

What is Experience Clean Heat?

Experience Clean Heat is an initiative sponsored by the New York State Energy Research and Development Authority (NYSERDA) to increase consumer awareness of the benefits of cold-climate heat pumps. By partnering with local businesses and organizations we will encourage potential heat pump customers to visit and experience a heat pump in action, and share their positive experience with others. **Experience Clean Heat offers sites an opportunity to show their carbon reduction leadership!**



Site Benefits

We will promote Experience Clean Heat sites as green and sustainable through the following:

NYSERDA-LED SOCIAL MEDIA ADVERTISING

NYSERDA will provide paid social media advertising and content support including:

- ✓ Featuring Experience Clean Heat sites in geography-based paid social media advertising campaigns
- ✓ Custom photography or videoclips of the site, created by our advertising agency
- ✓ Coordinated promotion of posts to further awareness of the site

[CleanHeat.ny.gov](https://www.cleanheat.ny.gov) is the website for New York State's cold-climate heat pump consumer marketing campaign that averages approximately 200,000 visitors a month. We will list Experience Clean Heat sites in two areas of the website:

- ✓ On a dedicated page of Experience Clean Heat locations
- ✓ On a results list for consumers who enter their zip code and are looking for regional resources or rebates

SOCIAL MEDIA STRATEGY & SUPPORT

In addition to NYSERDA covering all social media campaign costs, sites also receive a free communications toolkit and best practices guide. The toolkit may include:

- ✓ Images and videos for your posts
- ✓ Recommended post copy specific to site type
- ✓ Recommendations for engaging followers, including timing and frequency of posts
- ✓ Contacts for help or technical support

RAFFLES, GIVEAWAYS, SPONSORED EVENTS

NYSERDA may offer a raffle, giveaway, or other sponsored event customized to fit with the site's current marketing promotions and characteristics. NYSERDA can cover these costs, up to \$2,500 per site. Sites will opt-in separately for the events. Details, rules, and restrictions will apply.

- ✓ Ideas for promotions to help drive traffic to the site, including contests
- ✓ Event posts for Experience Clean Heat promotional events such as a pop-up event, giveaways, or coupons
- ✓ Event support, including Experience Clean Heat staff attendance and tabling



NYSERDA
New York State Energy Research
and Development Authority



DIGITAL MARKETING

In addition to social media, NYSERDA may use other advertising channels (i.e. digital banners, emails, and SMS text messages) to promote your site as a place consumers can experience heat pumps.

SIGNAGE AND CUSTOMER EXPERIENCE SUPPORT

To create positive experiences for customers, NYSERDA will work with each site to understand their current customer experience. We'll provide sites with signage and interactive components customers can access via their smartphones and provide talking points for site staff. Sites may receive:

- ✓ Custom on-site signage
- ✓ Pamphlets and takeaways
- ✓ Coupons (digital or paper) for promotions related to Experience Clean Heat
- ✓ QR Codes that lead to an interactive experience

The development and/or printing of these materials will be funded entirely by NYSERDA.

SITE OWNER COMMITMENT

- ✓ Sign agreement to participate in the initiative
- ✓ Allow periodic inspections of heat pumps to make sure they are in top condition
- ✓ Allow signage and a good faith effort to keep signage clean
- ✓ Make a good faith effort to participate in the initiative
- ✓ Make staff available for initial training
- ✓ Make a good faith effort to have staff promote signage and promote heat pumps
- ✓ Make staff available for evaluation interviews/questionnaires



Process Overview for Site Owners

Step 1 – Fill out an application with information about your building and sign an agreement with NYSERDA.

Step 2 – Our Field Ambassador will visit your building and confirm that it is a good fit for the initiative, as not all sites may be selected.

Step 3 – Select signage and promotional materials for display at your site.

Step 4 – Our Field Ambassador will contact you to schedule a brief training with your staff about Experience Clean Heat.

Step 5 – Our Field Ambassador will hang signage, bring you any other support materials, and email you the virtual communications toolkit.

Step 6 – Our Field Ambassador will continue to be in touch with you throughout the entire initiative especially if any activities (i.e. raffles, contest, pop-up events) are happening. You may participate in multiple events.

INTERESTED?

Contact us at
ech@nyserda.ny.gov



NYS Clean Heat
Supported