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
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

CBO Cumulative Status Count
CRIS Records to date: 4/30/2016
HUB Records to date: 4/30/2016

<table>
<thead>
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<th>ANCA</th>
<th>AHP</th>
<th>El Puente</th>
<th>LPC</th>
<th>NHSI</th>
<th>NHSSi</th>
<th>PathStone</th>
<th>PPEF ST</th>
<th>PUSH</th>
<th>RUPCO</th>
<th>SSDx</th>
<th>TOTALS</th>
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About Hugo Jule

• Born in El Salvador
• Engineering background: automotive, mechanical, electrical, solar PV & ST
• Hispanic outreach
• Loves the outdoors
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
Heating Systems in the 1400s???

- How did our ancestors survive without electricity, A/C, heating systems or hot water?
First Modern Immigration Wave: 1609-1775
Home Ownership by Race/Ethnicity 1995-2008

Figure 2
Homeownership Rates, by Race & Ethnicity, 1995-2008
(Annual, %)

Note: Data for 2008 are for January to June only. Asian includes people of Native Hawaiian and Pacific Island origins.
Source: Pew Hispanic Center analysis of Current Population Survey data
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.
Energy Consumption Today

2016 Statewide Conference
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)

<table>
<thead>
<tr>
<th>Site Consumption (million Btu)</th>
<th>Expenditures (dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>MidAtl</td>
</tr>
<tr>
<td>120</td>
<td>$3,000</td>
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<tr>
<td>100</td>
<td>$2,500</td>
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</table>

ELECTRICITY ONLY average per household

<table>
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<tr>
<th>Site Consumption (kilowatthours)</th>
<th>Expenditures (dollars)</th>
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</thead>
<tbody>
<tr>
<td>US</td>
<td>MidAtl</td>
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<td>$250</td>
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<tr>
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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
Demographics

LATINOS IN THE U.S. ARE...

52.9 MILLION PEOPLE

16.7% OF THE POPULATION
1 IN EVERY 6 INDIVIDUALS
1 IN EVERY 4 CHILDREN

55% OF THE POPULATION GROWTH FROM 2000 TO 2011

$1.2 TRILLION IN BUYING POWER

64.6% MEXICAN
9.5% PUERTO RICAN
3.8% SALVADORAN
3.6% CUBAN
2.9% DOMINICAN
2.3% GUATEMALAN
1.9% COLOMBIAN
...AND MORE
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

2016 Statewide Conference
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
Partnerships

La Voz
Cultura y noticias hispanas del Valle de Hudson

http://lavoz.bard.edu/
Partnerships

Work with them by:

• Advertising
• Writing articles
• Social media
• Attend events
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”
Partnerships

CSI (EDGE) program and SBDC providing support for Latino owned small businesses
Spanish Speaking Entrepreneur Seminars held in Ellenville in 2014 and Kingston 2015
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?
NYS Program Changes

• Combining Empower and AHP
• REV and Utility energy programs
• Everything on the LIFE conference
Final Thoughts

We’re all in this together!
QUESTIONS? Preguntas?

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