

NY Energy Advisor

This document outlines approved talking points for NYSERDA's NY Energy Advisor website. This document is not meant to be public-facing (rather it is designed to help support conversations and outreach to potential participants and community organizations, as well as legislators, community influencers and other stakeholders who may be able to facilitate participation and conduct outreach and awareness efforts to benefit potential participants within their community). These talking points are intended to be customizable and can be leveraged directly or tailored as needed in communication.

What is NY Energy Advisor?

NY Energy Advisor is a simple online tool that offers one-stop shopping for income-eligible New Yorkers and owners of affordable housing who are looking to save energy and money. All you need to do is answer a few simple questions, and we'll connect you with a custom list of energy-saving offers in New York State you may be eligible for. NY Energy Advisor, in partnership with New York State Research & Development Authority (NYSERDA) and New York State Utilities, offers easy-to-understand options, reduced energy costs, and increased comfort.

General Audience Talking Points

<u>Primary Message:</u> In a world of uncertainty, New York is helping to make energy savings a sure thing.	
You shouldn't have to sacrifice your family's comfort to manage paying for energy.	Energy costs are rising, and many New Yorkers are feeling the effects and looking for ways to save. This is particularly true for the almost half of the households in New York State (3.5 million) that can be characterized as low-to-moderate income (LMI).
	The low-to-moderate population represents a diverse group of New Yorkers, many of whom may be unaware they are eligible to receive Federal, State, and utility assistance. Find out if you qualify.
	Low-to-moderate income households often pay more in utility costs due to less efficient, drafty homes that use more energy. If you find yourself sometimes sacrificing comfort at home to keep the costs of utility bills down, you're not alone. Help is available to lessen the burden of monthly expenses while improving comfort.

	<p>There are federal, State, and utility-sponsored resources that help low-to-moderate income residents secure energy assistance, but the many options can often feel overwhelming and difficult to access.</p>
	<p>Working together, the New York State Energy Research and Development Authority (NYSERDA) and New York State Utilities have partnered to build NY Energy Advisor, an easy-to-use online tool to help income-eligible New Yorkers and owners of affordable housing find low- to no-cost energy-saving offerings and upgrades, all in one place.</p>
	<p>NY Energy Advisor increases access to energy-saving resources for all New Yorkers, helping to make monthly energy costs more affordable, living spaces more energy efficient, and families more comfortable.</p>
<p>Energy savings made easy.</p>	<p>By consolidating of the offers available from both State and utility programs & resources, and then creating a custom list unique to you, NY Energy Advisor offers easy-to-understand options, reduced energy costs, and increased comfort without the hassle of navigating through multiple websites or wading through complicated forms.</p>
	<p>Whether you own or rent your home, getting started is as easy as answering a few simple questions about your home or property, utility provider, income, and location.</p>
	<p>The tool generates a customized list of low-cost or no-cost offers unique to each individual, and can vary from budget billing that spreads bill payments evenly over 12 months, to home energy assessments, heating assistance, or opportunities to enroll with a qualified local solar farm that allows individuals to save up to \$180 annually on their electric bills.</p>
	<p>To make the savings process even easier, individuals that qualify for energy saving programs can access more program information and apply from the NY Energy Advisor website.</p>
<p>Find resources beyond energy savings.</p>	<p>In addition to energy saving resources, NY Energy Advisor also provides information on other federal and State programs and services available to help income-eligible families and individuals, such as additional assistance programs and tax credits.</p>

Audience-Specific Talking Points

<p>Families with Children</p>	<p>NY Energy Advisor offers consolidated, comprehensive resources, guidance, and assistance in an easy-to-navigate format, helping to ensure that New Yorker families do not have to sacrifice comfort at home to make ends meet.</p>
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	Every family is different. By answering a few simple questions, NY Energy Advisor creates a custom list of no-cost or low-cost energy savings opportunities tailored to your family's unique circumstances.
Seniors	NY Energy Advisor makes it easy for New Yorkers on a fixed income to access resources that help you stay comfortable and lower your monthly energy bills.
	Sifting through multiple websites to try and find cost-savings can be time-consuming, confusing, and overwhelming. NY Energy Advisor takes the hassle away by keeping everything you need in one easy-to-navigate website.
Recently Unemployed	If you're out of work and struggling to make ends meet, NY Energy Advisor can help take the worry of affording monthly energy costs off your plate, offering customized low-cost or no-cost energy saving solutions in one easy-to-navigate place.
English as a Second Language	All New Yorkers deserve easily accessible energy saving resources. NY Energy Advisor is the one-stop shop for lower energy bills and increased comfort.
	In addition to being easy to navigate and comprehensive, NY Energy Advisor's translator tool also pre-translates relevant URLs into the State's most-spoken non-English languages—Spanish, Mandarin, and Russian.