

# Reimagining the Metropolis

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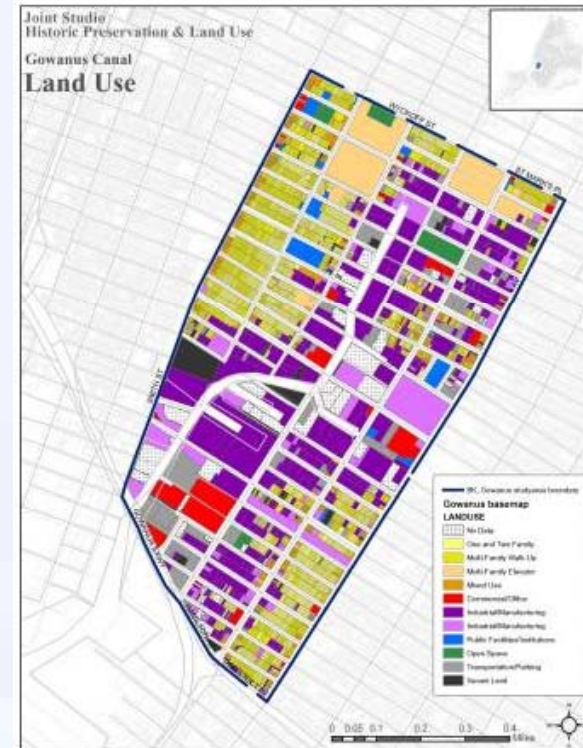
Wendy Fleischer  
Pratt Center for Community Development

# Pratt Center for Community Development



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

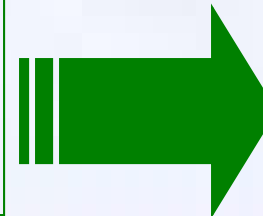
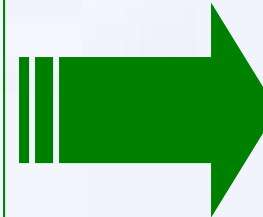
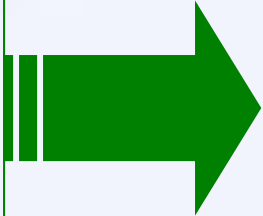
- Economic development
- Environmental justice
- Community /open space planning
- Transportation
- Affordable housing
- Retain manufacturing



## Community development meets energy retrofits

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- ❖ **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

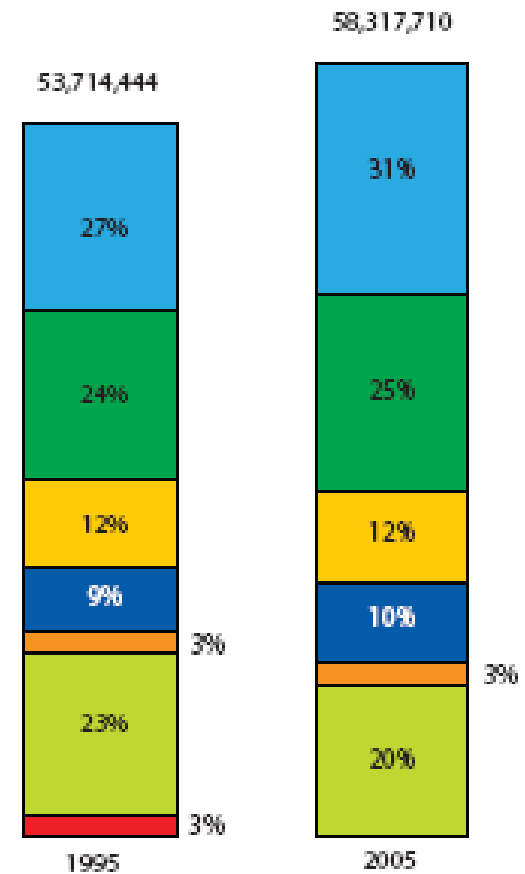
- 638,000 small homes
- House about 35% of NYC residents;
- Built 5 to a lot, same time, same structure, same materials



# 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?

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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.

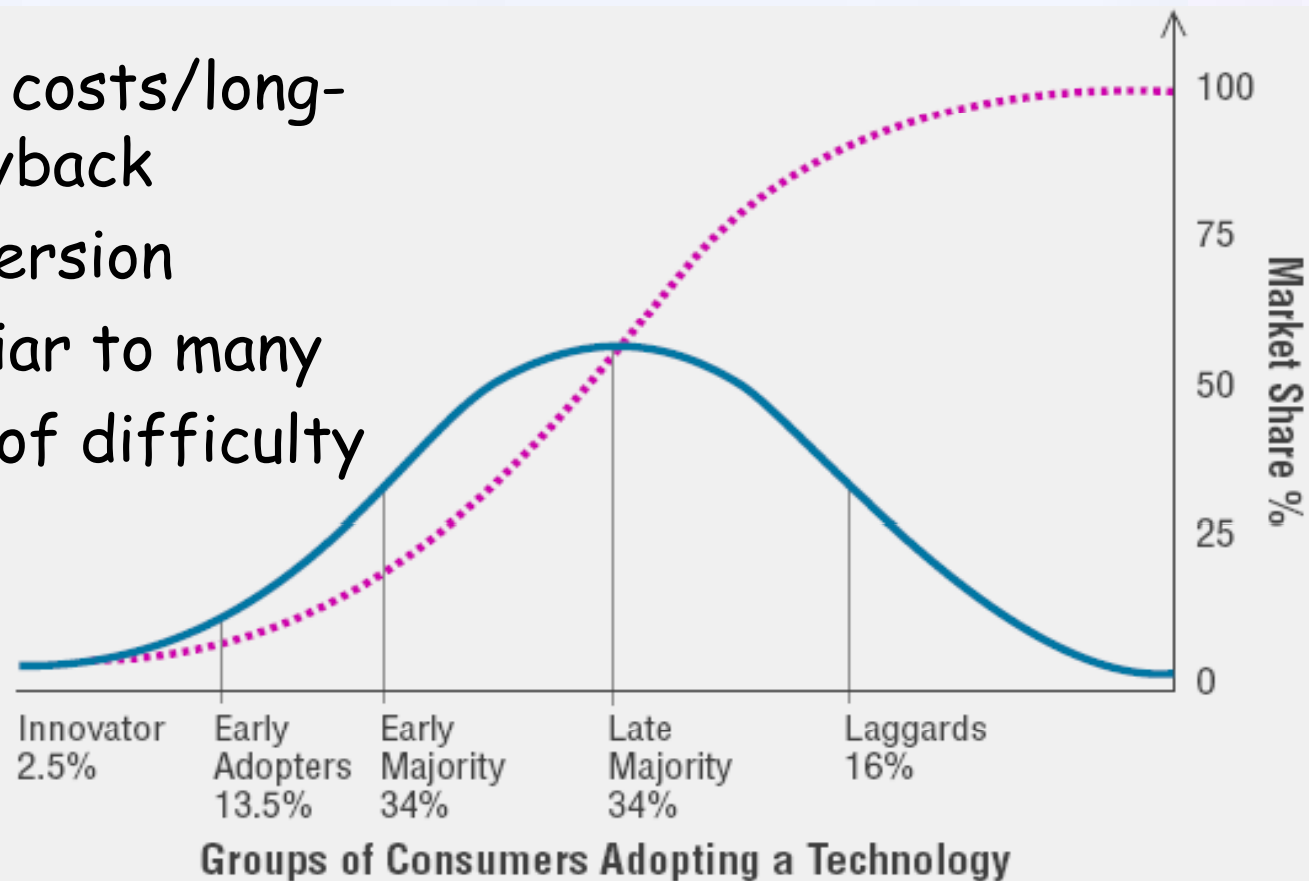
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Do you know anyone  
who has had a  
comprehensive energy  
assessment and  
retrofit of their  
home?



## 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)

## Bed-Stuy Pilot: Green Blocks

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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**



**RETROFIT**  
BEDFORD STUYVESANT | BLOCK BY BLOCK

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



**RETROFIT**  
NYC | BLOCK BY BLOCK

# Neighbor-to-neighbor via block associations, religious institutions:

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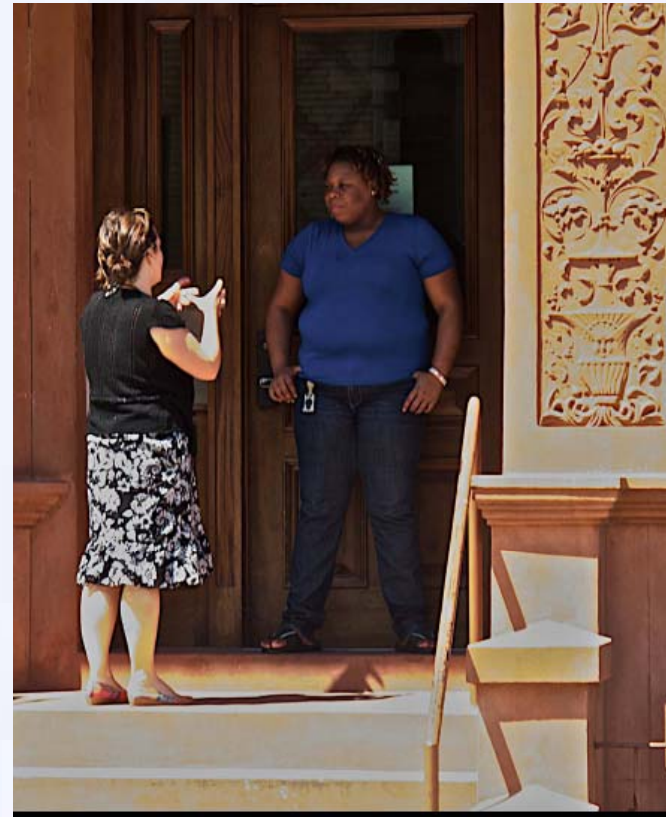
# Packaging the Incentives

| Program   | Eligibility                               | Incentives  |
|---|---|---|
| <b>Weatherization Assistance Program</b>                          | Income Below 60% Area Median Income (AMI) | Energy audit and weatherization upgrades at no cost (including weatherstripping and insulation) up to \$6500/unit   |
| <b>EmPower</b>  | Income Below 60% State Median Income      | Electric reduction measures, insulation, and health and safety measures at no cost  |
| <b>Assisted Home Performance with ENERGY STAR</b>                 | Income below 80% Area Median Income       | 50% of eligible measures paid by NYSERDA; Loan financing for the balance  |
| <b>Home Performance with ENERGY STAR</b>                          | No Income Limits                          | 10% cash back and reduced interest financing to be available through Green Jobs/Green NY  |
| <b>Green Jobs/Green New York</b>                                  | No Income Limits                          | 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 |
| <b>Con Edison Residential</b>                                     | Must be a ConEd Electric Customer         | Free CFLs; \$50 home energy survey; HVAC rebates  |
| <b>National Grid Enhanced Air Sealing and Insulation/ Rebates</b> | Must be a National Grid Gas Customer      | \$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                  |
| <b>NYSERDA Great Appliance Swap Out</b>                           | Must purchase qualifying appliances       | Rebates on qualifying refrigerators, freezers, and clothes washers  |

## Making it easy

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



## Other strategies

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- 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 ...



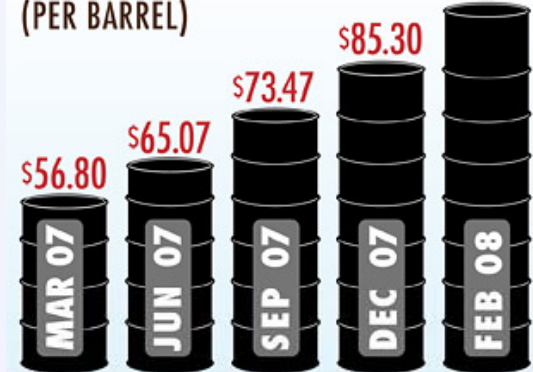
Dear Customer,



As part of the new three-year rate plan, electric delivery rates for heating and air conditioning increase as the amount of electricity used increases to encourage conservation.



**PRICE OF CRUDE OIL** (PER BARREL) APPROXIMATELY \$100\*



\*By the end of February 2008, the price of oil reached \$103/barrel. Prices based on Refiner Acquisition Costs provided by Energy Information Administration.



## Goals

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- 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?

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