

# Low Income Forum on Energy

Beautiful Hudson Valley – Kingston, N.Y.

May 19, 2015



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# Big Thank you to NYSERDA



- And special thanks to Sue Montgomery and Mishel Filisha for their work orchestrating the LIFE meetings



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# About Green Jobs Green New York

- Legislation signed into law in 2009
- Funded by RGGI and SBC
- Access to energy assessments, installation services, financing, green training
- Key source for CBOs



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# About RUPCO



Mission: To create homes, support people and improve communities



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# About Hugo Jule

- Born in El Salvador
- Technical background:  
automotive, mechanical,  
electrical, solar, BPI
- Hispanic outreach
- Loves the outdoors



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# Agenda

- American History: Heating systems and environmental impacts
- Present time: energy use in NYS and engineered solutions
- Demographics and Economy
- Hispanic Outreach, best practices
- Moving forward; CBO, LMI, REV



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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



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# Heating Systems?



- Technology is good
- Simplicity is better
- Energy Efficiency is best



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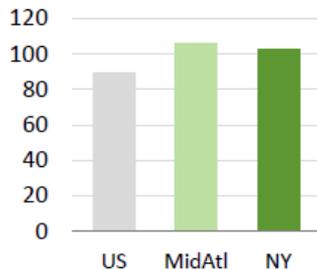
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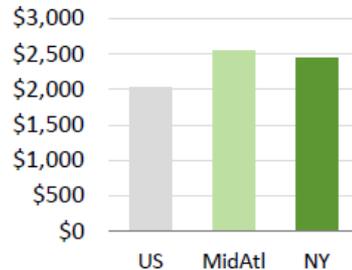
# Energy Information Admin (EIA)

**ALL ENERGY** average per household (excl. transportation)

**Site Consumption**  
million Btu

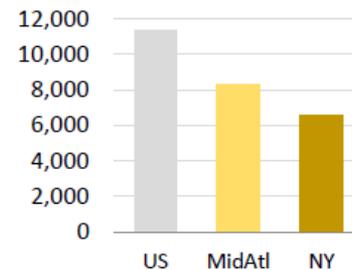


**Expenditures**  
dollars

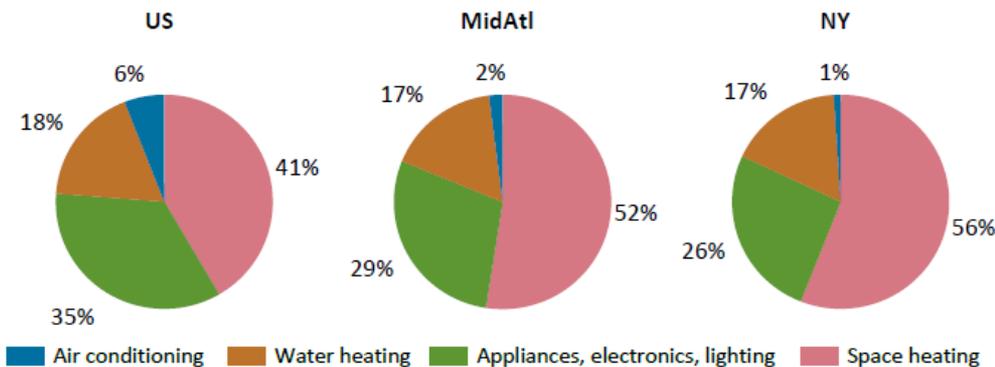
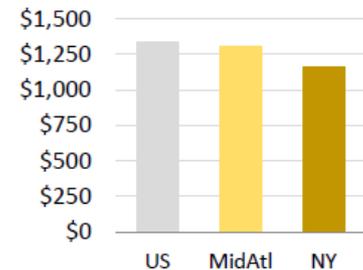


**ELECTRICITY ONLY** average per household

**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.



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# Solution: Net Zero Homes!

- Building Envelope minimizes air leakage=heat loss=money loss
- Some create a surplus of energy and get a credit thanks to PV
- Not practical for everyone
- **Next best thing: Home Performance with ENERGY STAR®**



New Paltz Green Acres



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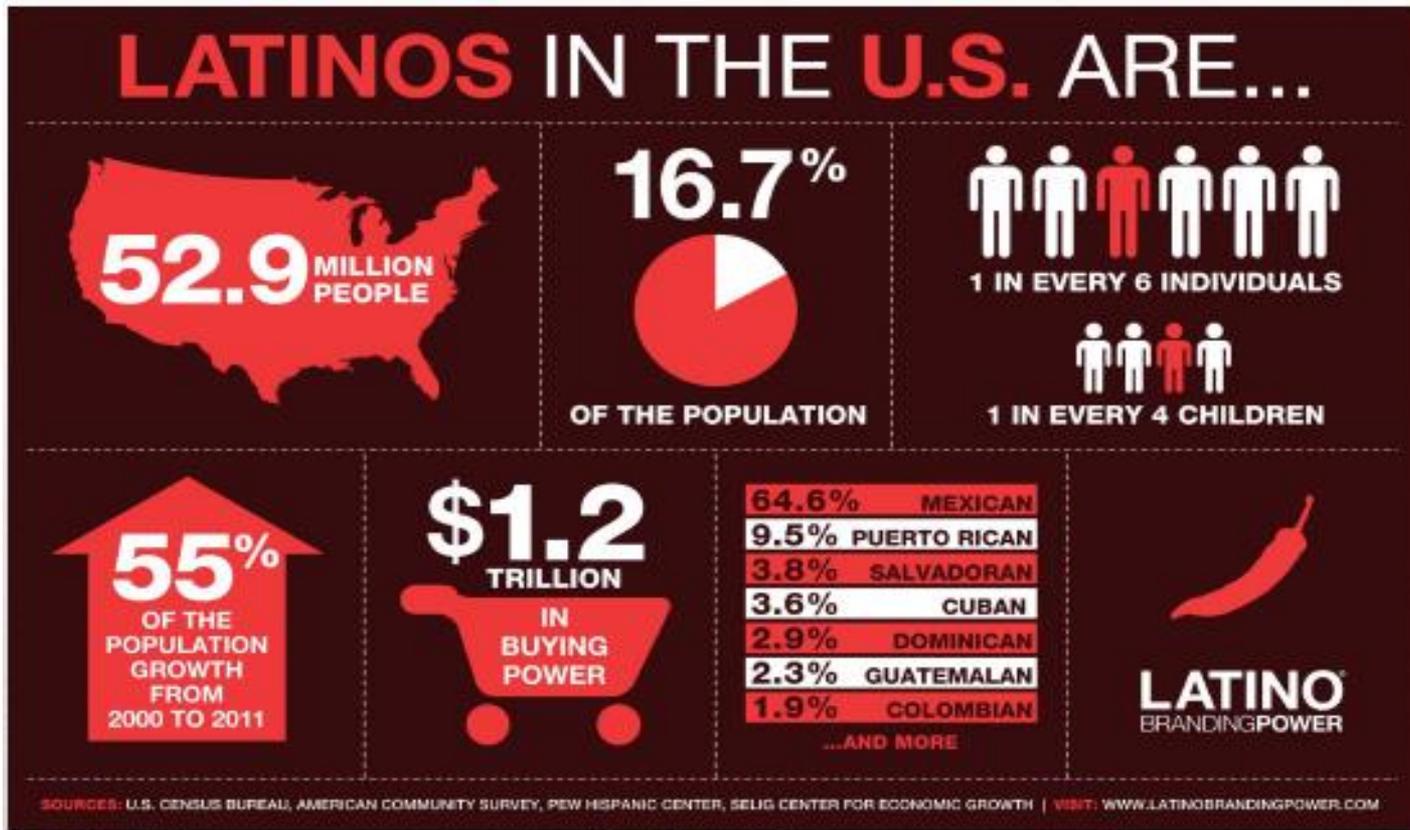


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# Demographics



Thanks to Mariel Fiori of La Voz for sharing her slides



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# Demographics New York State!

- 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%**
- Media age **30 years old** (the youngest group)

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



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# 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



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# Hispanic Outreach!

## RUPCO GJGNY

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



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# Hispanic Outreach-Partners!

**La Voz** magazine

Cultura y noticias hispanas del Valle de Hudson

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

Photo credits: Felipe Serrano

La Voz Celebrando la vida



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# Hispanic Outreach-Partners!

- **La Voz – Bard College**

“is a Spanish-language magazine, distributed monthly throughout New York’s Dutchess, Ulster, Orange, and Columbia counties, which elevates the discourse and news coverage available to the Spanish-speaking population of the Hudson Valley. It reaches nearly 20 thousand Spanish speaking readers”



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# Hispanic Outreach-Partners!

How RUPCO works with La Voz:

- Printed ad with bi-lingual coordinator
- Write articles to be published
- Collaborate with campaigns: Solarize Kingston



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# Hispanic Outreach-Partners!

## 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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# Hispanic Outreach-Partners!

How RUPCO works with Mano a Mano:

- Participate in monthly meetings, sometimes held at Latino businesses (Pupuserias)
- Discuss what works, what doesn't and try something new! Metrics, results, Survey
- Participate in events and support others



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# Hispanic Outreach-Partners!



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# Business Support



- RUPCO- Courtney Strong (EDGE) part of the “Spanish Speaking Entrepreneurs Seminar”



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# Business Support



Business forum held at Gaby's Cafe in Ellenville,  
Fall of 2014 Ulster County Executive Mike Hein



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# Business Support



Business Forum at “Just for You” in Kingston, NY  
Spring, 2015



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# Moving Forward-CBOs, LMI, REV

- CBO Network
- LMI Working Group
- Reforming the Energy Vision (REV)



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# Moving Forward- CBOs

- CBO's: Constituency Based Organizations throughout NY tasked with promoting GJGNY and the Home Performance with ENERGY STAR® program
- CBO Network and the Working Group



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# Moving Forward- LMI Working Group

- “Will recommend standards and criteria to increase participation of and issuance of loans to LMI households statewide for energy efficiency and renewable energy services under Green Jobs Green New York”



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# Moving Forward- LMI Working Group

- Barriers to participation:
  - Tier 2 underwriting criteria (standards)
  - Identifying and reaching LMI households
  - Lack of confidence in estimated savings
  - Lack of familiarity with contractors



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# Final Thoughts



**We're all in this together!**



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# Questions/Answers



**Give us call- We're here to help!**

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