



NYSERDA

Low Income Forum on Energy- LIFE

Innovative Approach to Customer Outreach by

Hugo Jule

Bilingual Outreach Coordinator GJGNY



May 26th, 2016

Home Performance with ENERGY STAR®

Introduction

Why am I here today?

To address two challenges in the energy industry:

- 1. Effective delivery of program information**
- 2. Getting customers to act based on information delivered**



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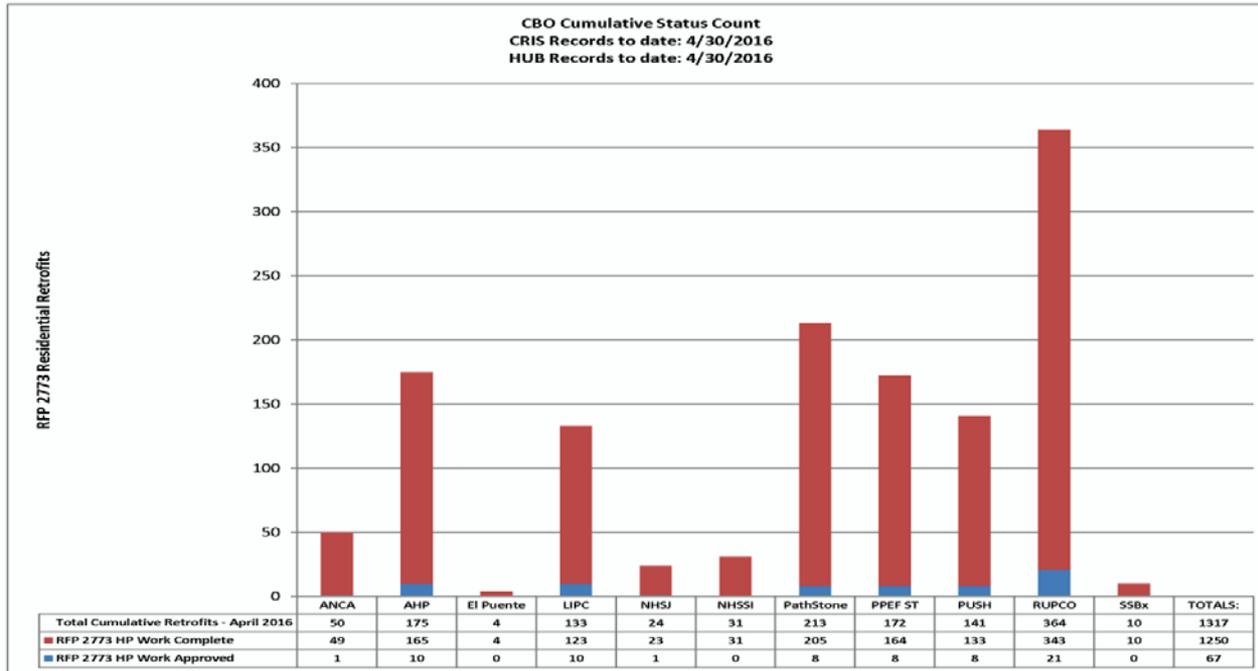
About CBO RUPCO



- Non-profit Independent contractor to NYSERDA
- Conduct outreach to 10 counties in Mid Hudson Region
- Best Performing CBO (Community Based Organizer) in NY



About CBO RUPCO



RUPCO

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About Hugo Jule

- Born in El Salvador
- Engineering background: automotive, mechanical, electrical, solar PV & ST
- Hispanic outreach
- Loves the outdoors



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Agenda

1. **Historic perspective on energy, immigration and home ownership**
2. **Energy consumption present time**
3. **Hispanic Demographics and economic impact**
4. **Bilingual Outreach best practices**
5. **Moving forward, what's next?**



History perspective on energy, immigration and Home ownership



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Heating Systems in the 1400s???



- How did our ancestors survive without electricity, A/C, heating systems or hot water?

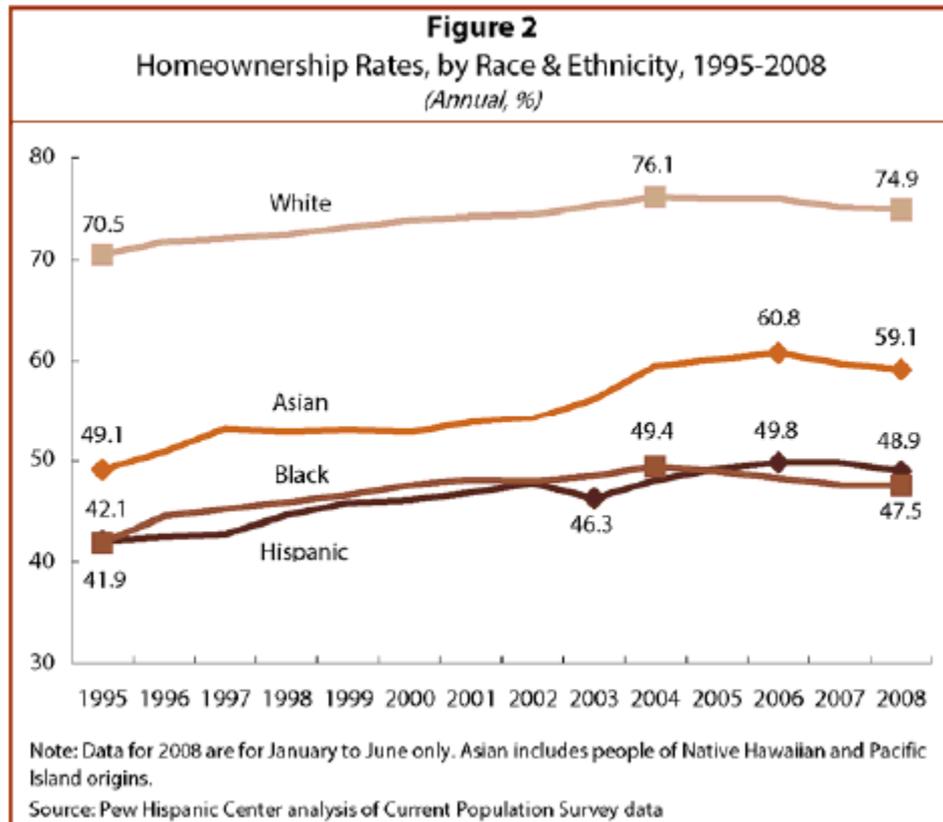


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First Modern Immigration Wave: 1609-1775



Home Ownership by Race/Ethnicity 1995-2008



Home Ownership by Race/Ethnicity 1995-2008

Home Ownership

Latino homeownership rate peaked at 49.8% in 2006, compared with 42.1% in 1995. It was unchanged in 2007 and fell to 48.9% in 2008.

Loans

The median amount borrowed by Hispanic home buyers in 2007 was \$197,000, somewhat higher than for blacks (\$168,000) and whites (\$180,000). When compared with others with similar incomes, blacks also borrow more than whites.



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Energy Consumption Today



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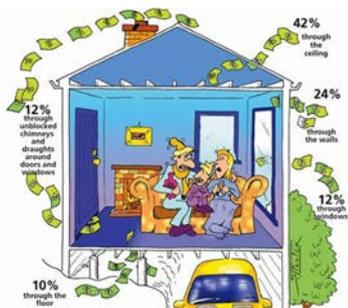


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How energy is consumed in NY homes

Heating



56%

Lighting, electronics, apps.



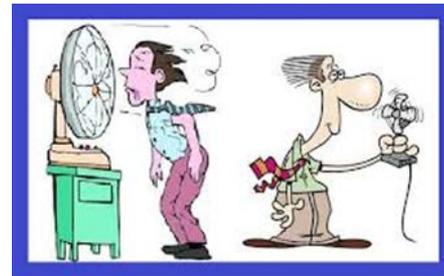
26%

Water heating



17%

Air conditioning

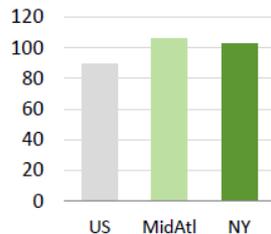


1%

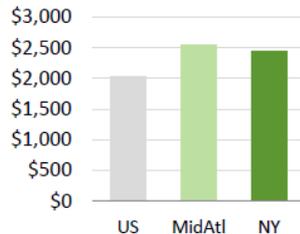
Energy Consumption by EIA

ALL ENERGY average per household (excl. transportation)

Site Consumption
million Btu

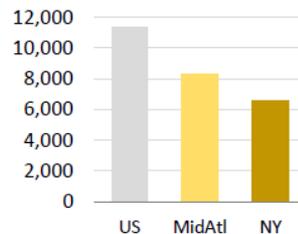


Expenditures
dollars

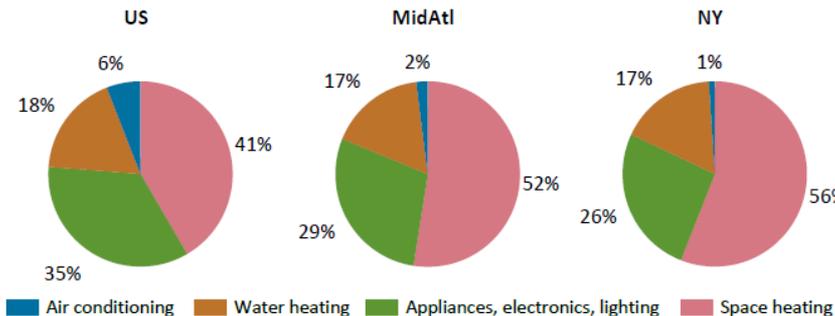
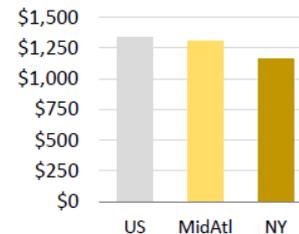


ELECTRICITY ONLY average per household

Site Consumption
kilowatthours



Expenditures
dollars



CONSUMPTION BY END USE

Since the weather in New York is cooler than most other areas of the United States, space heating (56%) makes up a greater portion of energy use in homes compared to the U.S. average, and air conditioning makes up only 1% of energy use.

Hispanic Demographics and Economic Impact



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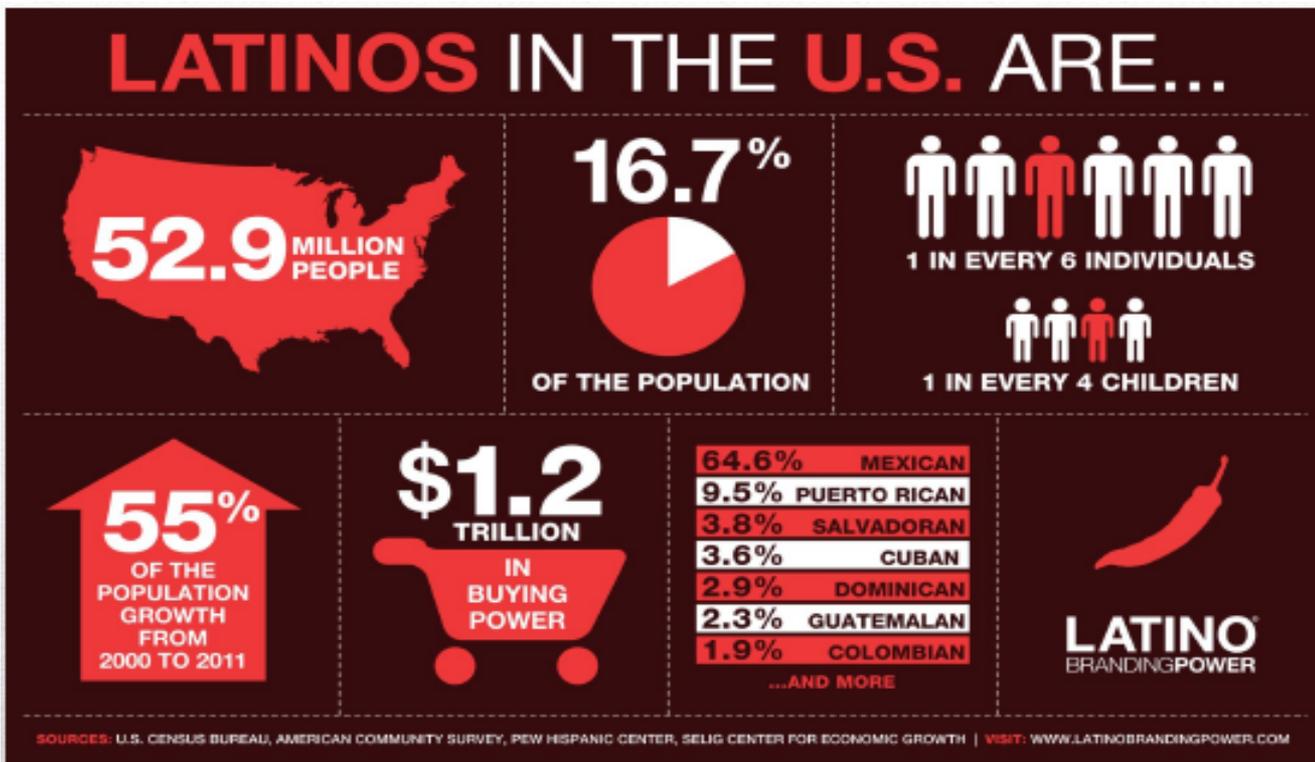
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Demographics



Demographics in NY

- Hispanic Population **3,497,000**
- Percent of State Population **18%**
- Native-born Hispanics **62%**
- Language other than English spoken at home **79%**
- As Percent of All K-12 Students **22%**
- Hispanic births **24%**

Source: Pew Hispanic Center. Demographic Profile of Hispanics in New York, 2011 and Mariel Fiori La Voz

Economic Impact

- New York's immigrants are responsible for **\$229 billion** in economic **output**.
- The 2012 **purchasing power of New York's Latinos totaled \$85.2 billion**—an increase of 258% since 1990.
- **Latino-owned businesses** had sales and receipts of **\$18.2 billion** and **employed 86,329 people** in 2007

Source: Immigration Policy Center and Mariel Fiori

Best Practices for Latino Outreach



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Basic considerations

Key concepts:

- Is there Hispanic/Latino staff in your company?
- Is your communication strategy inclusive?
- Include all demographics as potential customers!



Strategies at RUPCO

- Three Spanish speaking staff
- Promote “Se Habla Español” on all printed materials
- Maintain translated documents
- Partnerships in the community



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Partnerships

La Voz magazine

Cultura y noticias hispanas del Valle de Hudson

<http://lavoze.bard.edu/>

Photo credit: Jorge Salazar



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Partnerships

<p>ENTRE FAMILIA Tiba Araujo. Psicóloga, Consejera.</p> <p>Servicios:</p> <ul style="list-style-type: none"> • Consejería de familia • Apoyo para padres y parejas • Apoyo y defensoría de niños con discapacidades <p>Los mejores servicios a domicilio en español a muy bajos costos</p> <p>Tel: 267-909-5586 Email: tiba_araujo@hotmail.com</p>		 <p>Servicios asequibles de diseño, impresión y correo</p> <p>ColorPage marketing and publishing</p> <p>71 TENBROECK AVENUE, KINGSTON, NY (845) 331-7581 • www.ColorPageOnline.com</p>
<p>info@pilarroca.com</p> <p>Pilar Roca Graphic Design</p> <p>Logos Posters Brochures Tarjetas de Visita Ilustración Web design</p>		<p>RUPCO</p> <p>¡Ahorra dinero y energía en tu hogar! ¡Nosotros podemos ayudarte!</p> <p>Hugo Jule Coordinador de energía Tel: 845-331-2140 ext. 260 hule@rupco.org</p> <p>nyserda Energy Innovation Solutions</p> <p>www.rupco.org</p>
<p>El banco que escucha <i>Más Cerca de Usted.</i></p> <p>"Espero trabajar con la comunidad hispanohablante porque sé que tenemos mucho para ofrecernos." —Brittany Schatzel Supervisora de Representante de Servicio al Cliente</p> <p>EL BANCO RONDOUT SAVINGS OFRECE:</p> <ul style="list-style-type: none"> • Cuentas corriente/cheque • Cuentas de ahorro • Préstamos • Hipotecas <p>Premiado por 25 años de Excelencia 5-Estrellas Solo el 2.2% de los bancos califican para "Best of Breed"</p> <p>RONDOUT SAVINGS BANK Member FDIC</p> <p>300 Broadway, Kingston 138 Schenck Drive, Kingston 1200 Ulster Avenue, Kingston Hurley Ridge Plaza, West Hurley 4209 Albany Post Rd., Hyde Park (845) 331-0073 www.RondoutBank.com</p>		<p>RUPCO</p> <p>Podemos ayudarle a comprar su primera casa</p> <p>Homeownership The NeighborWorks® Way Equal Housing Opportunity</p> <p>Francisco Castellanos Consejera Certificada de Viviendas Tel: 845-331-9860 ext. 236 castellanos@rupco.org</p> <p>www.rupco.org</p>

Work with them by:

- Advertising
- Writing articles
- Social media
- Attend events



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Partnerships

Mano a Mano Ulster

“a coalition with a mission to serve the Spanish speaking community of Ulster County by providing a structure where agencies, individuals, businesses, and organizations work collaboratively to network, support, and foster a diverse community”



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Partnerships



CSI (EDGE) program and SBDC providing support for Latino owned small businesses



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Partnerships



Spanish Speaking Entrepreneur Seminars held in Ellenville in 2014 and Kingston 2015



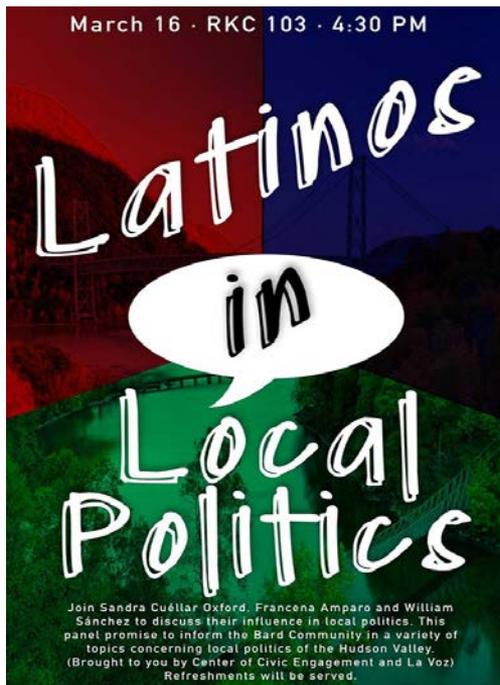
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Tips and techniques

- Follow up via texting in Spanish
- Have customer take pictures of applications
- Help contractor with translations
- Be Empower, AHP and EFS proficient
- Work with First Time Home Buyers clubs



More innovative ideas



And coming this Fall: *“Latinos in STEM”*
A panel of Latino professionals working with Science, Technology, Engineering and Manufacturing
Sponsored by RUPCO and La Voz (Bard College)



What's next?



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NYS Program Changes

- Combining Empower and AHP
- REV and Utility energy programs
- Everything on the LIFE conference



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Final Thoughts



We're all in this together!



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QUESTIONS? Preguntas?

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