

# Green Jobs – Green New York

## Outreach & Marketing Program Status

GJGNY Advisory Group Meeting  
December 6, 2011

# GJGNY Outreach Activities

1. CBO Training
2. SharePoint Site Development
3. Programmatic Coordination
  - Access to NYSERDA databases
  - Aggregation Pilot preparation
4. Templates and Tools

# CBO Training

- Two, 2-day training sessions
  - November 30 and December 1 – Upstate
  - December 12 and 13 – Downstate
- Presentations by
  - Program staff
  - Training and Implementation Contractor (CSG)
  - CBOs
  - EFS – Financing
  - Marketing Contractor (Brand Cool)
  - Others - Consumer Advocate, NYSDPS UnWaste Program
- SharePoint walkthrough
- Distribution of manuals, tools, contact lists

# CBO Training - Agenda

- CBO Roles and Responsibilities
- GJGNY Programs Components
  - Home Performance with ENERGY STAR® and Assisted HPwES
  - EmPower Program
  - Small Commercial/NFP
  - NYSERDA's Multifamily Performance Program
  - Workforce Development
  - Financing Components
- Paperwork for Outreach
  - GJGNY Audit Application
  - NYSERDA Residential Loan Information

# Agenda continued....

- Prescreening Tools (need for energy efficiency work and willingness and ability to finance retrofits )
  - Home Performance Audits
  - Customer Financial Prescreening
- CBO Point of View – outreach strategies, target populations, partners
- Market Research Overview
- Marketing Materials for the CBOs
- Program policies and performance standards
  - Attribution Guidelines
  - NYSERDA Social Media policy

# SharePoint Site

- The SharePoint site will become a critical tool for the implementation of the GJGNY Outreach Program.
- CBOs will use SharePoint to:
  - access documents
  - download program information and materials
  - Upload leads for match with NYSERDA's system – supports performance payment
  - Upload monthly reports
  - Calendar
  - Links (CBO sites, NYSERDA links, EFS, etc)
  - Directory of Contacts
  - converse with NYSERDA and other CBOs
    - about the program and its deployment
    - What's working
    - Best practices

# SharePoint Home Page

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Energy. Innovation. Solutions.

GREEN JOBS  
green  
ny

GJGNY - CBO

CBO Outreach

Home | Announcements | CBO Events | GJGNY Calendar | Document Library | Submissions | Discussion Board | Links

Search this site...

### Green Jobs — Green New York Program Outreach Regions

Start Time	Title	Location
11/17/2011 11:30 AM	Desic Building Science Webinar	<a href="https://www2.gotomeeting.com/register/467194242">https://www2.gotomeeting.com/register/467194242</a>
11/30/2011 8:00 AM	GJGNY Outreach Program Training - Lpstate CEOs	Holiday Inn - 205 Wolf Road Albany, NY 12205
12/12/2011 8:00 AM	GJGNY Outreach Program Training - NYC CEOs	Pratt Center for Community Development - 114 West 14th Street, NYC

+ Add new event

### Announcements

- Referrals
- Residential Referrals
- Multifamily Referrals
- Comm/NfF/Gov't Referrals
- Workforce Referrals
- Energy Efficiency Audits/Retrofits
- Residential Audits/Retrofits
- Multifamily Audits/Retrofits
- Comm/NfF/Gov't Audits/Retrofits
- Workforce Training/Employment
- Workforce Training/Employment

# SharePoint Document Library

The screenshot displays a SharePoint Document Library for GJGNY - CBO. The browser address bar shows the URL: <http://gjgny-cbo.org/Document%20Library/Forms/AllItems.aspx>. The page features a navigation menu with options: Home, Announcements, CBO Events, GJGNY Calendar, Document Library (selected), Submissions, Discussion Board, and Links. A search bar is located on the right side of the navigation menu.

The main content area displays a list of document folders, organized into three categories:

- Referrals**
  - Residential Referrals
  - Multifamily Referrals
  - Comm/Nfp/Gov't Referrals
  - Workforce Referrals
- Energy Efficiency Audits/Retrofits**
  - Residential Audits/Retrofits
  - Multifamily Audits/Retrofits
  - Comm/Nfp/Gov't Audits/Retrofits
- Workforce Training/Employment**
  - Workforce Training/Employment
  - Workforce Training/Employment

The document list table has the following columns: Type, Name, and a search bar. The items listed are:

Type	Name
Folder	Aggregation
Folder	Announcements
Folder	Articles and Publications
Folder	Best Practices
Folder	CBO Programs
Folder	CBO Support
Folder	Evaluation
Folder	Events
Folder	Logos
Folder	Marketing
Folder	Meetings and Conference Calls
Folder	Outreach Program Procedures
Folder	Photos
Folder	Press Releases
Folder	Program Materials
Folder	Questions and Feedback

# SharePoint – CBO leads

Residential Referrals - New Item

375596-WEB1/test/cbo

Site Actions | Browse | Items | List

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CBO Outreach

Home | Announcements | CBO Events | GJ

Referrals

- Residential Referrals
- Multifamily Referrals
- Comm/Nfp/Gov't Referrals
- Workforce Referrals

Energy Efficiency Audits/Retrofits

Residential Audits/Retrofits

Multifamily Audits/Retrofits

Comm/Nfp/Gov't Audits/Retrofits

Workforce Training/Employment

Workforce Training/Employment

Last Name

Flanders NEW

Simpson

+ Add new item

Commit | Clipboard | Actions

Save | Cancel | Paste | Copy | Attach File

Last Name \*

First Name

Full Name

E-mail Address

Company

Job Title

Business Phone

Home Phone

Mobile Number

Fax Number

Address

Building Address 1 \*

Building Address 2

Mailing Address 1

Mailing Address 2

City

State/Province

This field is REQUIRED. If the referral was imported from Microsoft Outlook, you must re-enter the address here.

Search this site...

Aggregation Pilot Candidate

No

Yes

# Programmatic Coordination

- Matching CBO leads with audits, retrofits and workforce activity
  - CHRIS access for CBOs
  - MPP – leads to NYSERDA program staff
  - Workforce
- Aggregation Pilot
  - Participating Contractor Addendum

# Templates and Tools

Developed:

1. Common CBO Reporting Template
2. Common CBO Invoice
3. Screening tools

# GJGNY Marketing

## 1. General GJGNY Marketing Elements

- Collateral - Contractor Recruitment, Financing Fact Sheets, Homeowner Case Studies
- Contractor related – direct mail, Becoming a BPI-Contractor brochure
- Print Ad
- Small Business email (for use by SB auditing contractor)

## 2. CBO Foundational Tools – initial set of tools

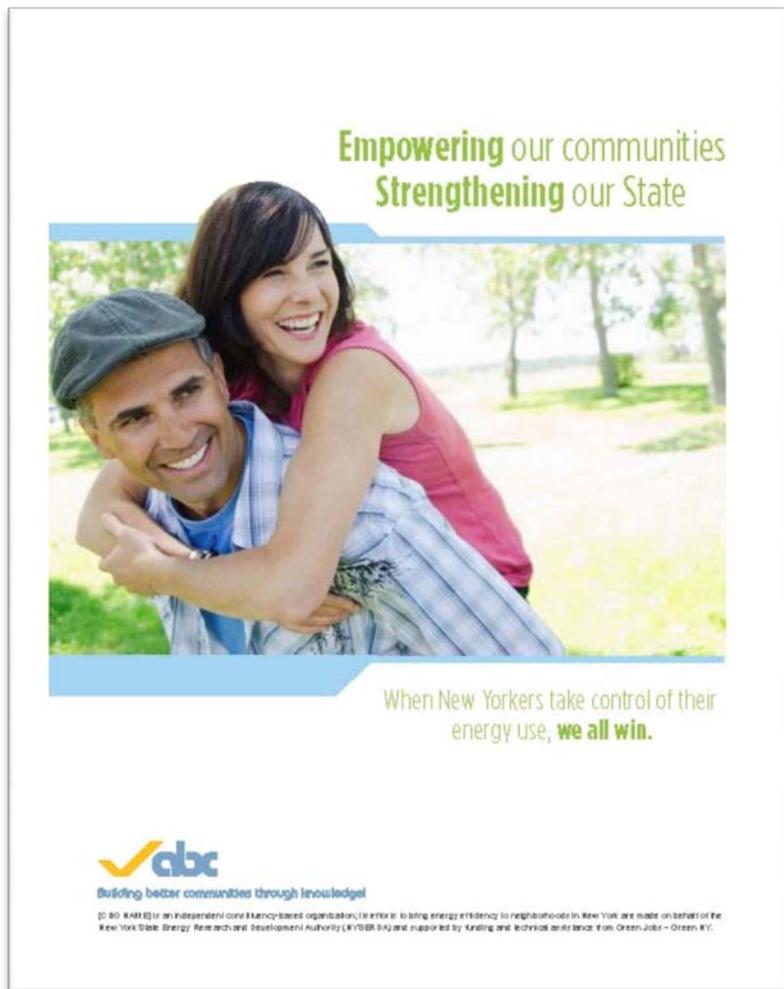
- Case Studies
- General Marketing brochure
- FAQ's
- Website copy
- Social Media content

# Marketing - Foundational Tools

We want you to be able to talk about your work with NYSERDA right away.



# Foundational Tools – Overview Brochure



Overall look and feel is clean & simple, allows CBOs to customize to their individual brand.

Co-branded with NYSERDA

Certain sections are editable in Word, so CBOs can add approved info about their organization, your logo and contact info.

# Foundational Tools – Homeowner Case Study

Council Rock St.

my home.  
made better.  
an energy efficiency profile

Jed Johnson

**About my house**  
Built around 1930. A room was added on, but it wasn't insulated, so it drew all the heat in the winter and the cool air in the summer. Windows and doors were replaced a few years ago.

**What got the ball rolling**  
Phone call from Marrielle Robinson at LIPC's Power Up Community Program.

**How the program worked**  
Marrielle was the single point of contact. She scheduled my energy audit with NYSERDA, kept in touch with the contractor, applied for financing—she was there for me every step of the way.

**Things I had done**  
Polyfoam insulation in crawlspaces, attic insulation, weatherstripping, new hot water heater and new boiler.

**How the money works**  
I'll pay about \$160 a month in loan payments for about six years to cover the work I had done. That's the amount I'll be saving in energy costs. After six years, it's pure savings for me. And if I sell the house before then, the new owner takes over the payment.

**The best part**  
My home is more comfortable now—no more drafts! And I like the fact that my LIPA bill is lower, even though I'm paying the difference in loan payments for a while.

**My two cents**  
Don't be skeptical. LIPC really does want to help people make their homes more energy efficient!

We are here to help make energy efficiency happen in our community. Get in touch!  
Call (123) 456-7891, or go to [abcconstituency.com](http://abcconstituency.com)

[CBO NAME] is an independent constituent-based organization; its efforts to bring energy efficiency to neighborhoods in New York are made on behalf of the New York State Energy Research and Development Authority (NYSERDA) and supported by funding and technical assistance from Green Jobs - Green NY.

  
Building better communities through knowledge!

Entire case study is provided in Word, so CBOs can create content specific to their homeowner.

Spaces for CBO to place logo, contact info & approved info about your organization.

# Upcoming Activities

1. Complete Contracts with CBOs selected from RFP2327
  - Northwest Bronx Community and Clergy Coalition
  - Civic Association Serving Harlem
  - Make the Road New York
  - Neighborhood Housing Services of Jamaica, Inc.
  - Pathstone (contract modification)
2. Finalize Aggregation Pilot groundwork
3. CBO Webinars
  - Solar Thermal
  - Utility Integration
  - Marketing
  - SharePoint Features