

Green Jobs – Green New York

Outreach & Marketing Program Status

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Sue Andrews
Sr. Project Manager
sta@NYSERDA.org

Outline / Talking Point

- GJGNY Overview (Legislation)
- GJGNY Outreach Program Components
- What is a CBO?
- CBO Roles/Responsibilities
- Workforce Development
- Marketing Materials
- Q&A

Overview of Outreach Program

NYSERDA named as GJGNY Program Administrator . Instructed to:

- Establish revolving loan fund, standards for energy audits, cost effectiveness tests, definition of qualified energy efficiency services, measurement and verification of savings
- Issue solicitation from “partnerships or consortiums of Constituency Based Organizations (CBOs)” to
 - facilitate awareness and enrollment of homeowners, small businesses, and not-for-profits in the Green Jobs energy efficiency services programs, (“Customer Outreach” proposal) and/or
 - partner with contractors, workforce development organizations, or organized trades to facilitate awareness of and enrollment in the training services program (“Workforce Training” proposal).

Overview (continued)

- Targets residential, multifamily, small business, and Not-for-Profit property owners
- Promote no-cost and reduced-cost energy audits, based on household income
- Aggressive workforce development and job placement
- Target communities with high energy burdens in relation to median income or nonattainment communities
- Encourages participation by M/WBEs
- Encourage geographic diversity (13 regions)

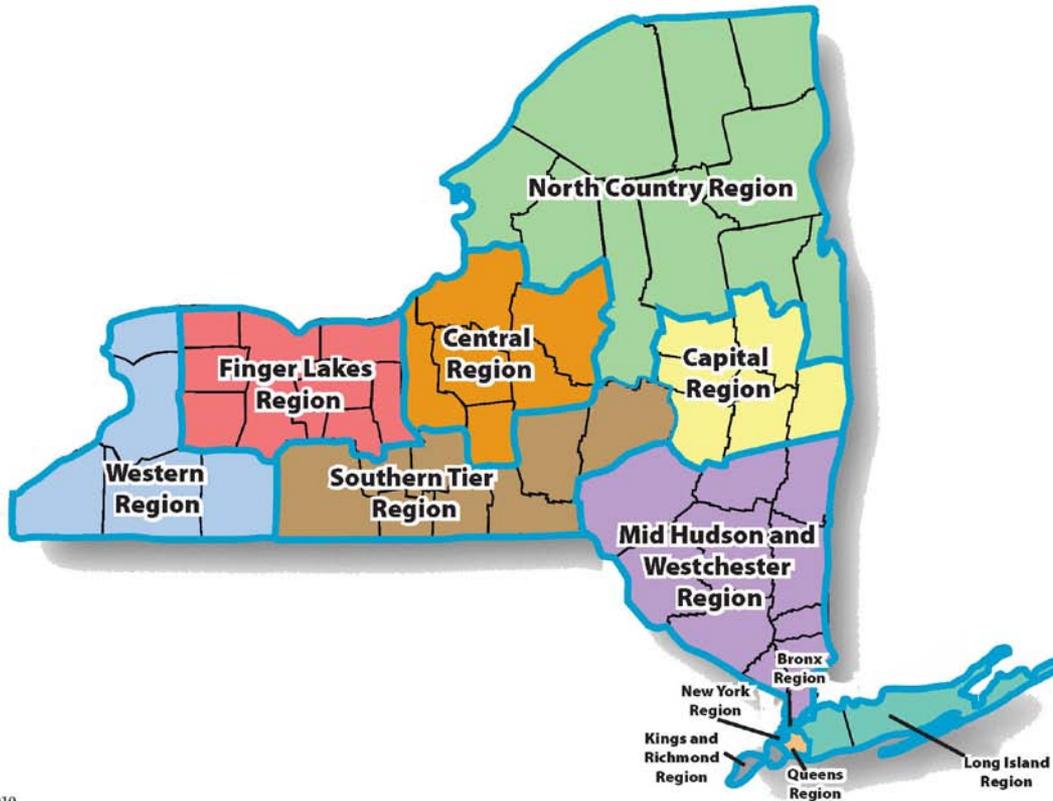
GJGNY Program Implementation Strategy

- Delivered through existing programs
 - Reduce marketplace confusion
- Existing NYSERDA programs include:
 - Home Performance with ENERGY STAR® (residential)
 - Multifamily Performance Program
 - Small business / NFP Audit Program
- Support for CBOs through a Training and Implementation Contractor (CSG)

Outreach Program Components

- 1. Customer Outreach** – General Awareness, Education on program components, Recruitment and Enrollment (qualifying for audits/financing), developing Alliances, targeting communities
- 2. Workforce Training** - Recruitment and Enrollment, DOL One-stop, support the growth of accredited contractors, educate on specific program components

Green Jobs — Green New York Program Outreach Regions



Rev. 9-17-2010

14 CBOs funded by RFP 2038:

Region	Outreach	Workforce
North Country	Adirondack North Country Association	Adirondack North Country Association
Bronx	Bronx Overall Economic Development Corporation (BOEDC)	
Kings Richmond	Neighborhood Housing Services of Staten Island	Neighborhood Housing Services of Staten Island
Kings Richmond	El Puente	
Queens	AAFE Community Development Fund	AAFE Community Development Fund
New York	Downtown Manhattan Community Development Corporation	Downtown Manhattan Community Development Corporation
Southern Tier	Public Policy and Education Fund of NY	Public Policy and Education Fund of NY
Western	PUSH- People United for Sustainable Housing	PUSH- People United for Sustainable Housing
Finger Lakes	Path Stone	Path Stone
Central	Public Policy and Education Fund of NY	Public Policy and Education Fund of NY
Mid-Hudson		
Westchester	Rural Ulster Preservation Company	Rural Ulster Preservation Company
Long Island	Long Island Progressive Coalition	Long Island Progressive Coalition
Capital	Affordable Housing Partnership of Capital Region	Northeast Parent and Child

5 CBOs funded by RFP 2327:

Region	Outreach	Workforce
Bronx		Northwest Bronx Community and Clergy Coalition
Kings Richmond	Make the Road New York	Make the Road New York
Queens	Neighborhood Housing Services of Jamaica	
New York	Civic Association Serving Harlem	
Finger Lakes (targeted counties)	Path Stone	

CBO Roles and Responsibilities

- Conduct outreach, marketing, and education through a coordinated approach that targets priority communities (targeted...no need to blanket entire region)
- Facilitate **awareness** and **enrollment** of homeowners into Home Performance with ENERGY STAR and GJGNY financing
 - CBOs **will not** make direct referrals of *individual* customers to Home Performance contractors. CBOs **will** refer customers to lists of eligible contractors
- Engage small businesses, multifamily building owners, and not-for-profits in energy efficiency services programs
- Promote financing programs (market rate and On-bill). Explain the financing and be a customer resource for questions, etc.

Roles and Responsibilities (continued)

- Recruit and refer individuals into workforce development & training opportunities
- Target communities in need, with high energy costs in relation to income and in non-attainment for air quality.
- Cultivate and track leads, follow up with customers to facilitate higher close rates. Focus is on retrofits.
- Ensure that customers access appropriate programs (HPwWS, AHPwES, EmPower)

Workforce – CBO Responsibilities

1. Facilitate Awareness of Training

- NYSERDA Affiliated Training Programs
- Training Partners
- NYSERDA initiatives
- Benefits of participation in workforce training programs.

2. Educate

- Contractors and potential employers on the benefits and availability of the new workforce.
- Trainees about career steps and opportunities for employment and advancement

Workforce – CBO Process

1. Intake/Referral

- Identifying potential workforce participants
- Connect students and workers to appropriate training opportunities (involves keen understanding of NYSERDA's workforce plans/programs/processes)
- Coordinate with NYSDOL Career One-Stop Centers to leverage Federal and State training resources and identify employment opportunities
- Encourage additional contractors to become BPI Accredited to prepare for business growth opportunities delivered by GJGNY- focus is on MWBE

2. Follow-up

- Connect trainees with contractors/employers.
- Coordinate with local training partners, track progress, report results

GJGNY Marketing Materials

- Utilize existing Program Material to promote Home Performance with ENERGY STAR®, Assisted Home Performance, Multifamily Performance Program, Small Commercial Audit and Financing
- Programs aligned under GJGNY are identified with a GJGNY “brand stamp” which conveys a unique umbrella benefit position



GJGNY Marketing

1. General GJGNY Marketing Elements

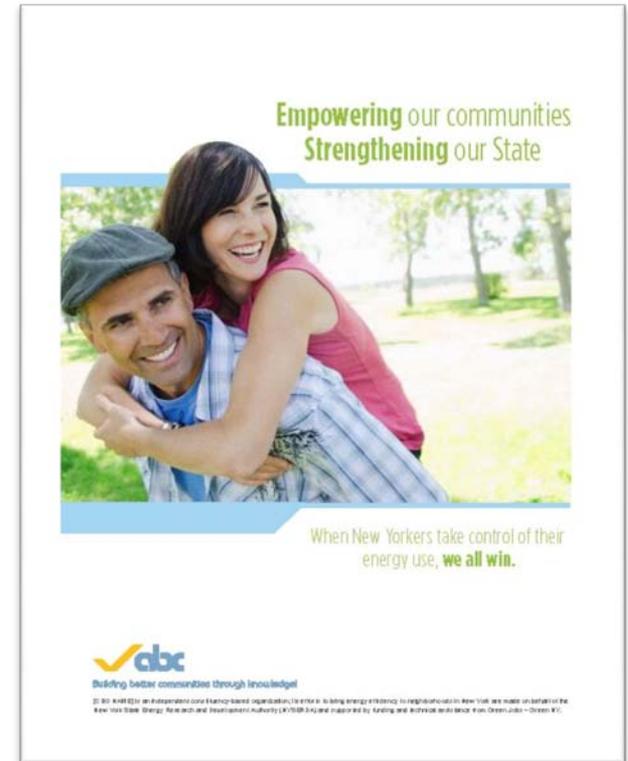
- Collateral - Contractor Recruitment, Financing Fact Sheets, Homeowner Case Studies
- Contractor related – direct mail, Becoming a BPI-Contractor brochure
- Print Ad
- Small Business email (for use by SB auditing contractor)

2. CBO Foundational Tools – initial set of tools

- Case Studies
- General Marketing brochure
- FAQ's
- Website copy
- Social Media content

Marketing Materials

- CBO – customizable (CBO branded with logo and contact information)
 - Overview brochure – Chinese and Spanish versions
 - HP fact sheet - Spanish version
 - Lead nurturing email and post card
 - CBO website copy
- Small Business
 - Direct mail campaign
 - Website banner
- Contractor recruitment
 - Case Studies
 - Market is changing brochure
 - Mailing (inactive and new contractors)
- Workforce
 - General piece



Marketing - Foundational Tools

We want you to be able to talk about your work with NYSERDA right away.



Foundational Tools – Homeowner Case Study

Council Rock St.

my home.
made better.
an energy efficiency profile

Jed Johnson

About my house
Built around 1930. A room was added on, but it wasn't insulated, so it drew all the heat in the winter and the cool air in the summer. Windows and doors were replaced a few years ago.

What got the ball rolling
Phone call from Marrielle Robinson at LIPC's Power Up Community Program

How the program worked
Marrielle was the single point of contact. She scheduled my energy audit with NYSERDA, kept in touch with the contractor, applied for financing—she was there for me every step of the way.

Things I had done
Polyfoam insulation in crawlspaces, attic insulation, weatherstripping, new hot water heater and new boiler.

How the money works
I'll pay about \$160 a month in loan payments for about six years to cover the work I had done. That's the amount I'll be saving in energy costs. After six years, it's pure savings for me. And if I sell the house before then, the new owner takes over the payment.

The best part
My home is more comfortable now—no more drafts! And I like the fact that my LIPA bill is lower, even though I'm paying the difference in loan payments for a while.

My two cents
Don't be skeptical. LIPC really does want to help people make their homes more energy efficient!

We are here to help make energy efficiency happen in our community. Get in touch!
Call (123) 456-7891, or go to abcconstituency.com

[CBO NAME] is an independent constituent-based organization; its efforts to bring energy efficiency to neighborhoods in New York are made on behalf of the New York State Energy Research and Development Authority (NYSERDA) and supported by funding and technical assistance from Green Jobs - Green NY.


Building better communities through knowledge!

Entire case study is provided in Word, so CBOs can create content specific to their homeowner.

Spaces for CBO to place logo, contact info & approved info about your organization.

LIPC– Homeowner Case Study

Columbus Ave,
Amityville

my home.
made better.
an energy efficiency profile

About my house

It was built in the 1950s and I've lived here for over 63 years. Unfortunately, my home is very drafty; there are certain rooms I can barely use in the winter because it's so cold! On top of that, my oil heating system is so old that I spend thousands on oil every year. I already had a gas stove and thought a gas heating system may be more affordable.

How I got started on energy efficiency

I got a phone call from a Power Up Organizer at Long Island Progressive Coalition's Power Up Communities Program.

How the program worked

A Power Up Organizer helped me get the ball rolling. She scheduled my energy assessment with one of their contractors. We got our gas conversion but had issues with installation. Thankfully, Power Up kept on the case every step of the way.

Things I had done

At my assessment they informed me that I had a gas leak coming from my stove! After I remedied that, I had insulation blown in the basement, as well as caulked around all the windows, and converted to a new gas heating system.



Merlin Brown (shown seated) with her daughter, Naomi Johnson

How the money works

I'm saving about \$270 a month on energy costs, but thanks to the rebates, I'm only paying about \$190 a month in loan payments for the next six years to cover the remaining costs. I'm literally pocketing money and still paying with what I'm saving on my energy bills! Once the loan is paid off, I pocket all of the savings.

The best part

I had someone helping me and representing my best interests every step of the way. The Organizers knew my specific case and made sure Power Up was my main contact for everything.

My two cents

My voice was heard on the issues important to me and my home.

We are here to help make energy efficiency happen in your community. Get in touch!

Call (516) 541-1006 x 14, or go to www.PowerUpCommunities.com


POWER UP
COMMUNITIES

We're Power Up Communities, a constituency-based organization, making it easier for homeowners, renters, landlords, not-for-profits and small businesses to participate in energy efficiency programs offered by the New York State Energy Research and Development Authority (NYSERDA). In addition to cutting waste and saving people money, these programs spark job and business opportunities—right here in our neighborhoods. We'll help you take the first step.

An independent contractor of
nysesda
Energy. Innovation. Solutions.

Highlights success stories in their neighborhoods.

Focuses on comfort and savings which have been the major drivers on Long Island.

CBOs in your community



Thank You