

Income Qualified EE Advisory Committee North (IQ North)

Thursday, July 11, 2019

10:00am – 2:00pm

National Latino Education Institute (NLEI)

Meeting Location: Multi-Purpose Room
2011 W. Pershing Rd, Chicago, IL 60609

Promoting Participation, Overcoming Barriers and Building Trust with “Hard-to-Reach” IQ Customers

To join the conference call, please register for the webinar:

<https://attendee.gotowebinar.com/register/3303864615443437057>

Dial-in: (213) 929-4212 (audio PIN shown after joining)

Access Code: 962-781-229

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

Time	Agenda	Discussion Leader
10:00 – 10:10 am	Opening and Introductions <ul style="list-style-type: none">Follow-up items from Feb 8th meeting	Theo Okiro, Facilitator
10:10 – 10:30 am	Spotlight on National Latino Education Institute (NLEI) <ul style="list-style-type: none">Overview on NLEI and programs.<u>Initial outcomes/challenges</u> of Future Energy Jobs Act's (FEJA) solar workforce development “multicultural jobs” program. <p>Q&A</p> <p>Purpose: To introduce the Committee to the host community-based organization; educate participants on NLEI’s mission, initiatives and FEJA workforce training; discuss any FEJA workforce development related challenges.</p>	Dr. Therese Jones, National Latino Education Institute
10:30 – 12:30 pm	Presentations and Panel Discussion - Effective Strategies for Promoting Participation, Overcoming Barriers and Building Trust with “Hard-to-Reach” IQ Populations	Gillian Wineman, Chicago Bungalow Association; Cheryl Johnson, People for Community Recovery; Jose Abonce, Austin Coming Together;

	<p><u>Introduction to Community-Based Organizations and Purpose of Panel Discussion</u> <i>Theo Okiro, Facilitator</i> 10:30 – 10:35 am</p> <p><u>Building Trust with the Latino/ESL Community</u> <i>Gillian Wineman, Chicago Bungalow Association</i> 10:35 – 10:55 am</p> <p><u>Building Trust with Multi-family and Public Housing Residents</u> <i>Cheryl Johnson, People for Community Recovery</i> 10:55 – 11:15 am</p> <p><u>Building Trust with “Cost-Burdened” Households</u> <i>Jose Abonce, Austin Coming Together</i> 11:15 – 11:35 am</p> <p><u>Building Trust with Seniors</u> <i>Jennifer Moore, Chicago Commons</i> 11:35 – 11:55 am</p> <p><u>Building Trust with Non-Urban IQ Customers</u> <i>Marsha Belcher, Community Action Partnership of Lake County</i> 11:55 – 12:15 pm</p> <p>Presentations will Address:</p> <ol style="list-style-type: none"> 1. What are the barriers for IQ EE program participation for these IQ populations? 2. What are proven strategies to overcome barriers, build trust and engage the “hard to reach” IQ populations? 3. What resources are needed for reaching “hard to reach” populations? <p><u>Panel Q&A</u> 12:15 – 12:30 pm</p>	<p>Jennifer Moore, Chicago Commons; Marsha Belcher, Community Action Partnership of Lake County</p>
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	Purpose: To educate the Committee on proven strategies to build trust with and reach IQ populations previously identified as “hard-to-reach.”	
12:30 – 1:00 pm	Lunch (provided)	
1:00 – 1:50 pm	<p>Small Group Breakout – Feedback on Promoting Participation, Overcoming Barriers and Building Trust with ‘Hard-to-Reach’ Populations.</p> <p>1:00 – 1:30 pm Questions to Address:</p> <ol style="list-style-type: none"> 1. What are you seeing within your community that compromises trust? 2. How do we promote participation in IQ EE programs for the hard-to-reach populations within your community? 3. In addition to trust, what are the other barriers prohibiting hard-to-reach populations from accessing IQ EE programs? 4. How do we incorporate the strategies recommended by community-based organizations into marketing and outreach done by the utilities? <p>1:30 – 1:50 pm Overview of Feedback</p> <ul style="list-style-type: none"> • Small Groups provide feedback 	All
1:50 – 2:00 pm	Closing and Next Steps	Theo Okiro, Facilitator

Meeting Materials

- Panel Discussion Questions
- National Latino Education Institute (NLEI) Presentation: Overview on NLEI and Programs.
- Chicago Bungalow Association Presentation: Building Trust with the Latino/ESL Community.
- People for Community Recovery Presentation: Building Trust with Multi-family and Public Housing residents.
- Austin Coming Together Presentation: Building Trust with Households who are “Cost-Burdened.”
- Chicago Commons Presentation: Building Trust with Seniors.
- Community Action Partnership of Lake County Presentation: Building Trust with Non-Urban IQ Customers.