

10/01/2024



From Design to Launch: Home Energy Rebate Program Implementation

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Topics and Take Aways



- NYSERDA Low Income Single Family Residential Program
- NYSERDA Program Management Software
- Inflation Reduction Act (IRA) Early Enablement Planning
- IRA Early Enablement Deployment
- IRA Full Enablement Planning and Deployment
- Lessons Learned

- **Our Vision**

New York is a global leader in building a healthier future with thriving communities; homes and businesses powered by clean energy; and economic opportunities accessible to all New Yorkers

- **Our Mission**

Advance clean energy innovation and investments to combat climate change, improving the health, resiliency, and prosperity of New Yorkers and delivering benefits equitably to all

- **Our Promise**

NYSERDA provides resources, expertise, and objective information so New Yorkers can make confident, informed energy decisions

NYSERDA Low Income Single Family Residential Program



- EmPower+ Program: 1-4 Family Existing Homes, up to 80% AMI
- Operating for over 20 years
- Two incentive tiers:
 - <60% SMI covers 100% of the project cost up to \$10,000
 - 60%-80% AMI covers 50% of the project cost up to \$5,000
- Serves over 20,000 homes per year
- Over 175 contractor companies enrolled



Key Take Away: Leverage existing programs and processes to accelerate and simplify access to IRA funds and to enable braiding of other funding sources to meet customer needs

NYSERDA Program Management Software



- New York Home Energy Portal (NYHEP), launched in July 2023
- Standardized program workflow management software
- Measure level savings and incentive calculations
- Easy to add new measures
- Program participants were already trained on how to use this system



Key Take Away: Create a seamless experience for contractors to minimize participation barriers

Inflation Reduction Act (IRA) Home Energy Rebates



The Inflation Reduction Act of 2022 includes **two provisions** for rebates for home energy efficiency and electrification projects:



Section 50121:

Home Energy Performance-Based, Whole House Rebates (Referred to as **Home Efficiency Rebates, or HER**)

Total: \$159 million



Section 50122:

High-Efficiency Electric Home Rebate Program (Referred to as **Home Electrification and Appliance Rebates, or HEAR**)

Total: \$158.4 million

New York State will receive a **total of \$317.4M**. Once deployed, rebates will be available to qualified households until funds are fully expended, but no later than September 30, 2031.

IRA Early Enablement Planning



- EmPower+ Program was best suited to rapidly benefit income qualified residents
- Program design focused on HEAR measures already included in the EmPower+ Program
 - Insulation, Air Sealing, & Ventilation
 - Heat Pumps and Heat Pump Water Heaters
 - Electrical Service Upgrades and Electrical Wiring Upgrade
- Incentive braiding and small program changes designed to increase project size/impact
 - <60% SMI
 - Incentive cap increased to \$24,000 (\$10K existing funds + \$14K IRA funds)
 - 60 – 80% AMI
 - Incentive cap increased to \$19,000 (\$5K existing funds + \$14K IRA funds)
 - Increased project cost amount paid from 50% to 100%



Key Take Away: Focus effort where maximum benefits are found. Don't pursue perfection with diminishing returns

Timeline

2023	Q1 2024-Q2 2024	Q3-Q4 2024	2025
<ul style="list-style-type: none">• RFI response submitted to DOE• Stakeholder engagements and cross-state collaboration on HEAR/HER rules & considerations• NYSERDA secured early Admin funding from DOE• Rules review and clarification with DOE• Partial-scope application for HEAR for EmPower+ submitted to DOE to expedite New Yorkers' access to rebates and benefits	<ul style="list-style-type: none">• DOE review and approval of partial-scope application and release of funding• Stakeholder engagement on strategy and program design for “shovel-ready” elements of Rebate programs.• Implementation planning for partial-scope HEAR roll out through EmPower+• Launched HEAR for EmPower+ 05/30/24	<ul style="list-style-type: none">• Stakeholder engagement and working groups to shape forthcoming offerings and drive continuous improvement of active programs.• Submit full scope application and blueprints• DOE to review and approve full application and release of funding• Contractor training & customer outreach• Continue phased roll-out of Home Energy Rebates	<ul style="list-style-type: none">• Stakeholder engagement and working groups to shape forthcoming offerings and drive continuous improvement of active programs.• Deliver a phased roll-out of full range of Home Energy Rebate funding for all eligible customer segments• Develop and submit market transformation plan to DOE• Execute on implementation blueprints, including Community Benefits Plan

Home Energy Rebates Phased Roll-Out has begun

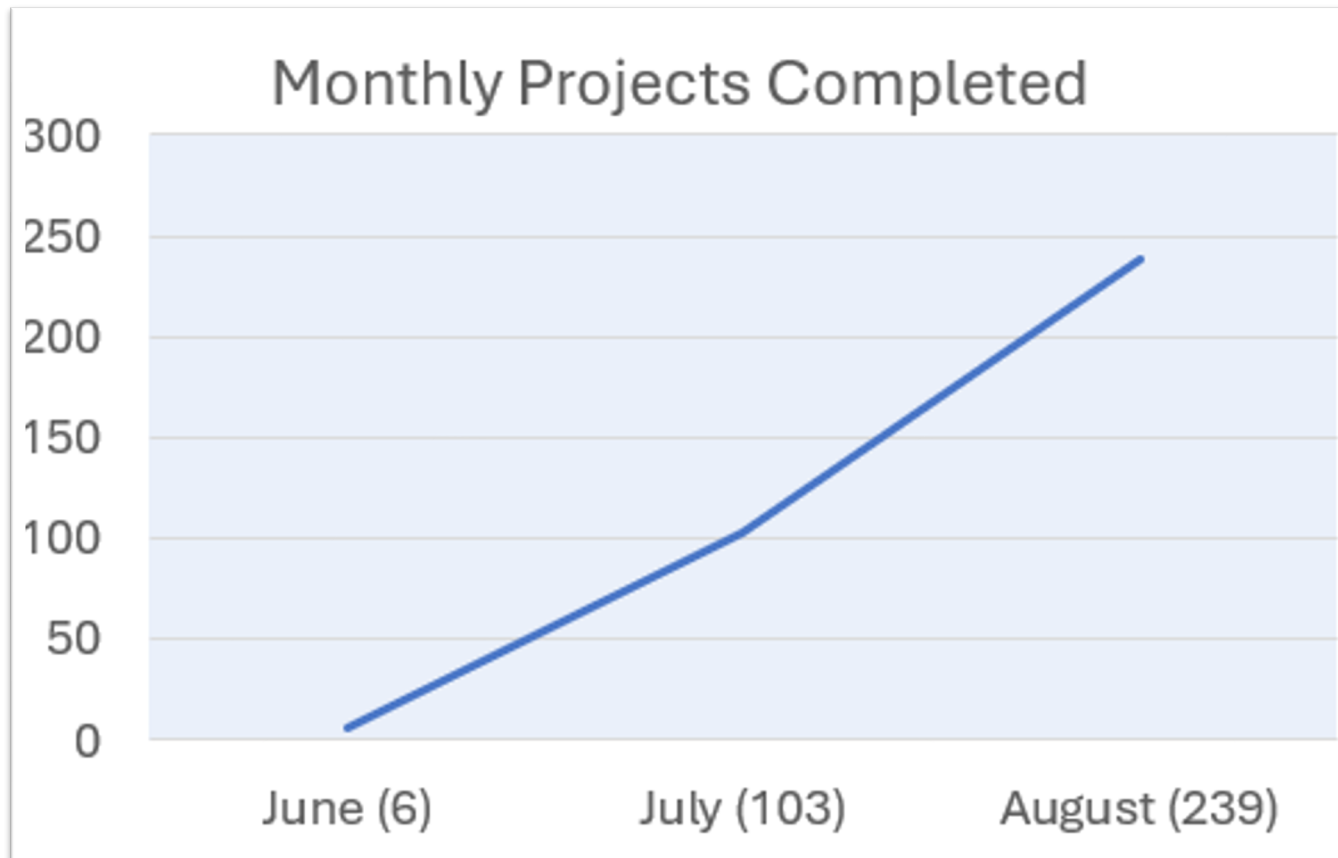


New York Becomes First State to Offer
U.S. Department of Energy
Home Energy Rebate Funding

*"As the first state in the nation to offer these
Inflation Reduction Act rebates, we are
expanding access to home improvements that
will save New Yorkers money on their energy
bills and reduce our reliance on fossil fuels."*

Governor Hochul

IRA Early Enablement Deployment

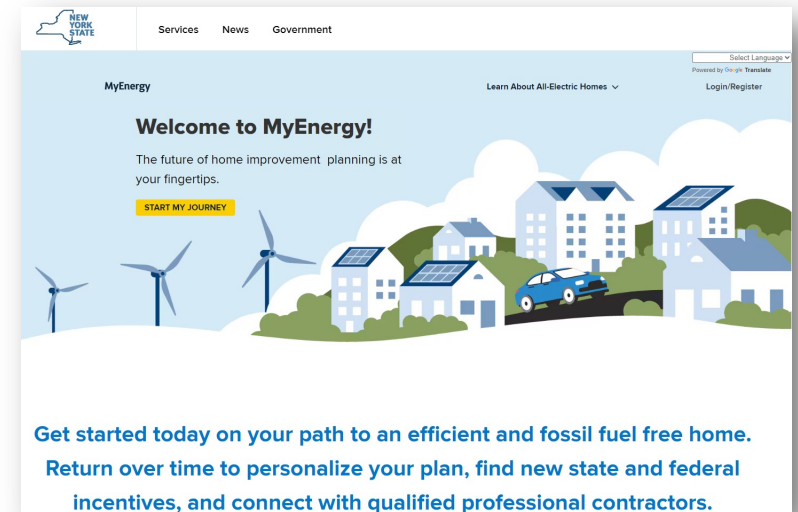


IRA Full Enablement Planning and Deployment



My Energy – Residential Market Engagement System

- Provides customized experiences for New York building owners and residents
- Launching fall, 2024
- Provides New York homeowners and renters access to:
 - Single Family incentive programs
 - Multi Family incentive programs
 - Retail Point of Sale incentive programs
 - Personalized energy efficiency recommendations based on their previous actions
- Single point of entry for IRA program applications
- Automated IRA program activity reporting



Key Take Away: Using a single system for all programs simplifies participant access, budget control, and reporting

Lessons Learned



- Leverage existing NYSERDA programs and processes to accelerate and simplify New Yorkers' access to Home Energy Rebates and enable braiding of other funding sources, where possible, to meet customer needs
- Create a seamless experience for customers and contractors
- Focus limited resources on areas with maximum benefits
- Provide clear, concise information on all available offers
- Minimize market confusion by avoiding having competing offers in the market
- Offer customized, decision-quality recommendations to customers to enable informed decision-making and maximize impact

Thank you!



Questions?

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