

ENERGY PROGRAMS OUTREACH PLAN

The Low-Income Home Energy Assistance Program (LIHEAP) is a federally funded block grant program that is comprised of three different programs - Crisis Intervention Program (CIP), Low Income Energy Assistance Program (LIEAP) and Weatherization. There are also non-Federal Crisis Intervention Programs – Share the Light, Share the Warmth, Wake Electric Round Up, and Helping Each Member Cope.

To maximize the success of this program, outreach to county residents through key community partner stakeholders, each county department of social services is required to develop and implement an Energy Program Outreach Plan (EPOP). This plan is a framework to assure that eligible households are made aware of the assistance available through these programs.

The county director and/or his/her designee is required to develop the EPOP, which addresses outreach and application activities related to the Energy Programs. The Outreach Plan is due to be delivered to North Carolina Department of Health and Human Services (NCDHHS) by July 31, 2024.

Each county must form an outreach planning committee that creates the opportunity for county level collaboration to discuss and plan how to effectively reach county residents to inform them of the services provided by the energy programs. The committee should meet at least twice yearly; September for outreach planning related to LIEAP and April to review the outcomes related to LIEAP and to plan for outreach activities for summer weather. Energy Assistance Outreach Plan

Answer all questions below. Address CIP, non-Federal CIP, and LIEAP where appropriate:

COMMITTEE MEMBERSHIP

The Director of Social Services should engage a number of various community partners such as Vendors, Housing Authority, Public Libraries, Public School System/Local Colleges/Head Start, Legal Services, Meals on Wheels, Media, Public Health/Health Centers, Child Support Agencies, Churches, Food Banks, Councils on Aging/Senior Centers, Community based Indian organizations, Volunteer Programs, Vocational Rehabilitation Offices, and Transportation, services, etc.

1. Provide a list of committee members and their agencies.

Region C Area Agency on Aging (AAA)	Rutherford County Schools (Carver Center)
Rutherford County Senior Center	Harmony Hills Senior Apartments
Foothills Health Center	
Salvation Army	
Yokefellow Service Center	
Sandy Run Baptist Association	
Green River Baptist Association	

2. Provide potential meeting dates, times, locations, as well as agenda topics.

Informational packets will be sent to each of our Community Partner Agencies.

We provide training dates upon their request.

Define how DSS/DHS will work with the committee as well as any other agencies to collaborate regarding the Energy Program and how outreach will be provided to the citizens in your area.

Energy information packets will be distributed to our Community Partner Agencies.

Energy Program Policy and Energy Procedures will be explained to the representative of the agencies.

1. What is the process for referring customers? What marketing tools or items will be used (please provide a copy of your previous marketing materials & how you plan to enhance those in the future)?
Our partner agencies screen interested clients based on criteria provided to them by DSS. They will refer them to DSS for an in person or telephone application. They also can provide application packets at the client's request that they can complete and mail, fax or email to DSS.
2. What strategy does the county have, to continue collaborative efforts with community partners to complete outreach activities to target potential eligible households including individuals and families?
We offer an open line of communication and will continue to provide assistance whenever needed in order to accommodate our partner agencies. We have made on site visits when requested and scheduled meetings for training's when the need arises and we are contacted.
3. What additional activities will be conducted to target households with members with children under 5, age 60 and over and disabled?
Energy informational packets will be distributed specifically targeting the Carver Center (Pre-School Agency), The Senior Center, Senior Housing Complexes, Health Department and the Area Agency on Aging (AAA). Energy program policy and application procedures will be explained to the representatives.

Media involvement is vital to the success to outreach activities. How will your county utilize media such as newspapers, social media, radio and television stations to publicize the Energy Programs?

We will post Public Service Announcements and a Press Release to reach our target, giving them the information on the Energy Program, who may qualify and the ways that clients can apply.

1. Provide a list of media outlets that will be used as well as timeframes in which they will be contacted (provide examples of how the county can enhance these efforts):

Social Media Sites: RC Catalyst, County & DSS Facebook pages, County & DSS websites

Radio Stations: WCAB, WAGY, WNCW Television Stations: Northland Cable, WLOS, WSPA

Hours of Operation: Monday - Friday from 8:30 am - 5:00 pm

Location: Rutherford County Dept of Social Services, 271-A Callahan-Koon Rd., Spindale, NC 28160

We process all applications at our local DSS agency only.

BEST PRACTICES:

Best practices are a method or technique that has been generally accepted as superior to any alternatives because it produces results. Best practices are essential to the program.

1. If your county has gone above and beyond what is listed on this form please provide this information below:

We have compiled a list of local based apartment complexes and reached out and partnered with the managers to inform them of the program. Many of our seniors reside in these homes and do not venture out to know of assistance available to them, so this helps target this group.

2. Any additional comments or activities for CIP, non-Federal CIP, and/or LIEAP:

It seems that it would be cost effective for the state to issue most LIEAP and CIP funds based on the FNS record in NC Fast to prevent the client from having to make the application.

CONTACT INFORMATION:

Your contact information is essential to the success of the Energy Programs. Please complete the following information.

Name: Tammy Carter

Address: PO Box 242, Spindale, NC 28160

Telephone: 828-287-6268

Email: Tammy.Carter@rutherfordcountync.gov

Please indicate which program:

LIEAP

CIP

This plan must be approved by the local Board of Social Services/Human Services Board or local agency governing body prior to submission. Refer to the latest Dear County Director Letter for instructions on how to submit this document to the North Carolina State office.

Board of Social Services/Human Services or governing body Signature

Date

Director's Signature

Date