

Income Qualified EE Advisory Committee North

Tuesday, May 22, 2018

10:00 am – 2:15 pm

ComEd - Chicago Training Center
3536 S. Iron Street, Chicago, IL

If you are not available to attend in-person, please register for the webinar:
<https://register.gotowebinar.com/register/2709486212738064385>

Dial-in: (631) 992-3221 (audio PIN shown after joining)
Access code: 115-508-332

Note: Participants can use their telephone or computer mic & speakers (VoIP).

Time	Agenda Item	Discussion Leader
10:00 – 10:10 am	Opening	Annette Beitel, Facilitator
10:10 – 10:15 am	Safety Message: https://youtu.be/_OyduvjNreY	ComEd
10:15 – 10:45 am	Tracking Committee Feedback and Open Questions <ul style="list-style-type: none"> Overview of updated tracking document and key feedback from meeting #1 on marketing and outreach. <p>Purpose: To discuss how feedback and questions will be tracked; do participants have any suggestions? To provide an overview of initial feedback on marketing and outreach from meeting #1.</p>	Annette Beitel, Facilitator
10:45 – 11:30 am	Icebreaker Exercise	All
11:30 am – 12:30 pm	Overview of Income Qualified EE Marketing and Outreach <ul style="list-style-type: none"> Utilities present on marketing and outreach plans for IQ programs. Questions to address: 1) How do utilities tailor programs to IQ customers? 2) How are utilities planning to reach economically disadvantaged communities? 3) 	Molly Lunn, ComEd; Chris Vaughn, Nicor Gas; Omayra Garcia, Peoples Gas – North Shore Gas

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	<p>Are there any new tactics being piloted this year?</p> <ul style="list-style-type: none"> • Proposed IQ North Committee Goals (Chris Vaughn, Nicor Gas) <p>Purpose: To educate Committee participants about marketing and outreach plans and tactics; answer questions; request feedback.</p>	
12:30 – 1:00 pm	<p>Lunch (provided)</p> <p>Building Community Trust</p> <ul style="list-style-type: none"> • Historical perspective • Moving forward 	Pastor Vance, Faith in Place
1:00 – 2:00 pm	<p>Small Group Breakout – Feedback on Marketing and Outreach 1:00 – 1:30 pm</p> <ol style="list-style-type: none"> 1. How do we build trust in communities? 2. What is your biggest concern about marketing and outreach? 3. Do you have feedback about utility marketing and outreach plans for IQ programs? 4. What is the best way to reach IQ customers in the communities you represent? 5. What barriers exist to reaching customers? 6. Do you have feedback on IQ North Committee goals? <p>Overview of Feedback 1:30 – 2:00 pm</p> <ul style="list-style-type: none"> • Small Groups Provide Feedback <p>Purpose: To engage participants in a small group discussion and report back to the Committee.</p>	All
2:00 – 2:15 pm	<p>Closing and Next Steps</p> <ul style="list-style-type: none"> • Facilitators to summarize feedback and action items; circulate to Committee 	Annette Beitel, Facilitator

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	<ul style="list-style-type: none"><li data-bbox="558 233 1024 300">• Energy Efficiency Information Session	

Meeting Materials

- Updated IQ North Tracking Document
- Utility presentations – IQ EE marketing and outreach (presentations from ComEd, Nicor Gas and Peoples Gas/North Shore Gas)