


Clean Energy States Alliance Webinar

CHP Multi-State Working Group

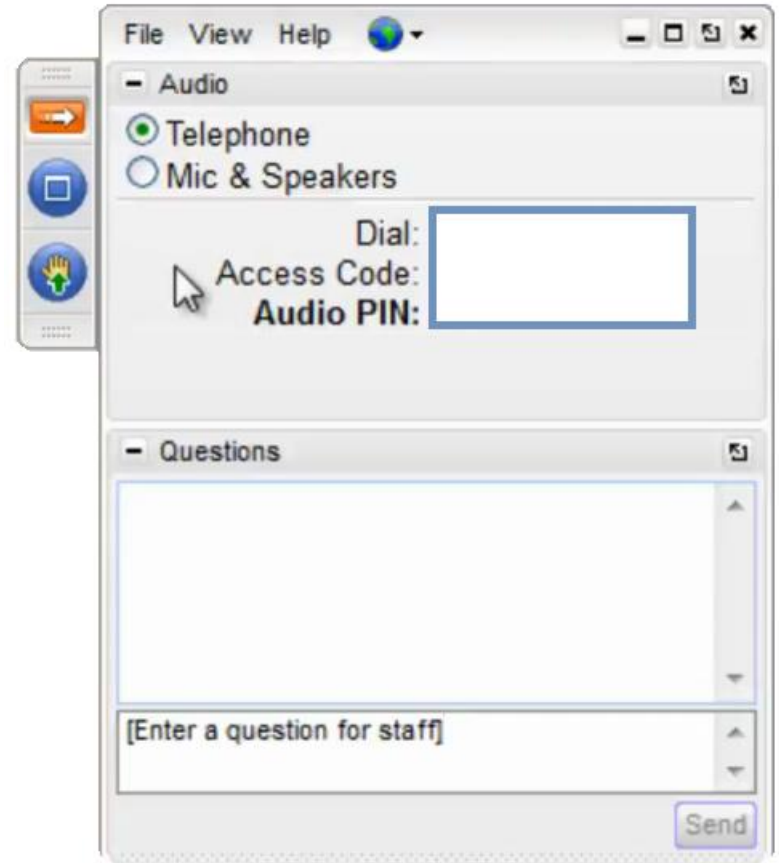
Hosted by
Todd Olinsky-Paul, Project Director, CESA
Friday, May 1, 2015

Housekeeping

All audience members are muted by default. Please use the Audio tab on your webinar console to choose either “Telephone” or “Mic & Speakers” for your audio connection. Telephone users will find dial-in information on your webinar console. Please enter your audio pin into the telephone keypad.

Following today’s presentation, we will be calling on one representative from each state to present a brief update on your state’s interest and activities related to CHP. When we call on your state, please “raise your hand” by clicking the  icon to request to be unmuted.

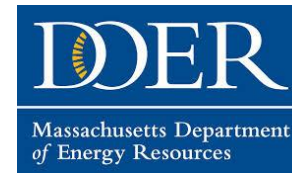
You can also use the question box on your webinar console to type in a question, or to let us know if you are having technical difficulties.



About CESA

Clean Energy States Alliance (CESA) is a national nonprofit coalition of public agencies and organizations working together to advance clean energy. CESA members – mostly state agencies – include many of the most innovative, successful, and influential public funders of clean energy initiatives in the country.

CESA Members



Today's Guest Speakers

Dana Levy, Program Manager, New York State Energy Research and Development Authority (NYSERDA)

Val Stori, Project Director, CESA





Incentive Program based on a List of Pre-approved CHP Systems Helps to Boost Uptake & Transform the Market

Dr. Dana Levy of NYSERDA:

NYSERDA CHP thought-leader since 1999.

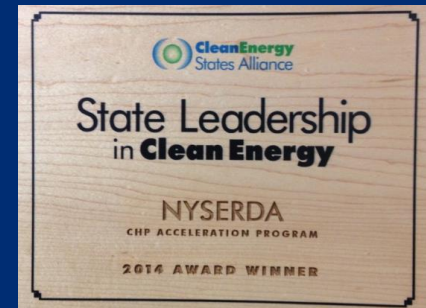
Recipient of the USCHPA CHP Champion Award in 2007.

Recipient of the NECHPI CHP Champion Award in 2014.



May 1, 2015

Clean Energy States Alliance -- Webinar



Axioms (we hold these truths to be self-evident)

- Public policy objectives encourage the deployment of clean & efficient CHP.
- The perpetual use of publicly-funded subsidies is a less-desirable mechanism than transforming the market to where it can be self-sustaining.
- Incentivizing one CHP project after another helps build competency in the marketplace, but this alone is too passive an approach for achieving “market transformation”.
- A well-crafted CHP incentive program is important, but is not enough. The market needs genuine cost reductions in order to reach self-sufficiency.

Vision for CHP: Transform the market to the point where a sufficient swath of customers is willing to implement CHP in the absence of NYSERDA-furnished incentive payments

In a self-sustaining market:

Project Paybacks

- Seek to influence this by:
1. Lowering project costs, and
 2. Increasing project revenues

Satisfy

Customer Expectations

- Seek to influence this by:
Raising customer confidence with resultant transition from
- a) “hedged” expectations that demand short paybacks, to
 - b) “mature” expectations that tolerate longer paybacks

Current Situation:

*Incentive Funds
Needed to Compensate
for Imbalance*

Customer Demands
3 – 4 year payback

Market Delivers
5 – 6 year payback

Desired Future Situation:

Customer Tolerates
4 – 5 year payback

**Market
Balance**

Market Delivers
4 – 5 year payback

Approach

Program Administrators can use “the power of the purse” ***to re-align the way deals are transacted in the marketplace*** in order to (1) achieve genuine cost reductions, and (2) increase customer confidence. Kill-two-birds-with-one-stone by incentivizing CHP projects in a way that creates permanent streamlining of transactions AND delivers reliable projects:

- Facilitating “customer acquisition” will reduce marketing costs.
- Facilitating “replicable project designs” will reduce design errors and the associated performance losses and/or re-work expenses.
- Facilitating “replicable project designs” will reduce uncertainty among Authorities Having Jurisdiction and thereby reduce time and costs for permitting.

A program structured around a “list of pre-approved products furnished by eligible installers” enables these market alignments.

Our 'Aha' Moment

Well-functioning markets align themselves to serve the buying-habits of customers.

The automobile marketplace has many similarities to the CHP marketplace (for example, in a given size range both offer a durable good in the form of standardized products, appeal to mass-markets, and involve sales plus on-going routine mechanical servicing).

NYSERDA is attempting to decode features of the automobile market that can serve as inspiration for supportive interventions in the CHP market.

For example, to mimic the automobile market's resources of independent product reviews (e.g., Consumer Reports, Road & Track, Car & Driver), NYSERDA has vetted and approved modular packaged CHP systems and published a "catalog" which details 141 reliable turnkey products.

NYSERDA's CHP program has mimicked numerous success-features from the automobile market, and continues to actively explore additional opportunities, taking cues from a variety of well-functioning markets.

CHP Offered as an Appliance

DRESSER-RAND.
CHP 250

250kW Combined Heat and Power System

Dresser-Rand CHP Solutions (a Dresser-Rand strategic business unit) provides a complete range of fully packaged and tested combined heat and power (CHP) systems to commercial, industrial and municipal energy users worldwide. CHP (or cogeneration) systems reduce on-site energy costs and carbon dioxide emissions through the highly efficient delivery of power and heating. Combined cooling, heat and power (CCHP or Trigeneration) systems, provide the high efficiency of CHP with the added benefit of chilled water output.

250kW Energy operating costs and maximize uptime. Our CHP systems are supplied as a comprehensive factory tested package that can be easily integrated into existing site operations. Items such as synchronizing switchgear, heat recovery equipment, emissions treatment, attenuation, and lube oil systems are included "within the box" dramatically reducing the risk of cost overruns and performance issues associated with traditional "case built" systems.

INTELLIGEN POWER SYSTEMS LLC
Intelligent Cogeneration

Saving Money Through Efficiency
Is an Efficient way to Save the Green

On Site Power | Capabilities | Sample Projects | Product Specifications

Why Choose Intelligen Power?

- The Intelligen Platform
- Intelligen Product Benefits
- Intelligen Product Line and Specifications
- Custom Equipment Packages
- Operation and Maintenance Services
- Consulting

The Intelligen Platform

Standardized Approach
Intelligen Power Systems has developed a standardized cogeneration platform for the needs of a particular site. The standardized platform greatly simplifies the design process. It also improves reliability and the maintenance function.

Pre-Packaged
In order to simplify the installation, Intelligen Power Systems seeks to pre-package factory which leads to a quick and cost effective installation process.

Fully Automated Control System
The Intelligen Power Systems control system has been specially designed cogeneration system as well as integration with the host facility. The onboard system functions to allow for reliable unattended operation.

Remote Monitoring
The Intelligen Power Systems control package provides full remote monitoring maintenance program that is designed for maximum run-time availability. Performance 24 hours per day and 7 days per week and respond quickly when needed.

Highest Quality Components
Intelligen Power Systems obtains its high levels of availability by incorporating equipment. The prime mover is a heavy duty industrial reciprocating engine for long operation.

Simplified Utility Connection
Intelligen provides standardized utility interface packages which can simplify interconnecting with your electrical utility. Intelligen has extensive experience with configurations.

26 CENERGY
Advanced Clean Energy Technology

NATURAL GAS CHP COGENERATION MODULE
PRODUCT LINE DATA SHEET

Natural Gas Cogeneration CHP Modules
34kVA / 27ekW up to 3750kVA / 3000ekW - 60Hz - U.S.

- Especially designed for MC CHP
- Proven Technology
- Factory Tested
- Lean Burn with optimum AFR
- Compact Standardized Design
- Extended Life Cycle
- Higher Reliability
- All-in-One (Plug & Play)
- Decreased Operating Expenses
- Optimized Combustion Geometry
- More than 1500 Units in Operation
- Production Line Manufactured
- Reliable & Fuel Efficient
- Economical Rich Burn Options
- Low Service & Maintenance Cost
- Fully Automated User Friendly
- Connection Ready
- Back In Class Technology
- Increased ROI

No other CHP Systems are manufactured more thoroughly, 26th delivers the ultimate Solution in High Efficiency, Performance and Design. Unmatched Quality and Reliability like nothing else.

Capstone

C1000 Megawatt Power Package
High-pressure Natural Gas

1MW of reliable electrical power in one small, ultra-low emission, and highly efficient package.

- High electrical efficiency over a very wide operating range
- Low-maintenance air bearings require no lube oil or coolant
- Ultra-low emissions
- High availability - part load redundancy
- Proven technology with tens of millions of operating hours
- Integrated utility synchronization and protection with a modular design
- 5 and 9 year Factory Protection Plans available

Tecogen-10
Advanced Modular CHP Systems

InVerde Ultra 100
Ultra-Low Emissions Inverter-Based Cogeneration

Key Features & Benefits

- 100 kW Continuous/125 kW Peaking
- Delivers ultra-low emissions levels compliant with strict "CARB 2007" Standards
- Standardized Interconnection
- Black-Start Grid-Independent Operation
- Microgrid compatible with licensed CERTS' power balancing control software
- Premium Quality Wave Form, Voltage and Power Factor for Special Applications
- Power Boost for Demand-Side Response
- Enhanced Efficiency from Variable Speed Operation
- Simplified Inter-Unit Controls for either Mode of Operation (parallel or standby)
- ETL Listed - Labeled for compliance with UL 1741 - Utility Interactive, Inverters, Converters, Controllers and Interconnection System Equipment for Use with Distributed Energy Resources
- Renewable Energy Compatible, a Clean Energy Solution for Today and Tomorrow

CERTS - Consortium for Electric Reliability Technology Solutions

ETL US CE
UL 1741 Compliant NYSIR Certified

Tecogen-10
Advanced Modular CHP System

- Over 25 years experience in packaged cogeneration, chillers and refrigeration systems
- More than 1,400 operating units in the field
- Extensive service network with factory-trained technicians exclusively servicing Tecogen products

Tecogen Inc. • 45 First Avenue, Waltham, MA 02451 • 781-466-9400 • 781-466-9400 (fax) • www.tecogen.com

ELITE ENERGY

Combined Heat and Power

Cut energy expenses and reduce emissions with a packaged combined heat and power (CHP) EnviroGem® Energy Module powered by a Caterpillar natural gas or diesel engine.

- Standard Natural Gas CHP Modules

KRAFT ENERGY SYSTEMS
COMBINED HEAT AND POWER

Products | Installations | Technical Info | Service & Support | Contact Us

Specialists in Combined HEAT & POWER

Kraft Energy Systems LLC is dedicated to providing reliable onsite combined heat & power (CHP) systems. We have over 40 years experience in the power generation field, combining a sales force that possesses outstanding engineering knowledge and a service team that is expertly trained in the power generation field. We are responsive to your needs, providing customers with highly dependable power systems suitable to a wide variety of industry needs.

Our products supply power ranging from 50kW - 3 Mw. We offer prepackaged plug-and-play modular systems and customizable power components, meeting the needs of your unique power requirements.

Kraft Energy System stands apart from the rest in terms of providing clean efficient energy for good reason:

- The performance of our high quality products
- The value of purchasing environmentally sound CHP systems
- The expertise our service technicians bring, keeping your equipment running for decades to come

With CHP you can rest assured that you are getting the most cost-efficient power system, achieving several industry needs from one well engineered system that either meets or exceeds environmental standards.

Call one of our expert sales people today to learn how Kraft Energy Systems can provide you with a power producing system geared towards peak performance. TEL: 800-969-6121

Aegen PowerVerter PV75

Daily energy savings AND standby power... with just one machine.

When the grid goes down, keep your building up and running with black-start capable Aegen PowerVerter.

Never lose power again!

The PowerVerter provides your building with everyday energy savings while remaining available for emergency power in the event of a grid power failure.

Designed by Aegis Energy Services the leader in small modular Combined Heat & Power Systems, the PowerVerter is engineered to interface with utility area or spot networks, such as those found in parts of New York City, or other cities in the Northeast.

Unlike standby generators, which are only activated in the event of a power outage, PowerVerter operates continuously in parallel with the grid, delivering 24/7 energy savings from its advanced synchronous, inverter-based CHP technology.

Combined Heat and Power (CHP), also known as cogeneration, is the simultaneous production of heat and electricity from a single fuel source. The high efficiency system produces significant reductions in energy costs as well as reduced emissions, as recognized by the EPA.

When a central power grid failure occurs, PowerVerter continues to operate, automatically switching its electrical output to the load priorities pre-selected by the building manager. Your building continues to operate!

With continual operation of PowerVerter and remote monitoring of the system by the manufacturer, there is never any question as to whether or not vital standby electricity will be available in the event of an outage.

Simple standby generators produce no energy savings and their reliability is unknown until that time when they are actually needed. In the meantime, these generators at idle, requiring capital, floor space, and maintenance. Why tie up vital resources when Aegen PowerVerter modular CHP systems could be delivering energy savings every day AND providing peace-of-mind security in the event of an outage?

Contact Aegis Energy Services today for a free energy analysis!

AEGIS ENERGY SERVICES, INC.

55 Jackson Street, Holyoke, MA 01040 • (413) 536-1156 • (413) 536-1104 (fax)
Website: www.AegisEnergyServices.com • Email: Aegis@AegisEnergyServices.com



Vending & Purchasing Habits at “Standardized Products”



Pre-fabbed “Modular” Housing



“Shopping Off The Rack”



Comparisons at “Automotive Superstore”



Infrequent & Customized

“Mature” Market Features	Example: Automobile Market	CHP Market (mass market)
Standardized Products	Fully-equipped car	Packaged “modular” CHP
Replicates (fleets)	Police cars, Taxi cabs	Supermarkets, Hotels
Shoppers’ Guides	Road & Track, Car & Driver, Consumer Reports	NYSERDA CHP “Catalog”

A Customer buys a “Product”

Not an “assemblage of components”

Car:

- A customer buys a car which is a “product” that has been produced from a factory assembly line, as opposed to hiring a mechanic to procure 40,000 components and assemble them into a car

Johnny Cash song “One Piece at a Time”
... up to now my plan went alright, ‘til we tried to put it all together one night, and that’s when we noticed that something was definitely wrong ...

CHP:

- The “old way” resulted in a situation where “each project looked like a science experiment”
- The “new way” emphasizes the purchase of a “product” and conveys this image via the “catalog” approach which includes “model numbers”

Warrantees

Bumper-to-Bumper Warrantee

Car:

- If there is a problem with the radio, the car-maker fixes immediately, then seeks to recover from the radio-OEM-supplier (the customer does not suffer without a radio during a long period while the car-maker/radio-OEM argue regarding whom is to blame)

CHP:

- The “new way” includes minimum 5-year bumper-to-bumper warrantee such that the CHP Vendor “integrator” has responsibility to implement immediate fix regardless of root cause of defect (e.g., whether defect in an item supplied by a subcontractor, fault of the Integrator, fault of the Installer, or fault of the Maintainer)

Independent Endorsements

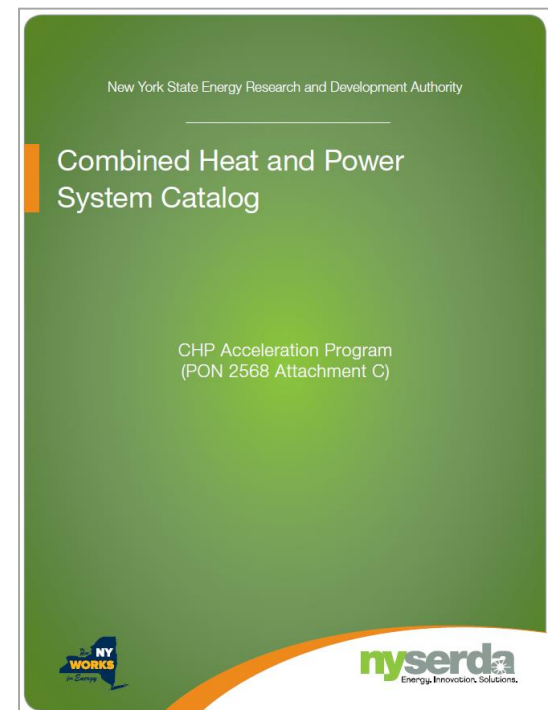
Based on in-depth analytical reviews

Car:

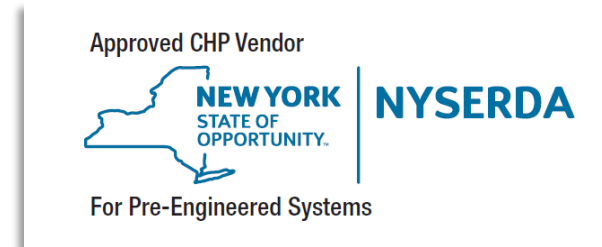
- Consumer Reports Magazine
- Road & Track Magazine
- Car & Driver Magazine

CHP:

- NYSERDA's CHP "Catalog"
Version 3 has 13 Vendors with 141 products



CHP Acceleration “Catalog” Program



Program Mechanism:

- Created a catalog of “pre-qualified” systems
 - reputable vendors, reputable components
 - harmony “within the box” (components properly size-matched)
 - bumper-to-bumper coverage (product, installation, service)
 - “turn-key solutions” with adequate local sales & support
- Assigned a specific “rebate” to each system
- Inviting customers to comparison-shop from catalog

CHP Acceleration “Catalog” Program

Catalog Items:

- Clean and Efficient CHP and CCHP
- Integrated Controls Package
- Built-in Data Monitoring Features
- Bumper-to-Bumper Warrantee / single-point responsibility
- 5-year Service Plan
- “Stand-alone” Operability is included in All Packages

Attention CHP Vendors (system “packagers”):

Instructions at RFI 2568 for how to get your products added to the Catalog

Comparability of Benchmarks

Apples-to-Apples



CHP:

- The “old way” had non-standard reference ambient temperatures for performance data (MBtu/hr of hot water production at manufacturer’s stated temperature)
- The “new way” NYSERDA asked each CHP Vendor to standardize their data to three reference ambient temperatures (0°F and 59°F and 95°F)

Comparison Shopping -- facilitated via Expos

NYSERDA CHP EXPO

BROOKLYN



TUESDAY, MAY 5, 2015

Marriott, Brooklyn Bridge | 333 Adams Street
Expo Hours – 10:00 a.m. to 3:00 p.m.

Register today: chpExpoBrooklyn.eventbrite.com
There is no cost to attend this event.

NYSERDA's Combined Heat and Power Expo is designed to help commercial, industrial, and multifamily building owners and managers connect with pre-approved Combined Heat and Power (CHP) equipment vendors and other organizations offering financial and technical support for the installation of CHP systems. NYSERDA's CHP programs offer support for systems 50 kW and larger.

Building owners, managers, and other representatives are invited to stop by and speak with CHP system vendors, NYSERDA staff, and U.S. Department of Energy's CHP Technical Assistance Partnership representatives about the various products and services available to capture significant energy savings and improve the resiliency of their buildings.

Incorporating CHP in LEED-Certified New Construction

NYSERDA, in partnership with the USEPA, is also offering a free seminar for architects and engineers at the Marriott the morning of the Expo.

Two hours of PDH credits will be awarded.

For more information and to register, visit
chpSeminarMay5.eventbrite.com

THE EXPO WILL FEATURE:

- Information from vendors of pre-approved CHP systems featured in NYSERDA's CHP Catalog.
- Information on the support available through NYSERDA's CHP Program (PON 2568).
- Information on FREE technical assistance and project screening offered through the U.S. Department of Energy's Northeast CHP Technical Assistance Partnership.
- Q&A time with representatives from Con Edison, National Grid, NYCEEC, and NY Clean Heat.

REGISTER TODAY:
chpExpoBrooklyn.eventbrite.com

Questions? chpAcceleration@nyserdanyc.gov

Please note: NYSERDA's CHP Catalog includes systems for buildings with a monthly electric bill of \$5,000 or more.

For more information on CHP program details,
please visit nyserdanyc.gov/chp



November 22, 2013

The TimesCenter – 242 West 41st Street
Expo Hours – 10:00 a.m. to 3:00 p.m.

There is no cost to attend this event.

Manhattan

Wednesday, February 26, 2014

Sheraton LaGuardia East Hotel
135-20 39th Avenue, Flushing, NY
Expo Hours – 10:00 a.m. to 3:00 p.m.

There is no cost to attend this event.

Queens

Wednesday, May 14, 2014

Holiday Inn Albany
205 Wolf Road, Albany, NY
Expo Hours – 10:00 a.m. to 3:00 p.m.

There is no cost to attend this event.

Albany

Tuesday, May 20, 2014

Sheraton Brooklyn New York Hotel
228 Duffield Street, Brooklyn, NY
Expo Hours – 10:00 a.m. to 3:00 p.m.

There is no cost to attend this event.

Brooklyn

Wednesday, September 17, 2014

The TimesCenter
242 West 41st Street, Manhattan, NY
Expo Hours – 2:00 p.m. to 7:00 p.m.

Register today: chpExpoManhattan.eventbrite.com
There is no cost to attend this event.

Manhattan

Friday, October 17, 2014

DoubleTree by Hilton Hotel
455 South Broadway, Tarrytown, NY
Expo Hours – 10:00 a.m. to 3:00 p.m.

Register today: chpExpoWestchester.eventbrite.com
There is no cost to attend this event.

Westchester

Tuesday, February 10, 2015

Fordham University
Bronx, NY 10458
Expo Hours – 10:00 a.m. to 3:00 p.m.

Register today: chpExpoBronx.eventbrite.com
There is no cost to attend this event.

The Bronx



Comparison Shopping via CHP “Catalog”

Eligible Vendor	kW Range of Approved Systems												
	50 - 100	101 - 200	201 - 300	301 - 400	401 - 500	501 - 600	601 - 700	701 - 800	801 - 900	901 - 1000	1001 - 1100	1101 - 1200	1201 - 1300
2G Cenergy	█	█	█	█	█	█		█					█
Aegis Energy Services	█	█	█										
Cogen Power Technologies													█
Ener-G Rudox Inc	█	█	█	█		█		█	█	█			█
GEM Energy	█	█	█	█						█			
Intelligen Power Systems		█	█								█		
Kraft Power Corporation	█	█	█										
LC Associates						█						█	
RSP Systems	█	█	█	█	█	█	█	█		█			█
Tecogen, Inc	█	█	█	█	█	█							
Unison Energy			█	█		█							

- v1: 8 Vendors & 36 systems
- v2: 10 Vendors & 64 systems
- v3: 13 Vendors & 141 systems
- v4: due to be issued soon

All of these systems are capable of running during a grid outage.

Customers seem satisfied with this breadth of due diligence when starting with this batch of pre-approved vendors and then down-selecting.

Example of a Catalog Cut Sheet



Ener-G Rudox Inc

ER265F HW

265 kW

Description

Type of prime mover	Number of prime mover units	Synchronous or Inverter	Type	Eligible for N+1 installation	Qualification Status
RICE	1	Inverter	CHP	No	Conditionally qualified

NYSERDA Incentives

Downstate	Upstate
\$455,138	\$375,638

Performance at Full Load

Ambient	Fuel in MBtu/hr (HHV)	Net kW	Hot Water to Building @ 120°F		Hot Water to Building @ 180°F		NOx lbs/MWhr
			MBtu/hr	Return °F	MBtu/hr	Return °F	
0°F	2,538	262	1,403	102	1,403	176	0.3
59°F	2,538	262	1,403	102	1,403	176	0.3
95°F	2,538	262	1,403	102	1,403	176	0.3

Footprint

	Width ft	Length ft	Height ft	Weight lbs
Core system based on minimum area*		12.0	20.3	8.1
Core system based on minimum width*	12.0		20.3	8.1
Heat Rejection subsystem*	12.0		12.5	3.0
Largest part for delivery	5.2		13.7	7.2
Heaviest part for delivery	5.2		13.7	9,240

*Includes maintenance clearances.

Vendor Statement

ENER-G Rudox Inc, as part of the ENER-G group offers a range of efficient cogeneration and tri-generation systems from 4kwe to 5Mwe. Ener-G offers turnkey solutions, with in-house capabilities from Project Development, Financing, Design, Assembly, Delivery, installation, Commissioning and on-going 24/7 maintenance with dedicated remote monitoring facilities based at our US Head office. We stock a full inventory of spare parts for all of our equipment.

The demand for energy is ever growing whilst it is becoming increasingly expensive. Businesses and individuals are seeking to reduce their costs and carbon footprint. Ener-G Cogeneration can help.

Ener-G offer flexible finance models, offering access to our energy solutions without the upfront capital expenditure normally required. ENER-G is 100% dedicated to the development of its products and markets and over the years has seen rapid growth, both organically and through acquisition, to achieve a strong global presence within the energy industry. Currently ENER-G operates in the UK, the USA, the Netherlands, Norway, Poland, Hungary, Lithuania, Spain, Italy, Romania, Mexico and South Africa, with partners across the globe.

Vendor Information

Ener-G Rudox Inc
 1261 Broadway, Suite 608
 New York, NY 10001
 (718) 551-7170
 Contact Person : Vishnu Barran
 vishnu.barran@energ-rudox.com
 www.energ-rudox.com

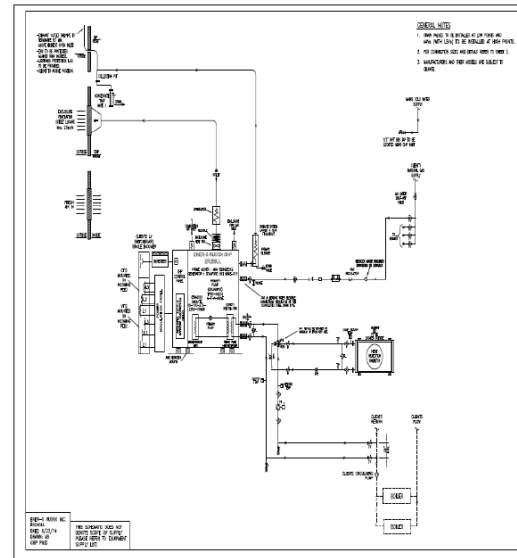
NYSERDA CHP Acceleration Program PON 2568
 Version 3 Revised September 2014
 For the most recent version go to
<http://www.nysersda.ny.gov/Funding-Opportunities/Current-Funding-Opportunities/PON-2568-CHP-Acceleration-Program.aspx>



Ener-G Rudox Inc

ER265F HW

265 kW



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<http://www.nysersda.ny.gov/Funding-Opportunities/Current-Funding-Opportunities/PON-2568-CHP-Acceleration-Program.aspx>



Reliable Maintenance

CHP:

- NYSERDA requires a minimum 5-year maintenance package c/o the CHP Vendor
- Best service via Vendor-trained technicians
- Best informed via Vendor “service bulletins” for each specific model
- Conduit for feedback to Vendor whenever issues are observed with each specific model (facilitates opportunity for Vendor to conduct data analytics to inspire fixes for problems in the field as well as engineer-out at subsequent products)



Fleets

Replicates of a given item

Car:

- Police cars
- Taxi cabs

CHP:

- Supermarkets
- Hotels



Aspiration: A future where CHP vendors sell a standard product so frequently that they are willing to build some on speculation and have them shrink-wrapped and sitting in their warehouse -- this approaches the market mechanisms where a shopper can pick a car at the auto showroom and drive it home that same day.

Psychology of Decision Making

Rob Sheldon, Managing Director of **Accent Marketing and Research**, spoke of the psychology behind customer decision making and how it should be approached in the same way, whether buying a micro-CHP or a car.

Communicating price was highlighted as a major challenge for any expensive product – with many customers struggling to know what is being sold to them, This highlighted the importance of customer research - like that conducted by Delta-ee and Accent - to “de-mystify” the product and pricing.



9th Annual Delta-ee ‘Micro-CHP in Europe’ Summit: 2014

Summit Highlights

Edinburgh, Scotland

July 2014



Unified Marketing

Example from the Dairy sector (not automobile)

Milk:

- Previously, each dairy farm ran their own advertisements saying “buy milk, buy it from me”
- Now, on behalf of the dairy industry in general, the Milk Processor Education Program runs generic advertisements promoting “buy milk” without differentiating between vendor dairy farms (e.g., the Got Milk? campaign).
Concept: a rising tide floats all boats.

CHP:

- NYSERDA is currently running a CHP marketing campaign “CHP is good, each of our vendors is qualified”
- Exit Strategy: Opportunity for “the market” to take this over at some point.

Program Accomplishments

We've proven that this program format:

- Gets good projects (46 projects in 2-years of launch, of which 29 have equipment delivered to the site or further progress, zero attrition).
- Accelerates timelines.
- Drives-down “soft costs” such as customer acquisition.

Transformed the way “deals” occur in marketplace:

- Expanded the tendency toward “healthy” comparison shopping.
- Market embraces a new objective of “partnerships” instead of “sales”.
- CHP Vendor (packager/system integrator) at center-of-the-universe.
- Consultants act as “personal shoppers” for building owner clients.



Standardized/Regionalized Product

Car:

- Buick sold in Albany = 100% identical to Buick sold in Boston
- Buick sold in Albany = 99.9% identical to Buick sold in Phoenix
(version in Phoenix has heavy-duty radiator)
- Buick sold in Albany = 99.9% identical to Buick sold in California
(version in California has extra emissions control)
- Buick sold in Albany = 99.9% identical to Buick sold in Alaska
(version in Alaska has engine block heater)

CHP:

- Have had initial discussions to “nationalize” the CHP Catalog with regionalized features (MA, CA, NJ, MD, PA, IL, OH, VT, OR) and allies (USDOE, ORNL, ACEEE, CEE, CESA, EPRI, HUD)



Thank You!

www.nyserda.ny.gov/chp

NYSEERDA

17 Columbia Circle
Albany, NY 12203

Dr. Dana L. Levy, D.Eng., P.E.

Dana.Levy@nyserda.ny.gov

(518) 862-1090 x 3377

NYSEERDA, a public benefit corporation, offers objective information and analysis, innovative programs, technical expertise, and funding to help New Yorkers increase energy efficiency, save money, use renewable energy, and reduce their reliance on fossil fuels.

NYSEERDA professionals work to protect our environment and create clean-energy jobs.

NYSEERDA has been developing partnerships to advance innovative energy solutions in New York since 1975.

Next Steps:

- The entire marketplace will benefit if other states adopted a similar “Catalog” approach (enables Vendors to claim multi-state approval). NYSEERDA is eager to work with other states to evolve this.
- NYSEERDA seeks your suggestions regarding opportunities for government intervention to initiate CHP market features that mimic successful surrogate markets.

Thank you for attending our webinar

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