



New York City Energy Efficiency Corporation

Introduction to entity and mission

June 2011

What is NYCEEC?

- ❑ Public-private partnership created to further the greenhouse gas reduction plans of NYC by catalyzing energy efficiency investments *across building types* throughout *the five boroughs*
 - » Incorporated by NYC as an independent non-profit organization
 - » Will seek 501(c)(3) status from IRS
- ❑ Will support the advancement of *PlaNYC 2030* and *Greener, Greater Buildings Plan* through the following activities:
 - » Financing
 - » Information distribution
 - » Marketing and outreach
 - » Coordination with workforce development entities in NYC
- ❑ Long-term goal of independent financial sustainability
 - » \$37.5M initial capital from EECBG formula and competitive funds
 - » Will establish revenue generation model through financing products
 - » Will seek philanthropic and private capital investments

Who is involved with NYCEEC?

Board of Directors	
David Bragdon	Mayor's Office of Long Term Planning and Sustainability
Ariella Maron	Department of Citywide Administrative Services
Sergei Mahnovski	Department of Environmental Protection
Jeff Brodsky	The Related Companies
Greg Hale	Natural Resource Defense Council
Gary Hattem	Deutsche Bank
Sarita James	Citigroup
Terri Ludwig	Enterprise Community Partners

Staff	
Susan Leeds	Chief Executive Officer

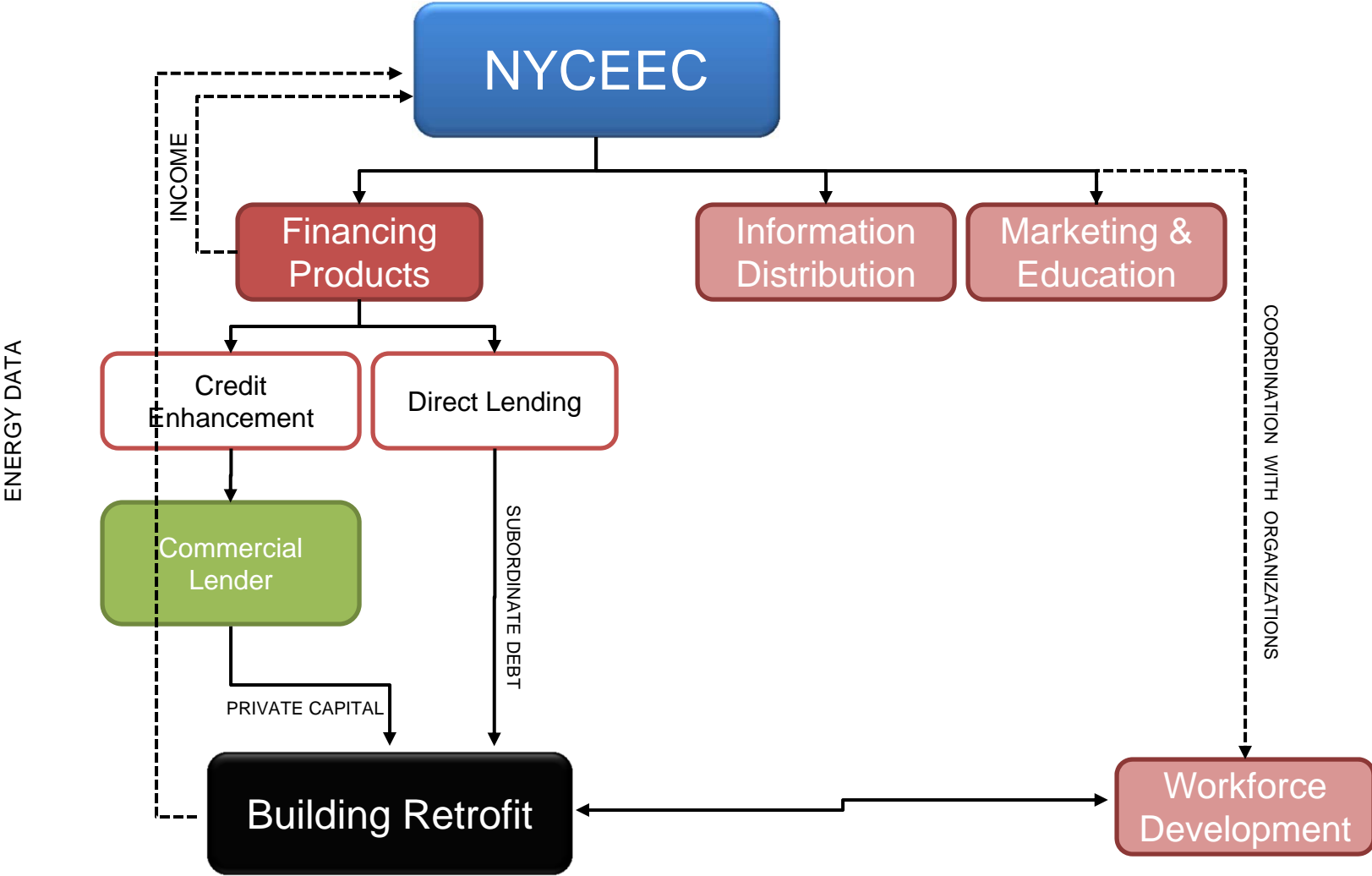
Advisors	
Forsyth Street Advisors / HR&A	Financial Advisor

How will NYCEEC execute its mission?

- ❑ NYCEEC will deploy *financing products*, in collaboration with private sector actors, to stimulate investment activity.
 - » Credit enhancement products
 - » Lending products
 - » Wholesale positioning

- ❑ Other high priority functions that will gain momentum as the organization grows include:
 - » Information distribution
 - » Marketing and education
 - » Active coordination with workforce development entities

How will NYCEEC execute its mission?



How is NYCEEC planning to prioritize activities?

Projects should...	
ENERGY EFFICIENCY IMPACT	Offer significant efficiency through depth of individual projects (whole building approaches; strong O&M; persistent savings), or through breadth of project uptake (significant square footage).
EXECUTABLE PROJECTS	Be prepared to use financing products to undertake retrofit projects in the near term.
SCALABILITY & REPLICABILITY	Have potential for significant expansion and to be standardized by other market actors; transparency in documentation and results is feasible.
INCOME GENERATION	Support NYCEEC's goal of becoming a financially independent and sustainable organization.
<i>Threshold Criteria</i>	
NOT COMPETITIVE WITH PRIVATE CAPITAL	Intervene where private capital is not active or willing to participate.

Anticipated Sectors

- ❑ Initial focus on financing products that will spur energy efficiency projects in the following sectors:
 - » Multifamily residential – affordable, subsidized and market rate
 - » Commercial
 - » Institutional
- ❑ Future focus will seek to include products that can facilitate efficiency investments in additional sectors:
 - » Single family residential
 - » Industrial
 - » Other “niche” sectors
- ❑ NYCEEC will actively manage its portfolio to ensure that multiple income classes and geographies are represented, and that communities in need are served.