

Green Jobs – Green New York Outreach and Marketing Program Status

GJGNY Advisory Group Meeting
September 14, 2010

Three Outreach and Marketing Program Components

1. GJGNY Outreach
2. GJGNY Training and Implementation Contractor
3. GJGNY Marketing

GJGNY Outreach Program

- 14 CBOs selected in May 2011:

CBO	Target Region
Pathstone	Finger Lakes
Northeast Parent and Child Society	Capital Region
Affordable Housing Partnership of the Capital Region	Capital Region
Adirondack North Country Association	North Country
Bronx Overall Economic Development Corporation	Bronx
Neighborhood Housing Services of Staten Island	Kings and Richmond Counties
El Puente	Kings and Richmond Counties
Downtown Manhattan Community Development	New York County
Asian Americans for Equality	Queens County
Rural Ulster Preservation Company	Mid-Hudson and Westchester County
Long Island Progressive Coalition	Long Island
Public Policy and Education Fund	Central New York
Public Policy and Education Fund	Southern Tier
People United for Sustainable Housing	Western New York

- Contracting process is underway.
 - Staff has worked with 8 CBOs to finalize their Statements of Work (SOW) which are now being processed internally.
- Second RFP was released in June 2011
 - TEP held August 2011.

Training and Implementation Contractor (TIC)

- CSG to support the effective roll-out of GJGNY CBO Outreach activities. Pratt (subcontractor) is supporting the downstate CBOs.
- Completed assessment of CBO needs and gaps (survey and on-site visits)
- Assisting NYSERDA with the planning of the CBO Outreach Program, including Aggregation pilots.
- Providing support for CBOs in the contracting process
- Training for the CBO organizations currently scheduled for November (2 days, upstate/downstate sessions)
 - Curriculum under development (programs, processes)
 - Speaker recruitment
- SharePoint site under development. SharePoint will facilitate communication between CBOs and NYSERDA
 - Share, organize, upload, and view documents;
 - Participate in real-time group discussions (blogs);
 - Post internal announcements
 - Access materials (templates, marketing materials, etc.)

Marketing

- Completed Market research (contractor and consumer)
 - ✓ Qualitative Research
 - In-depth Interviews with Contractors (BPI and non) to identify benefits, barriers, etc.)
 - Online Focus groups with Homeowners to identify views
 - Online Focus groups with Small Businesses and NFP's
 - ✓ Quantitative - benchmarking study
- Development of brand and campaign “stamp” for associated NYSERDA programs.
- Collateral development – financing fact sheet (residential and small business)
- Foundational PR development
- Contractor Recruitment
 - ✓ Case studies
 - ✓ Support for Contractor Exchange Workshops – direct mail, email blast
- CBO support – toolkit is under development (based on conversations with several CBOs, currently fielding survey of CBO marketing needs)