Reimagining the Metropolis

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Works for a more just, equitable and sustainable NYC, by empowering communities to plan for and realize their futures.

- Economic development
- Environmental justice
- Community /open space planning
- Transportation
- Affordable housing
- Retain manufacturing
Community development meets energy retrofits

- Cut fuel, electric and water use in buildings to reduce housing costs while making buildings more durable, safe & comfortable
- Improve indoor & outdoor air quality by reducing emissions, mold, mildew, drafts
- Engages residents in housing and neighborhood improvement

- Preserve affordable housing
- Improve public health reduce risks for asthma, allergies and other health problems
- Create local jobs
- Improves quality of the environment
Majority of NYC's 1 million buildings...
Are one- to four- family homes

• 638,000 small homes
• House about 35% of NYC residents;
• Built 5 to a lot, same time, same structure, same materials
Opportunity for reduction in home retrofits and consumer behavior

Homes Hold the Key to Greenhouse Gas Reduction in New York City

Greenhouse Gas Source:
- Residential
- Commercial
- Institutional
- Industrial
- Transit
- On-Road Vehicles
- Incineration

Data: Mayor’s Office of Long-Term Planning and Sustainability
How long do we have?

Reducing energy use via energy upgrades and changes in consumer behavior improves individual & public health, housing affordability, durability and comfort, create jobs and improves the environment (and world peace).

In 2009, about 39,000 households used incentives to conduct energy upgrades. At that rate, it would take 205 years to retrofit all of NYS homes.
Do you know anyone who has had a comprehensive energy assessment and retrofit of their home?
Barriers to widespread adoption and the importance of early adopters

1) Upfront costs/long-term payback
2) Debt aversion
3) Unfamiliar to many
4) Degree of difficulty

Figure 1. The diffusion of innovations according to Rogers (Image created by Tungsten, Wikimedia Commons)

Driving Demand for Home Energy Improvements, Lawrence Berkeley National Lab
Bed-Stuy Pilot: Green Blocks

All homes receive energy assessments

Engage residents in retrofits and on environmental issues

Train and Place disadvantaged residents in green jobs

Track neighborhood level results
Outreach by Community Based Partners:

Bedford Stuyvesant Restoration Corporation, Brooklyn
Cypress Hills Local Development Corporation, Brooklyn
CHHAYA CDC, Queens
El Puente, Brooklyn
Neighborhood Housing Services of Staten Island
Sustainable South Bronx
Neighbor-to-neighbor via block associations, religious institutions:
# Packaging the Incentives

<table>
<thead>
<tr>
<th>Program</th>
<th>Eligibility</th>
<th>Incentives</th>
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<tbody>
<tr>
<td>Weatherization Assistance Program</td>
<td>Income Below 60% Area Median Income (AMI)</td>
<td>Energy audit and weatherization upgrades at no cost (including weatherstripping and insulation) up to $6500/unit</td>
</tr>
<tr>
<td>EmPower</td>
<td>Income Below 60% State Median Income</td>
<td>Electric reduction measures, insulation, and health and safety measures at no cost</td>
</tr>
<tr>
<td>Assisted Home Performance with ENERGY STAR</td>
<td>Income below 80% Area Median Income</td>
<td>50% of eligible measures paid by NYSERDA; Loan financing for the balance</td>
</tr>
<tr>
<td>Home Performance with ENERGY STAR</td>
<td>No Income Limits</td>
<td>10% cash back and reduced interest financing to be available through Green Jobs/Green NY</td>
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<tr>
<td>Green Jobs/Green New York</td>
<td>No Income Limits</td>
<td>No cost home energy audit for those below 200% AMI; sliding scale 200-400% AMI; New loan fund for implementation of energy upgrades can be used with HPwES, AHPwES, MPP</td>
</tr>
<tr>
<td>Con Edison Residential</td>
<td>Must be a ConEd Electric Customer</td>
<td>Free CFLs; $50 home energy survey; HVAC rebates</td>
</tr>
<tr>
<td>National Grid Enhanced Air Sealing and Insulation/ Rebates</td>
<td>Must be a National Grid Gas Customer</td>
<td>$50 home energy survey including some air sealing; Up to $3,000 or 50% for insulation and air sealing; Also, Boiler rebates; Duct sealing/insulation</td>
</tr>
<tr>
<td>NYSERDAGreat Appliance Swap Out</td>
<td>Must purchase qualifying appliances</td>
<td>Rebates on qualifying refrigerators, freezers, and clothes washers</td>
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Making it easy

- Facilitating the Process
- Engaging/recruiting contractors
- Encouraging do-it-yourselfers
Other strategies

- Creating a buzz and sense of competition
- Connecting with workforce partners
- Planting street trees via MillionTrees
- Creating a tracking tool
Connecting the dots: behavior... health... energy... environment...
Goals

- 6,000 contacts, 1,000 audits, 500 retrofits, 24 jobs

6 neighborhoods:
- Cadre of champions
- Increased awareness about energy use
- Increased awareness about environmental issues
- Learn about engaging New Yorkers in energy efficiency and
- Learn about what increases energy efficiency in the particular housing types in NYC.
Where to from here?

• Block by block delivery with effective policies and programs:
  • Financing:
    e.g., On-bill recovery and PACE
  • Simple, streamlined retrofit programs