



LABORERS
INTERNATIONAL
UNION OF NORTH
AMERICA &
**RENEWABLE
ENERGY
DEVELOPMENT**
IN NEW YORK STATE

New York State Laborers'
Organizing Fund
42-40 Bell Blvd. Bayside, NY 11361
Phone (718) 937-7447



www.renewablejobsny.org

LiUNA! *Knows Power*



44,000 MEMBERS STRONG

LIUNA has real people – 44,000 of our members – in every county across NY.



HIGHLY SKILLED & EXPERTLY TRAINED

LIUNA invests over \$100 million on member training and education annually.



ADVOCATING FOR RENEWABLE ENERGY

Our members are mobilized and ready to advocate for local, renewable energy jobs.



A DECADE OF EXPERIENCE

LIUNA has been building renewable energy systems across the US & Canada for 10 years.

About Us

LIUNA – the Laborers’ International Union of North America – is a powerhouse of workers who are proud to build in the great state of New York and across the United States and Canada.

LIUNA Is The Trusted Workforce in Renewable Energy Development

Our members help build and advocate for an “all-of-the-above” energy policy, which must include the expansion of our nation’s wind and solar infrastructure.

We believe in providing good wind and solar jobs for our hard working, highly skilled, and expertly trained men and women across New York State.

As the renewable energy field grows, LIUNA members are stepping up to new challenges and fulfilling valuable roles in solar and wind construction. Our local workforce is certified, organized and ready to build and advocate for New York State’s clean energy goals.

LIUNA knows that renewable energy is the future, which is why we invest billions of dollars of pension and annuity assets in funds that value and assure good middle class jobs. We believe that smart investing, responsible contractors, and a LIUNA workforce will result in a successful renewable-energy future.

That is why renewable energy companies need the help of LIUNA to get their projects approved and funded.



Jericho Rise Wind Farm - Churubusco, NY

Why Partner?

FACT – proposed projects will face opposition, regardless of the potential economic benefits or improved quality of life. NIMBYism, environmentalists, and a concerned or misinformed general public can halt or even stop crucial projects from moving ahead.

LIUNA Is Your Industry Partner: From Project Planning - Approval Process - Construction Phase - Grand Opening

Renewable energy companies can benefit significantly from LIUNA and the NYS Laborers, who can bring the heat with local people for local projects. Here are some ways we provide support:



People Power

Members Mobilized For Community Events

- Virtual Regulatory Hearings (NYSDEC, FERC, NYS DOT)
- Virtual Town Board, Zoning, and/or Planning Board Meetings
- Virtual Public Hearings and Open Houses
- In the past and near future, we have been able to turn out our members for project support
- Click below to see our past actions:

[Long Island Railroad Expansion](#)

[Algonquin Incremental Market Project](#)

[Constitution Pipeline](#)

Letter Advocacy

Members Organized To Submit Letters

- High-level targets identified (IDAs, Town Board officials)
- Individual statements of support drafted
- Strategy for targeted mass email communication confirmed and deployed

Public-Facing Media

Digital Ads, Websites, Radio, & Billboards

- Geo-targeted ad campaigns (Facebook, Instagram, Twitter)
- Campaign websites + built-in form letters
- Local radio & billboard ad spots
- Mobile LED billboard truck deployment

“ We know the Laborers can deliver these projects, because they build some of the most complex projects in the world. **”**

Alicia Barton CEO - FirstLight Power (former CEO of NYSERDA)

Our Influence

Before we lend our support, we want to ensure that renewable energy companies commit to providing high-quality job opportunities to our local workers. Together, we can make sure that New York's energy future is responsible. Our influence in the industry includes:



Social Media Advertizing

The New York State Laborers' Organizing Fund has a massive social media presence - close to 2k active followers across each major platform. We leverage this power by creating engaging digital content that will drive support and action for proposed projects. We also launch public-facing ad campaigns targeting specific areas impacted by those projects, effectively countering community opposition.



Project Websites & Landing Pages

Each site is created with an embedded form letter addressing the needs of the project. We can direct our local members and the general public to submit letters, which target specific stakeholders like Town Board and IDA officials.

[Prattsburgh Wind Farm](#)

[South Fork Wind Project](#)

[South Ripley Solar Project](#)



Radio & Billboards

We work with local radio stations to deliver messaging that drives support for proposed projects. Our billboard designs are created in-house, and are deployed in areas that are impacted by these projects.

[Cassadaga Radio Spot](#)

[Tioga County IDA Radio Spot](#)



Mobile LED Billboard Truck

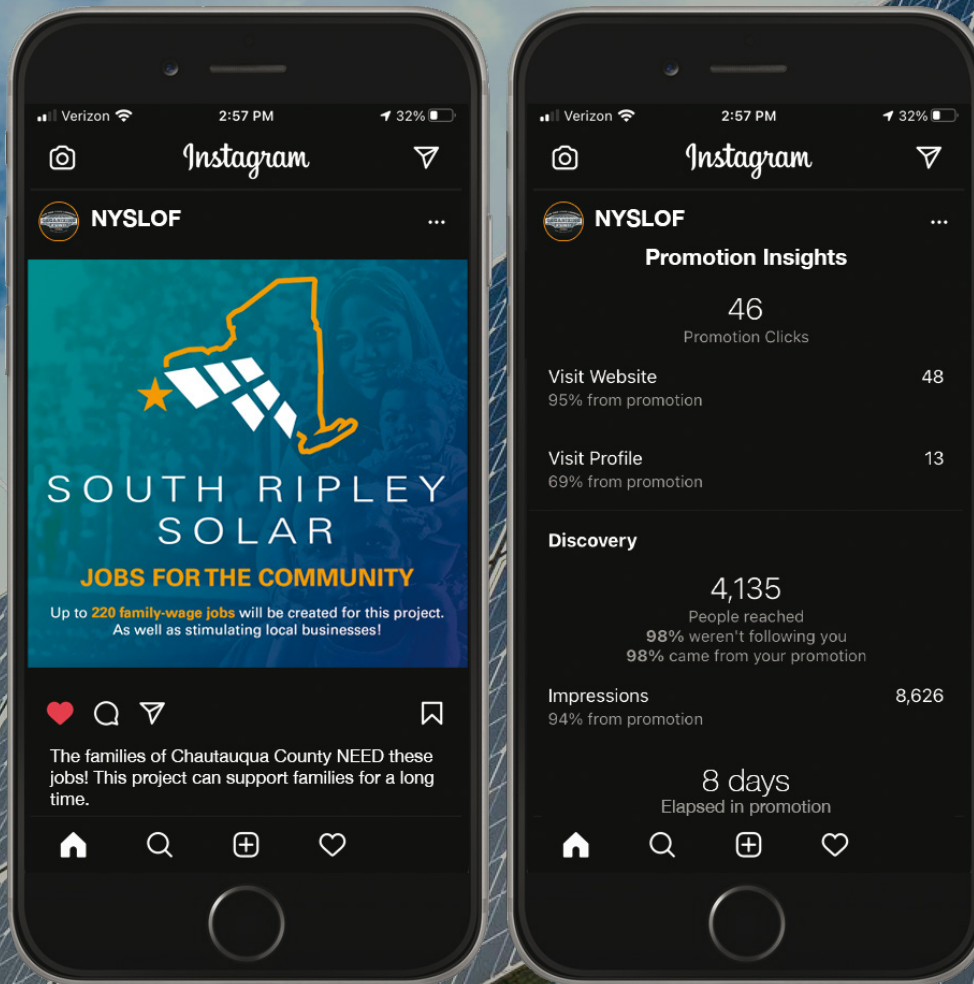
Our fleet of trucks can display a wide array of graphics and videos with audio. The trucks create immediate public response and can be leveraged to build significant momentum in a campaign.

[Bluestone Wind Farm Hearing, Binghamton](#)

[Broome Hearing Coverage, Press Connects](#)

Analytics

We were able to elevate the South Ripley Solar Project by launching geo-targeted ads that illustrated a wide array of benefits for the local community. Here is an example and the promotion results:



LIUNA In The Press

GOTHAM GAZETTE
[A Key Step the State Must Take for New York's Renewable Energy Future](#)

PRESS CONNECTS
[Guilford Mulls Rules As Wind Project Takes Hold](#)

N.A. WIND POWER
[NYS Laborers Event Underscores Wind Industry Opportunities](#)

TIMES HERALD-RECORD
[NYS Laborers Ready To Build Electrical Infrastructure](#)



LiUNA! *Knows Power*