



NEIGHBORHOOD HUB

TRANSFORMING COMMUNITIES
TO MAKE A WORLD OF DIFFERENCE.

COMMUNITY ENGAGEMENT ENERGY EFFICIENCY PROJECT

Pilot Program Report

Abstract

The Neighborhood Hub is involved in work that evaluates how to increase engagement with underrepresented communities in Minneapolis with regards to energy efficient programs. This report highlights strategies that worked as well as barriers for communities. It is our goal to increase the knowledge and equitable uptake of energy saving opportunities offered by Xcel Energy and CenterPoint Energy for underrepresented communities.

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A. Project Summary (3-4 pages)

1. Please provide a summary of findings from the project. What were the key themes and lessons learned? Please try to provide details for all activities including:

a. Assessing targeted community's current knowledge, interest and barriers to participating in current energy efficiency programs.

The Healthy Homes Team conducted several community awareness campaigns by tabling at established community events throughout the neighborhood as well as conducting one-on-one Healthy Home Assessments. (Event's Table Attached) When analyzing the surveys presented to the community, the theme that kept resurfacing is that there is a lack of knowledge about the energy efficiency/cost saving programs available to them from Xcel Energy and CenterPoint Energy.

When we asked the community "Do you know that Xcel Energy and CenterPoint Energy have programs and resources to help your home become energy efficient and reduce energy bills?"

35% answered ->I am unaware of this information

31% answered ->I have heard about programs but I don't have details

15% answered ->yes, I am aware of programs but have not participated

16% answered->Yes, I am aware and I have participated

3% ->Did not answer the question

Our Healthy Homes Team's conclusion of the surveyed information is that the lack of knowledge and clear details about the cost reducing products is preventing the interest. Interviewed residents agree that they are interested in cost reducing energy efficient products but the details to enrolling in the programs are not clear. A champion community based organization with a clear understanding and direct connection to service providers will help overcome the main barrier in participation.

- i. Community definition:** Our community consist of North Minneapolis residents living within the Folwell, Jordan & Cleveland Neighborhoods. For this project, we included homeowners, renters and landlords to capture more diverse participation & to provide greater access to energy efficient programs.
- ii. Describe how you reached residents and stakeholders in the community, and who you were able to reach.**

The Healthy Homes Team was able to reach residents and stakeholders in the community in various ways. We participated in several different community events such as the Northside Housing Fair, the Neighborhood Hub's Healthy Homes Resource

Fair, Northpoint Health and Wellness Produce Give-Away to distribute our Energy Efficient survey to community residents and stakeholders including City Council persons, State Representative and other housing agencies. We also conducted workshops that offered Professional Counseling on Landlord Tenant Rights where we engaged participants who were both renters and landlords. The Neighborhood Hub also participates in Navigation services so we have residents that drop in for referral services. During the intake process, we ask if participants would like to learn more about Healthy Housing Initiatives. This has been a wonderful opportunity to complete one on one surveys with diverse residents. We also did Health Home Assessment where the surveys were provided. Of these contacts, how many were:

- Homeowners 17%
- Renters 82%
- Landlords 1%

iii. **Describe the tool or methods for collecting information from community (attach survey tool)**

The methods for data collection was primarily an Energy Efficient Survey collaboratively created by the City of Minneapolis Coordinator's Office and the Partnership Planning Team. We used this tool to engage the community & provide access to energy efficient programs at outreach events, community gathering and One-on-One Healthy Home visits. We also interviewed Neighborhood Hub clients would indicated that they were interested in Healthy Home resources in their intake assessment.

b. **Key Findings:**

i. **What are the most effective ways to reach this community?**

The most effective way to engage the community is by creating an interactive tool (such as the survey) and having it disseminated by persons passionate about their message at an event where there will be a natural gathering (an established event). The participants will be in a more relaxed state and able to give valuable feedback in the surveys. The Healthy Homes Team also participated in a KMOJ radio interview where they discussed the Energy Efficient programs and Healthy Homes Resources and received many calls to get more information about Energy Efficient Programs.

Based on the survey the top 4 comments on ways to connect with the community are:

- Tabling, public outreach-having people from the community reflect the community
- Email, social media blast and texting information
- Mailing information to community
- Tv and radio interviews with outreach staff

ii. **What barriers to participation in energy efficiency programs did you find? Were there one or two key barriers or was there a broad range of barriers with no common themes?**

- Not having bilingual speaking staff, outreach staff having knowledge about the programs themselves.
 - Not having enough knowledge or details about the cost saving programs.
- iii. **What are the potential strategies to overcome the barriers to participation for this community?**
- Having cultural competent and bilingual staff to facilitate outreach events.
 - Creating a heavy marketing strategy for residents in underrepresented communities.
- iv. **How did you determine the strategies to overcome barriers? (Obtained through surveys and interviews? Outside research? Other?)** The strategies to overcome barriers was based on the survey and one on one interviews. We discussed strategies as a team with residents of the community. We also talk to stakeholders in the neighborhood such as City Land Trust, Urban Homeworks and Sustainable Resource that gave feedback about the audience that we are looking to engage. Our stakeholder recommended that we collaborated with targeted audiences such as 'first time home buyer' class participants, financial literacy/wealth building class participants and neighborhood associations. The audiences of these specific classes will target a market that is already vested in making changes in their financial future. The community also felt it was important to collaborate with bilingual agencies that could provide interpretation of information if needed.

2. Please describe what worked well or did not work well and why.

Things that worked well:

- Providing \$5 gift cards was a great incentive to get people to participate in surveys.
- People also identified with the cultural competent staff members and were open to discuss the different programs that existed.
- Providing Health Home and /or Energy Efficient product resources to the community was a valuable asset.

Things that did not work well:

- We were short staffed with the number of events that were available in our community. Hiring more outreach staff would be beneficial to the project.

3. Please describe challenges, ways you overcame them or ideas for the future.

Ideas for the future: Continue to work with Neighborhood Organizations to create community awareness around the energy efficient programs. Community residents are actually interested in cost saving products because of their lack of resources. Every penny helps. So detailed but simple information is important to this initiative. We might also want to think about engaging youth coalition to be a part of this magnificent work. They're the future that is going to put the energy efficient products to use.

4. Are there additional lessons you learned?

Consistency, cultural competent and compassionate staff was important to our community. Building trust amongst our residents was key to getting relevant information.

B. Measuring & Evaluating Results (1-2 pages)

1. Please include information on the measures identified in your application. Please try to provide SPECIFICS such as: Attachment Included

- Number of events by type and name
- Number of people participating in each event
- Number of one-on-ones
- Number of surveys completed
- Materials such as Neighborhood Hub Brochures, Home Energy Squad Flyers and EE light bulbs were distributed at all community awareness events. Unfortunately, we did not keep an approximate count of applications distributed for Energy Assistance or Power-On. We can account for 22 referrals to Stay Safe Stay Warm and 8 SRC referrals
- Volunteer hours 100 and staff hours 320
- Number of volunteers 2 Healthy Home Outreach Volunteers/ 15 Health Homes Resource fair Volunteers

2. Did you meet the goals stated in your proposal’s Action Plan? Yes, we met and exceeded our proposal action plan.

C. Project Budget (1 page)

1. Please provide an expense sheet that shows how you spent the grant money, with break-outs based on your proposed budget, including personnel (hours), subcontractors, promotional activities and materials, office supplies, printing and postage, translation services, evaluation activities, and administrative overhead. An example is provided below. There is no need to attach receipts although the City reserves the opportunity to request verification.

Attachment Included

2. Was this grant your only source of funds? If not, what were the additional sources and amounts? Please include matching resources (volunteer hours etc.) in order to help us document leveraging of Clean Energy Partnership funds and continue the program.

<u>Task /Budget Item</u>	<u>Grant Funds</u>	<u>Match/In-Kind (not required)</u>	<u>Completion Date</u>	<u>Explanation</u>
Healthy Homes Resource Fair	500.00	2000.00	6/22/2017	<u>Healthy Homes Resource Fair that introduced the community to sources of support in the community.</u>
2 additional outreach staff		\$1200.00 estimate	7/31/2017	<u>Outreach Events require staff time that was not funded by this Pilot Program</u>

D. Additional Comments (1 page)

1. Was this a valuable effort for you?

This was a valuable effort for the Neighborhood Hub because it gave us an insight into the Energy Efficiency products and the details of enrollment for our community. The Neighborhood Hub was able to provide another resource to the residents of North Minneapolis.

2. With sufficient resources, would you continue and/or expand the energy efficiency engagement work started in this effort?

Yes, the Neighborhood Hub with sufficient resources the Neighborhood Hub has the ability to continue the energy engagement work and has the ability to expand this work. We also have connections with the City of Minneapolis to develop other initiatives that include energy efficient endeavors and healthy home initiatives,

3. Please comment on what the City, Xcel Energy and CenterPoint Energy can do to make future projects more successful, along with anything else you might want to add.

This initiative has given our team information and details on how to inform our community on cost reducing/energy efficient products that we can introduce to our community. With this information, we conclude that this has been a successful partnership.

Don't forget to send the final invoice to the City for eligible expenses.

Please submit all invoices to submit.invoices@minneapolismn.gov

For directions see:

minneapolismn.gov/www/groups/public/@finance/documents/webcontent/wcms1p-107074.pdf