

Green Jobs – Green New York

Outreach & Marketing Program Status

GJGNY Advisory Group Meeting
June 2012

GJGNY Outreach Activities

1. CBO Activity
2. Aggregation
 - PUSH Pilot Overview
3. Marketing Materials
4. Other

CBO Activity

Residential Energy Efficiency Outreach

Audit Applications received	Audit Applications Approved	Completed Audits	Retrofits*
936	880	378	32

* As reported in the CRIS database (5/31/12)

Other metrics reported by the CBOs:

- 13 small business retrofits
- 19 individuals connected with contractors

CBO Outreach Activities

- Reported Events
 - 128 events to date - 14,800 attendees
- Radio Advertisements/shows
 - Chinese American Voice Radio Show
 - WHAM (Rochester) – 109% increase in web traffic
- Past homeowner mailers (established client list)
- Green House Meetings

CBO Outreach Activities

- Partnerships
 - Success with faith based organizations
 - The Place in Norwich: Americorps Clean Energy Corps Program (WF recruitment)
 - Interns (Binghamton University, Broome Energy Conservation Corp.)
 - NAACP (Elmira/Corning) – workforce opportunities
- Contractor Exchange Presence
 - Long Island (5/17) and Buffalo (5/15)
- PUSH / DOL call – OSOS access.
 - DOL to provide training

Aggregation

- Pre-launch training held on April 26
 - Long Island, Syracuse and Buffalo
 - Two part training:
 1. DOL – wage reporting and employee notifications
 - Labor law overview
 - Filing requirements
 2. Aggregation Addendum
 - Assist contractors with understanding/completing

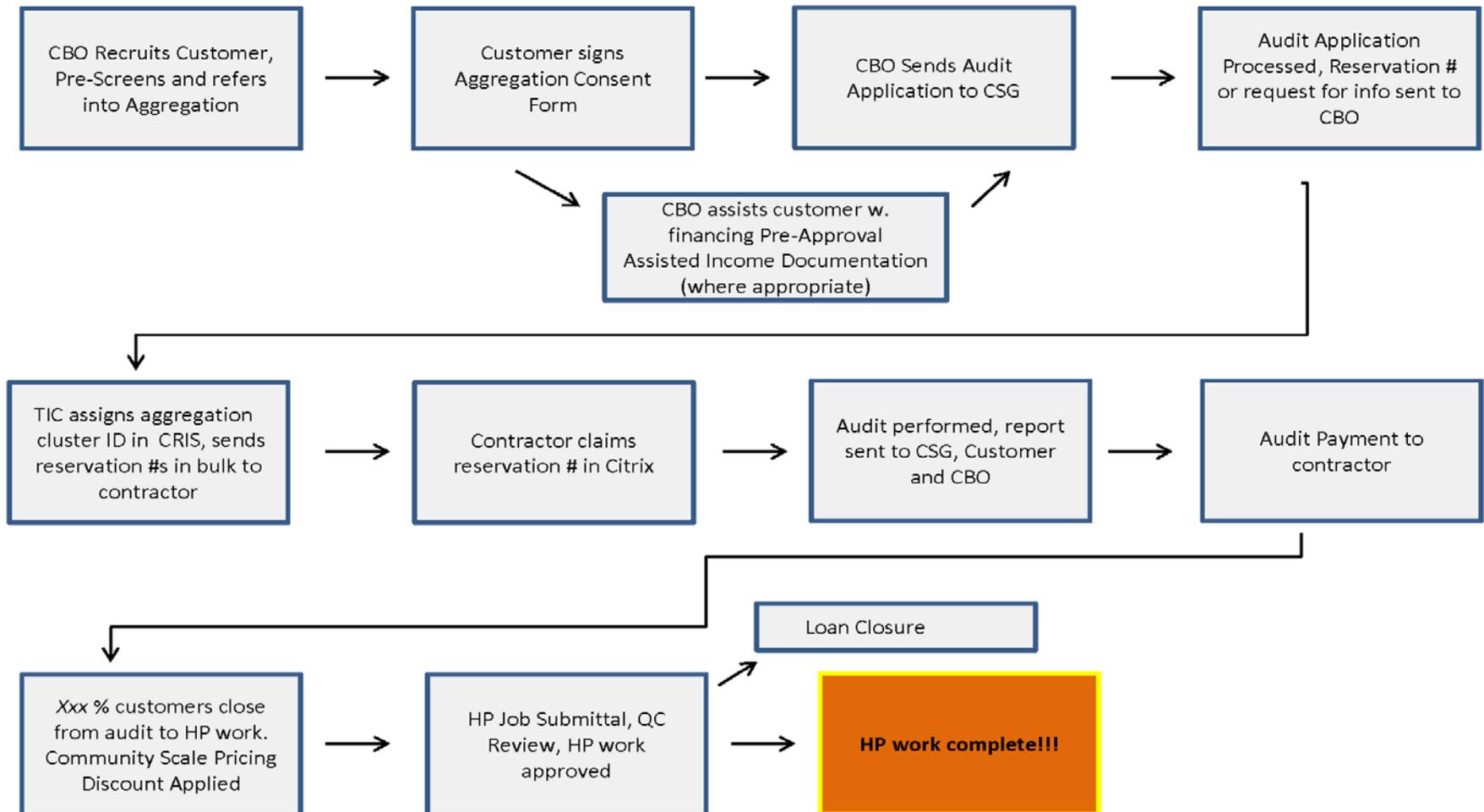
Aggregation

- Changes in audit application processing
 - Audit Application Intake CSG Call Center
 - CBO sends application and usage data to CSG
 - Train staff on process for tagging aggregation status from the CHA application
 - Aggregation customers - GJGNY Audit Reservation # or request for additional info, is only sent to the CBO email address provided on the application
 - CSG will not send the reservation numbers to the homeowners and contractors
 - CBO CRIS Project Intake
 - Unique Aggregation Group Identification (Aggregation Cluster) Number added to CRIS after audit application is processed
 - Note added stating: “Assigned Aggregation Group Identification Number” assigned in CRIS database by CSG

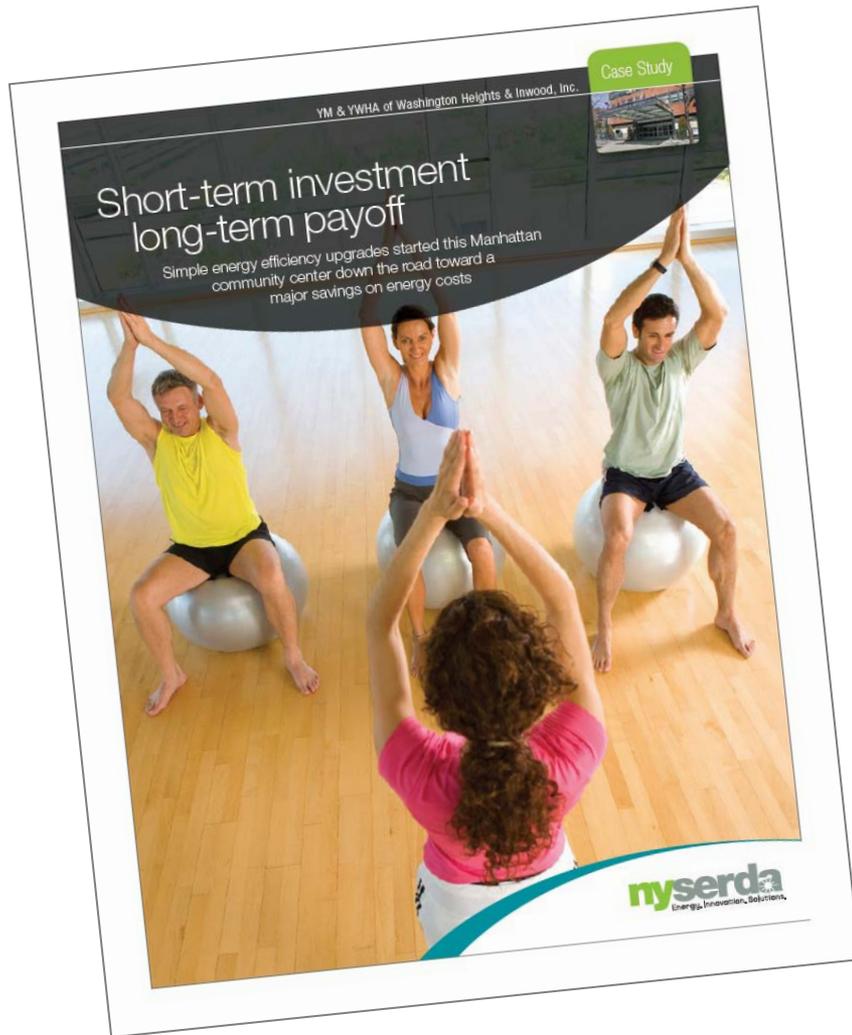
Aggregation Process Changes

Aggregation Pilot Project Milestones

Draft 3/16/2012



Marketing Materials



- Small Business / NFP
 - Small Business Green Kit in development (July launch)
 - NFP Case Study
- Customer Case Studies
- Contractor Recruitment Follow-up
 - 30 contractors showing interest from the direct mail piece, names forwarded to CSG Implementation for follow-up
- Workforce Brochure
 - General piece for CBOs

Other

- Site visits:
 - AAFE
 - DMCCDC
 - PPEF Central
 - PUSH
 - Pathstone
 - ANCA
 - PPEF-ST
- Monthly CBO webinars
 - Best Practices in Outreach (PPEF- ST, SnugPlanet)
 - Customer Prescreening, Contractor CBO relationship (LIPC, Home Performance Technologies)
- An Email has been sent to the approved Home Performance contractor list in several of the CBO regions to determine their availability to conduct audits and retrofits, and document other capabilities (i.e. Speak other languages, certifications, etc.)

Other

- Preparation for CBO Training event on June 29
 - CBO updates on outreach activities
 - CRIS/SharePoint Reconciliation, Reporting, Changes and Requirements
 - CBO Breakout sessions (multifamily/1-4 family)
 - Workforce Panel: Workforce and the DOL One Stop Centers
 - Role playing activity – Working with customers
 - Common problems and stumbling blocks
 - Filling out the necessary program paperwork
 - Moving a customer through the process (use of CRIS as a CRM system)