

Income Qualified North Advisory Committee Meeting

Thursday, July 11, 2019

10:00 am – 2:00 pm

National Latino Education Institute (NLEI)
2011 W. Pershing Rd, Chicago IL 60609

Attendee List and Meeting Notes

Attendees (In-Person)

Theo Okiro, Facilitation Team
Celia Johnson, Facilitation Team
Jackie Nagel, Nicor Gas
Julie Hollensbe, ComEd
Angela Morrison, Chicago Jobs Council
Nigel Mosley, Blacks in Green
Yami Newell, Elevate Energy
Pastor Booker Vance, Elevate Energy
Briana Parker, Elevate Energy
Cheryl Johnson, People for Community Recovery
Brian Yeung, Slipstream
Kristen Pratt Kalamann, Resource Innovations
Nick Horras, Resource Innovations
Nick Dreher, MEEA
Samarth Medakkar, MEEA
Theresa Jones, NLEI
Omy Garcia, Peoples Gas - North Shore Gas
Mike King, Nicor Gas
Elizabeth Corrado, Elevate Energy
Foluke Akanni, Citizens Utility Board
Aimee English, Citizens Utility Board
Marsha Belcher, Community Action Partnership of Lake County
John Pady, CEDA
Dan Cosna, WCCCC
Jennifer Moore, Chicago Commons
Larvetta Loftin, The L3 Agency
Michelle-Pulce Flynn, IACAA
Chelsea Lamar, Navigant
Larry Dawson, IACAA
Dan Moring, Slipstream
Gillian Wineman, Chicago Bungalow Association
Jean Ascoli, ComEd
Katherine Elmore, CIC
Karen Lusson, IL Attorney General's Office
Louise Sharrow, Elevate Energy
Oscar Mora-Diaz, UIC-ERC
Kate Brown, Elevate Energy
Karin Konrath, ComEd

Jacob Stoll, ComEd
Laura Goldberg, NRDC
Dan Westin, Franklin Energy
Mark Szczygiel, Nicor Gas
Melvin Nicks, ComEd
Jordan Berman-Cutler, ComEd
Brady Bedeker, ComEd
Chris Vaughn, Nicor Gas
Kara Schwer, ComEd

Attendees (By-Phone)

Erikka Byrge, Slipstream
Demi Charalab, Franklin Energy
Ryan Curry, 360 Energy Group
Leanne DeMar, Nicor Gas
Kevin Dick, Delta Institute
Blaine Fox, CMC Energy
Mallika Jayaraman, Navigant
Jennifer Morris, ICC
Victoria Nielsen, Applied Energy Group
Patricia Plympton, Navigant
Wanda Ramirez, Rebuilding Together
Gina Strafford-Ahmed, DuPage County
Anthony Santarelli, SEDAC U of I
Bryan Tillman, 360 Energy Group
Bridget Williams, Navigant
Uzma Noormohamed, ISEIF
James Carlton, People for Community Recovery

Opening and Introductions (Theo Okiro, Facilitator)

- Follow-up items from Feb 8th meeting – These are outstanding questions from the last IQ North meeting in February.
 - 2019 Peoples Gas & North Shore Gas Update
 - **Question:** How many units were covered in IHWAP in 2018?
 - **Answer:** For multi-family units, 4 properties (179 units)
 - ComEd Call for Ideas Updates
 - **Question:** What is the heating capacity for each LUCHA Passive House unit?
 - **Answer:** 2.5-ton ducted heat pump.
 - **Question:** Can you share where homes were recruited for the Breathe Easy US HUD Study?
 - **Answer:** 44 homes across Chicago were recruited to participate in the study. Most of the homes participating are located in Chicago's "Bungalow Belt."

Spotlight on National Latino Education Institute, NLEI (Dr. Therese Jones, NLEI)

- NLEI has existed for ~40 years.
- There are a variety of programs – bi-lingual medical assistance; customer service for healthcare; GED prep; English as a second language; energy sector; and support services.

- NLEI Energia Program is funded by ComEd, as a result of FEJA:
 - Students meet daily. It is a comprehensive introduction to energy concepts. This includes math, reading and writing, etc. to prepare
 - In-class sessions are 10-weeks long, 8:30 – 2:30 Monday through Friday.
 - There is a 40-hour externship (9:00 – 5:00).
 - Field training is non-paid.
 - **Question from Cheryl Johnson, People for Community Recovery:** How do you address challenges and barriers? Is travel assistance provided?
 - **Response:** They go through a drug test and background check, as well as counseling through admission representatives. Participants are aware up front that they will be drug tested.
 - **Response:** We have some challenges with participants dropping out, part of the reason being the time commitment.
 - **Response:** Travel assistance is not provided as part of this program, but we do try to get students to partner on transport to different locations. We are working with ComEd to further discuss a separate program that provides assistance to get access to a car.
 - **Question from Elizabeth Corrado, Elevate Energy:** Do you track the number of people employed after the program?
 - **Response:** Yes, we do track that. From the first cohort, we had 12 that started, 10 that finished, and 8 employed.
 - **Response:** The second cohort is in the process of interviewing right now.
 - **Question from Elizabeth Corrado, Elevate Energy:** Where do the background check / criminal record requirements come from?
 - **Response:** The requirements come from NLEI policies. We are continuously talking about this with the Executive Director and the Board of NLEI. For example, any felony will exclude you from program participation.
 - **Question from Cheryl Johnson, People for Community Recovery:** How will the legal availability of marijuana in IL be addressed?
 - **Response:** We are currently talking about this. This isn't an issue just for students, it will be an issue for staff as well since this is a drug-free workplace.
 - **Question from John Pady, CEDA:** Is there certification involved?
 - **Response:** With the first group, 3 received certifications. We are learning from our experiences with each cohort.
 - **Question from Pastor Vance, Elevate Energy:** We need to help each other make adjustments, such as the legal marijuana issue. There are some solar companies with requirements that they do not hire anyone with a record.

CBO Presentations – Effective Strategies for Promoting Participation, Overcoming Barriers and Building Trust with “Hard to Reach” IQ Populations

1. ***Building Trust with the Latino/ESL Community (Gillian Wineman, Chicago Bungalow Association - CBA)***
 - Chicago Bungalow Association works on EE for single family housing. We have delivered over \$30 million in weatherization benefits since 2000.
 - Energy Savers Program began in 2008. Program grants were previously funded by DCEO and capped at around \$3,000. The new program funded under FEJA by ComEd

and Peoples Gas has an average household project value of \$7,750 (up to \$13,000 as needed).

- In 2016, membership was opened to all single-family owners of vintage homed (at least 50 years or older). Home must be owner-occupied and located in the City of Chicago, with an income of 80% AMI or lower.
- Scope of work for the program is weatherization measures, with health and safety upgrades as needed.
- **Barriers:**
 - Added layer of deep distrust and fear among the Latino/ESL community, for both government agencies and energy programs. This has deepened due to the current federal government policies.
 - Language is a barrier but can be easily addressed.
 - There is an overall low rate of Latino home ownership.
 - Invasive nature of energy savers program; work can take an entire day or longer.
 - Latino homeowners often rent out their basements and/or attics, which violates the Chicago Building Code, and they are concerned about this information being identified.
 - Under DCEO program, we were required to collect sensitive personal information (such as social security numbers), but ComEd changed this requirement which has removed this barrier.
- **Path to Overcome Barriers and Build Trust:**
 - We decided to focus efforts on increasing Latino participation in the program, beginning in 2013. We began with the Belmont Cragin Community Area.
 - Traditional outreach strategies (bilingual mailers, door to door canvassing) was unsuccessful.
 - In 2016 the newly elected Alderman connected us with a local church and pastor in the neighborhood. This is a very progressive church dedicated to serving community members. They immediately recognized the value of the Energy Savers program. We scheduled meetings with church staff to make sure everyone understood the program.
 - [CBA Retrofit Promotional Video](#) – Pastor Antonio Mariscal of Belmont Cragin discusses the importance of owning a home.
 - We used language to make sure potential participants would feel safe applying to participate:
 - The program is free
 - Many benefits to homeowners
 - Detailed explanation of program
 - Emphasize experience and trusted contractor
 - 60% of referrals come from family, friends and neighbors
 - High satisfaction rate
 - Scheduled additional bi-lingual information sessions for congregation members.
 - Set-up a center at the church itself to provide program information.
 - Provided the church with door hangers and other marketing materials.
 - Word of mouth referrals is the most powerful form of outreach. Since 2016, 50% of ESL recipients were referred to the program from another participant.
- DNR Construction (which conducts the retrofit program on behalf of CBA) also has Spanish speaking contractors who explain the details, importance and safety of the program to customers.
- It's important to cover ALL bases when communicating bilingual information:
 - Bilingual materials (application, brochures, flyers)

- Spanish speaking staff for both CBA and DNR Construction (program contractor)
 - Spanish translation availability
 - Free seminars offered in Spanish
- In 2019 so far, 35% of our retrofits are ESL participants.
 - During the past quarter, we found we served a majority of Latino customers for the first time.
- **Question from Briana Parker, Elevate Energy:** How did you resolve the issue of customers being concerned about an illegal attic or basement apartment?
 - **Response:** We work off of what is required on the application.
 - **Response:** We require zero income documentation – participation is based on the honor system of what their income is, supplemental documents are not required.
- **Question from Kristen Pratt Kalamon, Resource Innovations:** In your Belmont Cragin example, do you compensate the church for their participation?
 - **Response:** Not monetarily, but we provide support, materials, etc.
- **Question from Pastor Vance, Elevate Energy:** How do you break down other ethnic groups in relation to home ownership, particularly with the challenge of gentrification? There are particular challenges among Latino communities, for example.
 - **Response:** We request information on the application about ethnicity, as well as language preference. That is where our data breakdown comes from.
 - **Response:** Good question on gentrification – this is something we need to focus on.
- **Question from Yami Newell, Elevate Energy:** Are there other concerns raised by potential participants?
 - **Response:** There is deep concern about rising utility costs.
 - **Response:** The main concern we hear is when we turn people away because of existing insulation in the home.
- The home ownership requirement comes from the Chicago Bungalow Association.
- **Question from Laura Goldberg, NRDC:** If homeowners are turned away, are you referring them to other programs?
 - Yes
- **Question from Karen Lusson, IL Attorney General's Office:** Are mechanicals provided?
 - **Response:** We refer projects to CEDA that are 40% AMI or below.

2. ***Building Trust with Multi-Family and Public Housing Residents (Cheryl Johnson, People for Community Recovery)***

- Our mission is to enhance the quality of life for residents living in communities impacted by environmental contamination / pollution.
- Altgeld Gardens is a public housing facility on the far south side. We have 5,000 residents.
 - Challenges:
 - Highest % of people living in poverty, and the lowest per capita income in Chicago.
 - Food, pharmacy, and banking desert.
 - Toxic contamination – illegal dumping, spills, etc.
 - Infant mortality rate is almost 4 times higher than average
 - Low birth weight; cancer etc. is also higher than average
- **Barrier example:** Lack of trust. The only time residents typically interact with a utility is due to bill pay issues and getting their power shut off.

- Facilitators will follow-up with Citizens Utility Board regarding this.
 - There is an attitude and personality adjustment needed. There needs to be compassion and understanding by utility customer service reps. That is the first communication people have with utilities. This can create a wall / barrier that is hard to overcome.
 - There may be life and death situations where \$7 can make a difference with a utility being turned on or off.
 - This is a quality of life issue.
 - Requiring customers to pay to have their power turned back on is an issue.
- **Barrier example:** Marketing and communication is not accessible.
 - Need to use basic language. “Energy efficiency” is not a term people are familiar with. For example, use “light bill” instead of “utility bill.”
 - A large percentage of customers have educational barriers.
 - Suggestion to change how programs are advertised.
- **Barrier example:** Lack of understanding of specific community issues.
- **Barrier example:** Disinvestment in certain neighborhoods.
- **Barrier example:** Historical racial and wealth divides.
- **Barrier example:** Program eligibility requirements can be prohibitive and inflexible.
- **Addressing barriers:**
 - Be more flexible in program requirements.
 - Make it easier for participants to enroll.
 - Focus on quality community interactions instead of quantity.
 - Establish partnerships with trusted community leaders and community-based organizations.
 - Quality customer service reaction (in-person or over the phone).
 - Be patient – building trust takes time.
 - Meet people where they are.
 - Success stories help = word of mouth from trusted neighbors.
 - Understand the difference between a Community Action Agency (CAA) and a Community Based Organization (CBO). Partnering up with each takes different tactics. CBOs are typically more underfunded and shorter staffed than CAAs.
- **Question from John Pady, CEDA:** Has your community received additional benefits since FEJA started?
 - **Response:** We have partnered with IBEW to get some of our residents trained.
 - Drug testing has been an issue
 - **Response:** However, we haven’t been able to participate as an organization in the economic opportunities since we are a public housing org.
- **Comment from Kate Brown, Elevate Energy:** Altgeld Gardens was a featured public housing project by ComEd (large street lighting project for example).
 - **Response:** The community is not aware where the light project came from. Knowing that information would have been useful, to share that ComEd was funding the project. This is a disconnect.
 - **Response:** Issue with leadership at Chicago Housing Authority, to not connect with community leaders/community groups.
- **Question from Julie Hollensbe, ComEd:** It would be useful for utilities to understand the best way to tell the story of projects, what is the best way to share information with the community? How do we encourage trust to build over time?
 - **Response:** We had this conversation at a recent Board meeting; concern was raised about the resources needed to provide this type of information. We’d love

to help, but we want to make sure we are being properly compensated in the process.

- **Comment from Elizabeth Corrado, Elevate Energy:** People for Community Recovery and several others were awarded contracts to provide outreach and education for IL Solar for All. We are glad that these trusted organizations are at the forefront of grassroots education.
- **Comment from Karen Lusson, IL Attorney General's Office:** We try to help customers keep the lights on. Your message about the difficulty of deciding which bill to pay is very important. Can you talk more about whether you think programs will be more well received if there was a connection with the revenue collections department?
 - **Response:** This conversation needs to happen in the communities that are being impacted.
 - There is disparity in marketing of EE programs from the utilities. Utilities need to be targeting the neediest populations.
 - A lot of people do not know what energy efficiency means.

3. ***Building Trust with "Cost-Burdened" Households (Jose Abonce, Austin Coming Together)***

- Austin is located on the west side; geographically one of the largest communities in Chicago. We are a majority black community, but there is an increasing Latino population.
- Austin Coming Together exists to improve social conditions in the Austin community. We do not provide direct services or programs. We are a member-based org; we have 54 members. These are orgs that are either based in Austin or are servicing Austin.
- We were founded 10 years ago by community leaders wanting to make a collective impact in the neighborhood.
- Four impact goals: Quality early learning; safe neighborhoods; living wage careers; and stable housing market.
- **Cost-burdened residents** = families who pay more than 30% of their income on rent. 50% of homeowners in Austin are cost-burdened, and 66% of renters.
 - Nearly 40% of households are making less than \$25,000 per year.
- Austin Coming Together recently released a "quality of life plan" to address community and economic development issues in Austin.
- **How we reach cost-burdened residents:**
 - Build strong relationships with residents
 - Enhance human service delivery
 - Attract public and private investment
 - Build capacity for policy change
- **Austin Community Hub** = a physical space we have in our office, to connect residents with our member-based organizations. Members address a variety of issues, including housing, legal aid, workforce development, etc.
 - We will be piloting a software program that organizations can subscribe to.
- **Recommendations for building trust:**
 - Investing in CBOs = investing in building capacity for greater impact
 - Community engagement through trusted leaders can systemize outreach
 - "Education on EE" campaign
- **Example:** A few weeks ago, we gave out 60 EE kits to community members.
- **Question from Larry Dawson, Community Action Association:** How does the services system work? Is it an inventory of services in your area?

- **Response:** Yes, it is an inventory of services. It is expensive to subscribe to; luckily one of our funders is funding this service.
- **Question from Theo Okiro, Facilitator:** Do you track how many community residents come to Austin Coming Together requesting assistance with utility bills? We also connect them to CEDA.
 - **Response:** Jose will review internal data and follow-up.

4. Building Trust with Seniors (Jennifer Moore, Chicago Commons)

- We have been servicing the City of Chicago since 1894. Similar to Catholic Charities or Lutheran Social Services.
- We work with families and community members. We provide early childhood education, in-home assistance, adult day services, and transportation. We have 4 locations throughout Chicago.
- My focus is on senior care. The senior population is the fastest growing segment of the population.
- There is an increasing need for more hands-on care and treating more chronically ill individuals.
- We operate the Medicaid Waiver Program.
- Our services can help delay seniors moving to assisted living or a nursing home.
- **Funding Sources:**
 - IL Dept. on Aging
 - Private pay services
 - Veterans Association (state and federal contracts)
 - Dept. of Rehabilitative services (state contract)
- **How do we connect with the senior population?**
 - Local police and fire departments
 - Managers at Senior Housing Buildings
 - Faith-based and social service organizations
 - Physician offices
 - Direct mail
 - Keep in mind seniors may be technology-challenged; they still may require direct mail.
 - Partnering with other care providers (physical therapists, occupational therapists, Caregivers)
 - Connecting with caregivers is an overlooked opportunity, in particular connecting with family members. There are 'gatekeepers' of information that are not the seniors themselves.
 - Community events (senior health fair or holiday event sponsored by the community or Aldermen)
 - Area Agency on Aging (monthly publications or events)
- One of the things I have found difficult in working with elderly family members on utility bills is due to pride. The first thing I encountered in reaching out to the utility to talk about the bill was the requirement to ask permission with the account holder. There needs to be a family member that can obtain access to that bill, even if they are not the account holder. That family member's name should be able to be added on so that the family can take care of issues / pay utility bills.
- **How to build trust and connect with the senior population?**
 - Partner with the client's family member and / or significant other to make an introduction.
 - Partner with the Care Coordination units (CCU) to make introductions.

- Call the clients and build a relationship prior to making the home visit. The client must trust you.
- Limit the number of people contacting the senior. Utilize a point person, this eliminates confusion.
- Treat the senior with dignity and respect.
- Make frequent contact to preserve the relationship.
- **Why is it particularly hard to reach seniors?**
 - Technology difficulties
 - Physical limitations (hearing, vision, mobility)
 - Mental status changes
 - Lack of trust of things that are not familiar
 - Safety concerns
 - Medical issues / hospitalizations / short term care facility placement
 - Residency change (moved in with family member)
 - Out enjoying life (volunteering, active in the community)
 - May no longer be the decision-maker, therefore ignoring all communication
- **Key Suggestions:**
 - Work with those organizations that work with seniors frequently
 - Connect with family members.
- **Question from Julie Hollensbe, ComEd:** From a generational standpoint, is there more likely or less likely of an opportunity for trust with seniors?
 - **Response:** Seniors think in terms of my light bill or my gas bill; why is it so high; etc. we run into situations where seniors won't turn on a fan or the A/C due to impacts to bills. The message that needs to be shared with seniors is lowering bills; better insulation and how that impacts their bills; etc.

5. *Building Trust with Non-Urban/Rural IQ Customers (Marsha Belcher, Community Action Partnership of Lake County)*

- Non-urban customers = those living outside of towns or cities.
- Lake County Income Qualified – Coho on the east side of Lake County; Chain of Lakes on the west side of the county.
- Lake County is the 2nd largest county in the state of IL. We are the only county in IL that has more water than land.
- When we have an event or intake, the west side of Lake County is more spread out for income qualified customers. There may be areas that are 60-70 miles away from an event or intake center.
 - We have learned that the key to reaching these families is finding times and events where they congregate.
 - Think about the customers' lifestyle + zip code when trying to reach them.
- **Marketing suggestion for EE:** Participating in fishing tournaments:
 - Need to determine where are the IQ residents? We need to start doing education where those people are located, instead of waiting for them to find us.
 - Suggestion to become a fishing tournament sponsor (example- IL Musky Tackle Tournament).
 - There are tournaments in both Antioch and Prairie Lake. Both of these areas have average incomes that are income qualified.
 - Fishing derbies and tournaments are also statewide.
 - IL Muskie Tournaments Trail

- Quad County African American Chamber of Commerce (covers Kane, DuPage, Kendall and Will Counties)
- **Marketing suggestion for EE:** Participating in Home Shows
 - We have home shows twice per year; 50,000 people attend. People are attending to learn things about their homes. 200 exhibitors.
- These marketing ideas are a way to think outside the box.

CBO Panel Discussion – Effective Strategies for Promoting Participation, Overcoming Barriers and Building Trust with “Hard to Reach” IQ Populations

(Moderated by **Theo Okiro**, Facilitator)

Panelists: **Gillian Wineman**, Chicago Bungalow Association; **Cheryl Johnson**, People for Community Recovery; **Jose Abonce**, Austin Coming Together; **Jennifer Moore**, Chicago Commons; **Marsha Belcher**, Community Action Partnership, Lake County.

Facilitator Question: Energy efficiency can be the last thing on people’s minds. However, EE programs are a great opportunity for IQ community members to address their energy needs. One suggestion is to shift focus of explicitly mentioning “energy efficiency” when marketing to community members. How can EE be reframed for hard-to-reach populations?

- **Comment from Jennifer Moore:** Home comfort is an important message.
 - Seniors are likely to share information on what they need. They enjoy communicating and sharing. Listening and having a point person to listen may identify opportunities.
- **Comment from Marsha Belcher:** Analogies can help a lot. For example: would you let your water run all day? How many times do you tell your children to turn off the water? It’s the same with electricity. Linking everyday habits with energy use.
 - In our experience, the lower the income, the more community members are willing to share. They are used to having to produce documents, wages, etc.
- **Comment from Gillian Wineman:** Comfort and reducing draftiness is a huge issue, especially in vintage homes. Temperatures in each room can vary. So, highlighting how EE can help address these in-home needs is one way to frame the EE message.
 - We often go into community meetings and share that all utility customers are paying for programs. We think that helps reduce any shame in participation since we are all paying into the EE programs.
- **Comment from Jose Abonce:** We wouldn’t go into a neighborhood and talk only about energy efficiency. Stabilizing housing in the Austin area is important. There are other housing issues that need to be addressed where the door may be open to discuss EE. Thereby, linking EE to housing affordability and stabilization is one way to frame EE for “cost-burdened” households.
- **Comment from Pastor Vance, Elevate Energy:** We need to change the narrative and the stigma. There shouldn’t be shame in asking for help. Utility service should be a right that everyone enjoys, not a privilege.
- **Comment from Karen Lusson, IL Attorney General’s Office:** There may be concern that if something is “free” it’s too good to be true. The message that everyone is paying for these EE programs is important.
- **Additional comments:**
 - One message could be making the comparison to taxes. Are you going to say no to a tax refund?
 - Using trusted messengers is important, such as churches.

- Transparency is important. What are some methods being used to be transparent about utility funded EE programs?
 - Cheryl Johnson: This is brand new for us. We have been in ‘research mode’ for the past 2-3 years, into how we communicate this back to our community members. We need to develop a mechanism to share this information. Suggestion to connect EE to health and/or improvements in the community.
- Consider using the word “upgrade.”
- There is an energy education gap – we want people to take action, but they may not understand why it is relevant or important to them.
- How do you talk about mistrust related to landlords?
- We need to be investing in CBOs if they are to be used as trusted messengers.
- Some of these ideas requires us to think outside of the box. We have to be open to doing so.

Small Group Breakout Report-Out – How do we incorporate the strategies recommended by community-based organizations into marketing and outreach by the utilities?

Table 1 – Chris Vaughn, Nicor Gas

- Speaking the language that the customer understands is important – vs. advertising “energy efficiency.” For example, here is how to upgrade your home. This is something the utilities can improve upon.
- Using trusted individuals. It’s overlooked that you still need to connect with people culturally, regardless of whether you are speaking English or a different language. It’s important to have advocates connected with utilities that are aware of this.
- Political environment – EE is a very regulated environment. There are a lot of restraints and how the utility operates and markets, and what types of EE programs can be offered. It is heavily scrutinized. Some of this may require policy changes.

Table 2 – Larvetta Lofton, The L3 Agency

- How can we market directly to community members? There is multiple messaging, but we all have the same goals to help community members. How can we better market to the influencers?

Table 3 – Louise Sharrow, Elevate Energy

- We need to also be thinking about tenant engagement and different models to help tenants for multifamily programs. Landlords understand that participation in EE programs will save money; tenants may not know this. Is there a way that implementers can help with this?
- Building trust takes a lot of time. How can you create outreach strategies that take this into account? How can you find people that already have the relationships / have already spent the time building trust?

Table 4 – Dan Moring, Slipstream

- Increase signage for projects. Ensure communities realize that the utilities are conducting work in their community. This builds familiarity. We put this on some affordable housing new construction projects, but it is not universal.
- Consider a more neutral branding.
- Add a message on ratepayer funding in project signage.

Table 5 – Briana Parker, Elevate Energy

- Several mentioned the “hub” concept. Suggests further using this concept to help market utility EE programs.

Table 6 – Omayra Garcia, Peoples Gas & North Shore Gas

- For our underground infrastructure project, we are using signage; perhaps something similar that could be useful, but we have to be cautious since there is a cost to providing signage.
- Meshing EE with credit and connections. We currently have a “high bill” pilot at Peoples Gas & North Shore Gas. After we have investigated customer accounts for any issues, we transfer that customer to our EE implementer to encourage participation in EE programs.

Key Next Steps

1. **Building Trust with Hard-to-Reach Populations – Utility Responses:** The strategies recommended by each CBO for reaching and building trust with the identified “hard-to-reach” populations will be compiled and presented to the IQ North utilities.
2. **Next Meeting:** The date for the next in-person IQ North meeting will be announced soon.
 - a. At this meeting, the Committee will review the recommendation memo to ensure the key CBO recommendations are accurately captured.
3. **End-of-Year Meeting:** At the end-of-year/subsequent meeting, the utilities will follow-up on CBO recommendations memo for building trust with and reaching “hard-to-reach” IQ populations.