



# ANALYSIS OF OUTREACH METHODS

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## WHAT IS GV-HEAT?

The Gunnison Valley – Home Energy Advancement Team (GV-HEAT) was formed in 2017. This program connects deserving individuals within both Gunnison and Hinsdale Counties to various resources designed to increase energy efficiency, comfort, and affordability of their households.

## PROJECT OVERVIEW

Unique barriers exist towards generating awareness of GV-HEAT's programming. As a result, funds from Energy Outreach Colorado (EOC) have been allocated for a project focused on expanding outreach efforts during the 2023-24 season. Three overarching needs have been identified for this project: 1) increased participation in energy retrofit/energy bill payment assistance programming offered to the Gunnison Valley community, which will result in 2) increased energy efficiency by the average household, that will in turn lead to 3) a substantial reduction in average monthly energy costs in the region.

This study will argue for identifying best practices for environmentally-based outreach, active consultation with potential and current clientele, the development of long-term partnerships with local organizations, and providing reasoning behind an analysis of the successes/shortcomings of our 2023-24 programming.

## DELIVERABLES

- #1: Draft radio underwriting messages for a local radio station.
- #2: Post advertisements in two local newspapers (English and Spanish).
- #3: Organize two multilingual roundtable discussion events.
- #4: Offer informal presentations, provide trainings, and consistently table at local events/meetings.
- #5: Distribute marketing materials through food assistance programs and external organizational databases.
- #6: Grant report and application due back to Energy Outreach Colorado (EOC).

## NOTABLE RESULTS

- #1: Directly referred at least 242 individuals to our various programs.
- #2: 29 households received upgrades through the CARE program in 2023. 8 additional households were approved and waitlisted totaling in 37 approved CARE applications.
- #3: In 2023, ~48% of CARE-serviced households were comprised of seniors, ~21% were of Latinx origin, ~21% included a household member with a disability, ~24% were families, and ~31% lived in mobile homes.
- #4: Hosted two roundtable discussion events for past participants of CARE to speak with potential clientele. These events attracted forty attendees. 19 filled out a survey covering demographic information and how they found out about the event. These surveys indicated the makeup of attendees was predominately thirty to fifty-year-old, female-identifying individuals of Latinx origin. Most discovered GV-HEAT through word of mouth.
- #5: Conducted 15 short presentations, tabling, or training events with various local stakeholders.
- #6: Secured ~\$50,000 in funding through Energy Outreach Colorado's (EOC) Energy Assistance Community Outreach 2024-25 grant application for additional capacity-building.

## NEXT STEPS

- #1: Recruiting an AmeriCorps Service Member for 2024 to implement a detailed outreach plan.
- #2: Presenting at four existing events hosted by our current partners.
- #3: Direct mailings to LEAP and EOC Bill-Pay Assistance recipients.
- #4: Producing client storytelling and testimonials in English and Spanish.
- #5: Arranging a tour of one retrofitted home.
- #6: Organizing 1-2 multi-lingual, roundtable conversations.
- #7: Increasing effective methods of outreach to the Latinx community.
- #8: Enhancing relationships with our current partners. Increased tabling events will inspire one-on-one conversations.
- #9: Building additional partnerships to reach new audiences, particularly within the health sector.
- #10: Distributing EOC's "Do You Need Help" flyers and other information on our programming to partner organizations.
- #11: All partner organizations will receive a \$1,000 stipend.
- #12: Increased surveying to learn how we can improve outreach.
- #13: Continue with print media advertisements to solidify our presence.