

Role of Constituency-Based Organizations in Outreach and Marketing of Green Jobs- Green NY

DRAFT 2/17/2010

Overall Outreach and Marketing Goal

Bring residents, multifamily building owners, small businesses, and not-for-profit organizations into NYSERDA Energy Efficiency programs offering GJGNY audits and loans. Increase the number of energy efficiency retrofits made possible through GJGNY financing by targeting of previously untapped customers in priority geographies.

Primary Target Audiences

Residents with at least 60% SMI

Multifamily Building Owners

Businesses with 100 or fewer employees

Not-for-Profits with 10 or fewer employees

Potential Contractors

Potential Green Workers

Marketing and Outreach Objectives and Measures

Number of residents, businesses and organizations reached

Number of audits conducted

Audit conversion to retrofit projects implemented and financed

Number of new contractors referred to program for accreditation

Number of New Yorkers referred to workforce development opportunities

Tasks -- Constituency-Based Organizations will be required to:

- ✓ Identify target communities and provide a strategic plan on how they would accomplish outreach and education, through:
 - Building partnerships with local community-based groups
 - Identify community partners
 - Conduct joint meetings to introduce programs and encourage participation
 - Follow up with meeting attendees to determine interest and next steps
 - Conducting one-to-one “grassroots” outreach efforts
 - Identify target areas, i.e. neighborhoods, business districts
- ✓ Outreach and Consumer Education will include:
 - Educating prospects on the benefits of energy efficiency
 - Qualifying residents for a free or reduced price audit
 - Providing program information including:
 - Retrofit process, benefits (whole house approach)
 - List of network of contractors (handout by county or referral to Web site)
 - Financing options and incentive programs available and high level, general information on standard qualifications
 - Refer prospects to NYSERDA’s loan qualification resource/financial partner
 - Refer prospects to other programs as appropriate for their circumstances
 - Offer CBO contact information for follow up questions

- Recruit and aggregate customers to participate in the Green Jobs-Green New York program
 - Facilitate a fair and open process for regional contractors to access retrofit work
- Follow up with prospects to determine interest, whether an audit was scheduled, or any next steps
 - Contact prospects who plan on participating in audit to determine interest and potential to move project to retrofit
 - Maintain customer list to move customers through process and guide customers to appropriate resources and programs
 - Collect customer information to manage referral process and report on accomplishments
- ✓ Provide information about energy efficiency workforce training opportunities and career pathways

Constituency-based Organizations will not, through this solicitation:

- Recommend specific contractors
- Perform energy audits
- Mediate customer disputes
- Conduct workforce training
- Develop program Marketing materials