



Green Jobs- Green NY Outreach and Marketing Operating Plan

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Kevin Carey

Susan Moyer



Outreach and Marketing Summary

- Two-pronged approach
 - Statewide Marketing to build awareness and participation
 - Outreach through Constituency based organizations
- Initial recommendation represents a two-year effort
- Outreach and Marketing Plan will be revised as necessary based on Program Operating Plans

Plan will be evaluated against Marketing and Outreach goals



Target Audiences

Energy Efficiency Program Participants:

- Small businesses, NFPs, and residential building owners
 - 70% of the resources will target residential buildings
 - 30% will target small business and NFP owners
 - The legislation requires that no less than 50% of resources will be allocated to support residential retrofits.
- The program is available to all New York State residents
- GJGNY requires the selection and targeting of communities through constituency based outreach and marketing that reaches economically distressed communities

An integrated Marketing approach will target priority audiences



Target Audiences

Contractors:

- Existing Building Performance Institute Accredited Contractors will support program delivery and help increase the number of potential program participants.
- New BPI Accredited Contractors will ensure adequate program delivery in all regions of the State.
- Qualified auditors for small businesses and NFPs will deliver audits statewide. In the short term, audits will be delivered through the current NYSERDA FlexTech Audit Program.

Contractor network vital to program success



Target Audiences

Workforce Development:

- New jobs will support existing, emerging, unemployed, and disadvantaged workers.
- Training will deliver basic skills development to prepare emerging and existing workers for new opportunities.

Increase awareness of job training and placement opportunities



Alignment with NYSERDA, LIPA, and Utility Programs

The GJGNY program elements align closely with existing programs.

Residential

- Homeowners will leverage existing NYSERDA programs and work with BPI Accredited Contractors to complete projects financed through the GJGNY Loan Fund.
- NYSERDA's Home Performance with ENERGY STAR® and Assisted Home Performance with Energy Star programs currently offer home audits, retrofits, and financial assistance to complete energy-efficiency projects.
- LIPA also administers a Home Performance with ENERGY STAR® Program on Long Island, and some municipal utilities also offer the program.

Streamlined Marketing efforts will simplify choice



Alignment with NYSERDA, LIPA, and Utility Programs

Multifamily

- Multifamily buildings will be served through NYSERDA's Multifamily Performance Program and utility-supported projects that meet the standards established for GJGNY

Businesses

- Small businesses and NFPs will initially leverage the existing NYSERDA FlexTech Audit Program
- NYSERDA will expand the pool of qualified auditors

Workforce Development

- Job training components will leverage and expand on existing Workforce Development programs

Integration and alignment will reduce marketplace confusion



Green Jobs- Green NY Program Positioning

Programs aligned under GJGNY will retain a unique program brand name and will be identified with a GJGNY “brand stamp”

- The GJGNY “brand stamp” will convey a unique umbrella benefit position supported by features that include audits, offered free or on a cost-shared basis, and creative financing options.
- For example:
 - The Home Performance with ENERGY STAR Program and the Small Business/NFP Energy Efficiency Program will be identified with “Featuring Green Jobs- Green NY Financing”

Research will help further refine positioning



Green Jobs- Green NY Program Positioning

Aligned messaging and a unique visual identity will be created to support program roll-out and ensure consistency.

This approach will:

- ✓ Ensure flexibility
- ✓ Position GJGNY as a brand and reinforce value
- ✓ Elevate and communicate the State's leadership position
- ✓ Facilitate efforts to reintroduce aligned programs while using the GJGNY brand to generate publicity
- ✓ Enable multiple program administrators to promote GJGNY
- ✓ Encourage additional contractor participation
- ✓ Continue to align NYSERDA and New York State with efforts to grow jobs in the State

Consistent, integrated communications will help build awareness



Outreach and Marketing Strategy and Objectives

Strategy
Increase penetration of energy efficiency retrofits and financing by targeting previously untapped customers in priority regions.

Objectives

- ✓ Build awareness of the GJGNY Program
- ✓ Implement research to identify opportunity segments, drivers, barriers, and messages
- ✓ Build and grow participation in GJGNY
- ✓ Number of target neighborhoods/communities reached
- ✓ Number of audit leads
- ✓ Number of audits conducted
- ✓ Audit conversion to retrofit projects financed and implemented
- ✓ Grow number of accredited contractors
- ✓ Build the pipeline of New Yorkers participating in Green Jobs training

Process to gather and evaluate metrics will be developed



Residential Programs

Research

Qualitative research will be designed to:

- Understand the needs and behaviors related to energy efficiency
- Identify motivators and triggers related to improvements and financing
- Test understanding, perceived benefits, and appeal of product features
- Uncover barriers to participation in the program
- Get insights regarding messages and delivery mechanisms
- Determine how to best position and market GJGNY to each audience

Methodology

- ✓ Focus Groups to be conducted in two downstate areas and two upstate areas
- ✓ Groups will include a mix of metropolitan and rural audiences across income strata

Determine how to best position and market GJGNY

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Residential Programs

Priority Residential Audiences and Tactics

Audience	Identification	Primary Tactics
<ul style="list-style-type: none"> Residents of economically distressed communities Influencers: churches, local community organizations, elected officials, local government, contractors, program participants, local support organizations (food pantries, etc.) 	<ul style="list-style-type: none"> List of potential communities will be developed in consultation with DEC and DHCR RFP recommendations from CBOs NYSERDA analysis of State demographics and other economic indicators 	<ul style="list-style-type: none"> Outreach conducted by CBOs Earned media/publicity Communications stream to influencers
<ul style="list-style-type: none"> Moderate-income residents with identified high propensity triggers in communities with adequate depth of participating contractor coverage; Triggers include: Age of home, availability of on-bill/PACE financing 	<ul style="list-style-type: none"> Analysis of HPwES customers to-date Availability of direct response lists Test segments to be expanded based on ROI 	<ul style="list-style-type: none"> Direct response Earned media/publicity Community newspapers/local TV/radio/Internet Social Media
<ul style="list-style-type: none"> Other NYS residents 	<ul style="list-style-type: none"> Media efficiency and opportunity to target 	<ul style="list-style-type: none"> Earned Media/Publicity Social Media/Internet



Multifamily Buildings

Multifamily Performance Program:

- Popular program with high participation rates
- Delivered through the Multifamily Performance Program partner network of consultants and engineering firms

Significant investment not required to promote program



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Contractors

Priority Audiences and Tactics

Audience	Identification	Primary Tactics
<ul style="list-style-type: none"> Contractors not currently BPI Accredited and participating Influencers: Organizations, trade associations, trade schools 	<ul style="list-style-type: none"> Direct response lists BPI and other organizations 	<ul style="list-style-type: none"> Outreach conducted by organizations Information posted on relevant Web sites Communications stream to contractors

Increase the number of accredited contractors by 20% over 12 months



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Workforce Development

Priority Workforce Development Audiences and Tactics

Audience	Identification	Primary Tactics
<ul style="list-style-type: none"> New entrants Emerging workers Veterans Underemployed workers Long term unemployed and displaced workers Potential employers 	<ul style="list-style-type: none"> Working Group insight Energy Smart Communities Coordinators On-line searches Community organizations State employment offices 	<ul style="list-style-type: none"> Outreach conducted by CBOs Outreach and information delivery through labor organizations, organized trades, and government agencies Targeted advertising through job placement organizations and on Web sites reaching workers seeking opportunities Develop database to support ongoing communication
<p>Current workers who wish to expand training and increase skills</p>	<ul style="list-style-type: none"> Resources above Existing contractor base BPI 	<ul style="list-style-type: none"> Outreach and delivery through labor organizations and organized trades

Increase the number of workers participating in training and ultimately employed



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Small Business/NFP

Challenges

- Lack of awareness and competing needs for capital
- Lack of reliable information on energy-efficiency choices
- Building ownership issues

Research

Qualitative research will be conducted to identify and confirm program drivers and barriers and to inform message development

Methodology

- ✓ Focus Groups to be conducted in two downstate areas and two upstate areas
- ✓ Groups will include NFPs and a mix of small businesses

Determine how to best position and market GJGNY



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Small Business/NFP

Priority Audiences and Tactics

Audience	Identification	Tactics
Small Businesses/NFP in economically distressed communities	<ul style="list-style-type: none"> CBOs, E\$CC, Business Partners to develop targeted lists generated from Empire Zones, municipal utilities, BIDs and other business groups, tenants, churches, oil and propane customers, LIPA, coordination with utilities 	<ul style="list-style-type: none"> Outreach conducted by CBOs Coordinated effort among NYSERDA's Contractors Earned media/publicity Dissemination of GJGNY program materials through partners Web links from partner sites Annual meetings/conferences
As affordable, Small Businesses/NFP in general community	<ul style="list-style-type: none"> E\$CC, Business Partners to develop targeted lists 	<ul style="list-style-type: none"> Coordinated effort among NYSERDA's Contractors Earned media/publicity Dissemination of GJGNY program materials by partners Web links from partner sites to the GJGNY website Annual meetings/conferences
Small Business/NFP companies in high opportunity industry, facility types, etc.	<ul style="list-style-type: none"> Recommendation from NYSERDA EES Program Utility company identification 	<ul style="list-style-type: none"> Direct response Earned media/publicity Community newspapers/local TV/radio/Internet Communications stream to influencers Content placement on relevant organization Web sites
Economic Development Agencies, local government, chambers of commerce, small business organizations, and other constituency-based entities	<ul style="list-style-type: none"> Identify list source 	<ul style="list-style-type: none"> Communications stream to influencers Content placement on relevant organization Web sites



Constituency Based Organization Outreach

Overview

- CBOs will conduct outreach, marketing, and education through a coordinated approach that targets priority communities
- Priority regions will be selected through an assessment of data sources including but not limited to:
 - List of Environmental Justice areas
 - Designated Nonattainment Areas
 - Percent of income spent on energy bills and electricity
 - Total population by county
 - Home ownership by county
 - Median household income by county
 - Housing stock built pre-1980
 - Percentage of Households with fuel oil, electric heat, and gas heat
 - NYS demographic and socio-economic data
- NYSERDA will issue a Competitive Solicitation to select CBOs
- The solicitation will encourage partnerships and leadership from groups that can serve as Regional Coordinators



Constituency Based Organization Outreach

Role of CBOs

- ✓ Provide a strategic plan on how they would accomplish outreach and education within targeted communities, through:
 - ✓ Building partnerships with local community-based groups
 - ✓ Conducting one-to-one “grassroots” outreach efforts
- ✓ Outreach and Consumer Education
- ✓ Provide information about energy efficiency workforce training opportunities and career pathways
- ✓ CBOs will integrate with other NYSERDA contractors

CBOs will leverage their local ties and community-based partnerships

