NYC Accelerator Service Provider Program Manual

April 2022

Contents

Definitions

Borough-Block-Lot (BBL): Borough-Block-Lot numbers identify the location of buildings or properties. The BBL is a ten-digit number, in which the first digit is the borough number, the next five digits are the block number, and the last four digits are the lot number. In some cases, the BBL number sets are separated with a dash. The borough numbers are the following: 01 for Manhattan, 02 for the Bronx, 03 for Brooklyn, 04 for Queens, and 05 for Staten Island.

Energy Conservation Measure (ECM): Products or services, or both, meant to reduce energy consumption operating costs in buildings. These measures can significantly reduce greenhouse gas (GHG) emissions while providing operational benefits by allowing buildings to replace old, outdated equipment.

Mayor's Office of Climate & Environmental Justice (MOC&EJ): This is the New York City office that administers the NYC Accelerator Program. This office was formerly known as The Mayor's Office of Climate and Sustainability.

Participants: Participants are key building decision-makers throughout New York City who have contacted NYC Accelerator for assistance. Participants may include but are not limited to building owners, co-op board members, facility, and property management groups.

Project Completion: Completing projects means that the Service Provider has successfully implemented the proposed decarbonization project at the Participant's location. Completed projects will be verified by the NYC Accelerator Project Verification Team.

Project Engagement: An engagement with a Participant includes reaching out, by phone, email, or in-person (if possible), and engaging with the interested party to provide information, assistance, proposals, etc.

Service Provider Lookup Tool: The Service Provider Lookup Tool is an online interactive resource that will be available on the NYC Accelerator website. It will feature the Service Providers enrolled in the NYC Accelerator Service Provider Program. The lookup tool will be searchable through the services offered and will also provide additional information about a given service provider, including, but not limited to geographic preference, number of years in service, number of employees, business certifications (i.e., M/WBE), etc.

Dear Participating Service Provider,

Congratulations, you are now accepted into the NYC Accelerator Service Provider Program. Thank you for responding to the NYC Accelerator Service Provider RFQ. You are a vital part of the NYC Accelerator Outreach team, as we forge a path ahead towards a decarbonized New York City. NYC Accelerator will continue to engage, grow, and support the Service Providers enrolled in the Program, continuing our efforts to accelerate the transition of this market. Service Providers are the boots on the ground who are getting the work done and play a key role in NYC Accelerator's success. The Program is here to support you and your customers with reaching local law compliance, identifying key ECMs, and increasing participation within this community.

We appreciate your participation in the Program and encourage you to share your thoughts and feedback, so we can better assist you. Please do not hesitate to contact me directly if you have any questions or concerns throughout your involvement with NYC Accelerator. Thank you again for your crucial role in decarbonizing New York City!

Sincerely,

Andrew Kringas
Service Provider Manager
P: 212-656-9197
E: andrewk@accelerator.nyc

Refer a building to NYC Accelerator today

Program Overview

What: NYC Accelerator was launched by MOC&EJ, to mobilize real estate stakeholders toward a pathway to decarbonization, achieve Climate Mobilization Act's (CMA) requirements, and meet the City's OneNYC goals.

The mission of the program is to provide a just and equitable transition towards carbon neutrality. The Program provides free technical guidance multifamily market and affordable rate, and commercial and industrial building owners and operators of privately owned buildings throughout New York City. NYC Accelerator provides high-level guidance to help building owners map out their decarbonization and compliance pathways. Our role is to connect building owners and operators to the resources—technical and financial—to move forward with decarbonization projects.

Why: Buildings account for 68% of the city's carbon emissions. At NYC Accelerator, we are leading an effort to improve the quality of life and health of our communities by helping to make New York City carbon neutral by 2050. Together, we will make our buildings and neighborhoods cleaner and greener for all. Through Service Provider engagement, we can help buildings increase energy performance, savings, and carbon reduction, while improving tenants' health, safety, and satisfaction.

Local Law compliance, energy efficiency and decarbonization can be challenging to navigate. The NYC Accelerator team is here to help key building decision-makers understand these concepts and connect with qualified Service Providers to move the city toward carbon neutrality by 2050. The Service Provider Program aims to provide vital services to help buildings lower emissions, save money and comply with local laws, while providing the opportunity to Service Providers to grow their businesses.

Who: NYC Accelerator Service Providers are companies that provide products and services that can that support projects to reduce energy and water consumption and contribute to the decarbonization of New York City. NYC Accelerator is in a unique position to help Service Providers within New York City connect with key building decision-makers to support greater energy efficiency and carbon reduction practices within building design, construction, and operations. The key building decision-makers include multifamily (market and affordable), commercial and industrial, private institutional and healthcare building owners and operators.

How: The role of the Service Provider Program is to actively connect building owners, landlords, facility, and property managers to the companies within the NYC Accelerator Service Provider network. The NYC Accelerator Service Provider Program must remain vendor neutral and cannot recommend one service provider over another, but we can direct participants to the Service Provider Lookup Tool to find companies that offer the products or services that participants are looking to source.

Likewise, NYC Accelerator is positioned and ready to provide additional or complementary support or resources for projects that Service Providers bring to the attention of the Program. These projects will also be counted toward the Service Provider Engagements and Completed Projects counts.

NYC Accelerator Service Provider Program Territory Map
Bronx, Brooklyn, Manhattan, Queens, Staten Island

Source: https://www.elikarealestate.com/blog/pros-and-cons-borough-nyc/

Service Provider Eligibility
To be consider for participation in the Program, Service Providers must:

- Provide one of the following services or a service that supports energy efficiency and decarbonization of New York City buildings:
  - Air Conditioner – Central Unit Replacement
  - Air Sealing/Weatherization
  - Boiler Services
    - Boiler Clean and Tune
    - Boiler and Water Heater Replacement
  - Building Envelope
  - Chiller Replacement
  - Controls
    - VFD
  - Cool Roofs
  - Design
  - Domestic Hot Water
  - EC Motors
  - Elevator Modernization
  - Energy Auditors
  - Energy Management Systems
  - Energy Modeling
  - Energy Storage
  - Engineering/Structural Engineering
  - Equipment Vendor
  - EV Charging Station
  - Expediting
  - Geothermal
  - Green Roofs
  - HVAC
    - Steam Heating
    - Hydronic Heating
    - Heat Pumps
    - 2-Pipe Steam Retro-Commissioning
  - Insulation
  - Legal
  - Lighting
  - Passive House
  - Pipe Insulation
  - Water Conservation
  - Windows/Fenestration
- For applicable service categories offered, Service Providers must be enrolled in incentive programs offered through:
  - Con Edison
  - National Grid
  - NYSERDA

- Solar and Financing services are left off this list as they are handled through different NYC Accelerator selection processes
- Provide at least three project references in the application
- Acknowledge their geographical work location preference(s) in New York City, per borough, in the application
- Select the service(s) offered through your company, on the application
- Provide a W9 form, and a certificate of insurance (COI), with the correct certificate holder information listed:
  NYC Accelerator
  630 3rd Ave. Fl 11
  New York, NY 10017
- Attend an orientation session
- Sign and return the NYC Accelerator Service Provider Agreement after attending the orientation session
- Acknowledge that Service Providers are subject to annual review by NYC Accelerator to review performance and adherence to Program rules
- Participate in annual program update sessions

Only Service Providers that meet the Program definitions and eligibility requirements may participate.

Open Rolling Enrollment

Enrollment is open and rolling throughout the duration of the NYC Accelerator Program. New applicants will be reviewed and processed monthly. New Service Providers will be added to the Service Provider Lookup Tool once their applications have been reviewed and accepted into the Program.

References

Service Providers must provide three project references. NYC Accelerator will check project references from the previous work done by the Service Provider. The Service Provider Manager will review and contact these references to check the quality of the work performed. We will also review publicly available resources, such as the Better Business Bureau, to ensure there are no outstanding complaints with the Service Provider. As an extension of NYC Accelerator outreach, Service Providers are expected to conduct their business activity throughout the city in an ethical and safe manner.

Once the reference checks have been completed, the Service Provider Manager will compile a list of prospective Service Providers and present them to the NYC Accelerator team and MOC&EJ for final review and approval.

Onboarding

After the Service Provider has submitted all required documentation, key personnel from the Service Provider company are required to attend one onboarding training session presented by NYC Accelerator. The onboarding session will provide an overview of NYC Accelerator and the Service Provider Program. Service Providers are required to attend only one of the two orientation sessions. The sessions will be held monthly every third Tuesday, at 2:00 p.m. ET, and Wednesday, at 10:00 a.m. ET. NYC Accelerator wants to be cognizant of the Service Provider schedule and offer more than one time slot for these orientation sessions. All new staff members who will be participating in NYC Accelerator are required to participate in one onboarding session.

Participation in these required sessions will be verified with the training registration and webinar participation log. However, if previously trained staff members want to join for a refresher session, they may also join to ask questions and receive updates. If a Service Provider does not attend their first required orientation session, their application will be pushed back for the next round of applicants.

Participation Agreement Form

Once the Service Provider has met all the requirements and completed the onboarding training, they must sign the NYC Accelerator Participation Agreement Form to signify their acceptance into the program. (Appendix A)

Service Provider Lookup Tool Referral

Service Providers, once selected, will be featured on the Service Provider Lookup Tool on the NYC Accelerator website. The Lookup Tool will include company information, including contact information, a description of relevant service(s) offered, market sectors served, geographical work preferences, along with further accompanying details gathered in the application. This information will be public facing on the Lookup Tool to provide decision-makers with important information about Service Provider offerings.

Leads are generated by Participants selecting Service Providers from the Program Lookup Tool. Once a Participant selects and contacts a Service Provider, the Service Provider is expected to respond to and engage the Participant within 72 hours, by email or phone.

Participation Requirements

Reporting projects to NYC Accelerator is key for the Program's success. Service Providers are the boots on the ground, getting the work done to accelerate the transition of New York City's building stock to a decarbonized future. To maintain an active status in NYC Accelerator's Service Provider Program, Service Providers are expected to log at least six (6) engagements over the course of a year. Engagements with a Participant includes contact by phone, email, or in person (if possible). In addition to tracking to the Service Providers' goals for program participation and for the Recognition Program, these engagements are tracked and reported to MOC&EJ to demonstrate the reach and effectiveness of the NYC Accelerator Service Provider Program.

In addition to reporting a minimum of six engagements with a Participant, the Service Provider is accountable to log at least one (1) project completion per year to remain active in the Program. Completing projects means that the Service Provider has successfully implemented the proposed decarbonization project at the Participant's location. Reporting remains significant here as NYC Accelerator needs to verify project closure. Specialists on NYC Accelerator's team will assist in this process to confirm project completion at the building's location.

Reporting Metrics

On a monthly basis, the Service Provider will update the Service Provider Manager on projects by providing the following information for each project:

- Building Address and/or BBL
- Project Type (ECM)
- Project Stage
    - 0: Closed
    - 1: Inquiry
    - 2: Engaged with NYC Accelerator
    - 3: Out for Bid
    - 4. In Construction
    - 5. Complete
- Expected Start Date
- Expected Completion Date
- Completion Date

This information will be collected on the Service Provider Reporting Rubric that NYC Accelerator will provide for Service Providers. This rubric will streamline communication by collecting all of the data listed above, for reporting to the MOC&EJ. Informational sessions will cover how to utilize this rubric to the Service Provider's best ability throughout the Program.

Annual Update Training

As the program continues throughout the year, Service Providers will attend one annual NYC Accelerator Program update training. The annual update training will provide Program updates and developments. We will also use this time to hear directly from Service Providers. This session will be an opportunity to share best practices, successes, identify obstacles, and offer suggestions for improvements.

Project Verification

Once a project is reported complete, Service Providers are expected to facilitate data gathering and onsite inspections as requested by the Accelerator's project verification team.

COVID Safety Protocol

NYC Accelerator abides by all NYC COVID guidelines and expects that Service Providers will also comply with them. These guidelines are updated based on the severity of the waves the city has experienced so far. Again, as an extension of NYC Accelerator Outreach, Service Providers are expected to conduct their business activity throughout the city in an ethical and safe manner. This includes the guidelines set forth by the city during the COVID-19 pandemic.

NYC Accelerator Support for Service Providers

The Program offers support for participating Service Providers. Service Providers can expect the Service Provider Manager to contact Service Providers on a regular basis to receive project updates for Program metrics reporting. The Service Provider Manager is available for meetings with Service Provider and their customers at request. The Manager will also collaborate with Account Managers to identify potential case studies to be developed by NYC Accelerator.

Marketing Material and Support

NYC Accelerator's marketing efforts are aimed at educating all audiences about the need for and benefits of building decarbonization, building awareness of NYC Accelerator among the NYC building industry, and driving New Yorkers to act through the Program and its partners' offerings. Service Providers serve as an extension, or force multiplier, of the NYC Accelerator Outreach Team, to increase participation in the Program. The marketing team is here to help make this possible.

Service Provider Badge

Upon acceptance into the Service Provider Program, Service Providers will receive a badge to promote their participation in the Program. The Service Provider badge may be used for promotion on Service Provider websites, signature email blocks, and business cards, social media posts and newsletters. This badge serves to increase Program awareness and distinguishes participating Service Providers within the energy efficiency and renewable energy markets in New York City.

Service Providers will gain access to all NYC Accelerator marketing collateral. This material is available in many languages for the diverse audience found throughout New York City. Service Providers will be provided with a marketing toolkit (coming soon). It will include, but is not limited to, the following material and will continually be updated:

- Prepared language to promote NYC Accelerator and the Service Provider Program for promotion on web, LinkedIn, and newsletters
- Graphics to accompany the canned language
- Logo usage guidelines
- LinkedIn trainings on best practices for posting and promoting your participation in the Service Provider Program

Optional Participation

In addition to participation requirements, NYC Accelerator provides additional optional participation offerings.

Recognition Program

The Service Provider Recognition Program is designed to celebrate the hard work accomplished by participating Service Providers. But to be recognized, your company must formally register to participate. Registration for the Recognition Program will open in May 2022. More details will be shared after the Recognition Program launch in May 2022.

Office Hours

The Program provides "office hours," which is a regularly scheduled open meeting time for Service Providers to drop in with the Program Manager to address questions about projects and the program in general. The office hours also provide an opportunity for new staff to ask additional questions as they get up to speed with the program.

Energy Efficiency Learning Center (EELC)

The Energy Efficiency Learning Center (EELC) is a valuable online free training resource that provides technical and sales skills training. This is an exclusive offering through NYC Accelerator that gives Service Providers the option to expand their knowledge and technical skills in the industry. The Learning Center is populated with a growing catalog of training materials in a variety of categories, including HVAC, building operations, new homes, sales and marketing, commercial buildings, and soft skills training. The Program encourages Service Providers to take advantage of this free offering. Register to gain access to the learning center with the following link: EELC Registration.

NYC Accelerator Internship Program

NYC Accelerator seeks to drive the development of a greener local economy, while building market capacity, and promoting building decarbonization efforts. The Internship Program is a partnership with the City University of New York Building Performance Lab (also known as CUNY BPL) to place students (undergraduate and graduate) as interns in host organizations such as: property management firms, energy service companies, and community-based organizations.

These internships will focus on opportunities associated with energy efficiency, water conservation, and clean energy improvements to buildings. Service Providers may benefit by hosting an intern to bolster resources and promote real-life employment/educational opportunities. Funding from NYSERDA, or the Federal Work Study Program, may be available to help offset the cost of hosting an intern.

Specialty Account Management Support

The Program encourages Service Providers to bring their projects to NYC Accelerator and engage complementary support as appropriate. NYC Accelerator is staffed with approximately 30 Account Managers ready to support Service Providers. The Account Management team is comprised of specialists who focus on three market sectors: commercial and Industrial, multifamily, and affordable housing. We also have a solar specialist team that helps building owners assess solar viability, develop, and distribute the RFPs, along with guiding the evaluation of the responses.

Our financing specialists are available to offer support in identifying the best financing options for projects. We encourage Service Providers to leverage existing incentives that are offered in the market through Con Edison, National Grid, or NYSERDA. However, because incentive programs typically do not cover the full costs of the project, our financing specialists can identify additional funding sources.

Participants come into the Program through various entry points: word of mouth, referrals or leads from Carbon Challenge, Marketing Campaigns, Account Manager Outreach, or Partner Organizations, Events and Community Outreach. Account Managers are assigned to these

leads and guide the Participant through a review process that will lead them to our vetted Service Provider Lookup Tool, where Participants can search for the Service Provider that best matches the requirements of their planned project.

The Service Provider Program and NYC Accelerator are structured to be mutually beneficial to advance and accelerate decarbonization work in NYC. We strive to direct building owners and operators to Service Provers in the Program to perform this particularly important work to upgrade New York City buildings. NYC Accelerator is here to support your work and help to grow your business.

Appendix A: Service Provider Agreement

As a potential participant in NYC Accelerator's Service Provider Program ("NYC Accelerator"), our company acknowledges and agrees to comply with the following:

1. All Service Providers are required to complete an orientation regarding the Program to become qualified for participation. This includes the completion of a one-to-two-hour online orientation session by at least two primary company representatives. Covered topics will include an overview of the Program and the Service Provider referral process. Service Providers' participation will be verified with the training registration and webinar participation log. It is also required for Service Providers to attend an annual Program update session, where participation will be tracked the same.

2. All Service Providers must provide their company information that will be listed on NYC Accelerator materials, including contact information, a concise description of relevant services offered, sectors served in previous work, geographical work preferences within NYC, and further accompanying details outlined in the application.

3. Service Providers are required to promptly respond to all inquiries made by, or on behalf of any participating building decision-maker ("Participant") that references the NYC Accelerator Service Provider Resource List within **three business days.**

4. Leads may be generated by Participants selecting Service Providers from the Program Look-up Tool. Once a Participant selects and contacts a Service Provider, the Service Provider is expected to engage the Participant within 72 hours, by email or phone. To maintain an active status in the NYC Accelerator Service Provider Program, the Service Provider must log at least six (6) engagements over the course of the year. The Service Provider is also required to log at least one (1) completed project at a Participant's location, per year, to remain active in the Program. Engagement with the Participant includes the Service Provider reaching out to them, either by phone, email, or in person (if possible). "Completing" projects means that the Service Provider has successfully implemented the proposed decarbonization project at the Participant's location.

5. The Service Provider is required to report project statuses monthly to the Program to measure program effectiveness and success.

6. Service Providers are required to maintain active enrollment in a Con Edison, National Grid, or NYSERDA incentive programs for applicable service categories. This is to ensure that selected Service Providers will utilize the incentive programs to offer a complete package for the buildings they are serving.

7. NYC Accelerator reserves the right, in its sole discretion, to withdraw the Service Provider RFQ, released on January 11, 2022, at any time; to determine not to proceed with the actions described or suggested herein; and to take any other action with respect to the RFQ, including but not limited to, the right to discontinue publication in any medium of the NYC Accelerator materials.

8. The NYC Accelerator reserves the right in its sole discretion to issue a new RFQ altering the terms and conditions of participation and re-qualifying Service Providers to participate on and after a date established in the new RFQ.

9. If removed from the Program, the Service Provider must halt usage of marketing material and logo affiliated with the Program.

10. All determinations in connection with the RFQ, or the Program (including, but not limited to, any determinations regarding the experience, capability, capacity, or financial resources of any Service Provider, or regarding the selection of qualified Service Providers or the removal of Service Providers from the NYC Accelerator materials) shall be at the sole discretion of the Program.

11. Inclusion of any Service Provider information on NYC Accelerator materials does not guarantee that such Service Provider will be selected by any Participant, nor does it create any rights on the part of the Service Provider.

12. Inclusion of any Service Provider information on NYC Accelerator materials is not an endorsement by the NYC Accelerator of the Service Provider or services offered by the Service Provider. Participants must make their own determination as to whether to seek and obtain services from Service Providers or other entities.

13. Any material misrepresentation made by a Service Provider or any failure to disclose any material information in connection with its response to the RFQ may result in disqualification from consideration for participation in the Program, or the removal of the Service Provider from the NYC Accelerator materials.

14. The City or Program Administrator shall not be liable or responsible for the costs, expenses, or liabilities incurred by any person or entity in preparing any response to the RFQ or for any other costs, expenses, or liabilities incurred by any person or entity in connection with or in reliance on the RFQ.

Agreement & Signature:

By submission of this application, the applicant and person signing on behalf of any applicant subscribes and affirms under penalties of law that the statements made in this application for inclusion to the Program have been examined and to the best of his/her knowledge and belief are true and correct. The applicant understands that by signing this application it consents to any other inquiry to verify or confirm the information herein. The applicant understands that this application for inclusion in the Service Provider Program does not guarantee that applicant will be accepted. It is understood that applicant is acting as an independent entity to provide decarbonization services through the NYC Accelerator Program. The applicant understands and agree that submitting this application is not entering into a contractual agreement with the City of New York or Program Administrator.

Please sign this document and email back to Andrew Kringas, at andrewk@accelerator.nyc, with the subject heading, "NYC Accelerator SP Agreement – [YOUR COMPANY NAME HERE]".

Company Name**: _____**

Authorized Representative (please print)**: _____**

Title: _____   Date**: _____**

Signature**: _____**