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Arch Street Communications and RSG to Assess Awareness, Effectiveness of Energy and Demand Reduction Programs

(RSG Inc., White River Junction, VT)—The New York State Energy Research and Development Authority (NYSERDA) has awarded a two-year contract to Arch Street Communications (ASC) and RSG to assess the success of NYSEDA's marketing efforts of its Energy Efficiency Services (EES) programs to the commercial sector in the downstate New York market. This sector is being targeted because it has the potential for significant energy and cost savings and reduction in the release of carbon dioxide into the atmosphere.

Working with NYSEDA across several tasks, RSG and ASC will initially conduct extensive research to obtain a baseline measurement of NYSEDA's existing marketing tools and processes and identify immediate, intermediate and long-term targets and goals. Marketing strategies will then be developed based on the research findings in order to increase the effectiveness of the EES programs and identify further markets and strengthen current ones.

Other major project initiatives that the project team will carry out include ways for NYSEDA to implement cost-effective marketing strategies that address Downstate needs, investigate existing partner advertising efforts for maximizing outreach and identify market and outreach potential with associations, trade allies and other organizations to help market NYSEDA programs and educate their constituents.

Founded in 1992, Arch Street Communications, based in Pawling, NY, is a full-service public relations, public affairs and media relations consultancy, with areas of focus in social marketing and environmental and transportation issues. The firm offers strategic planning, media training, crisis management, media plans, speaker bureaus, education programs, town halls/community presentations, press conferences and related materials.

For more than 20 years, RSG has provided insightful consulting services for the planning, analysis and management of transportation, natural resources, technology and business. Since its founding in 1986, the firm has offered high-quality, objective data analysis to serve a broad portfolio of public and private sector clients locally, regionally and nationally. With headquarters in White River Junction, VT, RSG has offices in Chicago, Burlington, Portland (ME) and Salt Lake City.

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