

Energy Transition

Messaging Framework



NYSERDA
New York State Energy Research
and Development Authority

50 YEARS 1975-2025

Since its founding in 1975, **NYSERDA** has been at the forefront of advancing New York's clean energy future.

OUR MISSION:

NYSERDA catalyzes New York's clean energy transition.

OUR VISION:

Clean energy that supports a healthier and thriving future for all New Yorkers.

OUR PROMISE:

NYSERDA serves New York State as a trusted and credible resource for energy information, policies, and programs, through objective analysis and planning, innovative solutions, and impactful investments that are valued by New York residents and businesses.

OVERARCHING STATEMENT

As a leader in advancing New York's energy transition, NYSERDA remains a credible, objective, and trusted partner in our State's energy planning and in the deployment of new and innovative clean energy technologies to expand New York's economy.

MESSAGE #1

NYSERDA remains steadfast in its commitment to advancing energy diversity and abundance while prioritizing reliability, affordability, resiliency and a healthier future for all New Yorkers.

Top Tier Messaging

- NYSERDA is accelerating clean energy deployments to deliver reliable and affordable energy to New Yorkers as we manage the pace of the transition.
- Critically, NYSERDA is expanding access to healthier, more resilient, and comfortable homes and buildings while lowering energy bills for New Yorkers.
- As New York State's energy systems become more electrified and more reliant on emission-free electricity supply sources, we are investing in new approaches and solutions to ensure the electricity system is flexible, safe, resilient, and cost-effective.
- Even with the economic and geopolitical challenges experienced in the market in New York and globally, NYSERDA continues to assertively work toward an affordable, sustainable, and innovative clean energy future for the State.

Proof Points*

- New York ranks #1 in the nation for installed community solar, with projects producing enough clean energy to power over 550,000 homes and saving subscribers 5–10% on their electricity bill.
- Distributed solar helped to ensure the grid remained reliable and resilient during the June 2025 heat wave by reducing the State's peak load by 5%, which reduced statewide costs for everyone by over \$90 million.
- EmPower+ provides no-cost and discounted energy efficiency and electrification solutions for low- and moderate-income (LMI) New Yorkers, with average energy savings of 3–5% for electricity and 9–12% for natural gas.
- LMI delivered fuel customers have saved \$2,300–\$2,900 annually through energy efficiency and fuel switching measures.
- Develop a Master Plan for Responsible Advanced Nuclear Development in New York to examine the key issues and opportunities presented by these technologies, with the State's existing nuclear fleet already providing 21% of New York's total electricity.



MESSAGE #2

NYSERDA is dedicated to advancing a clean energy economy fueled by innovative technologies and solutions that are valued by New York residents and businesses.

Top Tier Messaging

- As experienced over its past 50 years, NYSERDA recognizes that with energy challenges come innovation opportunities.
- New York State is positioned as an innovation, research, and manufacturing capital of clean technology to create thousands of jobs, establish the clean energy supply chain, and attract national and global investments.
- NYSERDA remains unwavering in supporting policies and providing programs that provide price certainty and send strong signals that New York is a market mover in the transition toward a zero-emission grid.
- NYSERDA partners across sectors to develop innovative solutions that expand pathways to energy efficiency and electrification and make the clean energy transition affordable and accessible to all New Yorkers.

Proof Points*

- NYSERDA is a lead partner in discussing ways to build on our progress and explore strategies to accelerate deployment of carbon-free power generation, including developing new advanced nuclear technologies.
- NYSERDA's Innovation investments have helped commercialize approximately 290 clean energy products since 2016 in such areas as energy use and grid modernization, advanced fuels and thermal energy systems, and clean power generation and storage.
- Every \$1 of NYSERDA funding contributed more than \$15 in leveraged funds since 2016.
- NYSERDA's incubators and targeted entrepreneurial support have helped 374 companies create more than 1,700 jobs while attracting \$1.85 billion in additional private and public investment.
- The State has the nation's largest and only self-sustaining green bank, which has made nearly \$2.5 billion in commitments, mobilizing nearly \$9.4 billion in public and private capital in support of New York's growing zero-emission economy.

MESSAGE #3

NYSERDA advances industry growth and workforce development programs to help New Yorkers access good jobs and share the benefits of the growing clean energy economy.

Top Tier Messaging

- As New York continues to increase clean energy deployment and reduce emissions from buildings, transportation, and the electric grid, the State's growing clean energy industry is poised to continue expanding access to high-quality and family-sustaining jobs statewide.
- Building market confidence in our clean energy ecosystem helps to lower financing costs, making it more affordable and attractive to private investors to participate in individual projects and the energy transition more broadly.
- To maintain New York State's competitive edge in the national race to develop the clean energy supply chain, the State's economic development initiatives are strategic, aggressive, and send strong signals to the market and stakeholders that New York is open for business.

Proof Points*

- New York, as of 2023, has created more than 178,000 clean energy jobs and has the third most clean energy jobs in the U.S. (U.S. DOE)
- Clean energy job growth outpaced neighboring states and New York's statewide workforce in 2023.
- Clean energy wages are 7% higher than non-clean energy.
- Clean energy workers are more satisfied and more confident they'll be promoted vs non-clean energy workers.
- The State's investments support domestic manufacturing of clean energy technologies to build out the clean energy supply chain, resulting in the creation of more than 13,000 direct and indirect jobs statewide and almost \$2.3 billion in gross State product in 2023.
- NYSERDA has committed more than \$180 million to help train and prepare more than 40,000 New Yorkers for growing clean energy job opportunities and assist clean energy businesses in recruiting, hiring, and training workers

* Additional proof points can be included as more progress is made.



MESSAGE #4

NYSERDA integrates environmental and climate justice and equity considerations throughout its initiatives to pursue a just clean energy transition.

MESSAGE #5

NYSERDA offers incentives and programs to empower and inform New Yorkers on actions they can take to save energy, deploy clean energy solutions, improve resiliency and lower their energy costs.

Top Tier Messaging

- NYSERDA's comprehensive Energy and Climate Equity Strategy is ensuring access to programs and resources are streamlined, processes are inclusive, and emerging environmental justice and equity issues are addressed.
- A top priority for the State is ensuring the energy transition is affordable and equitable for all.
- NYSERDA utilizes diverse financial resources including key funding to help lower the cost of the energy transition for individuals, businesses and disadvantaged communities.
- NYSERDA dedicates funding and programs towards disadvantaged communities to improve air quality, bring clean, modern living spaces, and revitalize under-invested areas.

Top Tier Messaging

- While the State is moving forward, it can't just be the government alone addressing these critical energy and environmental issues.
- Whether it's accessing no-cost energy assessments or identifying ways to make buildings more energy efficient, purchasing an electric vehicle, or considering the installation of next-generation heat pumps when a fossil fuel furnace needs replacement, residents can start at home.
- Working together, we have already accomplished so much. We are committed to moving forward together toward a thriving resilient, affordable, and livable New York.
- Through technical assistance and demonstration programs, NYSERDA supports building owners on their path toward energy efficiency and electrification, highlighting opportunities to save money and upgrade spaces, especially in difficult to decarbonize buildings and sectors.

Proof Points*

- The EmPower+ program has served approximately 28,000 low- and moderate-income homes in 2024, with average energy savings of 3–5% for electricity and 9–12% for natural gas.
- NY Energy Advisor connects income-eligible New Yorkers with a customized list of energy-related assistance in the State.
- NYSERDA's disadvantaged communities investment was \$1.6 billion across all programs and funds under the Clean Energy Fund as of 2024.
- 60% of NYSERDA's Building Cleaner Communities Challenge winners are located in disadvantaged communities, supporting the revitalization of regionally significant buildings in historically underfunded communities.
- NYSERDA and New York State Homes and Community Renewal has supported the retrofitting and clean energy upgrades of 21,000 affordable units through the Clean Energy Initiative.

Proof Points*

- Clean Energy Hubs, located in the 10 different regions of the state, provide local communities with information and resources available to consumers to make informed energy choices.
- The MyEnergy portal sets a path to an efficient all-electric home where consumers can check available financial incentives and find qualified contractors.
- Each year approximately 15,000 free or reduced cost energy assessments are provided to residential and small commercial businesses, with a 46% measure adoption rate
- New York is the first state in the nation to offer retail point-of-sale appliance rebates to eligible New Yorkers to replace inefficient electric or fossil-fuel-powered clothes dryers with heat pump-powered alternatives.
- New York drivers can take advantage of a point-of-sale rebates of up to \$2,000 to purchase electric vehicles.
- School districts can take advantage of the New York School Bus Incentive program and other incentives to help bring the cost of electric school bus ownership more in line with that of traditional diesel-operated buses.

* Additional proof points can be included as more progress is made.