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## Energy Waste Reduction (EWR) Low Income Workgroup

August 6, 2020 9:00 a.m. – 11:00 p.m.

<https://us02web.zoom.us/j/81440380281>

EWR Low Income Workgroup webpage link

[https://www.michigan.gov/mpsc/0,9535,7-395-93307\\_93312\\_93320\\_94834-484084--,00.html](https://www.michigan.gov/mpsc/0,9535,7-395-93307_93312_93320_94834-484084--,00.html)

Commission Order U-20757-0168

<https://mi-psc.force.com/s/filing/a00t000000GnQTMAA3/u207570168>

9:00 – 9:20	Welcome, Introductions Icebreaker question PSA Concept Recap U-20757-0168 Order Overview
9:20 – 10:00	Small Group Break Out High Level Questions/Marketing Strategies
10:00 – 11:00	Group Report Back Idea Development Sub-Committee
11:00	Wrap Up Adjourn

**The concept centered around a Public Service Announcement or an outreach campaign intended to promote the awareness of EWR assistance programs, utility bill payments assistance resources, and other housing assistance resources (i.e. home repair, housing counseling services, foreclosure prevention, and rental support) as a unified communication.**

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**The thought process is that in this time that many Michigan residents are facing broader housing-related challenges beyond energy efficiency, we would present a more impactful call to action for the public by offering a Public Service Commission driven and stakeholder supported awareness campaign**