

EAAC – Education & Outreach Subcommittee Meeting

April 14, 2022

Noon – 1:00 PM



Michigan Public Service Commission

Welcome & Group Agreements

Briana Parker, Elevate

Co-Leader

EAAC Outreach & Education Subcommittee

Welcome & Meeting Focus

Meeting Focus: Listening Sessions & 2022 Planning

Meeting Agenda

Time	Agenda Item	Facilitator
12:00 – 12:05	Welcome & Group Agreements	Briana Parker
12:05 – 12:10	Announcements	Reka Holley Voelker
12:10 – 12:25	Discussion – Energy Assistance Events & Listening Sessions	Mary Wilkins
12:25 – 12:40	Discussion – Committee Goals	Reka Holley Voelker
12:40 – 12:55	Discussion – Proposed 2022 Meeting Schedule & Workplan	Briana Parker
12:55 – 1:00	Next Steps & Conclusion	Reka Holley Voelker

Group Agreements

- Be accountable and actively listen to others.
- Use “I” statements when speaking.
- Remember that we are here for a bigger purpose.
- Celebrate each other’s sharing and ideas.
- Agree to disagree.
- Contribute to a space of care; keep each other safe.
- Practice making space for others when you have talked a lot and speak up when you can. Call in others.
- Lead with impact over intentions; ask for clarification from a place of curiosity when in doubt. Let us be mindful of our actions.
- Take the time to address issues in the moment, reflect on issues in real time, take responsibility to honor our commitments.
- Umoja Principle: If you want to go fast, go alone; if you want to go far, go together.

Announcements

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- Upcoming Energy Assistance Events & Listening Sessions – Reka Holley Voelker
- CERA & Assistance Programs Update – Anne Armstrong
- Others

Subcommittee Discussion: Energy Assistance Events & Listening Sessions

Mary Wilkins, MPSC

Co-Leader

EAAC Outreach & Education Subcommittee

Gaylord Energy Assistance Fair & Listening Session

JOIN US!

OTSEGO COUNTY COMMUNITY ENERGY ASSISTANCE FAIR

This event is brought to you by the Michigan Public Service Commission.

**Monday, April 18
3 - 8 PM**

Want to talk to someone that can help?

Need to sign-up for energy assistance?

Need help with your energy bills?

Otsego United Way
116 E. 5th Street
Gaylord, MI 49735

- Learn about available energy assistance programs, payment plans & more
- Sign-up for energy assistance on-site
- Connect with local organizations ready to assist and support you

CUSTOMER LISTENING SESSION

The Michigan Public Service Commission wants to hear from YOU!

- Learn about the MPSC's role in utility access and affordability
- Share your thoughts about what energy affordability means to you
- Discuss how the Commission can educate and engage with your community

Save time and pre-register now at: www.research.net/r/MPSCEnergyFair.

The mission of the Michigan Public Service Commission is to serve the public by ensuring safe, reliable, and accessible energy and telecommunications services at reasonable rates.

PO Box 30221 | 1-800-292-9555
Lansing, MI 48909 | Michigan.gov/mpsc

RCA: 4/04/2022

- Monday, April 18 3:00 – 8:00 PM
- Otsego United Way
- Listening Session throughout event



Assistance Event Outreach

Participating Organizations

- Consumers Energy
- MDHHS
- Northeast Michigan
Community Service Agency
- Salvation Army
- TruNorth

Publicity

- Traditional Media
- Twitter

Community Outreach

- Local Legislators
- Wellspring Lutheran Services
- VA Gaylord Community Based Outpatient Clinic
- **Gaylord Community Schools**
- Elks Lodge
- **Gaylord Chamber of Commerce**
- Otsego County Commission on Aging
- **Women's Resource Center**
- Otsego County Community Center
- **Otsego County Library – Gaylord**
- **Patriot Place**
- **NMCSA**
- Otsego Co. Food Pantry
- Gaylord Head Start
- Father Fred Foundation

Listening Session Topics

- Asking what energy affordability means to the participants
- Exploration of what uses of energy are important to folks
- Assessing to what extent disconnections are a problem
- Sharing what works well or doesn't with assistance programs
- Asking how to best connect with customers
- Asking what participants want MPSC to know

Are there any topics you want to make sure we don't leave out?

Subcommittee Discussion: Committee Goals

Reka Holley Voelker, MPSC

Co-Leader

EAAC Outreach & Education Subcommittee



Proposed 2022 Committee Goals

Commission Charge

1. Establish regular mechanism for stakeholders to provide input on improving communications and materials
2. Broaden outreach groups traditionally not a part of utility communications
3. Improve the dissemination of energy assistance information to difficult to reach customers

Proposed 2022 Goals

1. Establish a process for stakeholder and community-based input re: materials and communications channels
2. Review and provide input for improving the Commission's Energy Assistance Toolkit which will be updated and reissued Oct. 1, 2022, for the 2022/2023 heating season
3. Identify community-based groups, not already a part of the Commission's outreach, that will partner with the Commission to disseminate assistance information for the 2022/2023 heating season

Subcommittee Discussion: Proposed 2022 Meeting Topics/Focus & Workplan

Briana Parker, Elevate

Co-Leader

EAAC Outreach & Education Subcommittee

Proposed 2022 meeting topics/focus and workplan (Second Quarter)

Month	Topic/Focus	Proposed Agenda Items
April	2022 Goals & Workplan/meetings outline	<ul style="list-style-type: none">• Discussion on committee goals and 2022 workplan
May	Establishing a regular mechanism for stakeholder and community input on Commission materials	<ul style="list-style-type: none">• Finalize goals/meetings focus• Presentation re: MPSC materials/development and translation priorities• Materials Discussion: ID appropriate materials, gaps in materials, stakeholder role
June	Establishing a regular mechanism for stakeholder and community input on Commission materials	<ul style="list-style-type: none">• Presentation of materials feedback process straw proposal• Discussion re: included materials and strengths/weaknesses/concerns with the straw proposal

Proposed 2022 meeting topics/focus and workplan (Third Quarter)

Month	Topic/Focus	Proposed Agenda Items
July	Broadening Outreach to non-traditional stakeholders	<ul style="list-style-type: none">• Discuss revised straw proposal for materials review• Presentation: traditional stakeholders, Commission target groups, community priority list• Discussion: who/what types of groups are missing; community prioritization methodology
August	Working session	<ul style="list-style-type: none">• Presentation of final materials review process• Review MPSC's 2021/2022 Energy Assistance Toolkit
September	Broadening Outreach to non-traditional stakeholders	

Proposed 2022 meeting topics/focus and workplan (Fourth Quarter)

Month	Topic/Focus	Proposed Agenda Items
October	TBD or cancel to focus on outreach	
November	Review and Administrative Outlook	<ul style="list-style-type: none">• Recap Energy Policy Conference• Report outs re: Energy Assistance Toolkit Outreach• Discussion re: Year End Status Report
December	2023 Planning	

Next Steps

Reka Holley Voelker, MPSC

Co-Leader

EAAC Outreach & Education Subcommittee

Next Steps

- The next resource fair/listening session will be in May in Benton Harbor (Date TBD). Send any suggestions for event outreach to Reka (HolleyR@Michigan.gov) by April 29.
- Share any additional feedback on the Listening Session questions via e-mail with Mary (WilkinsM3@michigan.gov) ASAP.
- Share any additional feedback on the Sub-committee Goals and Workplan via e-mail to Reka (HolleyR@Michigan.gov) by April 29.

Next Meeting: Thursday, May 19 @ Noon