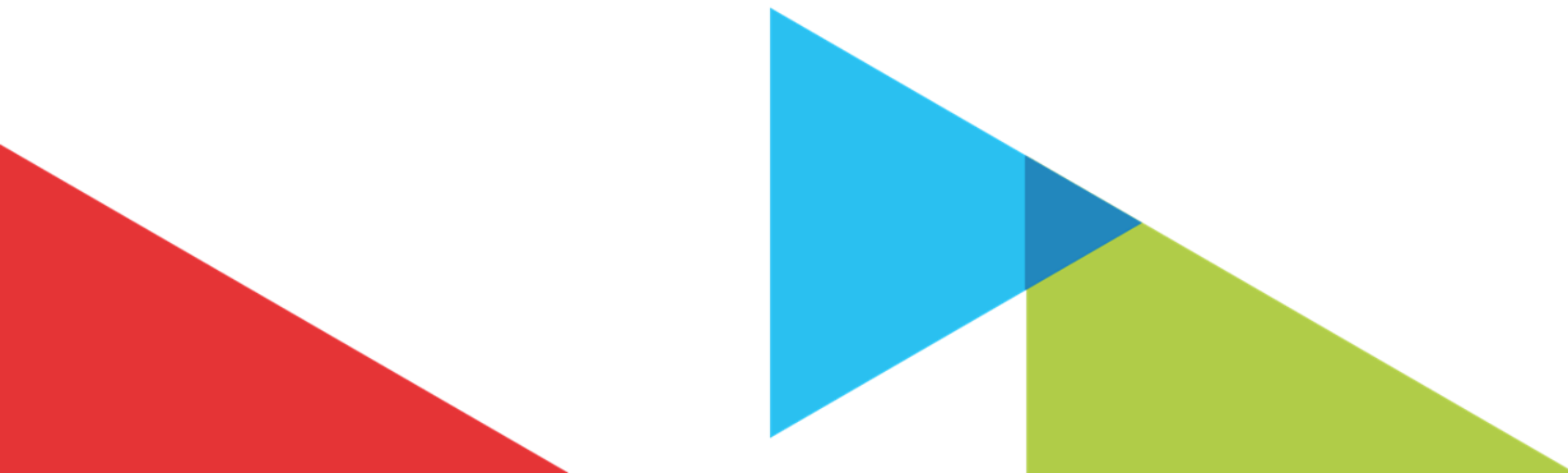


Serving the income-qualified community

Cristina Fernandez
Director of Marketing and Communications



Offers for income-qualified customers



Public Housing Association (PHA)

Affordable Housing New Construction (AHNC)

Illinois Home Weatherization Assistance Program (IHWAP)

Free products - Kits and assessments

Marketing approach by offer



Public Housing Association (PHA)

- One-on-one
- Comprehensive projects
- Established list of participants
- Mass tactics not needed

Affordable Housing New Construction (AHNC)

- One-one-one
- Larger projects
- Mass tactics not needed

Illinois Home Weatherization Assistance Program (IHWAP)

- Coordinating with Community Action Agencies
- Targeted marketing



Illinois Home Weatherization Assistance Program (IHWAP)

- Coordinating with Community Action Agencies
- Targeted marketing

Current CAA tactics

- Direct partnership with local Community Action Agencies
- Building on agencies' existing relationships and operations

Utility approach

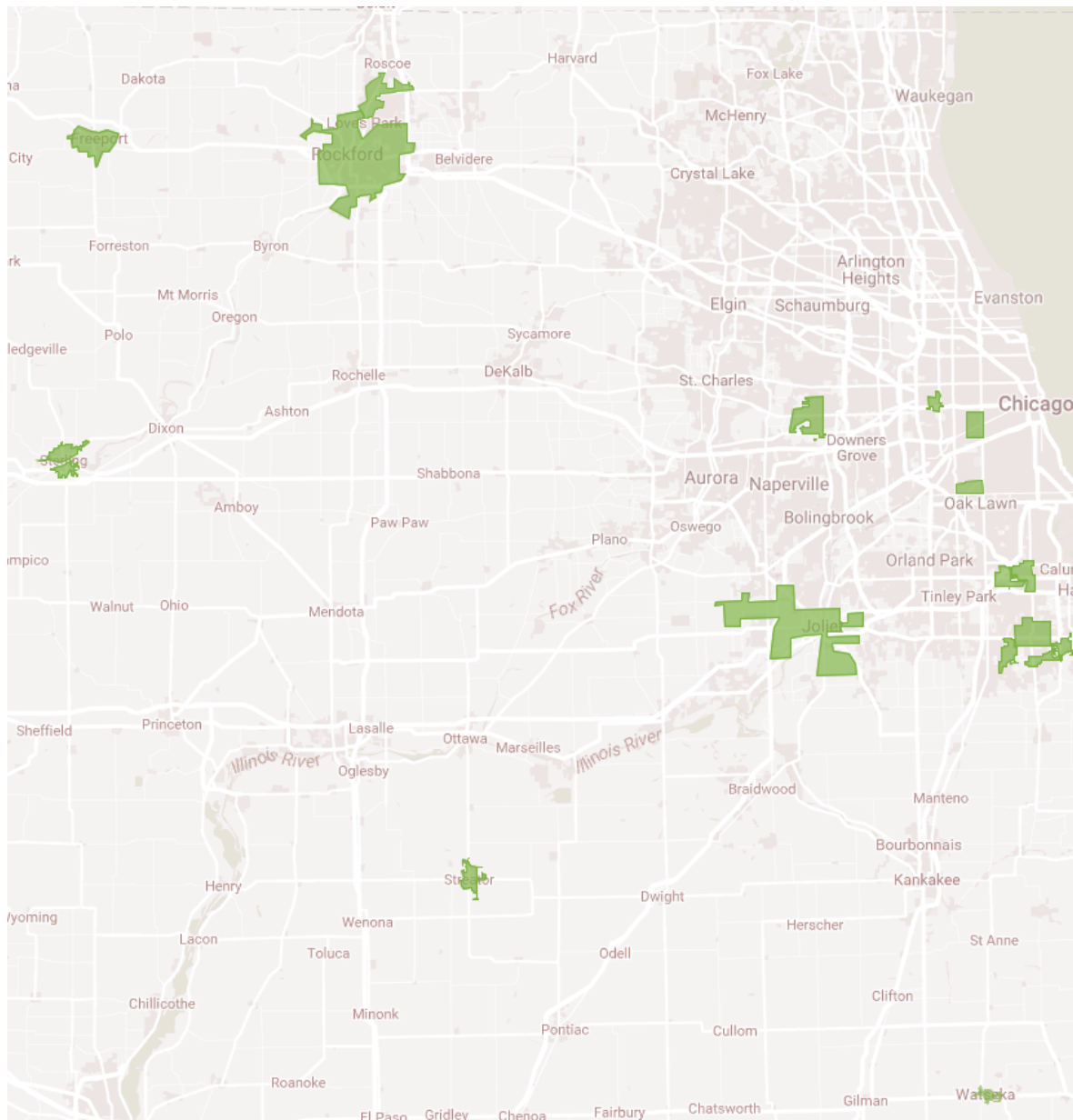
- Based upon agency feedback and input
- Using existing agency channels, including intake centers and community events
- Possible incorporation of agency brand to establish trust in the community
- Developing relationships with entities that are close to the communities.
 - Help inform customers about program and provide feedback on how to best reach them (eg. Rebuilding Together, United Way and this group)

Marketing opportunities

- Opportunity to increase marketing in targeted areas in partnership with agencies able to accommodate increased volume

Income-qualified concentrations

More than 1,000 customers with higher than average income-qualified customers



City	% Income Qualified
Harvey	24.77%
Rock Falls	22.72%
Sterling	22.53%
Markham	20.29%
Watseka	19.57%
Freeport	19.18%
Cicero	17.53%
Streator	16.97%
Maywood	16.73%
Sauk Village	16.06%
Chicago Heights	16.03%
Rockford	15.91%
Steger	14.76%
Machesney Park	13.57%
Wheaton	12.84%
Park Forest	12.83%
Joliet	11.61%
Burbank	11.54%

Planned marketing tactics



	May		June				July				August				September				October			
Digital media (Social ads, GDN ads, Retargeting)			■	■	■	■	■	■	■	■	■	■	■	■	■	■						
Bill inserts							■	■	■	■					■	■	■					
Email blast											■	■	■	■								
Bus shelters											■	■	■	■	■	■	■					
Events	■		■		■						■	■	■		■	■	■	■	■			
Print ads						■	■	■	■	■	■	■				■				■		■

Bringing energy efficiency to income-qualified customers

- At free community events
- In their neighborhoods at bus shelters
- In local newspapers
- Online and in email
- In their Nicor Gas bill

