

# **Income Qualified EE Advisory Committee North (IQ North)**

Thursday, July 11, 2019

10:00am – 2:00pm

## Panel Discussion Questions – Building Trust with “Hard-to-Reach” IQ Customers

1. **Barriers to Participation:** How do we make “hard-to-reach” customers more informed about energy solutions and energy efficiency programs?
2. **Trusted Messenger and Relationships:** It is clear that in order to maximize the participation of these hard-to-reach customers, we must connect with folks already on the ground. You are all trusted organizations that have developed longstanding trust with your selected hard-to-reach populations. For those of you that haven’t done this thus far, how can you establish and sustain relationships with the entities that implement these programs?
3. **Community Events:** Meeting ‘hard-to-reach’ IQ customers where they are is extremely important. One-on-one engagement and meeting these customers are key to reaching them and building trust. What are some ways to take the EE message to them?
  - a. What are some sample events you can think of/or plan where implementers and utilities can collaborate with you on?
  - b. Can you talk a bit more about why joint presentations and collaborative events are more impactful than standalone ones?
4. **Communicating Clearly:** We need to take the messages to the IQ customers. Accessible language and conversation are important when engaging these hard-to-reach customers. What should we keep in mind when communicating to them?  
Example: Less scientific language and using common terminology
5. **Framing EE:** Using common terminology and framing EE in an accessible way is something you have each mentioned in the past. “EE is the last thing on people’s minds.” One suggestion that has been made is to shift focus of explicitly mentioning “EE” to an issue that is of particular interest to the specific population. i.e. messages that extend beyond EE. For instance, highlighting the health benefits of EE, home comfort, asthma etc.
  - a. For your population, can you each mention how EE can be framed beyond energy? How do we frame and tailor the message to suit their needs?
6. **Marketing Materials:** In New York, a community engagement initiative – The Low-Income Forum on Energy shared that they’ve learned to utilize more picture-based, attention grabbing and less text heavy materials during their community engagement efforts. Since one size doesn’t fit all, how important is it to tailor marketing materials when trying to effectively and efficiently reach your specific population?