

EWR Low Income Workgroup

August 1, 2019

Agenda

- Daniel Scripps, Commissioner
Michigan Public Service Commission
Upper Peninsula Energy Task Force
- Hassan Hammoud, Executive Director
Michigan 211
Michigan Association of United Ways
- Time Permitting:
Topic Group Report Back:
Outreach and Engagement
Health, Safety, and Deferrals

U.P. Energy Task Force

Daniel Scripps





MICHIGAN 2-1-1

A Statewide Network

AGENDA

- About 2-1-1
- About Michigan 2-1-1
- Service Delivery
- Michigan 2-1-1 Partnerships
- Questions
- Contact

WHAT IS 2-1-1?

2-1-1 is a **toll-free service** throughout the US and parts of Canada available by **phone, text and web**

2-1-1 **community resource specialists** help individuals find services and resources available locally

2-1-1 **provides information and referrals for needs** like:

- Childcare resources
- Education
- Employment assistance
- Healthcare and mental health
- Household needs
- Housing and shelter
- Utility payment assistance



WHAT IS MICHIGAN 2-1-1?

Michigan 2-1-1 Network (MI 211) is the **statewide collaboration** of regional 2-1-1 contact centers, coordinated by the Michigan 2-1-1 state office.

Regional 2-1-1 centers and the Michigan 2-1-1 state office are **legally designated** by Michigan Public Service Commission (MCSC) to **support access to 2-1-1 service** in Michigan.

Michigan 2-1-1 state office supports statewide 2-1-1 collaboration and service delivery through **shared infrastructure, funding assistance** and **best practice guidance**.



MICHIGAN 2-1-1 SERVICE

Michigan 2-1-1 Partners:

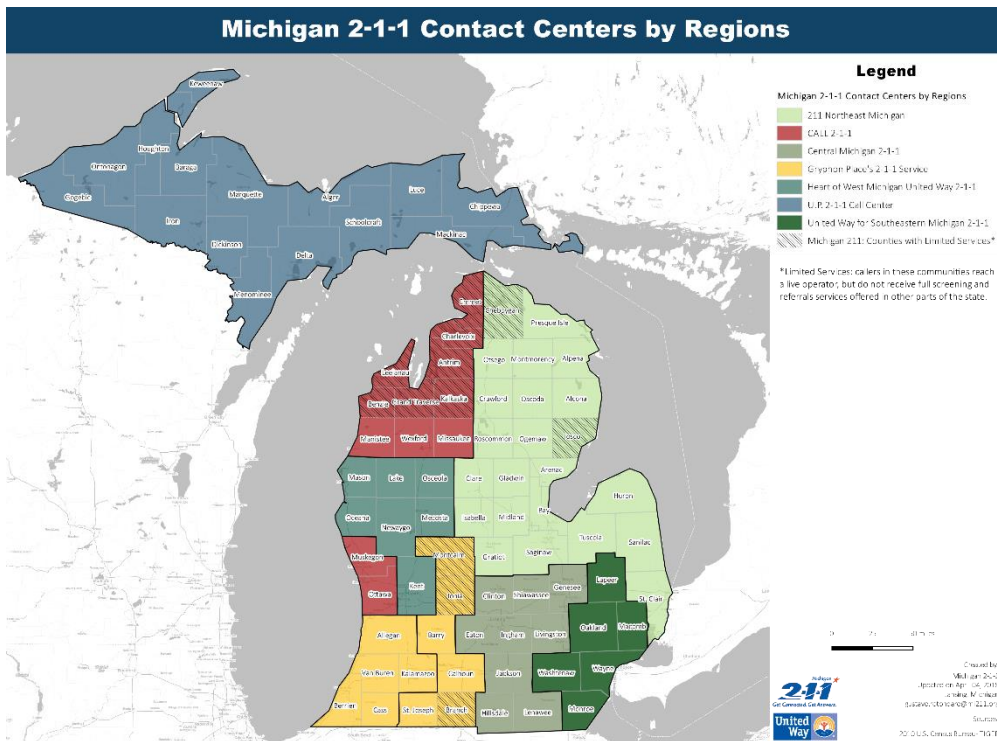
- Handle over **400K** contacts and provide over **1 Million** referrals for people in need **each year**
- Offers 24/7 availability by **phone, text, web and chat**
- Provide trusted expertise to individuals who rely on social determinant supports

Michigan 2-1-1 Partners Assure Quality and Value:

- Agencies are accredited and staff are AIRS certified
- Call handling and database management metrics
(Ex: Records and entries are verified by local personnel **at least yearly**)



WHERE & HOW IS MICHIGAN 2-1-1 AVAILABLE?



- Statewide, through regional 2-1-1 center coverage areas
- Dial 2-1-1
- Text 898211
- Chat and email
- 24/7/365 Access
- Anyone can access resources online at www.mi211.org

THE 2-1-1 USER EXPERIENCE: WHAT TO EXPECT



By phone: callers are screened at the point of contact. Trained staff identify primary needs and help callers discover secondary needs. Referrals are provided based on callers location and available resources.



By web: clients search by topic area, services need and location to find available resources in their area.



By text: clients text 2-1-1 and engage with staff who help identify resources based on their need and location.

MICHIGAN 2-1-1 TOP REFERRALS



Utilities



Food



Housing & shelter



Employment assistance



Childcare



Education



Healthcare & Mental Health



Household needs

MICHIGAN 2-1-1 DATABASE CONTENT: A COMPREHENSIVE UP-TO-DATE REPOSITORY

- **7,000** agencies at over **13,000** sites with nearly **40,000** programs and services are accessible through the MI 211 Resource Database.
- **Every agency** is assigned a **certified resource manager** for a direct relationship to help keep information about the programs and services they provide accurate and up to date.



MICHIGAN 2-1-1 Partnerships

- **Integrated Service Delivery**
- **Tax Scheduling**
- **Utility Assistance**
- **Opioid Outreach**
- **Cybercrime Security**
- **SNAP/WIC Outreach**
- **Disaster Response/Recovery**
- **Michigan Veterans Affairs Agency**
- **Community Information Exchange**



IN CLOSING

- Michigan 2-1-1 has **extensive and established** relationships with community partners supported through a network of **seven regional contact centers**.
- Michigan 2-1-1 is **trusted and engaged** in the community.
- Michigan 2-1-1's database and resource managers offer the **best quality data available**.
- **Future Opportunities** exist for continued enhancement, development and quality improvement.



QUESTIONS???

Hassan Hammoud

Executive Director, Michigan 2-1-1

Email: hassan.hammoud@mi211.org



Break

CAI

LI EWR – Outreach & Engagement Subcommittee

Exploring Solutions for Outreach and Engagement to Income-Qualified Audiences

August 2019



Core Principles

The Core Principles That Should Guide Outreach and Engagement

Establish
Credibility

Keep it
Simple

Customize
Messaging

Coordinate
Across
Programs

Make it
Easy

Challenges to Address

Key Challenges to Outreach and Engagement

- **Challenge #1: Too Many Financial Gatekeepers**
- **Challenge #2: Low Program Knowledge**
 - among IQ customers and various statewide program staff

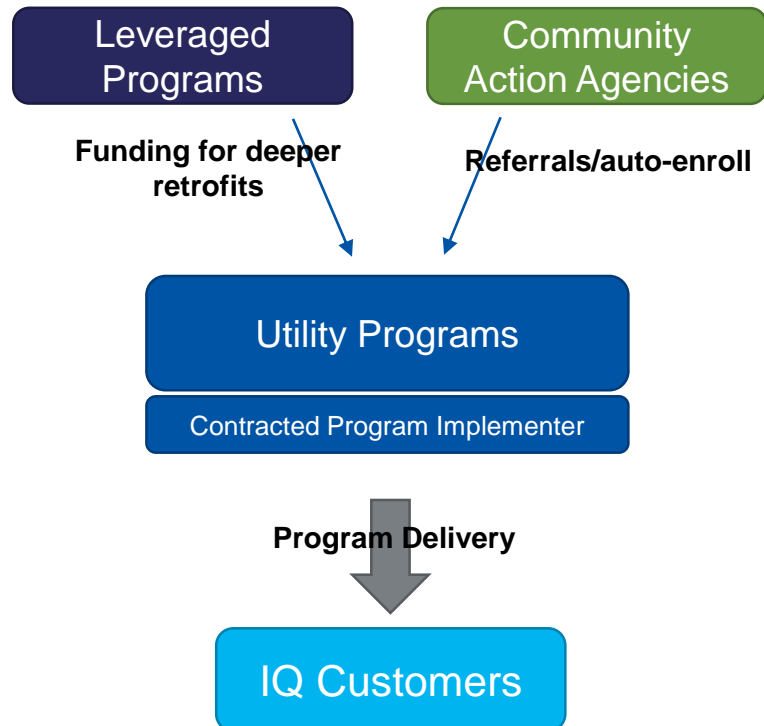


Challenge: Too Many Gatekeepers

Three successful models for streamlining program delivery

Utility Program Implementation	<ul style="list-style-type: none">• Non-profit organizations provide referrals• Leveraging funding helps support deeper retrofits
CAA Implementation	<ul style="list-style-type: none">• Utility program provides referrals and funding for qualified measures• Leveraged program funding helps support deeper retrofits
Housing Non-profit Implementation	<ul style="list-style-type: none">• Utility program provides referrals and funding for qualified measures• Non-profits provide referrals• Additional funding provided by leveraged programs and grants

Utility Program Implementation



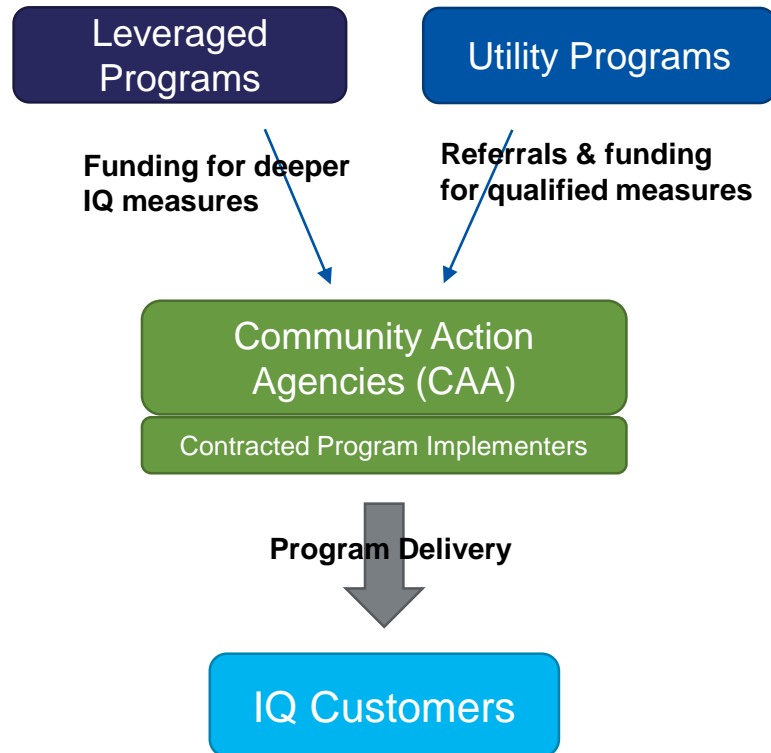
Program Features

- Delivery is focused on efficiency measures
 - In-house utility technicians identify potential for savings
- Less cross-promotion of other income-qualified resources
- Can reduce stigmatization
 - Enrollment is through same or similar channel as standard weatherization program

Example Programs

- Consumers Energy/DTE Energy
- Efficiency United
- EmPOWER New York (NYSERDA)

CAA Implementation



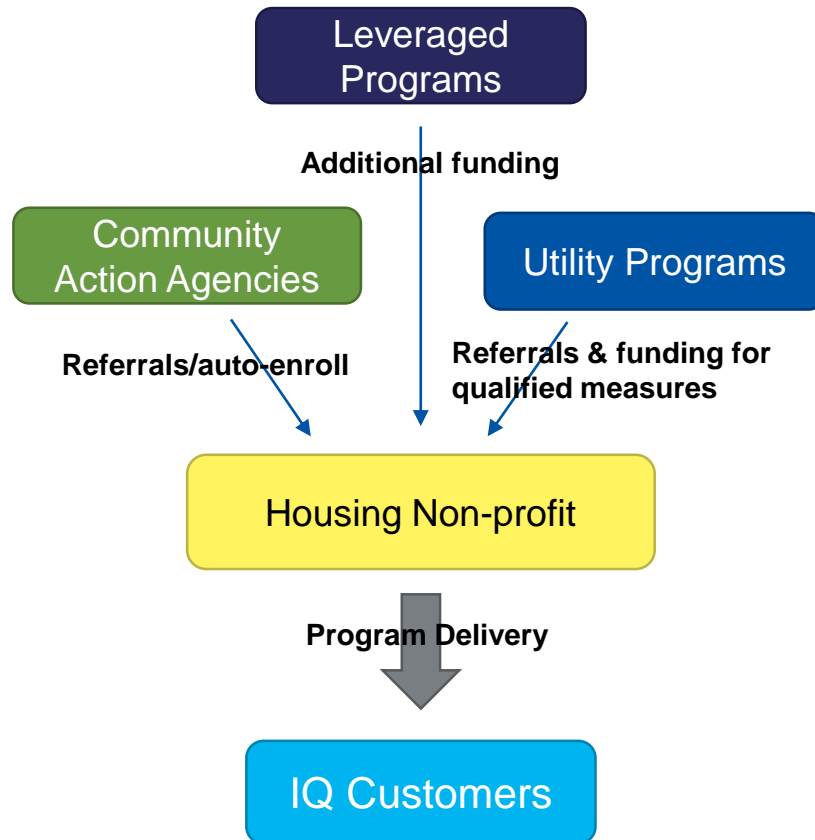
Program Features

- Delivery may include services beyond efficiency measures
- Strong cross-promotion of other income-qualified resources
- Can amplify stigmatization (grouped with IQ assistance programs)
- Different CAAs cover different territories, service may not be consistent statewide

Example Programs

- NHSaves (New Hampshire)

Housing Non-Profit Implementation



Program Features

- Delivery may include services beyond efficiency measures
- Strong cross-promotion of other IQ housing resources
- Refers customers to other organizations for services beyond housing
- Administrating organization typically provides program delivery directly

Example Programs

- Xcel Energy & Energy Outreach Colorado
- Cape Light Compact & Housing Assistance Corp. (Massachusetts)

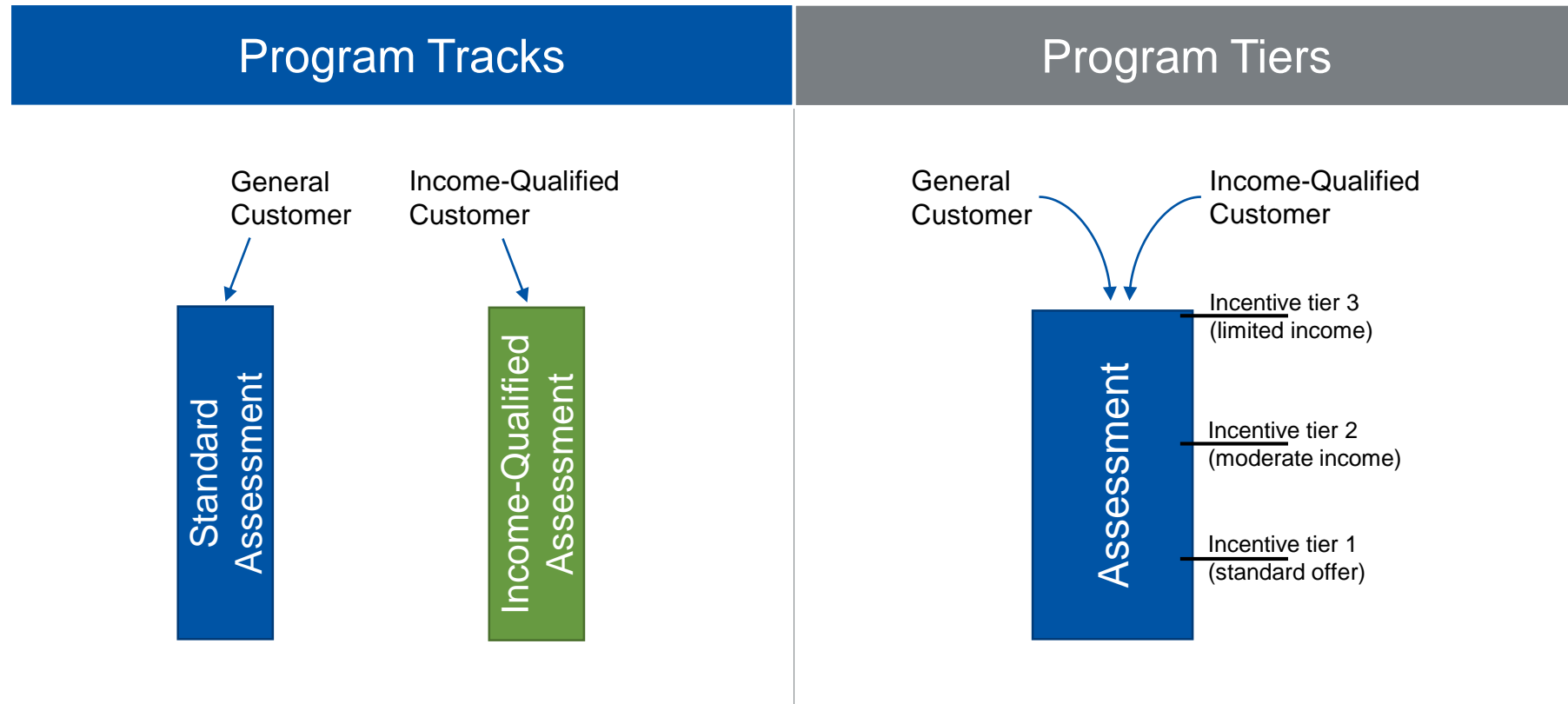
Challenge: Low Program Knowledge

Three knowledge-related barriers

Program Confusion among customers	<ul style="list-style-type: none">• Who is eligible for the program?• Which path, single or multifamily program?• What is the income eligibility of program?
Program Awareness among customers AND program staff	<ul style="list-style-type: none">• What programs are available?• What services do they offer?• How to access different programs?
Program Credibility among customers	<ul style="list-style-type: none">• Is this a legitimate offer?• Is it really free?• Will it really help me save?

Program Confusion

Streamlined structures for income-qualified programs

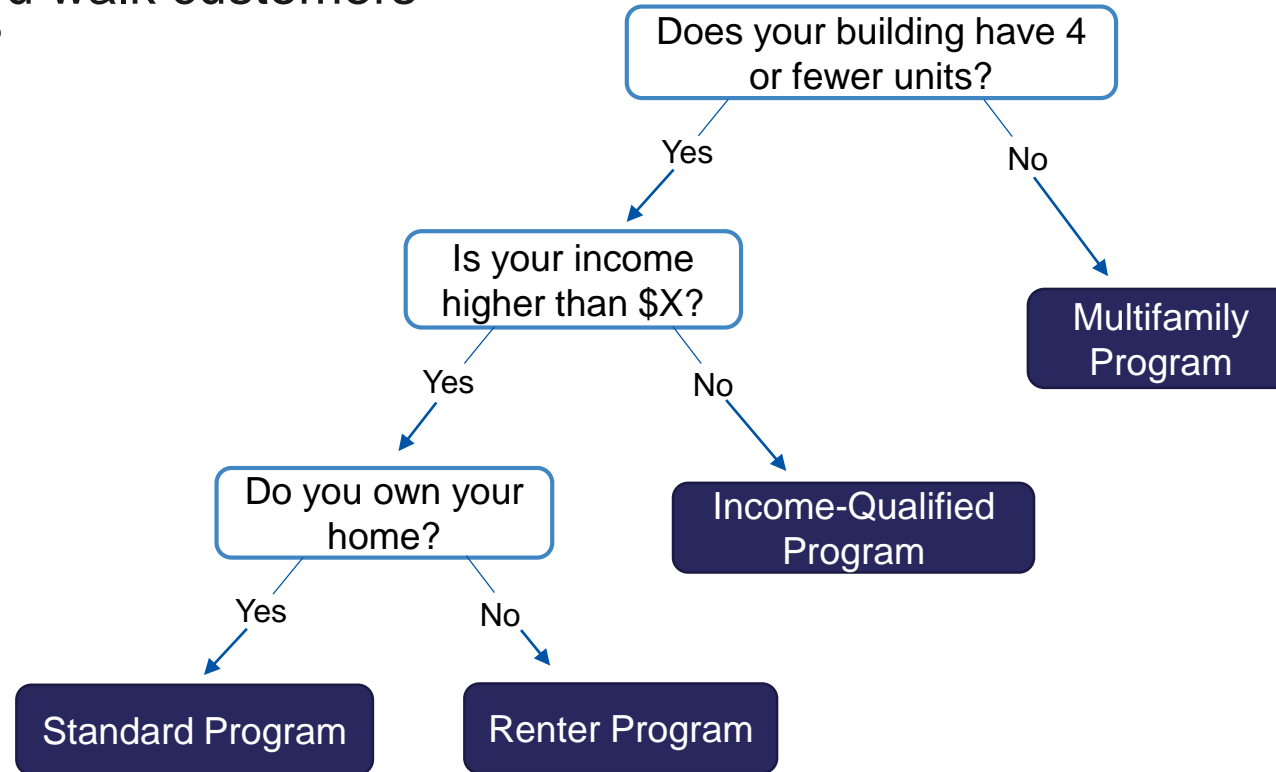


- Structure influences how programs can be explained to customers

Program Confusion

Clarifying program eligibility with decision trees

- In its simplest format: who qualifies for which program(s)?
- How do you walk customers through it?



Program Awareness

Mapping programs and services across organizations

Services Matrix

A resource for both program staff and customers

Services

- What services and benefits are available?
- Organize by customer needs (or better yet, make it searchable)

Eligibility

- What eligibility criteria are associated with each service/benefit?
- If possible, make searchable i.e. “with income X what can you qualify for?”

Access

- Who provides each service/benefit?
- Who’s the contact person?
- How do customers access each service/benefit?

Program Awareness

Sharing a services matrix with customers and program staff

To be used, a tool such as a service matrix must be:

Easy to access

- Online – always available

Intuitive

- Searchable
- Responsive
- Simple interface (user-friendly)

Relevant to a broad enough audience

- Statewide
- Include limited- and moderate-income programs
- Include services outside energy efficiency

Supported by statewide program sponsors/administrators

- Shared and promoted by IQ service providers and their networks (CAAs, non-profits)
- Shared within community organizations

Program Awareness

Increase knowledge among program & community staff with targeted outreach

Community Channels

- Churches
- Health care providers
- Retailers
- Contractors
- Healthy home repair/rehab organizations
- WIC / Head Start
- Community events
- Realtors

Utility and Program Implementer Staff

- Customer Service Representatives
- Direct Payment Offices
- Event staff
- Residential and multifamily program staff outside of IQ programs

Program Credibility

Building Trust

Credibility is Established with Time and Exposure

How to Speed up Exposure?

Positive Experience

- Word of mouth sharing
- References
- Incented sharing (via social media or referrals)
- Testimonials/case studies

Visibility

- Recognizable branding
- Fleet vehicles/ wrapped trucks

Targeted Outreach

- Community Blitz
- Block-by-block approach – focus on neighborhood trust – ex. Columbia Gas of Ohio, WarmChoice

CAI



Thank You

Health, Safety, and Deferrals Update

Topic Group Breakout

Wrap Up and Adjourn