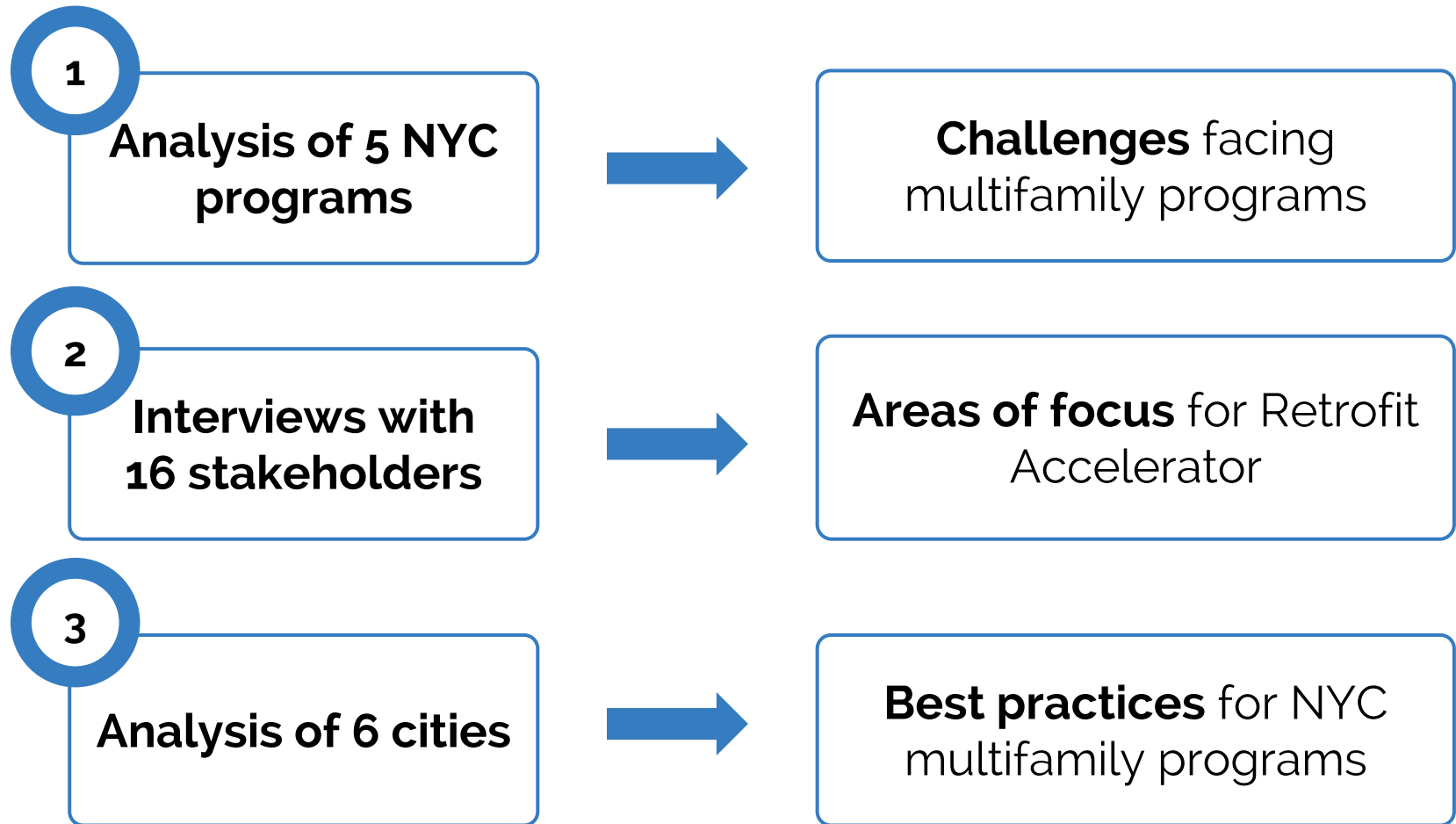


**Retrofitting Affordability:** NYC's multifamily building potential.



The team examined **challenges** to and **opportunities** for energy efficiency programs for **private multifamily buildings** in NYC.

# Methodology



# Recap: Complexity & Program Overlap

## Con Ed

Multifamily energy efficiency program

## National Grid

Multifamily NYSave

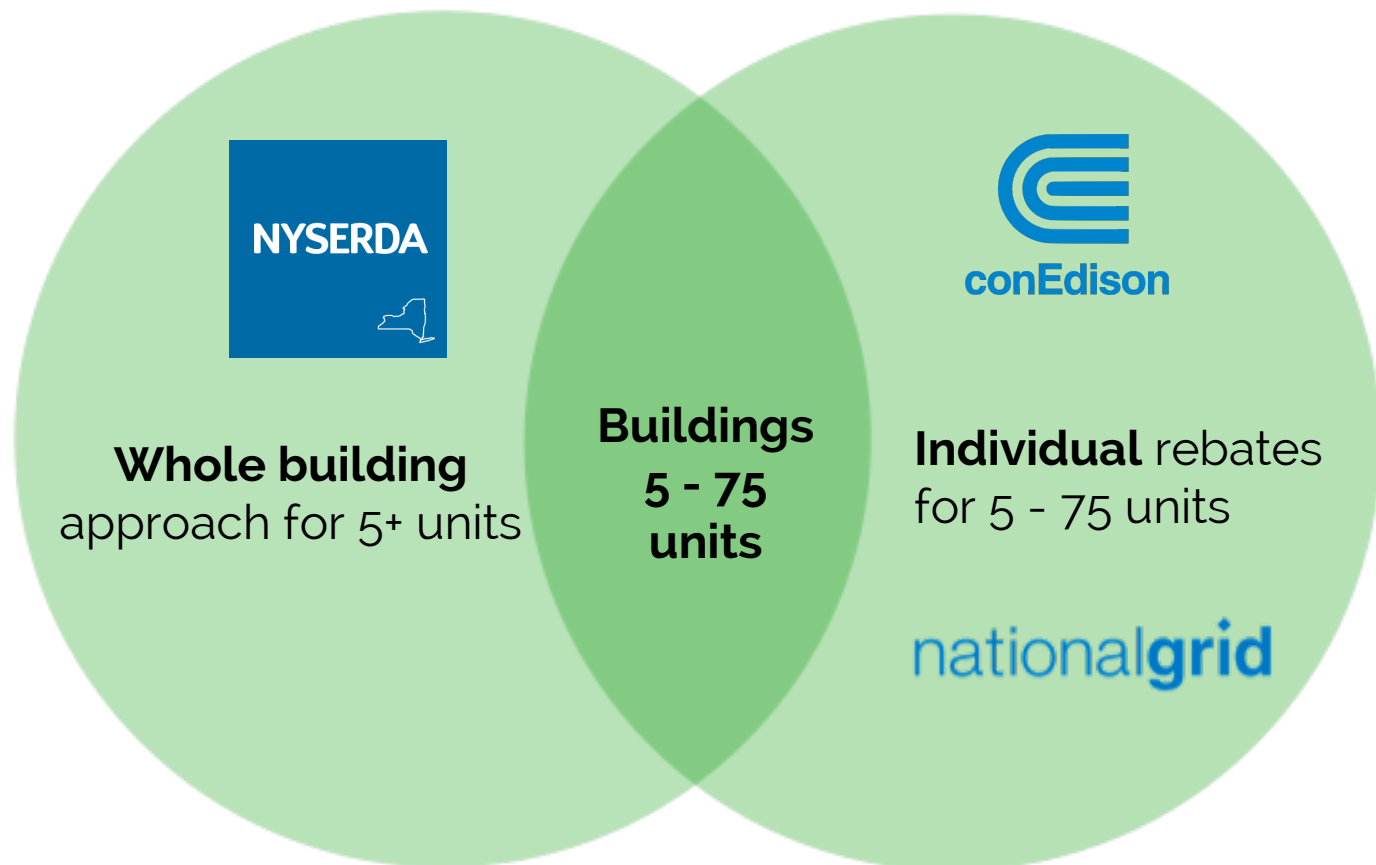
## NYSERDA

Multifamily performance program

## NYSERDA

Low-Income program

**NYSHCR** Low-Income weatherization program



# Recap: Best practices from other cities

	Single Brand	One-Stop Shop	Financing Options	Contractor Incentives
San Francisco	✓	✓	✓	✓
Boston	✓	✓		✓
Toronto			✓	
Seattle		✓		
Chicago	✓	✓		
New Orleans			✓	✓
New York			✓	



Reduces customer  
**confusion**



Reduces  
**complexity** of  
retrofit process



Solution to  
**financing**  
**barriers**



Encourages  
contractors to **engage**  
**building owners**

# Recommendations for NYC



**CHALLENGES**

**Complexity**

**Overlaps**



**BEST PRACTICES**

**Single Brand**

**One-Stop Shop**

# The future of energy efficiency is uncertain





# Possible implications of REV

## REV proceedings envision

Customers will take on a **greater role**.

Responsibility for market interface will fall on **utilities**.

## Implications

1. The energy efficiency market may **contract** if poorly managed.
2. Energy efficiency uptake rates may decline during the **transition** period.
3. Quantity of energy efficiency incentive offerings may increase over the long term.

# How BEE

## Thought Leadership



- Develop **awareness and improve perceptions** of energy efficiency
- **Advocate** for a single, consistent brand and one-stop shop practices

## Resource Bank



- Education about technical solutions (lighting, boilers, etc)
- **Consolidation of funding options and incentive programs**

## Industry Networking Hub



- Expand on existing **networking** center, expand to utilities and other industry stakeholders

# Conclusion



## BEST PRACTICES

Single Brand

One-Stop Shop

## CHALLENGES

Complexity

Overlaps



Retrofit Accelerator

Consumer Beliefs

Confidence

Continuity

Control



Thought Leadership

Resource Bank

Industry Networking Hub

Thank you.  
Any questions?



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