

# Green Jobs – Green New York

## Outreach & Marketing Program Status

GJGNY Advisory Group Meeting  
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# GJGNY Outreach Activities

1. CBO Activity
2. Systems
  1. SharePoint Site
  2. CRIS
3. Webinars
4. Marketing Materials
5. Workforce Activities
6. Aggregation Status

# CBO Activity

Status reports began in January. To date:

Energy Efficiency Outreach	Leads*	Audits	Retrofits
Residential	4,794	61	2
Small Business/NFP	27	0	0
Multifamily	1	0	0

Note:

- 4 CBOs not yet reporting
- Activity startup staggered since 1/1/12

Workforce Outreach	Referrals	Training	Employment
	365	92	12

\* The generation of consumer interest or inquiry into GJGNY programs and services

# CBO Outreach Activities

- Final CBO Strategic plans developed
- Conducting many community and regional events
- Developing key partnerships
- Canvassing constituents (door to door campaigns)
- Referral program development
- GIS map development for targeting participants
- Coordination with DOE BetterBuildings effort in Schenectady, Rensselaer, Central and Penfield
  - Residential
  - Small Business
- CBO Website content/framework
- Media Outreach (YNN interview, press releases to coincide with launches, radio ads, print articles and editorial pieces)
- Facebook, Twitter and blogs

# Example: CBO Blogs



In January, People United for Sustainable Housing (PUSH Buffalo) launched its new energy efficiency program, PUSH Green. The program, funded by PUSH Buffalo and New York State Energy Research and Development Authority (NYSERDA), is part of a statewide effort to create local jobs and help homeowners, like you, reduce your energy usage through Green Jobs – Green New York financing.

PUSH Green provides Erie County residents access to free or reduced-cost comprehensive home assessments, energy efficiency upgrades, low-cost financing, and workforce opportunities. “There are a lot of myths out there regarding energy efficiency and what it takes to get your home retrofitted,” said Kate Howard, PUSH Green program manager. “Everyone knows what it feels like to have a drafty room or be shocked by a high energy bill.”



<http://blog.timesunion.com/realestate/energy-efficiency-at-home/11361/>

I’ve lived in my home for almost 20 years and thought I knew my house inside and out....until I had a home assessment done. I was amazed at how much I learned about where I was losing heat through gaps and cracks in unexpected places. As a result, my house is less drafty, my utility bills are lower and I can walk comfortably on my kitchen floor without feeling cold spots. For help evaluating your options, contact the folks at the Affordable Housing Partnership: <http://www.ahphome.org>. AHP staff help homeowners apply for the free assessment and navigate the process. They’ll answer questions about financing options and incentives to pay for the work. The first step is signing up for the home assessment.

# SharePoint Site

- Critical Implementation tool
- Example of content and activities:
  - Organize all materials into group folders
  - House documents, templates (screening tools), Outreach presentation materials (PowerPoint), FAQ's, etc
  - Upload monthly reports, excel spreadsheet of leads
  - Download marketing material and other program materials
  - Post calendar notices (events, meetings)
  - Training audios and Training PowerPoints (refresher, new staff)
  - Press releases (for standard language)
  - Real-time discussion board
    - Changes to programs (on-bill recovery, eligible measures)
    - What's working, best practices, etc.
  - Other – conference/training notifications, articles,

# CRIS

## Developed:

- Non-disclosure agreements with CBOs
- Users guide/How-To
- Training – webinar in January. Presentation housed on SharePoint for follow-up
- Procedures

# Webinars with CBOs

## CBO NYSERDA Marketing – 1/17/12

- Introduction to NYSERDA's online ordering tool
- Adding events to NYSERDA's calendar
- Requesting NYSERDA staff at events

## Administration and Contract Reporting – 1/19/12

- Monthly reporting using SharePoint
- NYSERDA's narrative requirements
- Monthly invoicing

## CRIS Introduction and Training – 1/20/12

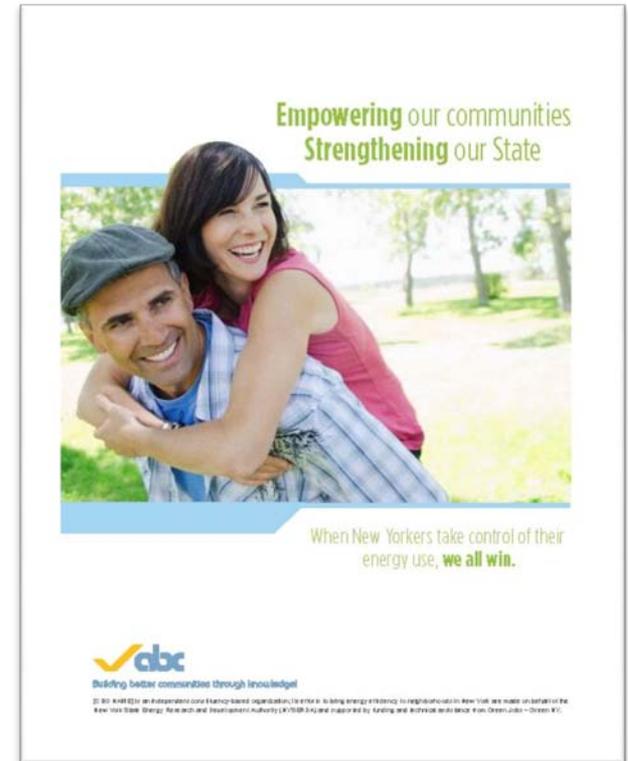
- Tracking residential customers
- Matching leads with NYSERDA's system and SharePoint

## Solar Thermal and Renewable energy – 2/16/12

- Introduction to PON 2149 – Solar thermal Incentive Program
- Qualifications to be a NYSERDA ST Installer
- Customer incentives and guidelines

# 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



# Upcoming Marketing

- NYSERDA website enhancements – CBO Outreach effort
- CBO sitelet with backend lead capture capability
- Small Business/NFP kit – information regarding On Bill Recovery, case studies, Program information

# Workforce Activities

Coordination with DOL on One Stop Operating System (OSOS) access for CBOs

Downstate CBO focusing on Asian American market will:

- Work with Taitem Engineering (provides partner training in the Multifamily program) to translate their version of the Materials Procurement Training. English version in April, after which CBO can solidify the translation strategy and quality assurance plan.
- Working to identify a content provider for Building Operations Training.

# RFP2327

## Contracting with CBOs selected from RFP232

- Northwest Bronx Community and Clergy Coalition
- Civic Association Serving Harlem
- Make the Road New York
- Neighborhood Housing Services of Jamaica, Inc
- Pathstone (contract modification)

# Aggregation

## Update On Planning Activities:

- Addendum to NYSERDA's HPwES Participation agreement developed to establish terms of participation for Aggregation.
- December 2011 NYSERDA delivers draft documents to six CBOs proposing aggregation activities in the 1-4 family sector
- Draft documents utilized content from CBO response to RFP 2038

# Aggregation Addendum

## Key Features

- Contractor Eligibility
- Community Benefit Standards
- Community Scale Pricing
- Workforce Development & Training
- Enhanced Project Timelines, Modeling and Quality Assurance
- Reporting Protocols
- Job Assignment Protocol

# Timeline To Launch

- Phased launch, region by region
- PUSH, PPEF-Central and LIPC launching in April
- El Puente, NHS-Staten Island, RUPCO, BOEDC in development
- Additional “2327” CBO pilots being considered by Make The Road NY and NHS-Jamaica