Low Income Forum on Energy

Beautiful Hudson Valley – Kingston, N.Y.
May 19, 2015
Big Thank you to NYSERDA

- And special thanks to Sue Montgomery and Mishel Filisha for their work orchestrating the LIFE meetings
About Green Jobs Green New York

- Legislation signed into law in 2009
- Funded by RGGI and SBC
- Access to energy assessments, installation services, financing, green training
- Key source for CBOs
About RUPCO

Mission: To create homes, support people and improve communities
About Hugo Jule

- Born in El Salvador
- Technical background: automotive, mechanical, electrical, solar, BPI
- Hispanic outreach
- Loves the outdoors
Agenda

• American History: Heating systems and environmental impacts
• Present time: energy use in NYS and engineered solutions
• Demographics and Economy
• Hispanic Outreach, best practices
• Moving forward; CBO, LMI, REV
Heating systems in the 1400s??

- How did our ancestors survive without electricity, A/C, heating systems or hot water?
First Modern Immigration Wave: 1609-1775
Heating Systems?

- Technology is good
- Simplicity is better
- Energy Efficiency is best
Energy Information Admin (EIA)

**ALL ENERGY average per household (excl. transportation)**

- **Site Consumption**
  - million Btu
  - US: 100, MidAtl: 110, NY: 120

- **Expenditures**
  - dollars
  - US: $3,000, MidAtl: $2,500, NY: $2,000

**ELECTRICITY ONLY average per household**

- **Site Consumption**
  - kilowatthours
  - US: 12,000, MidAtl: 10,000, NY: 8,000

- **Expenditures**
  - dollars
  - US: $1,500, MidAtl: $1,250, NY: $1,000

**CONSUMPTION BY END USE**

Since the weather in New York is cooler than most other areas of the United States, space heating (56%) makes up a greater portion of energy use in homes compared to the U.S. average, and air conditioning makes up only 1% of energy use.
Solution: Net Zero Homes!

- Building Envelope minimizes air leakage = heat loss = money loss
- Some create a surplus of energy and get a credit thanks to PV
- Not practical for everyone
- Next best thing: Home Performance with ENERGY STAR®
Demographics

LATINOS IN THE U.S. ARE...

- 52.9 million people
- 16.7% of the population
- 1 in every 6 individuals
- 1 in every 4 children

$1.2 trillion in buying power

Sources: U.S. Census Bureau, American Community Survey, Pew Hispanic Center, Selig Center for Economic Growth | Visit: www.latinobrandingpower.com

Thanks to Mariel Fiori of La Voz for sharing her slides
Demographics New York State!

- Hispanic Population 3,497,000
- Percent of State Population 18%
- Native-born Hispanics 62%
- Language other than English spoken at home 79%
- As Percent of All K-12 Students 22%
- Hispanic births 24%
- Media age 30 years old (the youngest group)

Source: Pew Hispanic Center. Demographic Profile of Hispanics in New York, 2011 and Mariel Fiory La Voz
Economic Impact!

• New York’s immigrants are responsible for $229 billion in economic output.

• The 2012 purchasing power of New York’s Latinos totaled $85.2 billion—an increase of 258% since 1990.

• Latino-owned businesses had sales and receipts of $18.2 billion and employed 86,329 people in 2007

Source: Immigration Policy Center and Mariel Fiori
Hispanic Outreach!

RUPCO GJGNY

• Spanish speaking staff (must)
• Promote “Se Habla Español” on all printed materials
• Maintain translated documents
• Partnerships in the community
Hispanic Outreach-Partners!

La Voz
Cultura y noticias hispanas del Valle de Hudson

http://lavoz.bard.edu/
Hispanic Outreach-Partners!

• La Voz – Bard College

“is a Spanish-language magazine, distributed monthly throughout New York’s Dutchess, Ulster, Orange, and Columbia counties, which elevates the discourse and news coverage available to the Spanish-speaking population of the Hudson Valley. It reaches nearly 20 thousand Spanish speaking readers”
Hispanic Outreach-Partners!

How RUPCO works with La Voz:

- Printed ad with bi-lingual coordinator
- Write articles to be published
- Collaborate with campaigns: Solarize Kingston
Hispanic Outreach-Partners!

Mano a Mano Ulster

“a coalition with a mission to serve the Spanish speaking community of Ulster County by providing a structure where agencies, individuals, businesses, and organizations work collaboratively to network, support, and foster a diverse community”
Hispanic Outreach-Partners!

How RUPCO works with Mano a Mano:

• Participate in monthly meetings, sometimes held at Latino businesses (Pupuserias)

• Discuss what works, what doesn’t and try something new! Metrics, results, Survey

• Participate in events and support others
Hispanic Outreach-Partners!
Business Support

- RUPCO- Courtney Strong (EDGE) part of the “Spanish Speaking Entrepreneurs Seminar”
Business Support

Business forum held at Gaby’s Cafe in Ellenville, Fall of 2014 Ulster County Executive Mike Hein
Business Support

Business Forum at “Just for You” in Kingston, NY
Spring, 2015
Moving Forward-CBOs, LMI, REV

- CBO Network
- LMI Working Group
- Reforming the Energy Vision (REV)
Moving Forward- CBOs

• CBO’s: Constituency Based Organizations throughout NY tasked with promoting GJGNY and the Home Performance with ENERGY STAR® program

• CBO Network and the Working Group
Moving Forward- LMI Working Group

• “Will recommend standards and criteria to increase participation of and issuance of loans to LMI households statewide for energy efficiency and renewable energy services under Green Jobs Green New York”
Moving Forward- LMI Working Group

• Barriers to participation:
  - Tier 2 underwriting criteria (standards)
  - Identifying and reaching LMI households
  - Lack of confidence in estimated savings
  - Lack of familiarity with contractors
Final Thoughts

We’re all in this together!
Questions/Answers

Give us call- We’re here to help!

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