

Regional Clean Energy Hubs

This document outlines approved key messages about the Regional Clean Energy Hubs, including benefits and associated proof points for residential audiences. This document is not meant to be public facing. It is designed to guide planning and external communications, and all or some messages can be used based on the specific Hub and the content being developed. These messages are intended to be customizable and can be leveraged as is or tailored for specific communications.

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 will connect you to a range of clean energy programs, technologies, and services.

Our goal is to provide tips, tools, and education to help residents in our communities spend less on utility bills and increase the comfort of their homes.

We can help you navigate incentives and financing programs to lower your project costs. We will work with you to understand what financing solutions may be appropriate based on your needs and projects.

We will connect you with trusted, qualified contractors. We will be with you through the entire process, from selecting a contractor to project completion, to ensure success. We will conduct ongoing project management and partner with NYSERDA Participating Contractors and other energy professionals to help coordinate your projects.

	<p>We will hold energy education workshops and encourage each workshop participant to complete an “Energy Action Plan”, so they can understand how they use energy and identify potential solutions. Each participating household receives a free Energy Kit that includes no-cost energy solutions.</p>
	<p>We provide support to various communities (rural/urban/suburban) with differing income levels. We will have multilingual staff or translation services available to assist those who are interested in communicating in their native language.</p>
	<p>Whether you are looking to lower your energy bills, make your home safer and more comfortable, or take part in the state’s climate actions, we will listen to your needs and concerns and help find the best solutions.</p>
	<p>We provide information and education about clean energy technologies, including solar, heat pumps, electric vehicles and how to access them.</p>
	<p>We will work with you to identify low- and no-cost solutions to help increase energy efficiency and decrease costs.</p>
<p>2. We will connect you with trusted, qualified contractors.</p>	<p>We can help you find qualified contractors for energy efficiency upgrades, heat pumps, solar and storage.</p>
	<p>We will connect you with contractors who participate in state, federal, and utility run programs. We will help you navigate which contractors can help meet your needs.</p>
	<p>We can give advice on questions to ask your contractor to clarify their recommendations and quotes.</p>
	<p>We can guide you through the process of working with your contractor to get your project installed.</p>
	<p>We help people pursue available internship and on the job training opportunities in their communities.</p>