

Workshop C3

Modernizing Your Equitable Outreach Toolbox



January 29, 2025
3:15 – 4:30 pm



Workshop Facilitator: Angie Bivens

Facilitator & Table Leads



Angie Bivens

Sr. Energy Efficiency Program Manager

Managing residential programs in Atlantic City Electric and Delmarva Power programs

- 16+ years of marketing, sales and public relations experience
- Worked for non-profits, for-profits & utilities
- Specializes in energy education, community engagement and program design
- BPA certification as a Building Analyst Professional
- 2023 AESP Emerging Professional of the Year



Table Leads

- Lindsay Buckwell-Yeung, *Evergreen Energy Partners*
- Levi Kinergy, *Focus on Energy*
- Emily Miller, *Cadmus*
- Maria Onesto Moran, *Green Home Experts*
- Tristan Stamets, *SEEL*
- Stephanie Hill, *Leidos*
- Angie Ostaszewski, *SEEL*

Session Description

This workshop will bring facilitators together to share success stories, strategies, tools and frameworks for ensuring customers are engaged in utility programs. Attendees will:

- Engage in scenarios to grow perspective on relationship building in underserved communities
- Explore how data and technology can be used to support this work, and the importance of messaging when speaking to different communities
- Work through an exercise to practice implementing these strategies when developing a campaign for an assigned, historically underserved audience



WORKSHOP AGENDA

This is an interactive workshop alternating every 15 mins between lectures and table discussions.

Welcome

Part One Lecture

Table Discussion

Part Two Lecture

Table Discussion

Group Share

Lecture

Part 1



1 – Teamwork tools



Measuring Tape

Much like the measuring tape, TEAMWORK is the universal tool that brings a project together. Before beginning outreach, take an inventory of teamwork skills on your team. Key points:

- **Be Genuine**
- **Stay Responsive**
- **DO NOT Over Promise**
- **DO NOT Ignore Feedback**

#2 – Detective tools



Magnifying Glass

To be effective in outreach, one must first establish the groups or individuals they want to connect with. Below are some questions to ask:

- **Who are they really?**
- **What do they need and care about?**
- **What are their experiences?**
- **What are the barriers preventing communities from reaching and engaging with you?**

CHALLENGES & BARRIERS

Understanding them on a deeper level will help you tailor your outreach efforts to really speak to them.

- **language barriers**
- **limited access or use of technology**
- **limited available time**
- **overly complicated applications,**
- **or ineligible due to application criteria.**

#3 – Engagement tools



Engagement is the entry point into a new community. Similar to how a hammer can drive nails or pull apart boards, positive engagement can build partnerships or if, not done right, can destroy relationships.

- **Partner with local groups, organizations, and businesses in and around the community**
- **Build meaningful relationships community leaders, neighborhood champions, legislation, and residents**

ENGAGEMENT TECHNIQUES

- **Community surveys for feedback and input**
- **Create a stakeholder group of community members and partners**
- **Collaborate with outside programs and organizations that have a connection to the community**
- **Consult with similar communities or neighboring programs for ideas on engagement and organization**
- **Empower residents and stakeholders through training and education**

Group Discussion

Part 1



1. **Each table will get one (1) paper** with a scenario and questions.
2. **Work together** to answer the questions.
3. You will have **15 minutes** to complete the form.
4. Do not share answers outside of your table yet!

Lecture

Part 2



#4 – Messaging tools

Leveler



A leveler is necessary to ensure straight lines and even surfaces are created. The message your customer sees should be clear and “straight”. Start by determining the goal of your message:

- **Informing & Educational**
- **Engagement & Participation**
- **Building Trust & Relationships**
- **Addressing Needs & Challenges**

#4 – Messaging tools

Leveler



How to **CUSTOMIZE** the message:

- **Promote the Benefits**

To grab people's attention, your outreach needs to offer something they truly care about. Make sure what you're bringing to the table aligns with their needs and goals. If you don't know, find a way to survey or talk with the community.

- **Remove the barrier**

Finding ways to break down these barriers is critical to successful community outreach and can become a key "selling" point to customers. Take each barrier in turn and explore how you might reduce, or ideally remove, them. For example, if you have a complicated application maybe you simplify the process for a sign-up event.

#4 – Messaging tools

Leveler



Additional marketing principles to apply to outreach

- Use short sentences and paragraphs
- **Write in an active voice – give action steps**
- **Clarify concepts or instructions with examples and illustrations**
- **Avoid jargon, technical terms, abbreviations and acronyms**
- Organize topics most important first to last
- **PRETEST ALL MATERIALS WITH THE TARGET AUDIENCE**

Examples of marketing pieces

ENERGIZE DELAWARE | **delmarva power** | **SouthBridge CDC**

SOUTHBRIDGE ENERGY STAR® DAY

October 9 | 5:30PM - 7:30PM
Ezion Fair Wholeness Community Center
 1400 B Street, Wilmington, DE

Workshops & Live Demos
 Program Enrollment Assistance

ENERGIZE DELAWARE
 TAKING CHARGE TOGETHER™

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SouthBridge CDC
 COMMUNITY DEVELOPMENT CENTER

ENERGY STAR

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Join Delmarva Power for a **Free Energy Assistance & Resource Fair**

Keeping up with your energy bill can be a challenge. Join us to learn how you can **save energy and money**, and to enroll in assistance programs that can help you manage your budget.

DATE Wednesday, October 16, 2024	• Delmarva Power will answer questions about your bill and help you set up a payment arrangement if you are eligible.
TIME 10 a.m. to 1 p.m.	• Representatives will be available to enroll you in energy assistance programs like the Low Income Home Energy Program (LIHEAP) based on eligibility.
LOCATION Rose Hill Community Center 19 Lambson Lane New Castle, DE 19720	• Energize Delaware will share ways you can save energy and money, including home weatherization and repairs. Attendees can register for a no-cost Weatherization Kit (\$50 value) that will be mailed to their homes after the event by completing a brief survey.

For more information contact sabrina.knight@delmarva.com or call (667) 313-1794.

This event is co-sponsored by

CATHOLIC CHARITIES
Diocese of Wilmington

DELAWARE
ENERGY ASSISTANCE PROGRAM

ENERGIZE DELAWARE
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Habitat for Humanity
of New Castle County

ECO ENERGY COORDINATING AGENCY

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NO-COST IN-HOME ENERGY CHECK-UP

Energize Delaware and Delmarva Power are excited to offer a no-cost In-Home Energy Check-up.

Your Check-Up and Counseling Includes:

- A one-hour in-home appointment.
- Counseling on ways to save energy.
- Information about additional programs for utility assistance and energy-related repairs.
- Installation of energy-saving products averaging **\$240** per home.

Scan to schedule an appointment or for more information.

© 2024 Delaware Sustainable Energy Utility doing business as Energize Delaware. All Rights Reserved. Energy saving products installed are dependent upon eligibility.

SCHEDULE TODAY!
 Visit EnergizeDelaware.org/hec2 or call 855-314-9966.

ENERGIZE DELAWARE
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FREE HOME ENERGY CHECK-UP

For qualified customers, the In-Home Energy Check-Up and Counseling includes:

- A one-hour in-home appointment.
- Counseling on ways to save energy.
- Information about additional programs for utility assistance and energy-related repairs.
- Installation of energy-saving products.

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Visit EnergizeDelaware.org/hec2 or call 855-314-9966.

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No-Cost In-Home Energy Check-Up

Take advantage of this program to start saving energy and money.

#5 – Impactful tools

A flashlight is used to shine light to inspect hard to reach or see areas and sharing the impact of your program shines light on the problem areas and allows opportunity for growth.

- **Tailor your tools**
- **Use the data**
- **Stay Effective**



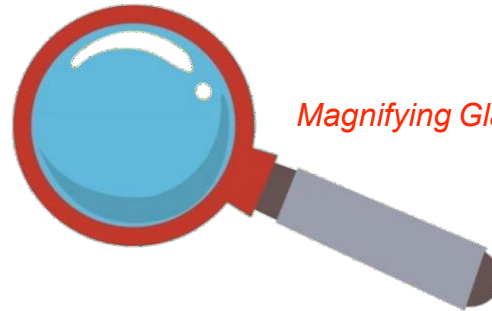
Flashlight

Toolbox Review



Measuring Tape

Teamwork



Magnifying Glass

Detective



Hammer

Engagement



Leveler

Messaging



Flashlight

Impactful

Group Discussion

Part 2



1. **Review** your responses from Part 1.
2. **Each table will get a 2nd paper with questions.**
3. **Work together** to answer the questions.
4. You will have **15 minutes** to complete the form.
5. Do not share answers outside of your table yet!

Group Sharing

Select your Speaker to share your table's ideas.



Group Share

Tables are welcome to share their thoughts and ideas in 2 minutes or less.

Scenario A	Scenario B	Scenario C	Scenario D
<p>Marketing an established QHEC program to Spanish-speaking residents</p> <p><i>(Background: the program is 2 years old* & underutilized by non-English speaking participants)</i></p>	<p>Hosting Energy Workshops in a rural community with little to no public transportation</p> <p><i>(Background: there is a need to educate the residents about utility programs)</i></p>	<p>Setting up an Energy Assistance Fair for Seniors</p> <p><i>(Background: the utility partnered with a local nonprofit to provide utility assistance to seniors & those with disabilities)</i></p>	<p>Promoting an Appliance Recycling program to low-income & renters</p> <p><i>(Background: The program currently does not have participants from the zip codes linked to low-income & renters)</i></p>



Thank you for attending

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Follow me on LinkedIn

