

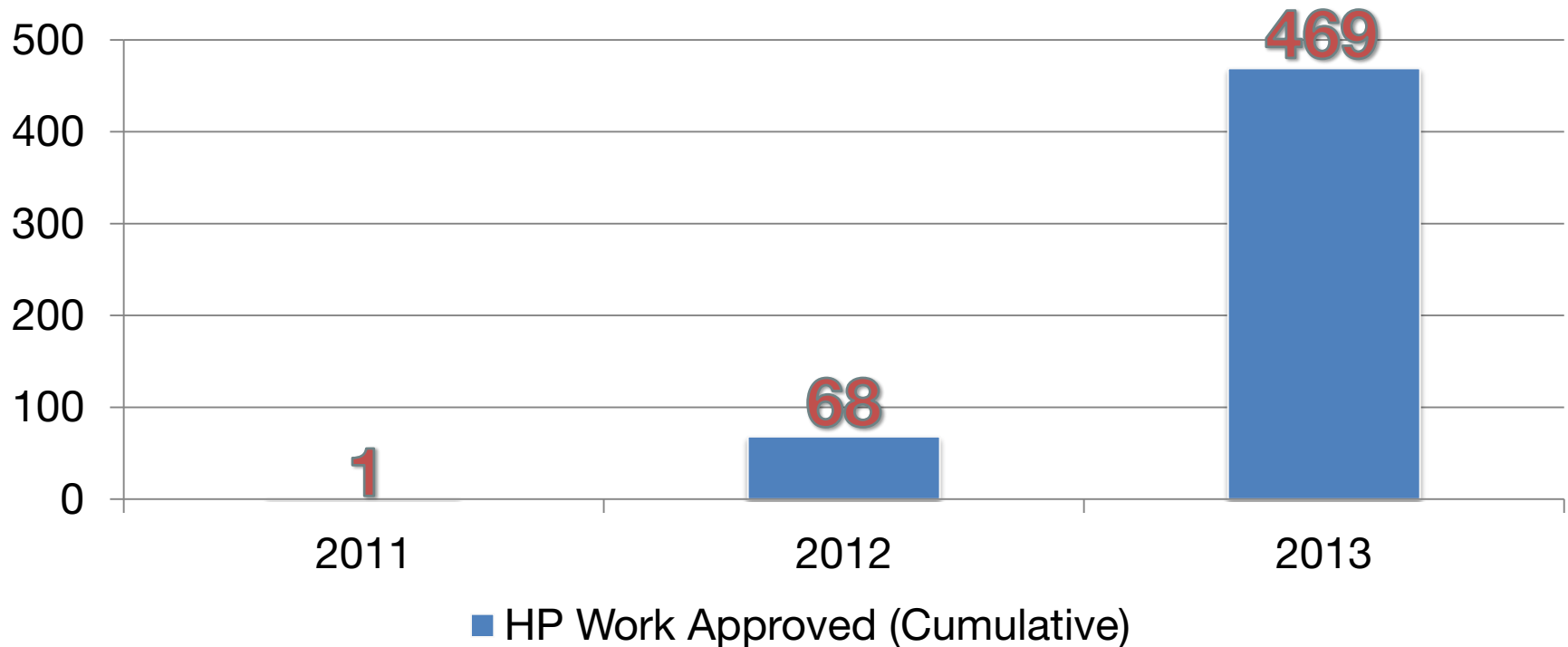
# GJGNY Outreach and Marketing Status

June 13, 2013

Susan Andrews, NYSERDA

# CBO-Assisted Retrofits

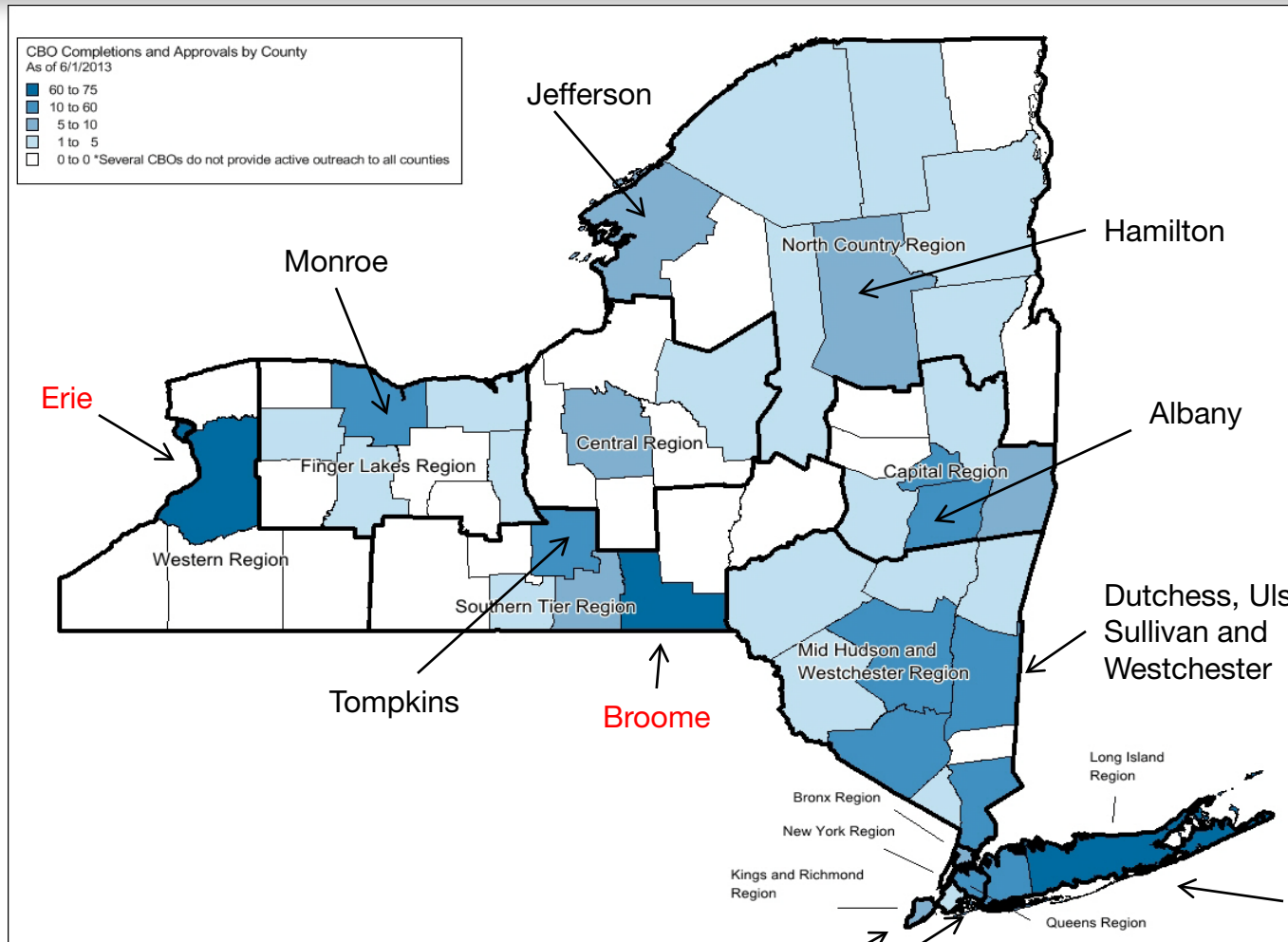
## HP Work Approved (Cumulative)



Twelve month intervals ending on June 1<sup>st</sup> of 2011, 2012, and 2013

Approximately 40% of retrofits are Assisted Home Performance

# CBO Completions and Approvals by County



Richmond and Queens

# CBO Lead Generation

## CBO Locator Page

The new Lead Gen (or CBO locator) page replaced the current geographic map on the NYSERDA site, making it easier for people to find and connect with their local CBO using their zip code.

**Purpose:** The CBOs generate leads from a number of sources. The lead generating site was developed to:

- Make it easier for potential program participants to locate a CBO, and
- Enable the CBOs to follow up with their leads, encouraging them to move forward – no matter where they are along the path toward making their home or business more energy efficient.



The screenshot shows the NYSERDA website interface. At the top left is the NYSERDA logo with the tagline "Energy. Innovation. Solutions." Below the logo is a photograph of a smiling man with two children, a girl and a boy, outdoors. Below the photo is a heading "Save energy and money. It's easy." followed by a sub-heading "A local constituency-based organization is ready to help". The main text explains that throughout New York State, numerous community-based organizations (CBOs) are prepared to help homeowners through the process of improving their homes' energy efficiency. It states that these independent organizations to NYSERDA are dedicated to helping homeowners in their communities save money and live more comfortably by participating in NYSERDA's programs. The text continues: "Your local CBO will help you find a participating Home Performance with ENERGY STAR® contractor to perform a comprehensive home energy assessment and explain the benefits and financing options available to you to make it happen. CBOs facilitate home energy projects because they specialize in business development—and make our customers better people to live." Below this text is a section titled "At NYSERDA, we can help you take the first step and put you in touch with your local CBO. First, we'll need some basic information:" followed by a form with the following fields: "Name" (with an asterisk), "Email" (with an asterisk), "Phone (with area code)", "Zip code" (with an asterisk), and a question "Are you a homeowner?" with radio buttons for "Yes" and "No".

# CBO Lead Generation

## CBO Locator Page

Explains how the CBOs help homeowners through the process of improving their home's energy efficiency and their dedication to helping homeowner's save money and live more comfortably by participating in NYSERDA's programs.

Process:

- Leads enter their zip code to connect with the most appropriate CBO that services their area.
- Input basic contact information along with answers to a couple of pre-screening questions (such as age of home) will be entered. This encourages a much richer conversation with the customer about their needs, further strengthening connections.

If there is no CBO serving the area, prospects are encouraged to call NYSERDA's toll-free number.

# GJGNY Residential Financing

## GJGNY Residential Financing Campaign

**Purpose:** The Green Jobs - Green NY Financing campaign was developed to increase statewide awareness and participation in NYSERDA's residential financing programs, including On-Bill financing and the Smart Energy Loan.

The advertisements reinforce the idea that homeowners don't need to sacrifice plans or purchases to afford home energy upgrades.

- The ads present a choice that homeowners might think they have to make, then make it clear they don't have to make a choice at all.

Ads also leverage the HPwES Irreconcilable Temperatures to build continuity and support for the HPwES messaging.

# GJGNY Residential Financing

## Print and Outdoor

### Print Placements:

- Clipper Magazine
- Better Homes & Gardens
- Ladies' Home Journal
- AAA Member Connection

### Outdoor Placements:

- Long Island Rail
- Saratoga Rail
- Albany Amtrak

**2013 household budget:**

- Home energy upgrades
- Family vacation
- Both

When you upgrade your home's energy efficiency like Russell and Wendy, you'll save energy, money and maybe your family budget. They found easy and affordable financing options such as low-interest Smart Energy Loans and On-Bill Recovery Financing that let you make the payments right on your utility bill. Watch them on *Irreconcilable Temperatures* to see how easy it is to save hundreds—even more—every year. To get started, visit [nyserdera.ny.gov/home-financing](http://nyserdera.ny.gov/home-financing)

Save energy, money and even your vacation plans. It's easy—we'll show you how—and help you finance it. [nyserdera.ny.gov/home-financing1](http://nyserdera.ny.gov/home-financing1)



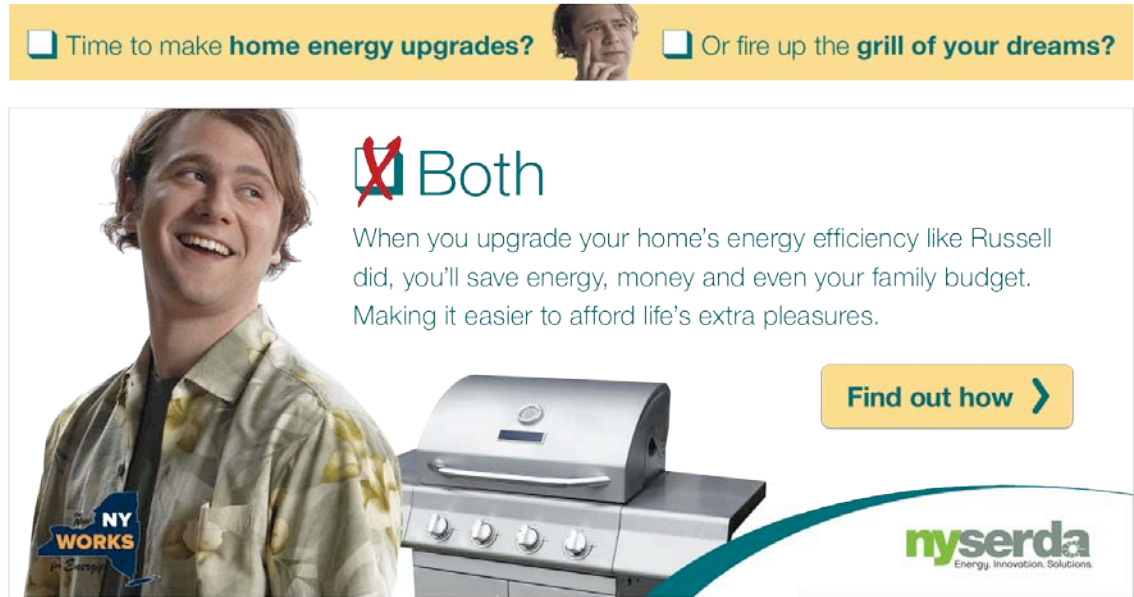
**nyserdera**  
Energy. Innovation. Solutions.


# GJGNY Residential Financing

## Online Banners

### Online Placements:

- Millennial Media
- Cox Digital
- Buffalonews.com
- WGRZ.com
- Poughkeepsiejournal.com
- DemocratandChronicle.com
- News12.com
- WNYT.com
- 13wham.com
- NYDailynews.com
- NBCNewYork.com
- Saratogian.com



Time to make **home energy upgrades?**   Or fire up the **grill of your dreams?**

**Both**

When you upgrade your home's energy efficiency like Russell did, you'll save energy, money and even your family budget. Making it easier to afford life's extra pleasures.

[Find out how >](#)

**myserda**  
Energy. Innovation. Solutions.

**NY WORKS**  
myserda

960 x 66 / 960 x 418



# EcoHouse Partnership

A traveling exhibition space and interactive learning center designed by CEC to raise awareness for energy efficiency in the shared built environment. NYSERDA helped fund the EcoHouse through the GJGNY Marketing Program.

CEC, in conjunction with the CBOs located in the 5 boroughs, directly engage individuals, spreading information about the full range of energy efficiency incentives and supportive programs available.

## EcoHouse Schedule:

- April, including Earth Day: El Puente in Brooklyn and Downtown Manhattan Community Development Corporation,
- May: Bronx Overall Economic Development Corporation and Sustainable South Bronx
- June: Neighborhood Housing Services of Staten Island for Live Better Staten Island Month.
- September: Neighborhood Housing Services of Jamaica to bring the exhibit to Eastern Queens for the start of the school year
- November in Harlem partnered with the Civic Association Serving Harlem to complete the contract with NYSERDA.

To date, the EcoHouse has been visited by more than 6,000 New Yorkers and nearly 200 school groups - for a unique class field trip experience.

<http://www.youtube.com/watch?v=mEzI0cXgPa4&feature=youtu.be>

# EcoHouse YouTube Video

