

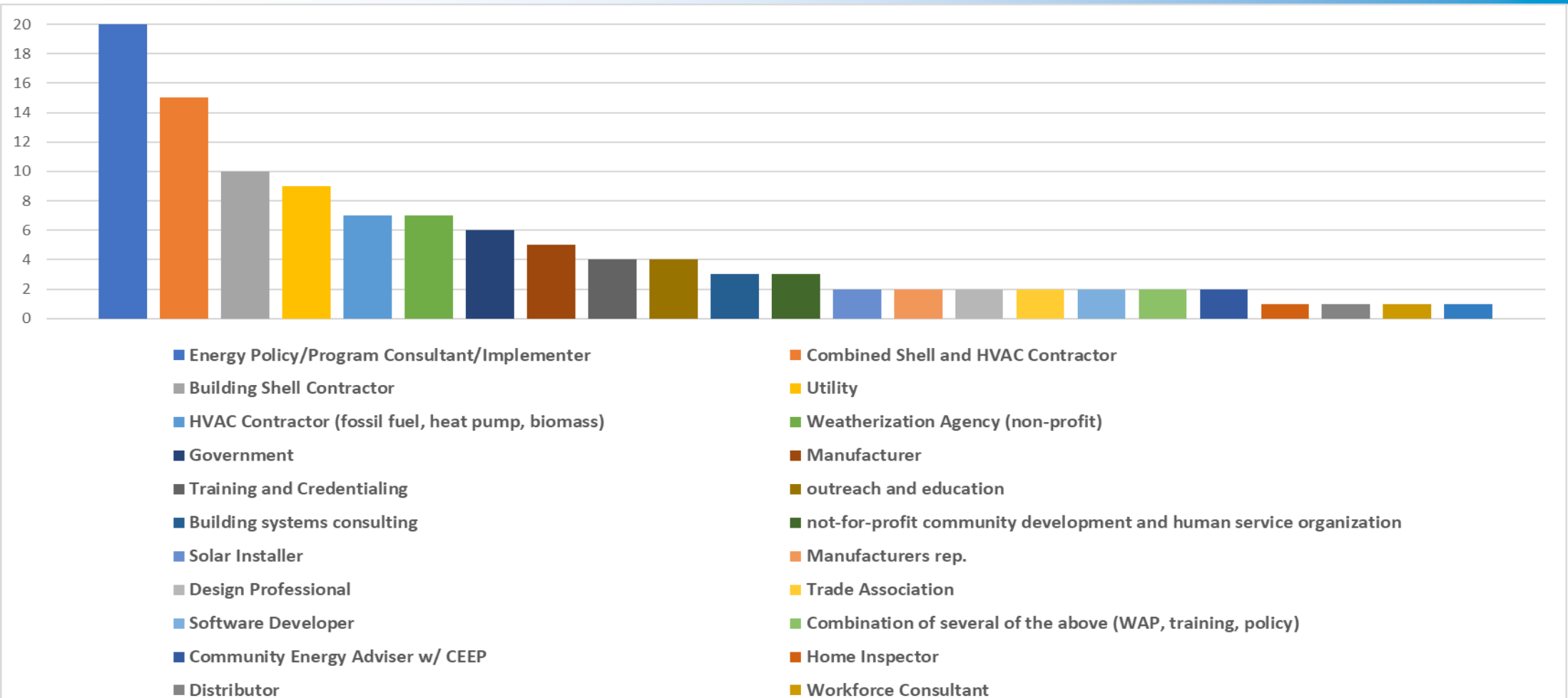
Building Back Stronger The “New Normal” Residential Market

***Residential Market Advisory Group Breakout Session
October 9, 2020***



NYSERDA

Who's Here?



Objectives for Today

- Discuss issues, challenges, and opportunities for the residential market
- We will aim to identify actionable items for next steps
 - NYSERDA actions
 - Participant-driven activities
 - Short term early wins
 - Longer term plays
 - Other

Guidelines/Overview:

- Focus on the market, not programs
- NYSERDA/Kearns and West roles are to facilitate discussion and help synthesize ideas

- First Hour: NYSERDA – Facilitated Discussion
- Second Hour: Kearns & West – Compression Exercises
 - Sort ideas into categories
 - Distill actionable items for next steps



INNOVATING TO SURVIVE



43%

of small businesses
have started rethinking
the way they do
business since
the coronavirus
pandemic began.



32%

have found a new way
of delivering existing
services.



22%

have asked employees
to learn new skills
to support changes in
the business.

Source: Society for Human Resource Management COVID-19 Research: Small-Business Challenges, June 2020.

“Hope is not a strategy” – Vince Lombardi



“What if we don’t change at all ...
and something magical just happens?”

Finding opportunities during challenging times

- > **A small jewelry business in Indiana created a live-streamed gem show after they had to shutter their retail store. Able to reach customers well beyond their geographic region.**
- > **Professional organizing company Horderly now offering a virtual organizing service with multiple packages to help customers get organized, stay sane, and keep their homes clean.**
- > **A Washington based bakery expanded their website and delivery capabilities to include other businesses in their area. By collaborating with other small businesses that offered complementary items, business sales have boosted for all.**

Discussion Topic

The New Norm

Thoughts to consider...

- > What are the most successful changes you made in your business in the past 6 months?
- > What changes are temporary? Permanent?
- > How have relationships with your employees, business partners, suppliers, subcontractors changed?
- > What opportunities are there to embrace these changes to reach more customers and serve more homes?

Discussion Topic

Emergency Response and Resiliency

Thoughts to consider...

- > Did you have an emergency preparedness plan in place prior to the pandemic?
- > What might you do differently going forward to be better prepared for future disruptions or emergencies?
- > How do you handle staff training and follow through with staff on following new protocols?
- > What challenges have you experienced with your business partners, suppliers, subcontractors, etc.?

Discussion Topic

Consumer Experiences

Thoughts to consider...

- > **As a consumer yourself, what have been the biggest changes in your dealings with businesses under the pandemic?**
- > **What have you seen done well? What could be better?**
- > **What about these lessons, which might be from other industries, could be adopted in your business?**
- > **How have customer needs and expectations changed in the past 9 months and how will those changes impact the way you do business?**

Discussion Topic

Customer Engagement

Thoughts to consider...

- > How have your customer engagement practices changed as a result of the pandemic? Could any of these changes be considered improvements?
- > What has been the most successful change your organization has made to engage with your customers?
- > What are customers asking for now?
- > What can we do to reach those who are not asking for services right now and continue to do business safely?