

KEY MESSAGES – General Messaging

Regional Clean Energy Hubs

This document outlines approved key messages for how NYSERDA describes the Regional Clean Energy Hubs, including benefits and associated proof points. This document is not meant to be public facing. It is designed to guide planning and external communications. These messages are intended to be customizable and can be leveraged as is or tailored for specific communications.

Some messages are appropriate for high-level broad communications, and others provide more specifics about the services the Hubs provide. The messages in this general messaging document should be easy to understand and appropriate for a range of audiences, including homeowners, tenants, businesses, affordable housing building owners, policy groups and stakeholders, contractors and service providers, utilities, and other state agencies.

What are the Regional Clean Energy Hubs?

The Regional Clean Energy Hubs are teams of trusted, knowledgeable, community-based organizations in and from your region. The Hubs provide support to residents, small business, and affordable housing owners with a focus in underserved communities. Funded by New York State, each Hub is supported by various subcontractors and partners to form a resource and support network within each region of the state.

The goal of the Hubs is to facilitate outreach, education, and engagement at the local level, ensuring all New Yorkers can benefit from NYSERDA's and the state's clean energy programs and initiatives. The Hubs are designed to support the State's broader clean energy and energy equity goals at the local level and will be a critical mechanism for achieving the Climate Act goal of ensuring that 35% of the benefits associated with clean energy and energy efficiency investments are realized in historically disadvantaged communities.

Primary Message:	
1. We are a one-stop shop to connect you with clean energy programs, technologies, and solutions.	We can help you increase your clean energy knowledge and help connect you to the energy efficiency and clean energy (heat pumps, solar, etc.) programs that are right for you.
	Whether you're looking to save money, reduce your energy burden, make your home or business safer and more comfortable, or interested in doing your part of help the environment, we can help connect you to the programs and services to reach your goals.
	We can help you take the first steps to exploring energy efficiency and clean energy programs, regardless of your income and experience.

	<p>We will listen to your needs and concerns and will walk you through available solutions. We will help you understand the benefits of programs and work with you to determine which makes the most sense for you.</p>
	<p>We will help you navigate Federal, State, and Utility incentives and other resources for air sealing, heat pumps, etc. (can be customized based on the Hub).</p>
	<p>We will be with you through the entire process, from selecting a contractor to project completion, to ensure success. We will advocate for you and represent your interests.</p> <p>We provide support with referral intake and application guidance.</p> <p>We will do everything possible to ensure projects move forward. If your home or business has issues that need to be addressed before energy projects can be completed e.g., health and safety or structural, we can help connect you to funding and services to get them done.</p>
	<p>We work to strengthen partnerships among clean energy companies and service providers, affordable housing providers, third-party funding providers, and philanthropic organizations to help grow scalable activities and projects in our communities.</p>
	<p>We will work with landlords and property owners to identify upgrades and improvements that can help lower operating and maintenance costs and extend the lifespan of your equipment, increase tenant satisfaction, make spaces healthier and safer, and avoid unexpected building maintenance issues.</p>
	<p>We will hold energy education workshops and participate in already established community events to connect with community members. We will provide information about do-it-yourself energy measures for your household, available programs and services, and opportunities to grow your small business.</p>
	<p>If you are not sure if you fit in one of these groups, reach out to us. We can help direct you to the appropriate place.</p>
<p>2. Hubs are inclusive and make sure more New Yorkers can take part in and benefit from the clean energy economy</p>	<p>Our goal is to meet people where they are in their communities. We want to be easy to access within your community and will work to eliminate barriers to accessing services and participating in programs.</p>

	<p>We will have increased local capacity to engage with community residents, including those who are disproportionately affected by the climate crisis, about clean energy and program opportunities.</p> <p>We will provide tools and information you need to make informed decisions and be your own advocate.</p> <hr/> <p>We have staff available to engage and educate community members interested in participating in the clean energy conversation in various languages and with easy-to-understand materials.</p> <hr/> <p>We will have translation services available to assist those who are interested in communicating in their native language.</p> <hr/> <p>We will promote and deliver energy education workshops for the public on the benefits of clean energy solutions, such as solar and heat pumps; NYSERDA and other clean energy programs; and the Hub.</p> <hr/> <p>We work to increase community member participation and engagement in the New York State's energy policies and actions.</p> <hr/> <p>We will facilitate public stakeholder forums to receive and elevate community feedback that allows NYSERDA to assess whether policy and programs are effective at serving diverse constituencies with a stake in the state's clean energy investments. Stakeholders may include, but are not limited to, residents (including priority, underserved populations), small businesses, nonprofits and community-based advocacy organizations, local municipalities, building owners, service providers, etc.</p>
<p>3. We will help grow diversity and participation among clean energy and energy efficiency contractors and service providers</p>	<p>We work to strengthen partnerships among clean energy companies and service providers, affordable housing providers, and third-party funding providers, and philanthropic organizations to help grow scalable activities and projects in our communities.</p> <p>We will help connect people with training employment opportunities in the clean energy workforce.</p> <hr/> <p>We will connect small businesses with opportunities to grow their business and train their employees.</p> <hr/> <p>We will help connect people with training and employment opportunities in the clean energy workforce. We will connect small businesses with opportunities to grow their business and train their employees.</p>

4. We will develop innovative ways to test, pilot, or otherwise fund solutions necessary to increase the adoption of clean energy solutions.	Develop innovative pilot projects to better support our communities in accessing clean energy. Do you have new ideas for helping people with limited income reduce their energy bills and adopt clean energy? Let us know!
	We will run community-scale campaigns to encourage adoption of new, innovative technologies; to provide increased access to clean energy, and to generate value and savings for consumers. Campaigns to promote program opportunities include community solar, clean heating and cooling and energy efficiency, and demand response.