

**NYSERDA EEPS ANNUAL OUTREACH, EDUCATION, AND MARKETING PROGRESS REPORT**  
**JANUARY – DECEMBER 31, 2011**

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NYSERDA Marketing made significant strides in 2011, including building a foundation and launching integrated Marketing initiatives to support NYSERDA's attainment of EEPS program goals. These activities enabled NYSERDA to reach common target audiences more effectively and efficiently. The activities outlined in this report reflect a strategic approach which has been applied across all major EEPS programs: C&I, Residential, and Multifamily. This strategy includes:

- A research-based approach: Audience segmentation, Understanding of drivers and barriers, identification of priority messages and vehicles
- Integration of messages to reach common target audiences
- Evaluation of contractor delivery channel needs and opportunities
- A focus on lead-generation and lead-nurturing activity
- Use of new media to reach previously untapped audiences
- Development of baseline measures that will evolve as EEPS2 progresses

These activities are supported by NYSERDA's website -- a front door to all of NYSERDA's programs -- which was redesigned and launched in 2011.

Much of the strategic and creative development required to sustain activities going forward was planned in 2011 and is now complete and underway. Consistent messages will be delivered across NYS, increasing the return on our marketing investment. Activities will be monitored and tactics modified to continuously improve our results.

This report outlines our 2011 efforts, already realizing significant results, as well as our plans for 2012.

**SECTION 1. EEPS COMMERCIAL AND INDUSTRIAL (C&I) PROGRAMS ANNUAL OUTREACH, EDUCATION, AND MARKETING PROGRESS REPORT**

**Program Overview**

NYSERDA's Energy Efficiency Services (EES) division helps commercial/industrial businesses adopt energy efficiency technologies in new and existing buildings. Core EEPS programs include the New Construction, Existing Facilities, Industrial Process and Efficiency, FlexTech, Benchmarking, and Agriculture Energy Efficiency Programs.

These programs serve a variety of vertical sectors including colleges/universities, healthcare, retail, manufacturing, data centers, commercial real estate, and agriculture among others.

To help meet aggressive energy savings goals established by the PSC, an integrated marketing program has been implemented statewide to drive awareness and participation in these core programs.

## **Marketing Program Goals**

Benchmark research conducted in 2010 showed low awareness and understanding of NYSERDA programs in the commercial and industrial space statewide among past NYSERDA customers.

Energy efficiency is top-of-mind for commercial businesses, but they have a tough time identifying the significant opportunities.

While “going green” and “sustainability” are important to companies, the chief motivator is cost savings. The challenge is justifying ROI and payback around energy efficiency measures.

Businesses are looking for a partner to help them navigate this new world of energy efficiency, as they typically lack the technical expertise or background to make the right decisions.

Energy efficiency opportunities can be found in multiple areas within a facility, and each customer has their own unique challenges; thus the importance of helping customers uncover their own goals and objectives and marketing across all programs.

Core objectives of the integrated marketing program include:

- Increase measurable awareness and understanding of NYSERDA’s offerings and programs in the commercial & industrial space
- Reinforce a positive perception of working with NYSERDA
- Illustrate the value of energy efficiency programs in tangible ways
- Support the attainment of both short- and long-term energy targets
- Sustain and grow relationships with existing/ past NYSERDA customers
- Generate prospect leads

## **Outreach, Education and Marketing (OEM) Budget/Expenditures<sup>1</sup>**

PORTFOLIO	Budget	Expended	% Total Budget Expended	Encumbered	Expended & Encumbered	% Expended & Encumbered
<b>TOTAL - Commercial &amp; Industrial (C&amp;I)</b>						
Total Annual Expenditures for C&I Outreach 2011	\$ 5,248,719	\$ 3,634,965	69%	\$ 2,724,537	\$ 6,359,502	121%
Total Annual Expenditures for C&I Marketing 2011	\$ 4,145,623	\$ 3,700,623	90%	\$ 445,000	\$ 4,145,623	100%
Planned Annual Expenditures for C&I for 2012	\$ 5,890,836					
Total Outreach	\$ 3,928,789					
Total Marketing	\$ 1,962,047	\$ 54,051				
<b>2012 - C&amp;I</b>						
Quarter 1	\$ 1,472,709					
Quarter 2	\$ 1,472,709					
Quarter 3	\$ 1,472,709					
Quarter 4	\$ 1,472,709					

**BY PROGRAM**

<b>TOTAL - New Construction Program (NCP)</b>						
Total Annual Expenditures for NCP Outreach 2011	\$ 1,225,636	\$1,782,249	145%	\$ 513,984	\$ 2,296,233	187%
Total Annual Expenditures for NCP Marketing 2011	\$ 641,258	\$ 574,508	90%	\$ 66,750	\$ 641,258	100%
Planned Annual Expenditures for NCP for 2012	\$ 777,262					
Total Outreach	\$75,219 <sup>2</sup>					
Total Marketing	\$ 702,043					
<b>2012 - NCP</b>						
Quarter 1	\$ 194,316					
Quarter 2	\$ 194,316					
Quarter 3	\$ 194,316					
Quarter 4	\$ 194,314					

<b>TOTAL - Existing Facilities Program (EFP)</b>						
Total Annual Expenditures for EFP Outreach 2011	\$ 1,009,083	\$ 188,611	19%	\$ 651,986	\$ 840,597	83%
Total Annual Expenditures for EFP Marketing 2011	\$ 1,259,934	\$ 1,126,434	90%	\$ 133,500	\$ 1,259,934	100%
Planned Annual Expenditures for EFP for 2012	\$ 1,684,678					
Total Outreach	\$ 1,124,674					
Total Marketing	\$ 560,004					
<b>2012 - EFP</b>						
Quarter 1	\$ 421,170					
Quarter 2	\$ 421,170					
Quarter 3	\$ 421,170					
Quarter 4	\$ 421,168					

<b>TOTAL - Industrial and Process Efficiency (IPE)</b>						
Total Annual Expenditures for IPE Outreach 2011	\$ 2,514,000	\$ 1,422,178	57%	\$ 1,365,479	\$ 2,787,657	111%
Total Annual Expenditures for IPE Marketing 2011	\$ 1,444,830	\$ 1,289,080	90%	\$ 155,750	\$ 1,444,830	100%
Planned Annual Expenditures for IPE for 2012	\$ 2,409,871					
Total Outreach	\$ 1,709,871					
Total Marketing	\$ 700,000					
<b>2012 - IPE</b>						
Quarter 1	\$ 602,468					
Quarter 2	\$ 602,468					
Quarter 3	\$ 602,468					
Quarter 4	\$ 602,467					

<b>TOTAL - FlexTech (FT)</b>						
Total Annual Expenditures for FT Marketing 2011	\$ 780,435	\$ 691,435	90%	\$ 89,000	\$ 780,435	100%
Planned Annual Expenditures for FT for 2012	\$ 492,060					
Total Outreach	\$ 492,060					
Total Marketing						
<b>2012 - FT</b>						
Quarter 1	\$ 123,015					
Quarter 2	\$ 123,015					
Quarter 3	\$ 123,015					
Quarter 4	\$ 123,015					

<b>TOTAL - Benchmarking</b>						
Total Annual Expenditures for Benchmarking Outreach 2011	\$ 210,000					
Total Annual Expenditures for Benchmarking Marketing 2011	\$ 19,166	\$ 19,166	100%	\$ -	\$ 19,166	100%
Planned Annual Expenditures for Benchmarking for 2012	\$ 242,632					
Total Outreach	\$ 242,632					
Total Marketing						
<b>2012 - Benchmarking</b>						
Quarter 1	\$ 60,658					
Quarter 2	\$ 60,658					
Quarter 3	\$ 60,658					
Quarter 4	\$ 60,658					

<b>TOTAL - Agriculture</b>						
Total Annual Expenditures for Agriculture Outreach 2011	\$ 290,000	\$ 241,927	83%	\$ 193,088	\$ 435,015	150%
Planned Annual Expenditures for Agriculture for 2012	\$ 284,333					
Total Outreach	\$ 284,333					
Total Marketing						
<b>2012 - Agriculture</b>						
Quarter 1	\$ 71,083					
Quarter 2	\$ 71,083					
Quarter 3	\$ 71,084					
Quarter 4	\$ 71,083					

<sup>1</sup>2011 Annual Marketing Expenditures are derived from contractual activity which may not yet have been invoiced and therefore, may not be reflected in the EEPS Scorecard Report for the same time period. 2011 Annual Outreach Expenditures for commercial and industrial programs may include invoice carryovers from 2010, based on three-year spending plans. 2012 Planned Expenditures do not include the expenditure of amounts already encumbered as of 12/31/11.

<sup>2</sup>Planned expenditures for the 2012 Outreach Budget excludes Trade Ally outreach funding (Account 4217).

## **Summary of OEM Activities/Accomplishments for the Past Year – Progress Toward Goals**

### **C/I Integrated Marketing Communications Program (supporting NCP, IPE, FT, EFP, Benchmarking)**

The integrated marketing communications program launched July 2012, targeting C-Suite and Management level decision-makers in key vertical markets. A memorable creative platform, “Measurable Results”, was developed and launched to position NYSERDA as the knowledgeable partner that helps customers achieve measureable results for their energy efficiency measures.

The campaign is designed to reach past and potential customers through a multi-tiered program using a combination of targeted media that helps educate them and accelerate their decision-making cycle.

The program incorporates a combination of awareness and lead generation tactics, including:

#### **Integrated Marketing/Media**

- Print
- Online
- Direct marketing
- Quarterly Enewsletters
- Microsite ([nyserdasolutions.org](http://nyserdasolutions.org))

#### **Marketing Support Materials**

- Program and vertical-specific brochures
- Video case studies

#### **Comprehensive Public Relations Program:**

- Events
- Customer case studies/testimonials
- Statewide story pitching
- Partnership with various associations

From July through December 2011, results indicate the campaign is performing well above industry benchmarks:

- 1,175 total leads generated
- 91,483 total visits to the microsite, [nyserdasolutions.org](http://nyserdasolutions.org)
- Email conversion rate of 22.83% (industry benchmark is 0.9% – 2%)
- 764 opt-ins for future marketing communications activity
- 191 leads with annual energy spends over \$1 million
- 34.07% of leads have energy-efficiency projects planned and were routed to program/contractor staff for handling

### **NYC Targeted Campaign**

NYSERDA launched a NYC print/publicity campaign from June through November to drive NYSERDA awareness among key C&I decision makers in NYC (downstate), by demonstrating the value of NYSERDA programs through the promotion of specific NYC projects.

The campaign showcased a range of NYSERDA program participants – Macy's, Vornado, the Empire State Building, and Columbia University using ads and case studies that featured compelling visuals and customer testimonials to promote NYSERDA benefits serving specific industry sectors.

The campaign incorporated paid and earned media components. A strong effort was conducted to maximize coverage by increasing the value of the media buy through negotiation for free placements and other added value benefits. As a result, there were 16 ad buys from 11 separate publications; nine of those publications included added-value benefits.

Internet banner ads were also placed on eight websites including BOMA, IFMA and ASHRAE. For the digital media included in this campaign, the click-through rate estimated by the media was .06%. This campaign exceeded that estimated rate by 130%. It achieved a click-through rate of .14%, with a total of 1,191 click-throughs.

A total of 15 placements in trade media publications and websites reached a combined circulation of 197,000. Media placements included: Retail Facility Business, ABO Developments, Real Estate Weekly, Building Services Management, Alliance to Save Energy, Energy Conservation & Supply, New York Real Estate Journal, Facility Safety Management, New York House, NYInc and Highbeam Business.

Two feature articles were prepared for publication by the ASC team at the request of editors. These included *Macy's Lights Up Energy Savings*, a cover story on the Macy's/NYSERDA partnership published in the August/September issue of Retail Facility Business, and *Realty Trust Seeks Sustainability via Improved Energy Efficiency*, a feature on the Vornado/NYSERDA partnership published October 6, in Building Services Management online.

#### Vertical Outreach Contractors

Vertical-based contractors extend market awareness and presence, and augment cross- program outreach and education activities. The contractors assist in outreach, and the identification, prioritization, and applications of potential customers as well as follow up on leads generated by the integrated marketing program. Activities and accomplishments for these vertical based contractors include:

- The Industrial Outreach Contractors have provided outreach through site visits and meetings to 525 industrial manufacturing customers, and have continued the development of stakeholders, partner organizations, and vendor relationships. This has led to 126 program applications representing 96,000 MWh and 350,000 MMBtu of energy savings.
- Through targeted marketing and outreach activities, the Data Center Outreach Contractor has conducted site visits and meetings with 575 data center customers to discuss program eligibility, potential projects and assist with applications. This has led to 76 program applications representing 50,000 MWh of energy savings.
- The Healthcare Outreach Contractor is directly assisting with the National Grid/NYSERDA Energy Efficiency for Health joint initiative announced in June 2010. To date, they have met with 79 potential hospitals and have received 165 applications.
- A Request for Proposal (RFP) is being issued in 2012 to procure new Vertical Outreach Contractors anticipated to start in 2013.

### Outreach Project Consultants (OPCs), New Commercial Buildings

Since January 2011, Outreach Project Consultants in support of the New Commercial Buildings Program conducted 596 outreach activities, including presentations, networking and one-on-one discussions. This activity resulted in the generation of 3,636 leads. During the same period, 212 projects were secured with an estimated net savings (after projected dropouts) of 62 GWh.

### Agriculture Energy Efficiency Program

NYSERDA employed a contractor to facilitate and coordinate all marketing and outreach activities to ensure success inside this unique sector. The contractor identified and prioritized potential customers using strategically targeted outreach including:

- Direct mail, email, phone outreach and face-to-face visits with equipment dealers and manufacturers throughout the state
- Leveraging relationships with members of the extended agriculture community, such as:
  - Soil and Water Conservation Districts
  - Farm Bureau
  - Cornell Cooperative Extension
  - Energy \$mart<sup>SM</sup> Communities Coordinators
  - Commodities Organizations and Dairy Cooperatives/Marketers
  - Department of Agriculture
  - USDA – NRCS
  - Farm Service Agency
- Identifying, attending and presenting at large and small scale agricultural events, including:
  - The 179th Annual NYS Agricultural Society Meeting
  - Madison Cooperative Meeting
  - Dairy Management, Inc. Teleconference with Dairy Co-ops and marketers
  - Center for Dairy Excellence Meeting
  - Lewis County Annual Crop Congress, Madrid, NY
  - Jefferson County Annual Crop Congress, Carthage, NY
  - St Lawrence County Ag Energy Efficiency Event
  - Jefferson County Ag Energy Efficiency Event
  - Clinton County Annual Crop Congress, Chazy, NY
  - Franklin County Annual Crop Congress, Malone, NY
  - New York State Farm Show
  - New York Pork Producers Annual Meeting

- Disseminating press release and program literature to media outlets targeting an agricultural audience
  - The Program was the feature topic on a weekly radio broadcast, *Homegrown Saturday*, with wide listenership in rural New York State
  - The following written publications and media outlets mentioned the Program in articles and features:
    - *The Post-Standard*, Syracuse
    - *The Evening Observer*, Albany
    - *Messenger Post*, MPNNow.com
    - *The American Agriculturist*
    - *Grassroots* (Farm Bureau)
    - *WCAX/Associated Press*
    - *The Post-Journal*, Jamestown
    - *The Daily News*, Genesee, Wyoming and Orleans Counties
    - *North County Now*
    - *Madison County Courier*

These activities resulted in the Program receiving over 400 applications in 10 weeks. The Program was launched in January 2011 and closed, fully subscribed, in March 2011.

Other activity in support of EES programs (January – December 2011) is reported in the following table:

Metric		
Website*	Total Page Views	Unique Visitors
NYSERDA.ny.gov	<u>281,211</u>	<u>218,550</u>
Commercial/Industrial	40,452	26,329
NCB	14,858	10,008
EFP	51,480	29,203
IPE	753	562
FlexTech	15,420	9,927
Benchmarking	1,532	1.136
Agriculture	630	453
Hotline Calls	Call Volume	
NCP	218	
EFP (includes IPE)	1569	
IPE	To be tracked separately 2012 forward	
FlexTech	298	
Benchmarking	Not tracked	

Agriculture	Not tracked	
Events	Estimated Total Attendance	Literature Distributed
257	105,510	58,278
Press Releases	Releases	Coverage/Events
NCB – 7	<p><b>City School District of Albany Receives Energy Efficiency Award from NYSERDA (3/22)</b></p> <p><b>Daemen College Receives Energy Efficiency Award from NYSERDA (4/4)</b></p> <p><b>Monroe Community College and University of Rochester Receive Energy Efficiency Award from NYSERDA (4/4)</b></p> <p><b>Leads in Pipeline for Green Commercial Construction Projects Spike (7/16)</b></p> <p><b>Cornell University Receives High Performance Energy Efficiency Award from NYSERDA (11/21)</b></p> <p><b>King &amp; King Architects LLP Receives High-Performance Energy Efficiency Award from NYSERDA (11/21)</b></p> <p><b>Rochester Institute of Technology Receives High Performance Energy Efficiency Award from NYSERDA (12/5)</b></p>	<i>NJ and Company</i> <i>NYInc</i> <i>House Median Network</i> <i>Electric Light and Power</i> <i>NIUZER.com</i> <i>High Beam</i> <i>Green Real Estate</i> <i>Clean Tech News</i>  <i>RobsonWoese News</i> <i>NYInc</i> <i>House Median News</i> <i>NIUZER.com</i> <i>Buffalo Business First</i> <i>USAg Net</i>  <i>My Green Education</i> <i>NYInc</i> <i>NYREJ</i> <i>High Beam</i> <i>TreeHugger</i> <i>Green Living Guy</i> <i>Green Real Estate Daily</i>  <i>High Beam</i> <i>Nieuizer.com</i>  <i>WBGN-TV</i> <i>Clean Tech NY</i>  <i>Syracuse.com</i>  <i>WHEC</i> <i>GLRPPR.org</i>
EFP - 2	<b>With Support from NYSERDA Fordham University Obtains LEED Gold from U.S. Green Building Council (5/5)</b>	<i>Hot Rentals NY</i> <i>Treehugger.com</i> <i>NYInc</i> <i>Green Living Guy</i> <i>NJ and Company</i> <i>Jedarnaiz.Typepad.com</i> <i>House Media Network</i> <i>High Beam</i>

	<p><b>NYSERDA to NYC Business Save Your Energy Call NYSERDA (8/9)</b></p>	<p><i>Real Estate Rama Utility Products</i></p> <p><i>New York House Magazine</i></p> <p><b>*Vornado Realty Trust Ribbon-cutting event</b> at 1 Penn Plaza in March for completion of CHP system – NYC (March 2011)</p> <p><b>*Joint event/check presentation event</b> w/ Congressman Gibson w/ National Grid announcing funding for Local Ocean - Greenport (4/29)</p> <p><i>Register Star Times Union National Grid</i></p>
IPE - 3	<p><b>Program to Help Data Centers Reduce Energy Usage and Control Costs Offered by Consolidated Edison and New York State Energy Research and Development Authority (1/27)</b></p> <p><b>NYSERDA Funding Helps Fort Edward's Irving Tissue Plant Improve Energy Efficiency, Reduce Costs by \$1.5 Million Annually (5/24)</b></p> <p><b>NYSERDA Hosts Panel Event on Reducing Institutional Costs Through Green IT (11/15)</b></p>	<p><i>Energy Central Mission Critical Magazine UK IBTimes Green Living Guy Mid- Hudson News Environmental Leader Connexion Green Scene</i></p> <p><b>*ConEd/NYSERDA event</b> announcing investment to help data centers reduce energy – IBM in Armonk (1/27)</p> <p><i>New York AG Connection NYInc Metro Green Business High Beam Green Careers NY Times Union Post Star Daily Gazette NJ &amp; Company</i></p> <p><b>*Irving Tissue event</b> with Lt. Gov. to announce company's energy cost savings - Fort Edward(5/24)</p> <p><i>Mission Critical Magazine</i></p>

FlexTech - 1	<b>Grocers Can Go Green and Save Green with Support from NYSERDA (3/8)</b>	<i>Long Island Exchange</i> <i>NYInc</i> <i>Green Real Estate Daily</i> <i>NJ and Company</i> <i>Grocery Headquarters</i> <i>TreeHugger.com</i> <i>Electric Light and Power</i> <i>WNYT</i>
Benchmarking - 1	<b>NYSERDA Announces Benchmarking Initiative to Help Commercial and Multifamily Building Owners Reduce Energy Use, Control Costs (4/20)</b>	<i>Research Reviews</i> <i>High Beam</i> <i>NIUZER.com</i> <i>Real Estate Rama</i> <i>WBGH</i>
Agriculture - 1	<b>Governor Cuomo Announces Grant Program to Help Farmers Reduce Energy Usage, Control Costs (1/7)</b>	<i>Hamptons</i> <i>High Beam</i> <i>Read Media</i> <i>CNYBJ</i> <i>Post Standard</i> <i>YN</i> <i>CBS 6</i> <i>North County Public Radio</i> <i>The Gov Monitor</i> <i>MPN Now</i> <i>Oneida Dispatch</i> <i>American Agriculturist</i> <i>Evening Observer</i>  <b>*Agriculture event with Lt. Gov. announcing new initiative to help farmers reduce energy usage – NYS Agricultural Society - Liverpool (1/7)</b>
General - 13	<b>Rochester Businesses Reduce Energy Costs by \$4 Million Annually with Support from NYSERDA Incentives (3/10)</b>  <b>Central New York Businesses Reduce Energy Costs by \$4 Million Annually with Support from NYSERDA (3/21)</b>	<i>NYInc</i> <i>Green Real Estate Daily</i> <i>High Beam</i> <i>NJ&amp; Company</i>  <i>NYInc</i> <i>House Median Network</i> <i>Treehugger</i> <i>Binghamton Linked</i> <i>Green Real Estate</i> <i>Clean Tech News</i> <i>USA Ag Net</i>

	<p><b>Capital Region Businesses Reduce Energy Costs by \$4.5 Million Annually with Support from NYSERDA Incentives (4/7)</b></p> <p><b>Milford Central School District Goes Green With Solar Energy Project (7/6)</b></p> <p><b>Southern Tier Business, Municipalities, K-12 School Districts, Hospitals Reduce Energy Costs (7/28)</b></p> <p><b>Capital Region Business, Municipalities, K-12 School Districts, Hospitals Cut Energy Costs by \$3.6 Million (7/28)</b></p> <p><b>Hudson Valley Business, Municipalities, K-12 School Districts, Hospitals Reduce Energy Costs by \$3.1 Million (7/28)</b></p> <p><b>North Country Business, Municipalities, K-12 School Districts, Hospitals Reduce Energy Costs (7/28)</b></p> <p><b>Central NY Business, Municipalities, K-12 School Districts, Hospitals Reduce Energy Costs by \$2 Million (7/28)</b></p> <p><b>Rochester Area Business, Municipalities, K-12 School Districts, Hospitals Reduce Energy Costs by \$2.7 Million (7/28)</b></p> <p><b>Western NY Business, Municipalities, K-12 School Districts, Hospitals Reduce Energy Costs by \$1.8 Million (7/28)</b></p> <p><b>NYC Municipalities, K-12 School Districts, Hospitals, Businesses Reduce Energy Costs by \$5.5 Million (8/2)</b></p> <p><b>NYSERDA Helps LaFargeville School District Gain Wind and Solar Power (8/10)</b></p>	<p><i>High Beam</i> <i>Times Union</i></p> <p><i>Grantsforpell.com</i> <i>Energy.com</i> <i>Cooper Crier</i> <i>WKYT</i> <i>Niuser.com</i></p> <p><i>WBNG Binghamton</i> <i>Research Reviews</i> <i>High Beam</i></p> <p><i>Times Union</i> <i>Research Reviews</i> <i>High Beam</i></p> <p><i>High Beam</i></p> <p><i>High Beam</i> <i>North Country Now</i></p> <p><i>High Beam</i></p> <p><i>Green Real Estate Daily</i> <i>High Beam</i></p> <p><i>High Beam</i></p> <p><i>Manhattanccgreen.com</i> <i>Green Real Estate Daily</i> <i>Sustainable City Network</i> <i>High Beam</i></p> <p><i>NJ and Company</i></p>
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		<p><b>*ARRA -funding event</b> w/ Cong. Hinchey announcing completion of installation of NYSERDA-funded PV system – Binghamton (3/23)</p> <p><i>City of Binghamton.org Clean Tech NY Carbon Capture Report</i></p> <p><b>*CDTA BusPlus Service Launch event</b> w/ Cong. Tonko announcing NYSERDA funding for hybrid buses and solar bus shelter for CDTA – Colonie Center - Albany (3/28)</p> <p><i>WNYT Troy Record</i></p>
		<p><b>**C&amp;I releases and events were restricted in Q3 and Q4 due to C&amp;I programs being integrated into the CFA process.</b></p>

\*Actual web activity may be higher than reported due to analytics downtime resulting from launch of new website at nyserda.ny.gov

### **Summary of Planned OEM Activities for 2012**

Approved by DPS, the marketing goals and objectives remain consistent for 2012 to drive awareness and participation in core EEPS programs.

#### Awareness/Demand Generation Tactics:

- Advertising/Media - Media plan will consist of a mix of online and print tactics including Pay-Per-Click, and will target priority vertical markets as well as a cross-section of C-level job titles.
- Direct Marketing -Outbound emails and direct mail pieces will be utilized to continue driving leads to nyserdasolutions.org. Targets will be past/current customers as well as prospects – a mix of in-house and third-party lists will be utilized.
- Public Relations-Public relations work will include event planning and management, story pitching and writing, social media content, development of case studies, e-newsletter writing, development and coordination of roundtables, and continuous media relations.

#### Engagement/Nurture Tactics:

- Collateral Materials/Offers - Development of collateral materials to support outreach efforts. This includes vertical and program-specific brochures, creation of offer items to use in advertising and direct marketing.
- Customer Engagement Tools- Creation of a sales video for use at select events, at nyserdasolutions.org microsite, etc. as well as development of the Hidden Savings tool to help prospects identify high-yield areas of energy efficiency in priority verticals.
- Nurture Program-Launch and maintenance of nurture program throughout the year, updating with new prospects and refreshing creative and offers.

Analysis:

- Metrics- Monthly reporting and quarterly-in depth analyses, including implications and recommendations for program maximization.

Benchmark/Wave 1 Tracking-Research study to determine shifts in brand awareness and perception from study conducted in late 2010. Research will include approximately eight hundred phone and online completes of both customers and prospects and forty qualitative interviews.

## **SECTION 2. RESIDENTIAL ANNUAL OUTREACH, EDUCATION, AND MARKETING PROGRESS REPORT**

### **Home Performance with ENERGY STAR® & Assisted Home Performance with ENERGY STAR**

#### **Program Description**

NYSERDA's Home Performance with ENERGY STAR (HPwES) Program and Assisted Home Performance with ENERGY STAR (AHPwES) are the largest programs of their kind in the United States and an integral part of NYSERDA's energy efficiency program portfolio. HPwES / AHPwES use building science and a whole-house approach to energy efficiency. HPwES / AHPwES are designed to reduce the energy use in the State's existing one-to-four family housing stock and to capture heating fuel and electricity-related savings.

The AHPwES Program is designed to reduce the energy burden on households whose incomes are less than 80% of State Median Income (SMI) or 80% of the Area Median Income (AMI). Households meeting these income criteria are eligible for a subsidy of 50% of the cost of eligible measures with a maximum subsidy of up to \$5,000.

The HPwES / AHPwES Program provides consumers with three low-interest financing options to help pay for the work. The target audiences are homeowners or renters in one-to-four family homes and meet the income eligibility requirements are permitted to participate in the program.

#### **Marketing Program Goals**

The primary marketing objective for the HPwES/AHPwES Program is to drive statewide homeowner program participation and increase awareness through an integrated marketing approach that educates homeowners on the value and benefits of the Program. A secondary goal is to increase the participation of Building Performance Institute (BPI) Accredited Contractors in the Program to ensure a robust infrastructure of qualified contractors who can meet program demand and help promote and brand the Program through their business marketing and promotion activities.

The overarching strategy to increase homeowner participation in the Program is to promote the value and benefits of the program, including:

- Reduced energy costs;
- Improvements completed by a qualified professional;
- Reduced environmental impact;
- Improved comfort;
- Health and safety benefits; and
- Improved home performance or value (*i.e.*, new furnace, appliances).

## Marketing Budget/Expenditures<sup>1</sup>

TOTAL - Home Performance with ENERGY STAR® (HPwES)	Budget	Expended	% Total Budget		Expended & Encumbered	% Expended & Encumbered
			Expended	Encumbered		
Total Annual Expenditures for HPwES for 2011	\$1,487,182	\$1,308,511	88%	\$1,308,511	\$1,308,511	88%
Planned Annual Expenditures for HPwES for 2012	\$1,745,200					
<b>2012 - HPwES</b>						
Quarter 1	\$436,300					
Quarter 2	\$436,300					
Quarter 3	\$436,300					
Quarter 4	\$436,300					

<b>TOTAL - Assisted Home Performance with ENERGY STAR® (AHPwES)</b>						
Total Annual Expenditures for AHPwES for 2011	\$234,996	\$222,887	95%	\$222,887	\$222,887	95%
Planned Annual Expenditures for AHPwES for 2012	\$308,850					
<b>2012 - AHPwES</b>						
Quarter 1	\$77,213					
Quarter 2	\$77,213					
Quarter 3	\$77,213					
Quarter 4	\$77,213					

<sup>1</sup> 2011 Annual Marketing Expenditures are derived from contractual activity which may not yet have been invoiced and therefore, may not be reflected in the EEPS Scorecard Report for the same time period. 2012 Planned Expenditures do not include the expenditure of amounts already encumbered as of 12/31/11.

### **Summary of OEM Activities / Accomplishments for the Past Year – Progress Toward Goals**

During 2011, an integrated marketing and communication plan was developed for the Program to leverage a full range of vehicles. The plan integrates the overall strategy and identified tactics to target homeowners most likely to participate in the program. During the year, the program leveraged SBC and EEPS funds expanding the efficiency services and marketing activities for a more robust and comprehensive program.

To develop the plan, market research was conducted to deliver insights and audience segmentation analysis of the NYS residential market. The research assessed the marketplace, economic climate, challenges, opportunities, barriers, and attitudes. Research included an online survey of 1,012 homeowners that gathered insights on energy consumption and program perceptions. The research provided foundation for messaging, positioning, and creative platform development.

From the research, foundational messaging, positioning, and creative platforms were developed and deployed into the marketplace. The strategies included development of foundational marketing tools with consistent messaging, and targeting those predisposed to completing energy efficiency projects. Newly created foundational marketing pieces include brochures, fact sheets, case studies, lifestyle magazine, paid advertisements, and updated educational content for the website. To drive awareness and engagement with homeowners, media tactics included: paid media, public relations and social media, web and direct marketing, and collateral. The media tactics drove visitors to a program website for additional program participation information. While on the promotional page, visitors can opt to receive additional program and/or energy efficiency information. During 2012, the contact information gathered will form a lead generation campaign to further drive participation and awareness.

In 2011, marketplace activity included television, radio, print advertising, online banner advertising, search optimization and geo-coded targeting, statewide community based events, public relations, social media, lead generation and contractor cooperative advertising to include a customer referral program.

(Note: Broadcast advertising was discontinued in October 2011 based on Governor's office request. DPS will be advised if there is a change in status. The current EEPS2 Marketing Budgets will not support an effective Broadcast schedule.)

The table below identifies metrics associated with the HPwES and AHPwES program during 2011.

Metric		
Website		
	Program Promotional Website	246,903 Total Page Views 205,884 Unique Views
	HPwES Program Pages	251,852 Total Page Views
	AHPwES Program Pages	34,543 Total Page Views
	GetEnergySmart.org (January – October)	1,185,716 Total Page Views 598,107 Unique Views
Online-Banner Advertising		
		208,898 click-through to promotional landing page  126,202,424 impressions served
Online-Search Optimization Advertising		
		42,692 click-through to promotional landing page  20,148,688 impressions served
Online-Facebook Advertising		
		45,546 click-through to promotional pages  171,578,003 impressions served
Literature Distribution		
	HPwES / AHPwES Related Materials	119,377 pieces of program materials distributed
Hotline Calls		
		53,886 Total Calls  9,583 Home Performance Program  370 Assisted Home Performance Program
Events		

	Each event attended provides information on all residential, workforce development and multifamily programs	326 events attended Estimated over 2.3 million attendees
Television	"Real People" :30 Commercial	35,557 spots delivered with average frequency 6 and reach 70%
Radio	Home Performance :15 Spot	1,254 spots
Print Advertising		3,195 ads 38,713,527 circulation
Press Releases		9 Releases

### **Summary of Planned OEM Activities for 2012**

The marketing goals and objectives remain consistent for 2012 to increase program participation and awareness for both HPwES and AHPwES. Strategies include continued development and refinement of foundational marketing tools to ensure consistent messaging. Development of a robust lead nurturing campaign will further engage target audiences and motivate greater program involvement. The nurturing campaign consists of an online email flighted campaign with multiple touch points encouraging homeowners to take the next step in program process based upon their current engagement level. The nurturing campaign also contains a direct mail campaign in targeted geographic regions to test the effectiveness of this tactic. As with 2011, the Program will continue to be promoted through vehicles such as print advertising, online banner advertising, search optimization and geo-coded targeting, statewide community-based events, public relations, social media and contractor cooperative advertising. Broadcast media vehicles are not included in the mix as the funds are not sufficient to cover those vehicles. In addition to the consumer-focused marketing activities, a contractor outreach plan will be developed to continue program education, enhance program communication and provide contractors with marketing materials to drive program participation. The contractor outreach plan tactics may include roundtables, webinars, direct marketing, and a contractor material toolkit.

### **New York ENERGY STAR® Homes and Assisted New York ENERGY STAR® Homes**

#### **Program Description**

NYSERDA's New York ENERGY STAR® Homes (NYESH) and Assisted New York ENERGY STAR Homes (ANYESH) Program is an enhanced version of the U.S. EPA ENERGY STAR Qualified New Homes program. The New York-enhanced program requires additional combustion safety testing, minimum heating efficiency specifications and ventilation requirements that are above the federal Program. In return for constructing homes to the enhanced level, NYSERDA provides technical assistance and financial incentives to one-to-four family and low-rise residential home builders and Home Energy Rating System (HERS) Rater Providers. The program encourages the adoption of energy-efficient construction techniques and requires the installation of high efficiency HVAC systems. A minimum 500 kWh usage reduction is required in New York, and is obtained through the installation of ENERGY STAR qualified appliances, electronically-commutated motors in HVAC equipment, and advanced lighting. Homes that successfully earn the ENERGY STAR designation use less energy than conventionally-built homes.

## **Marketing Program goals**

The primary program marketing goal is to encourage builders, developers, and residents who are planning new home construction to build to the New York ENERGY STAR Home standards. The Program's primary objective is to increase market penetration of new homes constructed to meet New York ENERGY STAR Home standards. Program marketing is also designed to positively influence the public's perception of energy-efficient homes and to educate them on their many benefits building consumer demand for the product. A key aspect to increasing demand of New York ENERGY STAR Homes includes promoting the many benefits, such as:

- Reduced energy costs;
- Third-party verification and certificate (ENERGY STAR® label);
- Reduced environmental impact;
- Improved comfort;
- Health and safety benefits; and,
- Improved home performance/value, i.e., high-efficiency furnace, windows, appliances, etc.

## **Marketing Budget/Expenditures<sup>1</sup>**

<b>TOTAL - New York ENERGY STAR® Homes (NYESH)</b>	<b>Budget</b>	<b>Expended</b>	<b>% Total Budget Expended</b>	<b>Encumbered</b>	<b>Expended &amp; Encumbered</b>	<b>% Expended &amp; Encumbered</b>
Total Annual Expenditures for NYESH for 2011	\$1,899,139	\$1,823,172	96%	\$1,823,172	\$1,823,172	96%
Planned Annual Expenditures for NYESH for 2012	\$1,094,367					
<b>2012 - NYESH</b>						
Quarter 1	\$273,592					
Quarter 2	\$273,592					
Quarter 3	\$273,592					
Quarter 4	\$273,592					

<b>TOTAL - Assisted New York ENERGY STAR® Homes (ANYESH)</b>						
Total Annual Expenditures for APHwES for 2011	\$0	\$0	n/a	\$0	\$0	n/a
Planned Annual Expenditures for APHwES for 2012	\$125,000					
<b>2012 - ANYESH</b>						
Quarter 1	\$31,250					
Quarter 2	\$31,250					
Quarter 3	\$31,250					
Quarter 4	\$31,250					

<sup>1</sup>2011 Annual Marketing Expenditures are derived from contractual activity which may not yet have been invoiced and therefore, may not be reflected in the EEPS Scorecard Report for the same time period. 2012 Planned Expenditures do not include the expenditure of amounts already encumbered as of 12/31/11.

## **Summary of OEM Activities / Accomplishments for the Past Year – Progress Toward Goals**

In 2011, the New York ENERGY STAR® Homes (NYESH) program ran an integrated marketing effort through August that consisted of print, online and broadcast media, focusing on consumer awareness. In light of federal ENERGY STAR program changes, as well as changes to the building code prompted the NYESH program team and NYSERDA Marketing staff, in conjunction with their OEM vendor, to execute a multi-faceted research study to gauge program awareness, as well as the value of the ENERGY STAR brand. The study began in late summer, and ran through the end of the year, consisting of builder focus

groups throughout New York State, in-depth interviews with realtors, and quantitative surveys of homeowners, renters and builders. The study showed great value in the ENERGY STAR label, but little recognition of the NYESH program. Builders felt positively about the program, and were willing to continue participating despite new requirements and standards, but expressed a strong need for increased consumer awareness to drive demand for ENERGY STAR-rated homes. While the survey was underway, an integrated marketing program with updated creative messaging ran from September through December, utilizing online and print advertising, as well as emails to builders. Total number of impressions reached for the four-month program exceeded 171 million, and seventy-five leads were captured from builders interested in participating in the program.

The table below identifies metrics associated with the NYESH and ANYESH during 2011.

Metric		
Website		
	Program Promotional Website- Consumers (launched in October 2011)	28,484 Total Page Views
	Program Promotional Website- Builders (launched in November 2011)	307 Unique Views
	NYESH Program Pages	51,480 Total Page Views
	GetEnergySmart.org (January – October)	1,185,716 Total Page Views 598,107 Unique Views
Online-Banner Advertising		
		19,169 click-through to promotional landing page 27,775,531 impressions served
Online-Search Optimization Advertising		
		32,549 click-through to promotional landing page 26,873,814 impressions served
Online-Facebook Advertising		
		22,096 click-through to promotional pages 13,367,844 impressions served
Literature Distribution		
	NYESH-Related Materials	13,493 pieces of program materials distributed
Hotline Calls		
		53,886 Total Calls 127 Program Specific Calls

Events		
	Each event attended provides information on all residential, workforce development and multifamily programs	326 events attended Estimated over 2.3 million attendees
Television		
	“NYESH” :30 Commercial	1,803 spots with average frequency 6 and reach 70%
Print Advertising		
		1,619 ads 20,931,669 circulation
Press Releases		
		5 instances of media coverage related to Program

### **Summary of Planned OEM Activities for 2012**

Armed with great insights from the research study conducted in 2011, the NYESH marketing program for 2012 will launch a new creative platform that leverages what we learned and creates messaging to drive demand and participation. Builder outreach activity includes the creation of an e-newsletter, development of a builder tool-kit, as well as expanded webinars, roundtables partnering with NYSBA, and online and print advertising. NYESH will also deploy a fully integrated program to reach consumers to increase awareness and education about program benefits, leveraging media placement in targeted publications and websites, as well as pay-per-click and Facebook advertising to reach individuals who are actively researching new home construction. Broadcast media vehicles are not included in the mix as the funds are not sufficient to cover those vehicles

### **EmPower New York**

#### **Program Description**

The focus of the EmPower New York (EmPower) program is on cost-effective electric reduction measures, particularly lighting and refrigerator replacements, as well as cost-effective home performance measures (insulation, air-sealing, heating system upgrades) and health and safety measures. Through the program, in-home energy-use education provides customers with additional strategies for managing their energy costs. To further promote energy-efficiency, participants are also invited to energy-use management workshops held in communities across the state.

The EmPower program targets customers of participating utility low-income payment assistance programs. Households with incomes below 60% of state median may be referred by an Office for the Aging, a Weatherization Agency, or other accepted referral sources. Priority is given to:

- Households participating in utility low-income payment assistance programs;
- Seniors referred by Offices for the Aging;
- Eligible households receiving services that are coordinated or co-funded by the Weatherization Assistance Program to create comprehensive workscopes,
- Eligible households in need of services living in buildings not eligible for service through the Weatherization Assistance Program.

## **Marketing Program goals**

The primary marketing objective for EmPower is to increase program awareness and drive statewide program participation among qualified participants. Traditionally, the program relied primarily on referrals from participating utilities, instead of directly market to potential participants. During 2011, the Program experienced lower levels of referrals from the utilities and as a result launched limited direct marketing to potential customers.

## **Marketing Budget/Expenditures<sup>1</sup>**

TOTAL - EmPower New York <sup>2</sup>	Budget	Expended	% Total Budget Expended		Expended & Encumbered	% Expended & Encumbered	
			100%				
Total Annual Expenditures for EmPower for 2011	\$34,909	\$34,909	100%		\$34,909	\$34,909	100%
Planned Annual Expenditures for EmPower for 2012	\$4,800,000						
Total Outreach	\$600,000						
Total Marketing	\$600,000						
<b>2012 - EmPower</b>							
Quarter 1	\$1,200,000						
Quarter 2	\$1,200,000						
Quarter 3	\$1,200,000						
Quarter 4	\$1,200,000						

<sup>1</sup>2011 Annual Marketing Expenditures are derived from contractual activity which may not yet have been invoiced and therefore, may not be reflected in the EEPS Scorecard Report for the same time period. 2012 Planned Expenditures do not include the expenditure of amounts already encumbered as of 12/31/11.

<sup>2</sup>The EmPower Gas Program budgeted \$34,909 in OEM costs. As of 12/31/2011 these funds had not been committed to OEM purposes were transferred to the incentive budget to provide direct incentives to EmPower-eligible households that were enrolled in the program prior to 12/31/11.

## **Summary of OEM Activities / Accomplishments for the Past Year – Progress Toward Goals**

As previously stated, the program historically received the majority of participants through utility referrals with those referrals supplemented by outreach to Offices for the Aging, Departments of Social Services, and Weatherization Agencies. With the Program experiencing a decline in referrals, the Program began marketing directly to consumers in Q2 2011 with print advertisements in targeted geographic regions. In Q4 2011, the Program introduced online banner and Facebook advertising to the media mix. The media tactics drive visitors to a program website for additional program participation information to include program application, eligibility requirements and additional program information. Simultaneously in Q3 and Q4 2011, an integrated marketing and communication plan was developed for the Program to leverage a full range of vehicles for execution in 2012. The plan integrated the overall strategy and identified tactics to target low-income New Yorker's. During 2011, the program leveraged SBC and EEPS funds, which allowed for the integrated marketing and communication plan development and additional marketplace activities, resulting in a more robust and comprehensive program.

To develop the plan, market research was conducted to deliver insights and audience segmentation analysis of the NYS low-income residential market. The research assessed the attitudes, behaviors and preferences related to household energy savings; gather feedback on alternative advertising concepts; measure awareness of home energy efficiency assistance programs; understand the motivators and barriers to program participation; and, identify the optimal communication channels for this audience. The 400-participant online research findings provided foundation for messaging, positioning and creative platform development.

The marketing strategies associated with driving program participation and awareness included development of foundational marketing tools with consistent messaging that resonate with the target audiences. New materials include a program fact sheet, advocate brochure, case study, event posters, lawn signs, referral postcards and event booth display. Recommended media tactics to drive awareness and engagement with low-income New Yorker's remain consistent with these previously deployed in Q2- Q4 2011. The media tactics continue to drive visitors to a program website for the program application, eligibility requirements and additional program information. Another marketing strategy to drive participation and awareness is to expand the marketing distribution channel to include program influencers and advocates. These groups could include contractors, landlords, churches, businesses, civic organizations, Community-Based Organizations, etc. The newly-created marketing pieces will assist the influencers and advocates in their efforts to educate and promote the program to potential participants.

The table below identifies metrics associated with the EmPower during 2011.

Metric		
Website		
	Program Promotional Website	32,393 Total Page Views 28,963 Unique Page Views 6,631 Click through to Additional Program Pages; of that 631 linked directly to application
	GetEnergySmart.org (January – October)	1,185,716 Total Page Views 598,107 Unique Views
Online- Banner Advertising		
		17,813 click-through to promotional landing page 16,993,513 impressions served
Online- Facebook		
		22,567 click-through to promotional pages 109,396,550 impressions served
Literature Distribution		
	EmPower Related Materials	16,459 pieces of program materials distributed
Hotline Calls		
		53,886 Total Calls 607 Program Specific Calls
Events		
	Each event attended provides information on all residential, workforce development and multifamily programs	326 events attended Estimated over 2.3 million attendees
Print Advertising		
		1,010 ads 10,903,227 circulation

## **Summary of Planned OEM Activities for 2012**

The marketing goals and objectives identified in Q4 of 2011 to drive program participation and awareness will remain consistent for 2012. Marketing will continue to develop foundation marketing tools and reuse content, when possible. To drive awareness and engagement with low-income New Yorker's, media tactics such as print and online advertising will continue to be used during 2012. The Program will be conducting webinars to train influencers and advocates on the marketing campaign and how to use the new foundation marketing tools in their outreach campaigns. The program is also assessing a potential email campaign to drive program participation among homeowners/ renters that have expressed interest in the program. In addition, individuals who participated in the program will be encouraged to refer friends/ family into the program through the referral card mechanism. Advocate materials will continue to be developed and promoted through toolkits that include event posters, lawn signs, fact sheets, advocate guides and webinars to assist influencers and advocates on promoting the program to potential participants.

## **Workforce Development**

### **Program Description**

In its June 2009 Order Authorizing Workforce Development Initiatives, the New York State Public Service Commission (Commission) approved a Workforce Development (WFD) Program to be administered by NYSERDA. The Program goals are to overcome the barriers to workforce training and to expand the existing energy efficiency training infrastructure across the State. These efforts will provide the present and future workforce with the technical skills necessary to serve the needs of the portfolio of programs funded through the EEPS. The WFD Operating Plan details specific goals for the number of participants, projecting about 6,200 trained and certified workers during the first year of the expanded program, plus an additional 2,300 trained through the New York State Department of Labor's (NYS DOL) Career Pathways initiative. NYSERDA will work closely with NYS DOL to leverage other State and federal funds to develop training for workers and emerging workers through NYS DOL One Stop Centers and the State's Workforce Investment Boards.

### **Marketing Program goals**

NYSERDA's marketing efforts for WFD are aligned with New York's needs and recommended training resources. NYSERDA's primary marketing objectives will be to increase:

- awareness of opportunities and careers in energy efficiency/clean energy;
- awareness of training facilities and programs to support clean energy career training; and
- enrollment in workforce training programs.

The marketing and outreach strategies for workforce development include:

- Leveraging networks and outreach activities of existing and new partnerships, including the development of a plan to align messages based upon a comprehensive analysis of partners' current marketing and outreach activities;
- Use of targeted media through such vehicles as an internet search engines, job search sites and trade association sites.
- Lessons learned from successful participants to gain insights on successful messages and mechanisms;
- Creating a clear vision of the opportunities related to green collar careers by developing profiles of the "new workforce." These new profiles will be used in publicity to create

excitement around these new career opportunities and will link directly to regional opportunities;

- Working with NYSDOL to target employers facing job reduction
- Creating co-operative funding opportunities for partners.

### Marketing Budget/Expenditures<sup>1</sup>

TOTAL - Workforce Development	Budget		% Total Budget		Expended & Encumbered		% Expended & Encumbered
	Budget	Expended	Expended	Encumbered	Encumbered	Encumbered	
Total Annual Expenditures for Workforce for 2011	\$362,600	\$209,667	58%	\$209,667	\$209,667	\$209,667	58%

<sup>1</sup>2011 Annual Marketing Expenditures are derived from contractual activity which may not yet have been invoiced and therefore, may not be reflected in the EEPS Scorecard Report for the same time period. 2012 Planned Expenditures do not include the expenditure of amounts already encumbered as of 12/31/11.

### Summary of OEM Activities / Accomplishments for the Past Year – Progress Toward Goals

The program leveraged SBC and EEPS funds during 2011 to expand the promotion of WFD initiatives throughout the state. Staff identified and developed case studies on individuals / companies that illustrate training opportunities in energy efficiency and clean energy. These case studies incorporate various training areas and geographic regions. They demonstrate ways for New Yorkers to obtain training on energy efficiency technologies and practices. The case studies will be showcased on the NYSERDA website, as well as NYSDOL'S GreenCareersNY.org website, used in public relation activities and any other way to further create awareness and promote training opportunities and career pathways.

In addition to the case studies, staff developed a media plan to further promote the WFD initiatives across the state through print and online advertising during Q4 2011. That marketplace activity drove visitors to the program web pages that provide additional information on clean energy and energy efficiency training, and to a training map with identified opportunities.

The table below identifies metrics associated with the Workforce Development during 2011.

Metric		
Website		
	Program Promotional Website	21,275 Unique Page Views 1,464 linked directly to training map
	GetEnergySmart.org (January – October)	1,185,716 Total Page Views 598,107 Unique Views
Online- Banner Advertising		
		15,076 click-through to promotional landing page 9,909,711 impressions served
Online- Facebook		
		17,281 click-through to promotional pages 65,412,990 impressions served
Events		
	Each event attended provides info on all residential, WFD and MF programs	326 events attended Estimated over 2.3 million attendees
Print Advertising		
		78 ads in 14 markets 8,100,762 circulation

## **Summary of Planned OEM Activities for 2012**

The marketing activities established in 2011 will continue into 2012. The case studies will be leveraged on the NYSERDA website, as well as NYSDOL'S GreenCareersNY.org website, used in public relation activities and other ways to further create awareness and promote training opportunities and career pathways. A media plan will be developed for 2012 to build upon the success from the Q4 2011 activity to include online and print advertising that drive visitors to program specific web pages to obtain additional information. Staff is reviewing the current training map for upgrade recommendations to make the tool easier to use. Cooperative advertising will continue through May 2012, encouraging innovative strategies to highlight energy efficiency training.

### **Statewide POS Lighting CFL**

#### **Program Description**

Increasing the availability of ENERGY STAR and other energy-efficient retail lighting products continues to be a focus of NYSERDA's residential energy efficiency programs, beginning with its EEPS-funded Residential Point-of-Sale Program in 2008. The Outreach, Education, and Marketing (OEM) Plan for the EEPS CFL Expansion Program was approved by the NYS Department of Public Service on April 1, 2009 and resulted in the sale of more than 9.4 million CFLs. These CFLs were purchased as a direct result of the Program incentives and OEM efforts. Dubbed the "Shining Example" campaign, the OEM effort consisted of a comprehensive, multi-media approach to raise awareness and increase demand for ENERGY STAR® qualified CFLs. The Shining Example campaign encouraged New Yorkers to submit videos and essays about making the switch from incandescent bulbs to CFLs. Winners received a Comprehensive Home Assessment through the Home Performance with ENERGY STAR® Program and a CFL bulb makeover for their house. Video winners also received a CFL bulb makeover for ten of their friends/neighbors and would appear in the second CFL Shining Example commercial. NYSEDA received 150 video submissions and 40 essay submissions. Nine video winners and nine essay winners were selected and received their CFL bulb packages and are in the process of receiving the free Comprehensive Home Assessment. The contest integrated the social norms and reciprocity principles of behavior change to encourage action. To leverage behavior change elements, the campaign encouraged demonstration of the product in action and encouraged participants to involve family and friends.

#### **Marketing Program goals**

The goal of the CFL Expansion Program was to provide on-going consumer CFL awareness and education; build consumer demand; and, drive consumers to purchase CFLs.

#### **Marketing Budget/Expenditures<sup>1</sup>**

TOTAL - Statewide POS Lighting CFL	Budget	Expended	% Total Budget Expended	Encumbered	Expended & Encumbered	% Expended & Encumbered
Total Annual Expenditures for POS CFL for 2011	\$1,097,134	\$1,097,134	100%	\$1,097,134	\$1,097,134	100%
Planned Annual Expenditures for POS for 2012**	\$350,000					
<b>2012 - Statewide POS Lighting CFL</b>						
Quarter 1	\$87,500					
Quarter 2	\$87,500					
Quarter 3	\$87,500					
Quarter 4	\$87,500					

<sup>1</sup>2011 Annual Marketing Expenditures are derived from contractual activity which may not yet have been invoiced and therefore, may not be reflected in the EEPS Scorecard Report for the same time period. 2012 Planned Expenditures do not include the expenditure of amounts already encumbered as of 12/31/11.

<sup>2</sup>2011 Statewide Residential Point-Of-Sale is reported as a separate program from the Statewide Residential Point-Of-Sale 2012 Program.

### **Summary of OEM Activities / Accomplishments for the Past Year – Progress Toward Goals**

Promotional events were held throughout the state in June and October at Retail Partner locations to promote the sale of ENERGY STAR® qualified CFLs, increase CFL awareness, and education. Retail Partners were given the opportunity to host an in-store event.

Building upon the foundational messages developed through the Shining Example campaign, the retail events and campaign theme “Make the Switch and Save” encouraged New York residents to change out incandescent light bulbs with CFLs and include a focused educational effort targeting retailer stores and other point-of-purchase locations. Media tactics were used to increase awareness and overall education of CFLs as well as drive consumers to specific in-store events. The events were supported by geographic specific radio, print and online advertising, and social media. The radio and print ads contained a strong CFL educational message along with specific information on the in-store event locations. In addition, each retailer event was promoted through NYSERDA’s website, CFL promotional web page, and the Shining Example Facebook page. The events centered around a special display booth located at the main entrance of the participating retailer that alerted customers to special promotions and educational material on CFLs. The Shining Example Facebook page and CFL promotional web page served as the hub for the promotional and educational campaign, supported by NYSERDA’s web site. All promotional materials drove visitors to the CFL promotional web page to obtain additional information about the in-store events and educational materials.

Metric		
In-store Retailer Events		
	June	5 events (Buffalo, Rochester, New York City, Albany and Kings)
	October	14 events (Staten Island, Brooklyn, Ithaca, Buffalo, Penfield, Buffalo, New York and Cazenovia) some cities held multiple events
Print Advertising		
	June	Ad in the primary daily publications for (5) markets  760,925 total circulation
	October	Full page Ad in primary daily publications for (5) markets
Radio		
	June	22 radio stations in 5 markets serving 409 GRPs
	October	3 markets; 507 spots; 503 GRPs
Facebook Site		
		Increased “Fans” by 533 from June 2011- December 2011  NYC, Buffalo and Staten Island top locations
Online- AOL Mail /		

Networks		
	June	10,320,967 impressions served
	October	15,674 click-through to Facebook page
		29,933,902 impressions served
Facebook Advertising		
	October	2,063,913 unique reach
		22,031 clicks through to Facebook page
	Fall- CFL Awareness Ads	22,709 click-through to program pages
		80,465,134 impressions served
Website		
	GetEnergySmart.org (January – October)	1,185,716 Total Page Views
		598,107 Unique Views

### **Summary of Planned OEM Activities for 2012**

The Residential Point-of-Sale 2008 targeting CFLs ended in 2011. Under a different program in 2012, the Residential Point-of-Sale will promote ENERGY STAR qualified light-emitting-diodes (LEDs) and specialty compact fluorescent lamps (CFLs).

### **Total RES Outreach, Education and Marketing Budget/Expenditures<sup>1</sup>**

PORTFOLIO	Budget	Expended	% Total Budget Expended	Encumbered	Expended & Encumbered	% Expended & Encumbered
<b>TOTAL - Residential Energy Services (RES)</b>						
Total Annual Expenditures for RES for 2011	\$5,115,960	\$4,696,281	92%	\$4,696,281	\$4,696,281	92%
Planned Annual Expenditures for RES for 2012	\$8,423,417					
Total Outreach	\$600,000					
Total Marketing	\$7,823,417					
<b>2012 - RES</b>						
Quarter 1	\$2,105,854					
Quarter 2	\$2,105,854					
Quarter 3	\$2,105,854					
Quarter 4	\$2,105,854					

<sup>1</sup>2011 Annual Marketing Expenditures are derived from contractual activity which may not yet have been invoiced and therefore, may not be reflected in the EEPS Scorecard Report for the same time period. 2012 Planned Expenditures do not include the expenditure of amounts already encumbered as of 12/31/11.

### **SECTION 3. MULTIFAMILY PERFORMANCE PROGRAM ANNUAL OUTREACH, EDUCATION, AND MARKETING PROGRESS REPORT**

#### **Program Overview**

The Multifamily Performance Program (MPP) uses a comprehensive approach to improve the energy efficiency of apartment buildings with five or more units and four or more floors. Using a network of qualified partners, the Program can help both existing and new construction projects save at least 15 percent in energy use.

## **Marketing Research**

To better understand potential customers of MPP, market research conducted in 2011 identified key drivers and characteristics of the multifamily sector. The main take aways from the research included:

- All past program participants agreed with this statement: Participating in the MPP program leads to improved operating costs.
- Prospective participants say cost is the most important driver, followed by projected savings, followed by possible incentives, rebates, financing.
- Financial benefits should be the lead message in marketing.

## **Marketing Program Goals**

Core objectives of the integrated marketing program include:

- Target and encourage eligible multifamily building owners to participate in the Multifamily Performance Program
- Increase building owner/co-op board participation in MPP and improve the overall efficiency, health and safety of new and existing multifamily buildings five units or more by educating owners on the value and benefits of the Program
- Target and identify eligible market-rate multifamily buildings that are master-metered and encourage the installation of advanced sub-metering technology
- Grow partner participation

## Total Outreach, Education, and Marketing (OEM) Budget/Expenditures<sup>1</sup>

PORTFOLIO	Budget	Expended	% Total Budget Expended	Encumbered	Expended & Encumbered	% Expended & Encumbered
<b>TOTAL - Multifamily Performance Program (MPP)</b>						
Total Annual Expenditures for MPP for 2011	\$460,989	\$411,913	89%	\$27,381	\$460,989	100%
Planned Annual Expenditures for MPP for 2012						
<b>2012 - MPP</b>						
Quarter 1	\$444,897					
Quarter 2	\$444,897					
Quarter 3	\$444,897					
Quarter 4	\$444,897					
BY PROGRAM						
<b>TOTAL - Electric Reduction in Master-Metered Multifamily Building (ERMM)</b>						
Total Annual Expenditures for ERMM for 2011	\$750,000	\$749,235	100%	\$765	\$750,000	100%
Planned Annual Expenditures for ERMM for 2012	\$263,516					
<b>2012 - ERMM</b>						
Quarter 1	\$65,879					
Quarter 2	\$65,879					
Quarter 3	\$65,879					
Quarter 4	\$65,879					
<b>TOTAL - Geothermal</b>						
Total Annual Expenditures for Geothermal for 2011	\$56,250	\$19,888	35%	\$19,888	\$56,250	100%
Planned Annual Expenditures for Geothermal for 2012						
<b>2012 - Geothermal</b>						
Quarter 1						
Quarter 2						
Quarter 3						
Quarter 4						

<sup>1</sup> 2011 Annual Marketing Expenditures are derived from contractual activity which may not yet have been invoiced and therefore, may not be reflected in the EEPS Scorecard Report for the same time period. 2012 Planned Expenditures do not include the expenditure of amounts already encumbered as of 12/31/11.

## Summary of OEM Activities/Accomplishments for the Past Year – Progress Toward Goals

### **Educating and motivating:**

Build **broad interest** and engagement in multifamily energy efficiency through general awareness strategies and tactics that promote the collection of Multifamily programs. “Power Breakfast” strategies and tactics included developing messaging and promotional collateral, series of outreach events, speaking opportunities, public relation opportunities, advertising and direct marketing.

### **Drive program-specific interest:**

Generate leads through **carefully targeted marketing** tactics designed to identify hard-to-reach prospects.

**Results to Date:** NYSERDA has had several articles and stories featured in multifamily trade publications, such as the Cooperator, Habitat Magazine and Multi-Housing News. In terms of advertising, MPP was promoted through a mix of online and print ads, as well as Google Search Engine Optimization.

### **2011 Highlights:**

- Total Impressions to Date – **Approximately 3,807,292**
- Total Potential Participant leads gathered to date – **Approximately 500**
- Total Potential Partner leads gathered to date – **Approximately 330**
- Seven Power Events were held statewide, garnering over **400 potential participant** attendees and over **50 potential partner** attendees
- Public relations efforts secured **18 feature articles** in multi-housing publications
- Supported seven lead-generation events, and secured five event postings, resulting in 29,580 impressions and 19,958 online views
- Qualitative research was completed with building owners and managers, to understand their experiences with/awareness of the program

### **Paid media with print and online ads have garnered the following impressions:**

- *The Real Deal*, 2 insertions, 46,000 impressions
- *The Cooperator* – 2 insertions, 21,000 impressions
- *Habitat Magazine* - 2 insertions, 16,000 impressions
- *Commercial Observer* – 2 insertions, 102,000 impressions
- *NE Region Insert: Affordable Housing Finance, Multifamily Executive, Apartment Finance Today*, 1 insertion, 13,000 impressions
- *MultifamilyExecutive.com* - 109,153 impressions, 315 clicks
- *TheRealDeal.com* - 2,281,628 impressions, 1,077 clicks
- *Multi-HousingNews.com* - 120,646 impressions, 109 clicks
- *MHN E-Newsletter* - 119,854 impressions, 42 clicks
- *Habitatmag.com* - 10,252 impressions, 49 clicks
- *Habitat E-Newsletter* - 17,674 impressions, 30 clicks
- Google paid search -358,325 impressions, 1,417 clicks

As an ongoing effort to increase MPP Partners, a MPP Partner Summit was held at Honor's Haven Resort in Ellenville in October. This was the first time this conference was opened up to prospective partners. The event drew 150 attendees, with nearly half of the attendees consisting of Home Performance Contractors, engineering firms and energy consultants interested in becoming partners in MPP. Video case studies were recorded at the MPP Partner Summit and at the November Power Events. These videos will be condensed and edited into shorter overviews that will be posted on the MPP webpage to help potential customers and partners better understand the program and get involved. Two MPP Partner case studies were developed to recruit more partners into the program, thereby increasing the intake of customers into MPP.

Other activity in support of MPP (January – December 2011) is reported in the following table:

Multifamily Performance Program Metrics		
Website		
nyserda.ny.gov/multifamily	Multifamily	945 Total Page Views 680 Unique Visitors
Literature Distribution		
	Multifamily Overview Brochure	1,316
	Multifamily Fact Sheet	1,621
	Multifamily Saranac Lake Case Study	766
	Multifamily Martin Luther King Apartments Case Study	681
	ERMM Fact Sheet	1,211
Hotline Calls		254 Calls
Events		Over 7,000 attendees
	Seven Power Events held statewide	400 potential participants 50 potential partner attendees
	NYS Weatherization Director Associations Conference	100 attendees
	CNYC Annual Housing Expo	700 co-op & condo board directors
	Massey Knakal Multifamily Summit	500 building owners, investors, developers, financiers
	Interface Multifamily NYC	300 affordable housing professionals
	Co-op & Condo Expo	5,000+ co-op & condo property managers
	AEA Multifamily Conference	500 energy policy decision makers, engineers, property managers, owners, etc.
	Green Light NY	200 lighting designers, energy consultants, engineers, building owners, managers, contractors
Press Releases	Topic	Date
• Press Release, Israel Berger and Associates.	Announced multifamily partnership with NYSERDA.	GlobalNewsWire & Yahoo, 1/26/11
• Press Release	#6 phase-out incentives	Solar Power Info, 4/11/11
• Press release, 4/20/11	Benchmarking multifamily and commercial buildings	The Business Review, 4/20/11; WBGH, 4/20/11; IB Times.com, 5/2/11

• Press release, 5/31/11	NYSERDA Brings Portfolio of Program and Incentives Together to Help Multifamily Building Owners Waste Less Energy, Make More Money. Also announces breakfasts.	US States blog, 5/31/11; New York blog, 5/31/11; <i>Real Estate Rama</i> , 5/31/11; Media Newswire, 6/1/11
• Bylined article by Tom Barone	Benchmarking is first step to reduce energy costs	<i>New York Real Estate Journal</i> , May 2011
• Press release	Power Breakfast Seminars for landlords	<i>Democrat and Chronicle</i> , 6/18/11
• Media pitch	Energy Trackers	<i>Multifamily Executive</i> , 6/10/11
• Bylined article by Ryan Moore	Making your multifamily building energy-efficient	<i>New York Real Estate Journal</i> , 7/26/11
• Bylined article by Ryan Moore	Energy efficient bldg. practices yield savings	<i>New York Real Estate Journal (Green Building supplement)</i> Aug. 2011
• Response to media query; interview with Ryan Moore	Green Savings and Incentives	<i>The Cooperator</i> , September 2011
• Media pitch	Submetering Your Building's Electricity	<i>The Cooperator</i> , September 2011
• Media pitch	Controlling Your Building's Energy Usage	<i>The Cooperator</i> , December 2011
• Press release	MPP Awards	WBEN; <i>NJ &amp; Company</i> ; <i>Real Estate &amp; Clean Tech News</i> ; <i>The Buffalo News</i> , 12/14/11; <i>Green Living Guy</i> , 12/14/11; <i>Green Real Estate Daily</i> , 12/14/11; <i>Poughkeepsie Journal</i> , 12/20/11
• Bylined article by Cameron Bard	Trimming Expenses	<i>Multi-Housing News</i> January 2012

### **Summary of Planned OEM Activities for 2012**

Approved by DPS, the marketing goals and objectives remain consistent for 2012 to drive awareness and participation in the Multifamily Performance Program.

#### Market Segmentation Research

The segmentation study will inform the design and execution of marketing communications for the MPP program. Specific research objectives include but are not limited to: learning the priority placed on making energy efficiency improvements in multifamily buildings; identifying and profiling the highest potential customers for the MPP program; determining each segments likelihood of having an energy assessment and participating in MPP; and investigating new mechanisms to reach specific channels when communicating with potential customer segments.

#### Awareness/Demand Generation Tactics

- Advertising/Media – Media plan will consist of a mix of online and print tactics.
- Public Relations – Public relations work will include event planning and management, story pitching and writing, social media content, development of case studies, targeted media lists and media relations to support building press events.

#### Lead Generation/Lead Nurturing

- Lead Generation – Develop an approach to lead generation which may include direct mail and email. Lead generation activities may include a combination of both online and offline direct marketing for lead generation and continuous lead follow-up. Development of a lead generation process for NYSERDA web site, hotline and promotional materials.
- Lead Nurturing – Create and support a lead nurturing process to help maintain sustained awareness that leads to conversion. Ensure process steps and resources for effective customer follow-up and relationship building are in-place.

#### Partner Recruitment and Partner Program Support

- Strengthen and expand partner network through the development of the additional partner case studies, Partner Summit and partner recruitment events.

#### Analysis

- Metrics – monthly reporting and quarterly in-depth analyses, including implications and recommendations for program maximization.