



NY - GEO 2024

APRIL 8-9 | ALBANY NY



New York State Heat Pump Incentives: Utility & NYSERDA Program Highlights

Moderator: Will Xai / [NYSERDA](#)

Panelists: Nicole Williams / [NYSEG RG&E - NYS Clean Heat Program](#)

David Orellano / [Con Edison – ConEd Clean Heat Program](#)

Jonathan Tham / [PSEG- Long Island Programs](#)

Hannah Morgan / [NYSERDA - P-12 Program and FlexTech Program](#)

Cory Nicosia / [NYSERDA - Marketing, Res. Contractor & Training Programs](#)

POLICY & PROGRAMS - 9:30 AM

New York State Heat Pump Incentives

Utility and NYSEERDA Program Highlights

- > **Nicole Williams**
- > **David Orellano**
- > **Jonathan Tham**
- > **Cory Nicosia**
- > **Hannah Morgan**
- > **Will Xia**



JOINT UTILITIES
OF NEW YORK



NYSERDA

NYS Clean Heat GSHP Incentives

Nicole Williams, NYSEG/RG&E
David Orellano, Con Edison

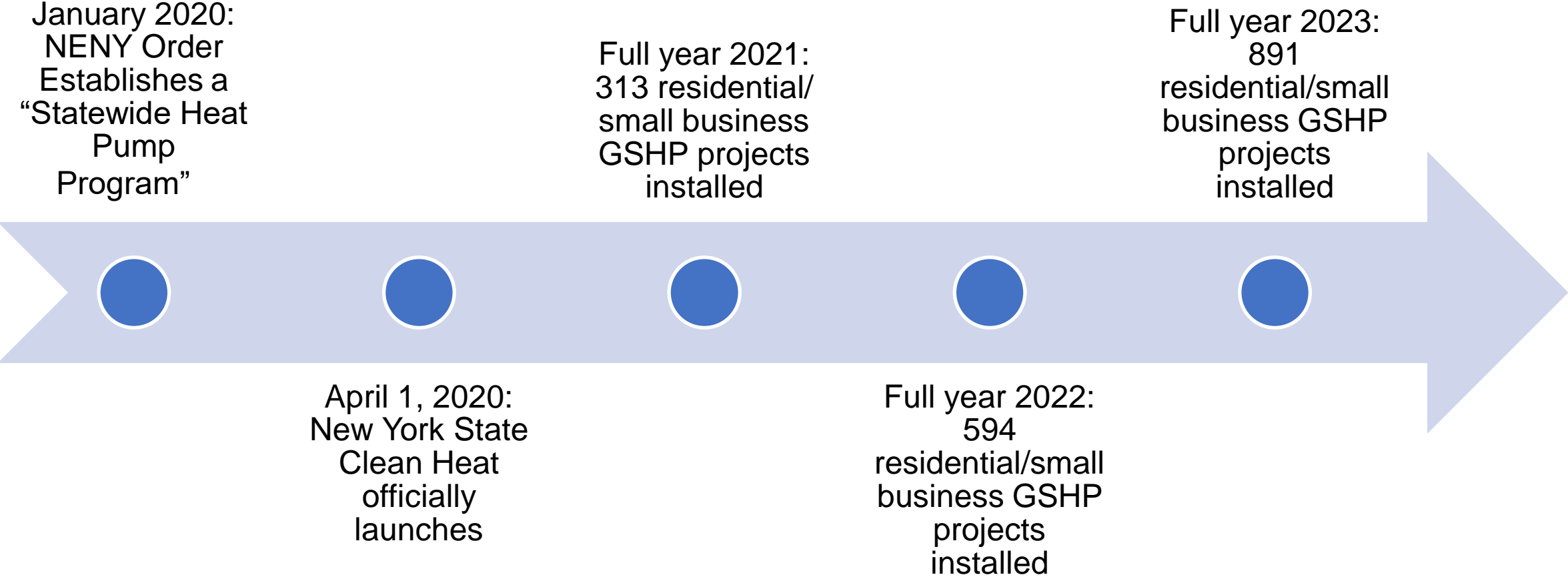
April 9, 2024



nationalgrid



NYS Clean Heat Program Geothermal Timeline



Incentive Structure by Category

Category	Description	Incentive
3	GSHP: Full Load Heating	\$ / 10,000 BTUH of full load heating capacity as certified by AHRI
4	Custom Space Heating Applications	\$ / MMBTU of annual energy savings
4A	Heat Pump plus Envelope	Tier 1: \$ / MMBTU of annual energy savings Tier 2: \$ / MMBTU of annual energy savings
5	Heat Pump Water Heater (< 120 gallons of tank capacity)	\$ / unit
6	Custom Hot Water Heating Applications	\$ / MMBTU of annual energy savings
7	GSHP Desuperheater	\$ / unit
8	Dedicated domestic hot water (DHW) Water-to-Water Heat Pump (WWHP)	\$ / unit

*Gray indicates custom categories (4,4A, 6)

Incentive Levels by Incentive Category

Category	Unit	Central Hudson	National Grid	NSYEG/ RG&E	Orange & Rockland
3	\$ / 10,000 BTUH of full load heating capacity as certified by AHRI	\$2,000	\$1,500	\$1,500	\$2,000
4	\$ / MMBTU of annual energy savings	\$70	\$70	\$70	\$70
4A	Tier 1: \$ / MMBTU of annual energy savings	\$70	\$70	\$70	\$70
	Tier 2: \$ / MMBTU of annual energy savings	\$80	\$80	\$80	\$80
5	\$ / unit	\$1,000	\$700	\$700	\$1,000
6	\$ / MMBTU of annual energy savings	\$70	\$70	\$70	\$70
7	\$ / unit	\$150	\$100	\$100	\$150
8	\$ / unit	\$1,000	\$900	\$900	\$1,000

**Please note incentives are subject to change. Typically, announcements are made on June 1 and Dec 1 each year.*

How to participate in the Clean Heat

- GSHP designers, contractors and drillers may apply to become Participating Contractors
 - Application includes Participating Contractor Application and a signed Contractor Participation Agreement
 - Current copy of International Ground-Source Heat Pump Association (“IGSHPA”) accredited installer certificate
 - Certificate of insurance consistent with each electric utility’s Contractor Participation Agreement
- Participating Contractors submit projects for incentives via the online intake tool
- Take advantage of the School of Clean Heat to learn about the portal and program best practices.

[NYSCH Upstate Trainings](#)



Con Edison Clean Heat Program details

- Clean Heat incentives are offered across all market segments: Residential, Multifamily, Small-to-medium business (SMB), Commercial & Industrial
- Con Edison Clean Heat has a monthly budget of \$10 million across all sectors through 2025
 - Unspent funds roll over to future months
- Con Edison is running a Limited Time 2024 Promotion with increased incentives across all sectors for GSHP pre-applications submitted by May 31, 2024

2024 incentive rates for Residential GSHP

- To be eligible for the 2024 Promotion, Residential GSHP projects must:
 - Be installed by December 31, 2024
 - Submit signed customer commitments by May 31, 2024
- Con Edison offers two rates for projects located within and outside of Disadvantaged Communities (DAC)

Residential GSHP Rates (\$/Building)		
	Non-DAC	DAC
Base Incentive Rates	\$25,000	\$35,000
2024 Promotion Rates	\$35,000	\$45,000

Incentives capped at 70% and 50% of project cost for projects located within DACs and outside of DACs respectively

2024 incentive rates for Non-Residential GSHP

- To be eligible for the 2024 Promotion, non-residential GSHP projects must:
 - Submit applications by May 31, 2024
 - Be installed by September 1, 2025
 - Pass post-inspection by November 1, 2025

Non-Residential GSHP Rates (\$/MMBtu)					
		Category 4 Custom Space Heating	Category 4a Custom Space Heating + Envelope		Category 6 Hot Water Heating
			Tier 1	Tier 2	
Base Incentive Rates	New Construction	\$125	\$125	\$150	\$125
	Existing Building	\$200	\$200	\$225	\$200
2024 Promotion Rates	New Construction	\$150	\$150	\$175	\$150
	Existing Building	\$300	\$300	\$325	\$300

Incentives will be capped at \$1M or 50% of total project cost, whichever is lower

Thermal conductivity testing offerings

- Con Edison introduced incentives for thermal conductivity testing for eligible non-residential GSHP projects
- \$40,000 or 50% of project cost, whichever is lower paid at completion of TCT
- Each prospective GSHP project is eligible for a maximum of one TCT Incentive
- Applicants must complete both pre-testing and post-testing applications



PSEG LONG ISLAND

Home Comfort Program 2024

Jonathan Tham

Home Comfort Program (Heat Pump Program)

The Home Comfort Program promotes energy efficiency with the installation of high efficiency, properly-sized, quality installed ducted/ductless residential heat pump systems. The goal is to reduce fossil fuel emissions by electrifying our residential heating systems using heat pumps and controls (beneficial electrification).

Rebates are available for the following:

- Cold Climate Ducted and Ductless Heat Pumps
- Ground Source Heat Pumps
- Dual Fuel/Integrated Controls
- Domestic Hot Water Heat Pumps
- Tune Ups



Geothermal (GSHP) Program

- Rebate capped at \$25,000 (residential, market rate), \$35,000 (residential, income eligible and \$50,000 (commercial)
- New Installation
 - \$1,000 - \$2,000 per heating ton (market rate)
 - \$2,000 - \$4,000 per heating ton (income eligible)
- Retrofit
 - \$500 - \$700 per heating ton (market rate)
 - \$1,000 - \$1,400 per heating ton (income eligible)
- \$250/unit for desuperheater
- \$500 - \$1,000/unit rebate for dedicated water heating



Geothermal (GSHP) Program

Space Heating

Efficiency Requirements	Customer Rebate (Market Rate)	Customer Rebate (Income Eligible Rate)
Tier 1		
Water to Air: Closed: EER ≥ 17.1 and EER < 20 and COP ≥ 3.6 Open: EER ≥ 21.1 and EER < 25 and COP ≥ 4.1 Water to Water: Closed: EER ≥ 16.1 and EER < 17.5 and COP ≥ 3.1 Open: EER ≥ 20.1 and EER < 23 and COP ≥ 3.5	\$1,000/12,000 heating BTU (new)	\$2,000/12,000 heating BTU (new)
	\$500/12,000 heating BTU (retrofit)	\$1,000/12,000 heating BTU (retrofit)
Tier 2		
Water to Air: Closed: EER ≥ 20 and COP ≥ 3.8 Open: EER ≥ 25 and COP ≥ 4.5 Water to Water: Closed: EER ≥ 17.5 and COP ≥ 3.1 Open: EER ≥ 23 and COP ≥ 3.7	\$2,000/12,000 heating BTU (new)	\$4,000/12,000 heating BTU (new)
	\$700/12,000 heating BTU (retrofit)	\$1,400/12,000 heating BTU (retrofit)

Dedicated Water Heating

Efficiency Requirements	Customer Rebate (Market Rate)	Customer Rebate (Income Eligible Rate)
Water to Water: Closed: COP ≥ 3.1 Open: COP ≥ 3.5	\$1,000/12,000 heating BTU (new)	\$1,000/12,000 heating BTU (new)
	\$500/12,000 heating BTU (retrofit)	\$500/12,000 heating BTU (retrofit)

NEW = Installation of a new geothermal system. **RETROFIT** = Replacement of an existing geothermal system.
 Wells are to be adequately sized for the load of the incentivized systems. Heating BTU is based on full-load rated capacity on AHRI certificate. The efficiency requirement applies to single stage GSHP models. Multi-stage GSHP models may be qualified based on:
 • EER = (highest rated capacity EER + lowest rated capacity EER) / 2
 • COP = (highest rated capacity COP + lowest rated capacity COP) / 2
 Additional \$250 rebate for qualifying desuperheater when installed on residential systems and, in conjunction with, an electric tank storage water heater.
 Rebates are capped at \$25,000 (Residential Market Rate) and \$35,000 (Residential Income Eligible Rate).

Advertising, training, and technical assistance for clean energy partners

Presented at: NY-GEO

April 9, 2024

Presented by: Cory Nicosia, Hannah Morgan



Cooperative Advertising

Cost-sharing incentives to support advertising activities for eligible clean energy technologies:

- > cold-climate air source heat pumps
- > geothermal (ground source) heat pumps
- > heat pump (hybrid) water heaters
- > energy efficiency (i.e. air sealing and insulation)

Advertising – Eligibility and Available Incentives

NYSERDA will reimburse up to **50 percent** of the cost of approved advertising, promotion or training activities for applications submitted **through December 31, 2024**, or until funding runs out.

Participant Type	Annual Max. Reimbursement for Advertising
Heat Pump manufacturers , or a brand-agnostic manufacturer collaborative led by an industry association	\$200,000
Heat Pump distributors	\$100,000
Participating contractors: NYS Clean Heat , Comfort Home, EmPower+, Residential Energy Audit or GJGNY loan-offerors	\$100,000

Marketing support services are eligible for co-op. The total dollars spent toward services **cannot exceed 25 percent** of the total request. Services may include: Creative Development, Production Costs, Google Analytics, Tag Manager, or Dashboards, or Paid Media Campaign Set-up, Support, and Targeting

Advertising - Requirements

Technology: entirety of ad must be **focused on clean heating and cooling** technologies eligible through the NYS Clean Heat program or energy efficiency products/services

Geography: funded activities must occur **within the CEF/SBC service territory**

Reporting: Participants will be **required to provide the number of leads and projects** resulting from the advertising

Messaging Requirements:

1. Ad must **name the product** being promoted
 - > heat pump, geothermal, mini-split, heat pump or hybrid water heater, insulation
2. Ad must contain **at least one technology benefit** information message
 - > energy savings, cost savings, healthy/safety, environmental, comfort, convenience

Advertising

Eligible Activities:

- > **Print advertising:** newspapers, tabloids, and magazines quarter page or larger ☒
- > **Collateral materials:** printing of flyers, brochures, and posters ☒
- > **Circulars or inserts** ☒
- > **Outdoor advertising:** billboard/outdoor advertising and sponsorship signage ☒
- > **Radio and podcast advertising** ☒
- > **Television advertising**
- > **Industry trade shows and conferences:** exhibition costs
- > **Email Marketing:** purchasing targeted e-mail lists ☒
- > **Online advertising:** pay-per-click search and paid social media advertisements (i.e., Facebook ads), banner and pop-up advertising ☒
- > **Direct mail**
- > **Website development:** developer costs to establish new page(s) for heat pumps or energy efficient building envelope improvements ☒

Cooperative Training

Cost-sharing incentives for heat pump manufacturers and distributors to support:

- > Sales training
- > Design training
- > Installation training

What Incentives are Available? Who can Participate?

NYSERDA will reimburse up to **50 percent** of the cost of approved advertising, promotion or training activities for applications submitted **through December 31, 2024**, or until funding runs out.

Participant Type	Annual Max. Cap for Training
Heat Pump system manufacturers	\$50,000
Heat Pump system distributors	\$50,000

Training

Training projects must serve a minimum of 10 participants and be for NYS residents that are already existing workers in the HVAC industry.

Training for new workers is available through other NYSERDA programs.

Training Activities Include:

- > **Sales, design, or installation training** for eligible product(s) implemented by manufacturer or distributor
- > **Online training** (including webinars) to share best practices, latest research, and/or industry-accepted tools and resources for eligible product(s)
- > **Mobile or portable training units** including equipment that provides hands-on training
 - The cost of vehicles will not be cost-shared
- > **Equipment*** for training
- > **Construction of training facilities** incentive is limited to electrical costs and specific items necessary for training
- > Other eligible training costs include instructor fees, classroom space, and training materials. Travel costs and food are not eligible.

*Limited to facilities that do not currently have heat pump equipment available on-site for training. Reimbursement capped at 25% of the discounted cost from MFGs.

Where Do I Find This Program Information?

Visit **PON 4482** Cooperative Advertising and Training for Clean Energy Partners on **NYSERDA's Open Funding Opportunities** webpage.

[NYSERDA.ny.gov/coop](https://www.nyserderda.ny.gov/coop)

Email: coop@nyserda.ny.gov

Phone: 518-944-4314

FlexTech: PON4192

FlexTech program

Up to **75% cost share** for technical assistance (50% for most commercial entities)

Eligible Cost-shared services

- ✓ Energy Studies
 - ✓ **Investigation of Clean Heating and Cooling systems (Heatpumps)**
 - ✓ Targeted or comprehensive analysis of equipment or systems
 - ✓ **Thermal Energy Network feasibility studies**
- ✓ Energy Master Planning
- ✓ Retro-commissioning analysis
- ✓ Energy Storage analysis
- ✓ COVID related Indoor Air Quality (IAQ) analysis

FlexTech: PON4192

How to apply to the FlexTech program...

Step 1: **Choose a consultant**

Work with a [FlexTech Consultant](#) or an independent consultant of your choosing.

Step 2: Submit a **completed FlexTech application package** to FlexTech@nyserda.ny.gov

Completed FlexTech application package:

- ✓ [Consolidated Funding Application \(CFA\)](#)
- ✓ [FlexTech Program Application](#)
- ✓ Scope of Work
- ✓ Budget

[FlexTech Documents and Resources webpage](#)

Overview of Clean Green Schools Initiative

- **Program Goal:**

- The goal of the program is to help under-resourced **public** schools decarbonize their building portfolio and improve indoor air quality (IAQ) across their buildings.

- **Budget:**

- \$160 M

- **Eligibility:**

- All existing public school buildings across NYS that meet the definition of an under-resourced school per the Program (e.g. schools which are High-Needs or located in a disadvantaged community).

Program Structure

- This program provides funding in two tracks to support a school's pathway towards decarbonization.
 - **Track I Planning: Open Enrollment** (**accepting apps until 12/30/25**)
 - Provides funding for services which will help schools evaluate, plan for and facilitate energy reduction projects, clean energy projects and indoor air quality projects.
 - Track I project costs are up to 100% funded and NYSERDA's funding ranges from \$650,000-\$1,250,000 **per district** depending on the district's annual energy spend.
 - **Track II Installation: Competitive** (**proposals due 6/6/24**)
 - Provides funding to implement construction projects which will help schools decarbonize their buildings.
 - Track II project costs are up to 100% funded, with a maximum possible funding amount of \$5,030,000 **per building** and \$10,100,000 for multiple buildings.

Thank you!

- > [NYSCH Upstate Trainings](#)
 - > [NYSCH Contractor Resources](#)
 - > [PSEG Home Comfort Program](#)
 - > [NYSERDA Cooperative Advertising & Training](#)
 - > [NYSERDA FlexTech Documents & Resources](#)
 - > [NYSERDA Clean Green Schools](#)
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