

LOCAL LAW 97

OUTREACH AND EDUCATION REPORT

MAY 31, 2024



Purpose of the Report

This annual Local Law 97 (LL97) Outreach and Education Report has been prepared pursuant to §28-320.5.1 of the New York City Administrative Code for compliance with the June 1, 2024 deadline.

§28-320.5.1. Reporting on outreach and education.

By June 1, 2021, and by June 1 in every year thereafter, the office of building energy and emissions performance shall submit a report to the mayor and the speaker of the council, detailing the outreach and education efforts made pursuant to section 28-320.5, including, but not limited to information provided about incentive programs and other sources of funding. Such report shall also include the number of staff members working at the office of building energy and emissions performance.

The Bureau of Sustainability

The Bureau of Sustainability consists of five units: the Office of the Deputy Commissioner, Building Energy & Emissions Performance (OBEEP), Policy & Legal, Outreach & Assistance, and Energy Code. These units work in unison to support the implementation of LL97.

There is a total of 22 current staff that will be joined by an additional 36 (through the approval of the Executive Budget), who along with the support of many others in the Bureau and the Department of Buildings (DOB) as a whole, work to carry out the tasks necessary for the success of LL97.

The Outreach & Assistance unit was created to support citywide efforts to provide building owners and industry with the resources and information they need to comply with LL97, other sustainability local laws, and the New York City Energy Conservation Code.

Supported by others in the Bureau, this unit works hand in hand with NYC Accelerator (NYCA) and the CUNY Building Performance Laboratory's Sustainability Help Center (SHC) to assist building owners and the industry with advancing energy efficiency and decarbonizing the largest buildings in New York City.

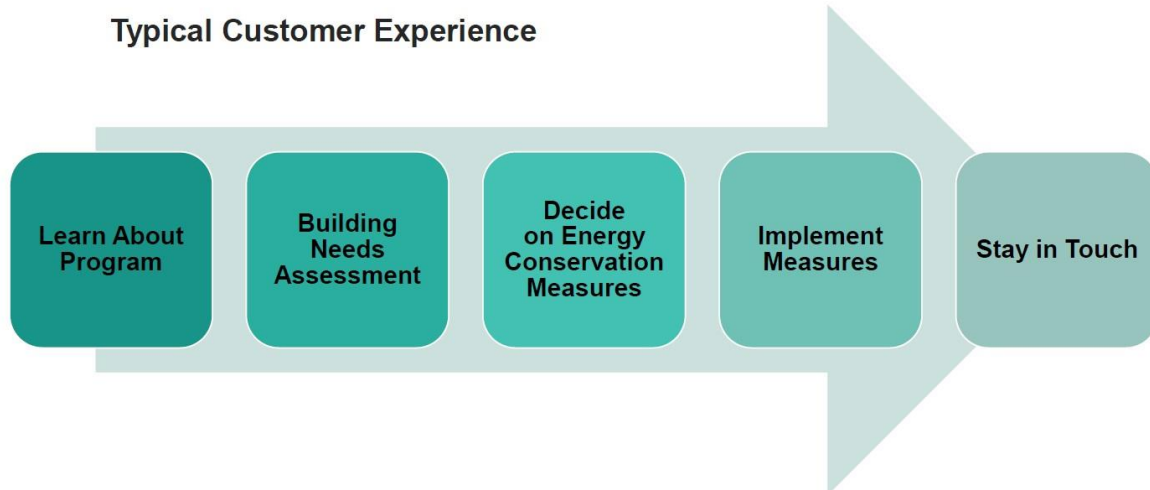
[NYC Accelerator](#)

[NYC Accelerator](#) is a program set up by the City and overseen by the Mayor's Office of Climate and Environmental Justice (MOCEJ) to help meet compliance requirements for local laws, boost building energy efficiency performance, increase energy savings, and reduce carbon emissions across New York City buildings.

NYC Accelerator:

- Provides free technical guidance to help the market transform how the city's buildings operate and are constructed,
- Identifies building upgrade projects to help meet emissions limits established under LL97 and other local building sustainability laws,
- Offers no-cost trainings and supports green workforce development,
- Connects building decision-makers directly with service providers to implement decarbonization and energy efficiency projects,
- Helps buildings identify applicable financial incentives and financing, such as NYC Accelerator PACE.

Typical Customer Experience



Resources NYC Accelerator uses to assist building owners include:

- The Find-a-Contractor tool
- The Energy Snapshot tool
- A listing of incentives
- Training resources
- Financing guidance
- Targeted campaigns such as *Build the Future* and *Building Envelope*
- Case studies
- LL97 “In Your District” Events held with local Council Members.

To date, NYC Accelerator has:

- Engaged 18,200 buildings (9,024 of which are on the LL97 CBL), including 10,630 affordable housing buildings (6,451 of which are on the LL97 CBL)
- Conducted 760 solar feasibility assessments (540 for buildings on the LL97 CBL)
- Trained over 2000 participants.

As of April 30, 2024, inquiries to NYC Accelerator increased by 35% year over year.

At the direction of MOCEJ, NYC Accelerator, along with Con Edison, National Grid, and the DOB, conducts “In Your District” events with NYC Council Members for the benefit of their constituents. In Your District events that have been conducted in the last year include:

Date	Title	Councilmember	Location	Time
11/9/23	LL97 in District 24	James Gennaro	Virtual	6-7:30 pm
11/16/23	LL97 in District 34	Jennifer Gutierrez	Virtual	6-7:30 pm
12/5/23	LL97 in District 14	Pierina Ana Sanchez	Virtual	6-7:30 pm
12/7/23	LL97 in District 25	Shekar Krishnan	Virtual	6-7:30 pm

1/18/24	LL97 in District 26	Julie Won	Sunnyside Community Center, 43-31 39 th St, Sunnyside NY 11104	6-7:30 pm
2/6/24	LL97 in District 22	Tiffany Caban	Virtual	6-7:30 pm
3/5/24	LL97 in District 7	Shaun Abreu	Virtual	6-7:30 pm
5/7/24	LL97 in District 4	Keith Powers	Virtual	6-7:30 pm

The Department of Buildings (DOB)

DOB supports the work of NYC Accelerator and the implementation of LL97 through direct outreach to building owners and industry, including through:

- Building Owners via Telephone
- DOB NYC Accelerator Days
- Published Newsletters
- Dedicated Webpage
- Resources
- Service Notices
- Presentations
- Direct Mailing/E-mail Blasts
- Dedicated Email Address for Questions
- DOF Statement of Accounts (SOA)
- Social Media
- Publication of Rules
- City Council Meetings

Direct Contact with Building Owners via Telephone

Working closely with NYC Accelerator, DOB conducts individual, personalized telephone calls to those building owners in jeopardy of receiving violations during the 2024-2029 compliance period to inform them about the law and connect them with a dedicated NYC Accelerator account manager. In the last year, the Outreach & Assistance Unit has attempted to contact almost half of all potential penalty recipients (approximately 700), with a goal of working through the entire list in 2024.

DOB NYC Accelerator Days

Beginning September 2023, the Department of Buildings (DOB) partnered with NYC Accelerator to launch the “DOB NYC Accelerator Days” series. This series offers building owners and managers the opportunity to meet with a dedicated NYC Accelerator Account Manager. NYC Accelerator Account Managers then provide attendees with free one-on-one expert guidance to help buildings improve energy efficiency and identify pathways for LL97 compliance. Through this initiative, the NYC Accelerator team also provides support for: buildings transitioning off #4 oil, affordable housing, market-rate buildings, commercial and industrial buildings, and houses of worship. The series began with in-person or virtual meetings and transitioned to all virtual after assessing customer preference. To date, the series has engaged 98 participants across 6 events.

Published Newsletters

The DOB periodically publishes a sustainability newsletter that includes issues related to LL97, entitled *Sustainable Buildings News*. Here are the issues published in the last year:

- [Sustainable Building News - September 18, 2023 \(nyc.gov\)](#)
- [Sustainable Building News - December 8, 2023 \(nyc.gov\)](#)
- [Sustainable Building News - April 22, 2024 \(nyc.gov\)](#)

Dedicated Webpage

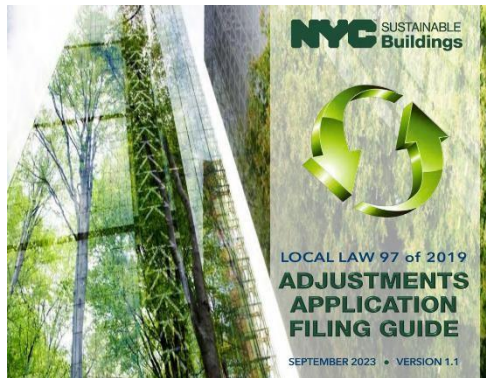
DOB maintains a webpage dedicated to LL97, [Sustainability – Buildings](#), as well as another linked site [NYC Sustainable Buildings](#). Both are regularly refreshed with new content, and include information on:

- LL97 Covered Buildings (CBL) lists
- How to handle multiple buildings on a lot
- A CBL Matrix of the different compliance pathways
- Dispute resolution instructions
- Frequently-asked-questions (FAQs)
- Links to the Administrative Code (AC) sections
- The conversion of limits from Building Code Occupancy Groups to Energy Star Portfolio Manager (ESPM) property types
- How to get help from NYC Accelerator
- Compliance and adjustments
- Affordable housing fling guide and template
- Violations
- CBL exceptions
- GHG offsets
- Renewable Energy Credits (RECs)
- Distributed Energy Resources (DERs)
- The LL97 Advisory Board
- Helpful links

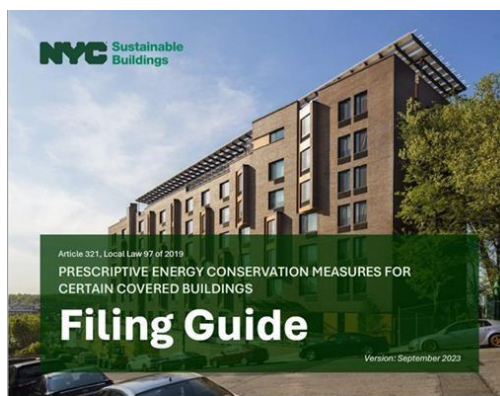
Resources

Resources published by the Bureau of Sustainability include two Filing Guides to inform building owners and industry about adjustment applications and Prescriptive Energy Conservation Measures (PECMs) for certain Article 321 buildings that will pursue that compliance path, as well as a CBL Matrix that provides information on different compliance paths.

- The Local Law 97 of 2019 [Adjustments Application Filing Guide](#) was created to assist applicants with the building emissions limit adjustment application filing process for buildings with qualified excess emissions (AC §28-320.8) and qualified not-for-profit healthcare facilities (AC §28-320.9).



- The [Prescriptive Energy Conservation Measures for Certain Covered Buildings Filing Guide](#) was developed through collaboration between DOB and members of the design, auditing, and energy services communities. A [template](#) for compliance is also posted to DOB's website.



- The CBL [Matrix](#) provides information on eligibility for the different compliance paths and what documentation is needed for submittal.

Service Notices

A [service notice](#) was issued in July 2023 regarding the extension of the deadline for Building Emissions Adjustments Applications.



Presentations

The Bureau of Sustainability conducted a significant number of presentations to inform stakeholders about LL97 and their obligations under the law. These presentations are delivered by DOB, often together with NYC Accelerator.

- May 2023 – National Energy Codes Conference: Building Performance Standards & Codes
- May 2023 – Council Member Eric Dinowitz's District
- May 2023 – Economist Panel: LL97 Reducing GHG Emissions from NYC Buildings
- May 2023 – Council Member Carlina Rivera's District

- June 2023 – American Society of Heating, Refrigeration and Air Conditioning Engineers (ASHRAE) Higher Education Decarb Day: LL97 Compliance Perspective
- June 2023 – Council Member Carmen De La Rosa's District
- June 2023 – Council Member Sandra Ung's District
- June 2023 – Bronx Borough President's Meeting with Community Board 8
- July 2023 – BISNOW National Sustainability Conference: LL97 Reducing GHG Emissions from NYC Buildings
- July 2023 – NY Bar Association: Are you ready for Local Law 97 Carbon Reduction in NY's Built Environment
- August 2023 – DOB's Build Safe/Live Safe: LL97 Reducing GHG Emissions from NYC Buildings
- September 2023 – Council Member Info Session
- September 2023 – Small Business Services (SBS)
- September 2023 – Queens Borough President Panel
- September 2023 – Urban Green: LL97 Rule Package
- September 2023 – NY Passive House: Regenerative Metropolis Symposium
- September 2023 – Greenbuild
- September 2023 – Council of NY Cooperatives and Condominiums (CNYC)
- October 2023 – UL Solutions Building Summit
- October 2023 – Association for Neighborhood & Housing
- October 2023 – Zak World of Façade
- October 2023 – American Institute of Architects (AIA)NY/ Center for Architecture
- October 2023 – Economist Roundtable
- October 2023 – Real Estate Board of NY (REBNY)
- October 2023 – NY Interagency Engineering Council NYIEC Fall Conference
- November 2023 – Kasirer - Non-profit organizations
- November 2023 – Housing Preservation and Development (HPD) Contractor Capacity Building Event for Affordable Housing
- November 2023 – NYC 2030 Carbon and Energy Forum
- November 2023 – Community Housing Improvement Program (CHIPS) NYC
- November 2023 – Cooperator Expo
- November 2023 – Senator Cleare's Faith Leaders Forum
- November 2023 – Brooklyn Chamber of Commerce Real Estate and Development Committee

- December 2023 – Mayor's Carbon Challenge
- December 2023 – Council Member Gail Brewer
- December 2023 – Queens Chamber of Commerce
- December 2023 – Houses of Worship Webinar
- February 2024 – Staten Island Economic Development Corp (SIEDC) Forum for a Sustainable Future
- February 2024 – NYS Association of Independent Schools (NYSAIS)
- February 2024 – New York Build 2024
- February 2024 – Community Preservation Corporation
- March 2024 – Build for the Future
- March 2024 – Bronx Borough President's Office
- March 2024 – PECM's to Service Providers Webinar
- March 2024 – NY Chapter of Association of Energy Engineers
- March 2024 – Columbia Energy Symposium
- April 2024 – New York County Lawyers Association (NYCLA)
- April 2024 – Science and the City 2.0
- April 2024 – NYC/C40 Webinar
- April 2024 – NY Building Decarb Summit
- April 2024 – Net Zero City? The City That Never Emits!
- April 2024 – CNYC's Annual Meeting
- May 2024 – Urban Land Institute (ULI)
- May 2024 – New York Mortgage Coalition Panel – Impact of LL97 on Affordable Housing

Direct Mailings/ E-mail Blasts

There were numerous instances of direct outreach to building owners and the industry about LL97 compliance through hardcopy letters and email blasts.

<u>Type of Delivery</u>	<u>Subject</u>	<u>Audience</u>	<u>Date sent</u>	<u>Total # of recipients</u>
mailing	IRA funding	manufacturing and industrial properties	6/22/2023	369
emailing	IRA funding	manufacturing and industrial properties	6/22/2023	97

emailing	ConEd Bonus Incentives	manufacturing and industrial properties	6/22/2023	97
mailing	Adjustments	commercial & multifamily properties potentially over their limit	week of 7/31	843
emailing	Adjustments (multifamily & commercial)	commercial & multifamily properties potentially over their limit	week of 7/31	186
emailing	Hospitals Adjustments	hospitals that could benefit from an adjustment	week of 8/14	37
mailing	Hospitals Adjustments	hospitals that could benefit from an adjustment	week of 8/14	121
emailing	NYC Accelerator Day	unique email addresses for buildings that never benchmarked	9/6/2023	186
mailing	NYC Accelerator Day	commercial & multifamily properties potentially over their limit	9/6/2023	843
mailing	Complying with LL97	unique email addresses for buildings that never benchmarked	10/13/2023	442
emailing	NYC Accelerator Day	unique email addresses for buildings that never benchmarked	10/16/2023	128
mailing	NYC Accelerator Day	unique email addresses for buildings that never benchmarked	10/16/2023	568
emailing	NYC Accelerator Day	unique email addresses for buildings that never benchmarked	10/24/2023	128
mailing	NYC Accelerator Day	unique email addresses for buildings that never benchmarked	10/31/2023	568
mailing	LL97	Houses of Worship mailing	12/8/2023	339
emailing	LL97	Houses of Worship emailing	12/11/2023	58
emailing	LL97	Houses of Worship follow-up emailing	12/20/2023	81

mailing	LL97	321 properties potentially within 15% of 2030 limits	1/17/2024	926
mailing	LL97	321 properties beyond 15% of 2030 limits	1/17/2024	6,298
emailing	LL97	321 properties potentially within 15% of 2030 limits	1/17/2024	42
emailing	LL97	321 properties beyond 15% of 2030 limits	1/17/2024	157
emailing	IRA funding	All non-profits on the CBL	2/28/2024	890
emailing	SHC News	all emails on our email list	2/28/2024	890
emailing	PECM webinar	Houses of Worship	3/11/2024	75
emailing	LL97 Virtual Webinar from the Office of the Brooklyn Borough President	Houses of Worship	3/19/2024	56
emailing	DOB Accelerator Day	All CBL properties have emails for	3/19/2024	891
mailing	LL97	General mailing about compliance. All 2024/2025 properties	3/29/2024	22,258
mailing	LL97	General mailing about compliance. All 2026 and 2035 properties	4/11/2024	5,644
emailing	LL97 Compliance Prescriptive Pathway Vendor Expo	Houses of Worship and article 321 buildings w/ emails	4/24/2024	239
emailing	DOB Accelerator Day	All CBL properties with available emails	4/29/2024	852
emailing	ConEd Lighting Upgrade Incentives	All CBL properties with available emails	5/9/2024	842
emailing	ConEd Gas Incentives Notice	All CBL properties with available emails	5/17/2024	842

Dedicated Email Address for Questions

DOB responded to 609 of 860 emails received between May 2023 and April 2024 through a dedicated email box for LL97 questions:

ghgemissions@buildings.nyc.gov. DOB continues to respond to those emails received. Some questions are the subject of policy that is being developed and will be responded to as this information becomes available. Correspondents are notified regularly that we are working on their requests for information. A significant number of additional questions were answered during presentations and webinars.

Department of Finance (DOF) Statement of Accounts

Building owners are notified of LL97 compliance requirements by DOF on their quarterly Statement of Accounts (SOA). Typical language is reflected here:

Compliance Notification

Greenhouse Gas Emission Reductions: This property may be subject to Local Law 97 of 2019, as amended, which sets carbon emission limits or prescriptive requirements for buildings, with the first reports due in 2025. LL97 compliance, as well as issuance of associated penalties, takes place at the level of an individual building (as designated by a Building Information Number, or BIN), even though the covered buildings are identified by tax lots (as designated by a borough-block-lot number, or BBL). For more information, visit www.nyc.gov/dobghgemissions.

NYC Accelerator is a free resource for building stakeholders that provides them with personalized assistance to help with Local Law 97 compliance and emissions reductions and connects them with financing opportunities and service providers. Please visit www.accelerator.nyc/help or call (212) 656-9202.

Social Media

Social media is another form of outreach the DOB uses to inform building owners and the industry about LL97. A total of 102 posts regarding LL97 were made in the last year:

Twitter: 61

Facebook: 17

Instagram: 6

Linked In: 18

Select examples are posted here:

Twitter



10/24/2023



1/12/2024

Facebook



10/24/2023



5/1/2024

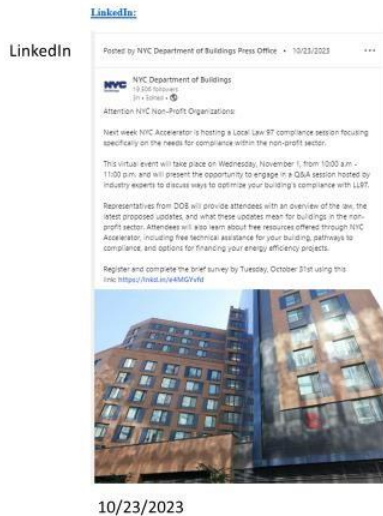
Instagram



1/12/2024



5/17/2024



10/23/2023



3/29/2024

Publication of Rules

DOB published a second major Rule package during the year to advance the implementation of LL97 and Local Law 88 (LL88) related to penalties and enforcement:

- [§103-17](#) LL97 Article 321 Compliance and Penalty Framework
- [§103-14](#) LL97 Article 320 Penalty Framework
- [§103-18](#) LL88 Lighting and Submetering reporting and enforcement

These three rules were published in the [City Record](#) on September 18, 2023 and became effective on January 20, 2024. As part of the City Administrative Procedure Act (CAPA), the public was given the opportunity to comment on proposed rules during the statutorily required comment period. The DOB's [Rules](#) webpage includes all rules pertaining to the work of the department

City Council Hearings

There were three NYC Council hearings that covered LL97 issues during the year:

- (1) Executive Budget Hearing- Committee on Housing and Buildings- 5/14/2024 ([The New York City Council - Meeting of Committee on Housing and Buildings on 5/14/2024 at 9:30 AM \(nyc.gov\)](#));

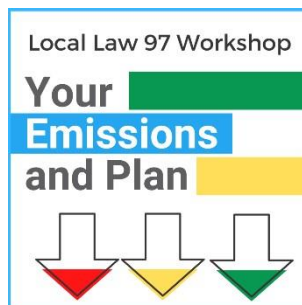
(2) Preliminary Budget Hearing- Committee on Housing and Buildings
3/11/2024 ([The New York City Council - Meeting of Committee on Housing and Buildings on 3/11/2024 at 1:00 PM \(nyc.gov\)](#)); and

(3) Executive Budget Hearing- Committee on Housing and Buildings- 5/12/2023
([The New York City Council - Meeting of Committee on Housing and Buildings on 5/12/2023 at 10:00 AM \(nyc.gov\)](#)).

Sustainability Help Center

DOB also works with the [CUNY Building Performance Laboratory's Sustainability Help Center \(SHC\)](#), which functions as an additional resource for buildings and industry to advance compliance with sustainability laws. SHC receives thousands of phone and email inquiries each year regarding clarification on compliance guidelines and reporting requirements. In addition to live support, SHC offers a number of virtual classes and trainings pertaining to building sustainability in NYC.

The Carbon Reduction Workshop Series includes a Crash Course on NYC Building Energy Laws, Local Law 97 Workshop – Your Emissions and Plan, and Local Law 97 Workshop – Your Project Team and Financing.



Through the coordinated efforts of the MOCEJ, DOB, NYC Accelerator, and SHC, building owners and industry are provided with the resources and personalized assistance necessary to help them comply with LL97.