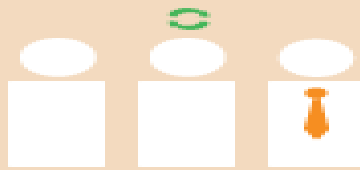
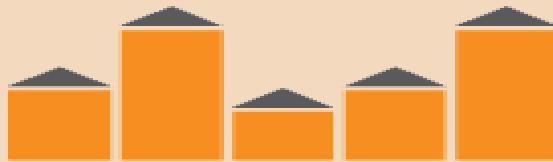


THE FRIENDS AND
NEIGHBORS PROGRAM:
BUILDING
COMMUNITIES AND
CREATING JOBS



YOU + ENERGY ADVOCATE + CONTRACTOR



YOUR FRIENDS



MAKES A LARGER IMPACT

CONTRACTOR BENEFITS:

- Lower costs
- Business development and mentoring
- More jobs

COMMUNITY BENEFITS:

- Job creation
- Build a green economy
- Referral incentives

CUSTOMER BENEFITS:

- Lower costs
- Simple costs
- Work completed faster

PUSH GREEN: *THE FRIENDS AND NEIGHBORS PROGRAM*

- Minimum of 5 homes
- 27 targeted neighborhoods
- % discounted pricing corresponds with the size of the bundled project (10% max. discount)
- 8 HPwES contractors participating in the launch phase, including 2 MWBEs and 4 LIUNA Local 161 signatories

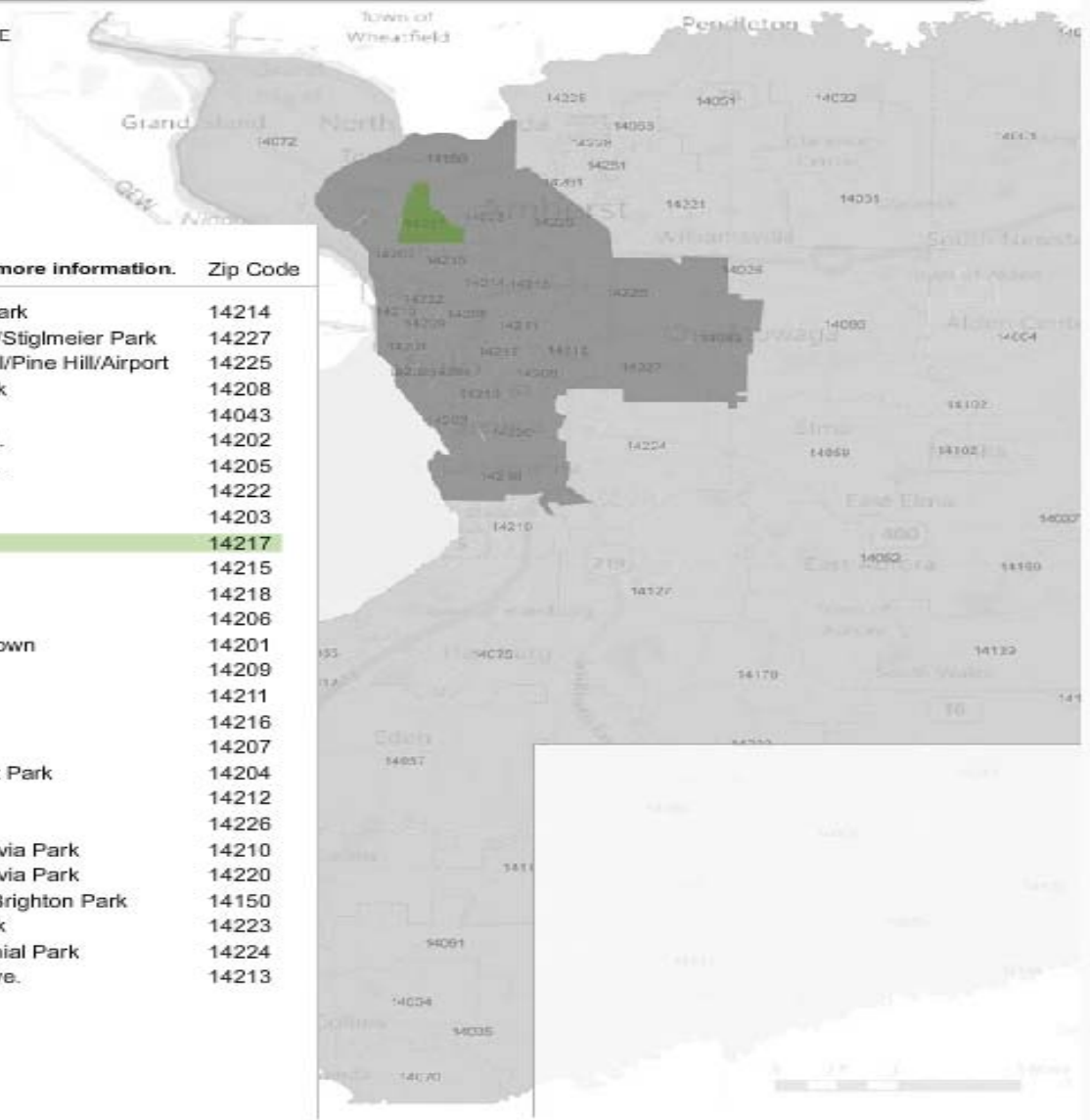




PUSH GREEN NEIGHBORHOODS

Text

- CURRENTLY ACTIVE
- ACTIVATED
- PLANNED

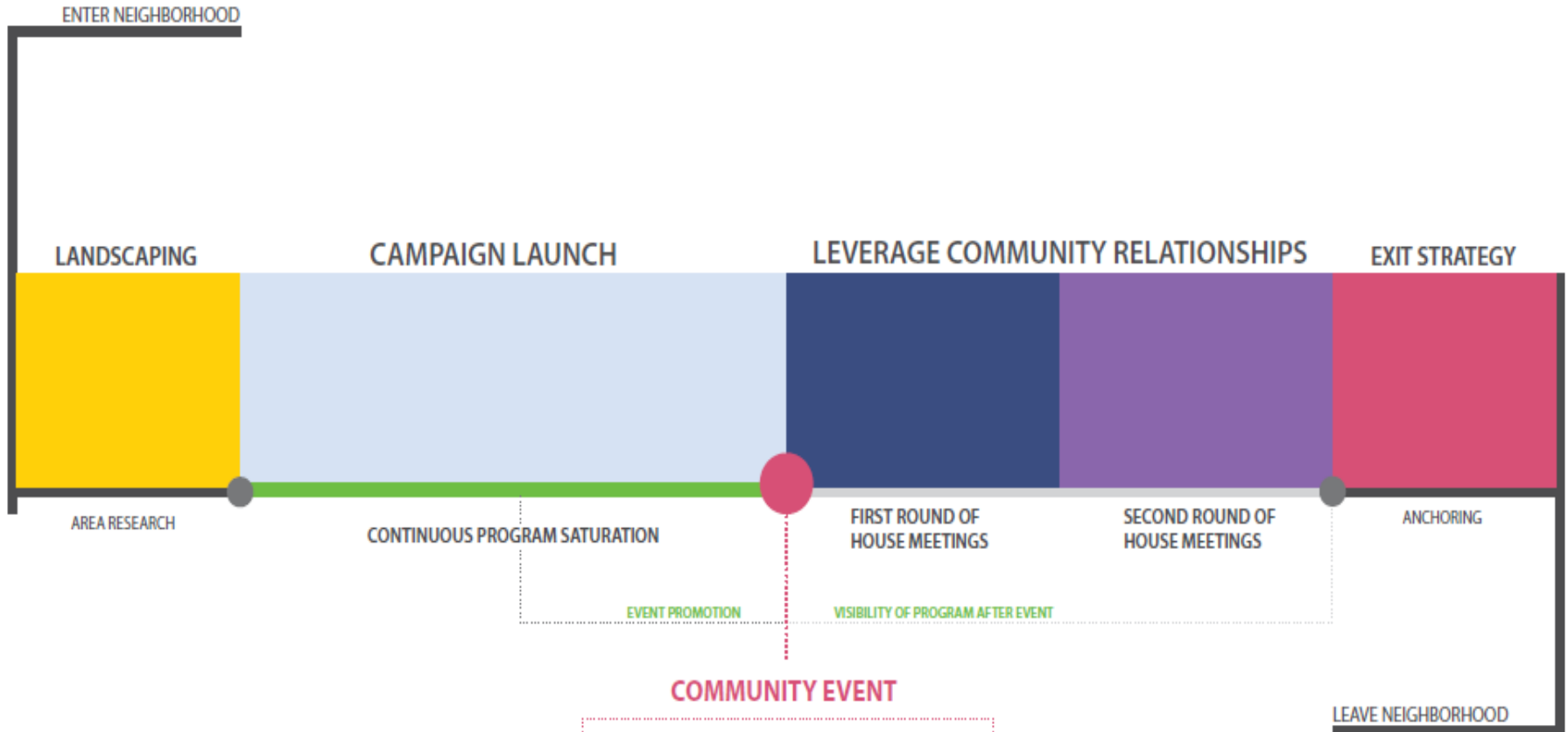


Select a neighborhood for more information. Zip Code

1. Central Park/Delaware Park	14214
2. Cheektowaga—Bellevue/Stiglmeier Park	14227
3. Cheektowaga—Cleve Hill/Pine Hill/Airport	14225
4. Cold Springs/Hamlin Park	14208
5. Depew	14043
6. Downtown/Delaware Ave.	14202
7. Downtown/Michigan Ave.	14205
8. Elmwood Village	14222
9. First Ward	14203
10. Kenmore	14217
11. Kensington-Bailey	14215
12. Lackawanna	14218
13. Lovejoy	14206
14. Lower West Side/Allentown	14201
15. Main St./Ferry St.	14209
16. MLK Park	14211
17. North Buffalo	14216
18. Riverside	14207
19. Seneca Babcock/Willert Park	14204
20. Sloan	14212
21. Snyder/Amherst	14226
22. South Buffalo—Cazenovia Park	14210
23. South Buffalo—Cazenovia Park	14220
24. Tonawanda—Brighton/Brighton Park	14150
25. Tonawanda/Lincoln Park	14223
26. West Seneca—Centennial Park	14224
27. West Side/Richmond Ave.	14213

PUSH GREEN:
COMMUNITY
ENGAGEMENT

PUSH GREEN NEIGHBORHOOD TIMELINE



Push Green program helps residents save on energy costs

I'd like to share information about an important program that is currently in the Kenmore area — PUSH Green.

What's PUSH Green? It's a program through the New York State Energy Research and Development Authority and is designed to help homeowners make their properties more energy-efficient, which, of course, translates to lower gas and electric bills.

Because most of the homes in Kenmore are older, they may not be the most energy-efficient. I'm sure all of us would like to lower our gas and electric bills if we could, but we may not know what can be done to make our homes more energy-efficient and/or we lack the funds to make the improvements. The PUSH Green program is designed to assess your home's energy efficiency and then to offer ways to improve it and lower your bills. Best of all, it offers various financial incentives to help you make your home more energy-efficient.

The program starts with a home energy assessment, which is free to anyone with an income of \$132,000 or less. This assessment may include "easy fixes" to improve your energy efficiency, which would be of little or no cost to you. Your assessment might also suggest that better energy efficiency can be achieved through "bigger ticket" items, such as new windows or a new furnace. In these cases, the program provides discounted pricing for materials/equipment, as well as various options for financial assistance to cover the costs of making these improvements.

The list of eligible measures is huge — ranging from duct sealing and pipe insulation to installation of new doors, light fixtures, and appliances. The assessment will also bring to light any health and safety issues present in your home and provide financial assistance to help with these repairs, such as repairs/upgrades to heating systems; gas leak repairs; and smoke, radon and carbon monoxide detectors. Once your assessment is complete, you're under no obligation to do anything more. It's up to you if you want to implement any of the suggested changes.

Here's your chance to make improvements to your home at a reduced cost. In fact, through the "Friends and Neighbors Program," you can save even more money when you look into the program as a group. Depending on how many people are in your group, there can be additional savings of 5 to 10 percent.

I encourage all of you to look into this program. It's a win-win for you in that you get a free energy assessment and the option of getting financial help if you make any energy-saving improvements to your home. If you do proceed with any improvements, local contractors will get more work, and of course, energy savings help all of us in reducing our energy use and saving our energy resources.

If you would like more information about PUSH Green or if you would like to schedule an appointment, contact 886-1780 or check out its website at www.pushgreenwny.com.



PATRICK MANG

Village of
Kenmore Mayor



MELISSA FOSTER
Founder and President, Village of Kenmore
Improvement Society

Why do you believe in PUSH Green?

"The program helps us to reduce our energy consumption as we all strive to be more aware of our carbon footprint - helping us become a more "green" community. Reducing our carbon footprint and our energy consumption is a gift, not only for ourselves but also for those to come. Being able to leave behind a legacy of energy efficiency and sustainability for Kenmore's future residents is a very noble act – an act, that will hopefully become a part of our life's legacy of giving.

What I like most about the program is that payments for the improvements are placed on our utility bills. The On-Bill Recovery Loan will not make our utility bills skyrocket, thus making the PUSH Green program truly affordable."



YOU ARE INVITED

TO MY PUSH GREEN HOUSE MEETING

Wednesday, May 30, 2012 - 6:30pm

RSVP BY **MAY 25, 2012**

phone| 716-882-9656 e-mail| marsh@zillermarsh.com



C
A
P
T
A
I
N
S
C
R
I
P
T

Developing community leaders:
PUSH Green's Energy Advocates
identify and cultivate CAPTAINS
who want to take an active role in
recruiting others in their
community to participate in the
Friends and Neighbors program



Come to our house party to
learn how we can make our
houses, street and community
most comfortable.

-Linda Marsh and Art Ziller

FROM:

PLACE
STAMP
HERE

TO:

Hi

Interested in saving money on your heating and
cooling bills?

Want to live more comfortably year-round?

Then attend my house party to learn all about this new
energy efficiency program, PUSH Green. Their new Friends
and Neighbors Program will save you, your friends and
your neighbors a ton of money and time and will help you
improve the comfort, durability and safety of your home.
Take the first step with us and learn more about this
program at my upcoming house meeting.

See you soon!



Rachelle Moses of Buffalo's PUSH Green talks to homeowners at Mary Jane and Denis Uminski's home.



"So often, you know that donating money to a good cause is a way to contribute and make a difference in our community," said Art Ziller, PUSH Green captain and co-host. "With PUSH Green, you can help the community by saving money."



PUSH GREEN:
WORKFORCE
ENGAGEMENT



April 2012 PUSH Green Worker Recruitment Event



WORKFORCE RECRUITMENT: Building a pool of trained and qualified workers

- ❑ Referrals from pre-apprenticeship and work readiness training providers
- ❑ 50+ 1-on-1 meetings (Feb. to Apr.)
- ❑ 25+ attend PUSH Green Worker Recruitment event (early Apr.)
- ❑ 13 worker recruits complete a GJGNY and LIUNA sponsored basic insulation and air sealing installer training (Apr./May)
- ❑ Recruits transitioned into membership in LIUNA Residential Weatherization and Green Workforce Local 161

GREEN JOBS
green
NY



"Hands on. Ready to work."
Energy Efficiency
Training Center



LiUNA!

“Make the road...

to walk it”



Developing community leaders:
PUSH Green worker recruits receive training in customer outreach and make commitments to volunteer in community-based lead generation efforts.



**GOOD GREEN
JOBS!**

PUSH GREEN: CONTRACTOR ENGAGEMENT

PARTICIPATE IN NYSERDA'S HOME PERFORMANCE WITH ENERGY STAR[®] PROGRAM

All participating NYSERDA Home Performance contractors are accredited by the Building Performance Institute and are responsible for delivering services that meet the highest technical standards in the industry.

PARTICIPATE IN PUSH GREEN'S FRIENDS AND NEIGHBORS PROGRAM

Contractors who participate in the Friends and Neighbors Program are in good standing with NYSERDA and make formal commitments to hire local residents, pay family sustaining wages and benefits, and provide training to workers. PUSH Green convenes participating contractors and other community stakeholders quarterly in an accountability roundtable that will monitor each individual stakeholder's ability to meet workforce standards.

MAKE THE CHOICE TO PARTNER WITH LIUNA AND OPTIHOME ALLIANCE

The Laborers International Union of North America (LIUNA) and OptiHome Alliance have made a commitment to building the residential energy efficiency industry sector in WNY. LIUNA and OptiHome Alliance are helping to bring long-term economic security to workers, contractors, and local communities to enable the industry sector to grow sustainably and equitably. OptiHome Alliance provides signatory contractors with lead generation support, access to capital, and access to discounted bulk purchasing.



Ultimately, the success of the Aggregation Pilot will depend on the commitment of each stakeholder to principles of mutual accountability, strategic collaboration, community/customer service, and social equity

Aggregation contractor orientation at the Buffalo Employment and Training Center



Aggregation project assignment lottery at the PUSH Green office