

## Urban Weatherization Initiative

### Board Meeting

### Meeting Minutes

Friday, September 21, 2012

Meeting was called to order at 10:08AM by UWI Board Chair Percy Harris

**Attendees:** **Voting Board Members:** Percy Harris; Deborah Harrington; Melissa Williams; Beth Delgado

**DCEO Staff:** Carmen Colvin; Angela Foster; Sarah Atkins

**Guests:** John Keller, Director of Local Government Affairs; Bob Kettlewell Deputy Director for the Illinois Office of Communication; David Evans, Energy Concepts (phone); Angela Bailey, Chicago Jobs Council; Angelo Kyle, Deputy Director of Team R.E.D.; Royce Cunningham, ARCH Services Group; Michael Santos

- I. **Approval of Minutes:** Mr. Harris inquired about any questions or changes that need to be made regarding the meeting minutes. With no objections to the minutes, the minutes were approved.
  
- II. **Marketing:** Discussion regarding the brochures. Ms. Colvin stated that she has not received them but all the counties are now included on the brochures. As soon as they are available they will be sent out for distribution. Ms. Colvin conducted a presentation last week at a Team R.E.D. meeting in Quincy Illinois, reaching out to the Regional Representatives about getting the information out about the program. Present at the meeting today was the new Board Member, Beth Delgado. Introductions were made to introduce the staff and board members to Ms. Delgado.

Mr. Kettlewell spoke about being asked to develop a marketing plan for the program and the expanded areas. Mr. Kettlewell spoke about three very distinct audiences and how the program is trying to build the infrastructure to reach out to the community for expansion and reinforce the infrastructure to the areas already being served. Mr. Kettlewell proposes a phased approach would be the most effective. Mr. Kettlewell suggests that the program work with all the Regional Economic Development Offices of DCEO and network through the individuals and organizations that they know in order to market to the new and current communities regarding the UWI program via direct contact. Mr. Kettlewell suggests that this type of direct contact connection with these organizations needs to happen right away.

Mr. Kettlewell's plan to outreach to job seekers can be accomplished through radio broadcasts. Mr. Kettlewell stated that print ads can be of some use for outreach and can be a good one time thing for the stakeholders in the community for them to get a sense about the program, but the goal is to get 7 to 8 good impressions from people. Mr. Kettlewell suggests that the bulk of the spending should come from radio broadcasts. It was suggested that the program approach Ameren and ComEd to include inserts in the bills sent out to their customers regarding energy conservation and then reinforce the marketing strategy with radio broadcasts.

The phase approach proposed by Mr. Kettlewell was suggested because of the amount of territory to cover regarding marketing for the new and current communities and can be very expensive. A website is extremely important as is a 1-800 number for individuals to gather information regarding the program. Mr. Kettlewell discussed Phase I: begin to compile potential prospects and begin the outreach process which should happen state wide, with particular emphasis on the expansion areas. With the expansion area, pick 5 target areas with media markets; marketing the entire geographic area is expensive and it will be better to phase the marketing strategy in to get a sense of what works.

Mr. Harris stated that he has tried to work with Ameren regarding the inserts in the bills and that Ameren does not allow any vendor to insert any type of advertisement in the bills that are sent out to residential bills. Mr. Kettlewell stated that in the past, ComEd has done this, and it would be worth reaching out to these companies to target the areas the program is looking to serve. The best alternative to market to the homeowners is radio and television; direct mail would be too expensive for marketing purposes. Mr. Harris suggested to utilize the Executive Offices of the twenty counties and start at that level to market the program. Ms. Colvin reminded the board members of the RFA's that are out and asked about suggestions for actions that can be taken immediately in reference to communicating to communities. An email was sent out to the new counties to the local community agencies and have received about 60% of emails that were confirmed as being received. The concern is the timing and not being able to reach all of the communities because of the short time period of time since the RFP's are due next week and the week after. Mr. Kettlewell suggests aggressive outreach is critical and the hope is that in 2 to 4 weeks we can have an outreach plan in place. For right now, not spend a lot of money, but buy print ads to target the areas right away. Mr. Kettlewell could have an ad designed and placed in a dozen communities by next week.

Ms. Colvin introduced Mr. Kyle, the Deputy Director for Team R.E.D. Ms. Colvin inquired of Mr. Kyle that if we were to get the information to his office would it be possible for him to disseminate it to Team R.E.D. and then disseminate it to the Mayor's in the counties targeted. Ms. Colvin stated that with the approved budget we were trying to get at least 25 grants for the Home Energy Auditor and Weatherization Specialist Training. We need to

receive at least 40 applications for this expansion area. Ms. Colvin suggested that the dates for the RFA's that are out might need to be extended in order to reach the communities. Mr. Kettlewell does not think we could get 25 new partners by October 3<sup>rd</sup>. He suggests more time from a marketing perspective is important and it could work if he had until December 1<sup>st</sup>. Mr. Harris stated that since there is a deadline already out there in a couple of weeks and there are people working on these RFA's so we need to be aware of that and we do reserve the right to send it back out and extend the deadline and we have done that before. The policy of the board has always been one grant per eligible community. Ms. Colvin inquired about the date being pushed back and allowing Team R.E.D. to do a follow up and a memo was sent out to the communities. Mr. Harris responded regarding getting a copy of the memo that was sent out and to have it sent to the board members. Mr. Harris' concerns for the memo was that it is more of a bullet point format and list the counties. Ms. Colvin will send out the memo and will have the memo modified by Monday or Tuesday of next week. Ms. Harrington inquired about who is going to coordinate this marketing plan. Mr. Kettlewell has a person of contact that will be working on this marketing plan. Ms. Harrington would like to see some timelines of activities from marketing.

Ms. Harrington would like to expand the marketing beyond DCEO and possibly coordinate strategies with IDES and other state agencies. Need to think about cross collaboration across the state. Ms. Colvin responded in saying that we have done cross collaboration with the IDHA and discussed the utilization of staff. A one page electronic brochure was suggested to be able to send out to other agencies. The development of a one page brochure is underway and will be sent to Mr. Kettlewell. Ms. Colvin will resend the brochure to the board members for suggested updates for what is happening right now. At community events, the brochure has been handed out. A communication will be sent out to the board members and Team R.E.D. for distribution and focus on mayors and county executives. Mr. Kettlewell will begin to develop adds within the next 10 days (print ads and one page brochure). Contact other agencies regarding the training opportunities. Ms. Colvin will research the dedicated phone line for the program.

**III. Grant Update:** Ms. Foster discussed the grant updates for the Home Energy Auditor Program and Weatherization Specialist Program.

Home Energy Auditor Program:

Albany Park Community Center: 2 training cohorts which have concluded, certified 19 participants to date, grant states to have 25 certified, will conduct another testing session at the end of September, and have a total of 5 that will test, if all pass, they will meet their number to be certified.

City of Rockford: 4 training cohorts, one cohort that completed on August 3<sup>rd</sup>, have very few numbers that are certified, no additional upcoming test dates and no additional training classes, certified 6 participants to date, grant states to have 25 certified.

Hispanic American Construction Industry Association: 3 training cohorts which have concluded, certified 14 participants to date, tested 3 and still waiting on the other 2 outcomes, have one additional testing date that will occur the week of September 24<sup>th</sup> with 5 to be tested, if all 5 pass that will bring them up to 19 but are still going to be low, grant states to have 25 certified.

Local Economic & Employment Development Council: 3 training cohorts which have concluded, certified 4 participants to date, grant states to have 18 certified, will conduct another testing session on September 24<sup>th</sup>, last cohort just concluded at the end of August and have not gotten test results back from those who have just tested, but are looking to meet that number of 18.

Opportunity Advancement Inc.: 4 training cohorts which have concluded, no upcoming test dates and no upcoming classes, certified 9 participants to date, grant states to have 17 certified.

Southwestern Illinois College: another cohort that will be running next week through October 19<sup>th</sup>, to date they have certified 27 participants to date, this grantee did not have a number specified in their grant agreement although they verbally agreed to certify 52, have a large class that concluded on August 31<sup>st</sup>, and the next class that will start next week is large.

#### Weatherization Specialist Program

Emerson Park: had a total of 3 cohorts and added a 4<sup>th</sup> that is running concurrently with the 3<sup>rd</sup> cohort, the 3<sup>rd</sup> cohort started on 08-15-12 and conclude 11-14-12, grant states to have 46 certified, have certified 13 participants to date, have 5 that are retesting and are waiting on results from 2<sup>nd</sup> cohort, 3<sup>rd</sup> and 4<sup>th</sup> cohort have about 26 participants.

Genesis Housing Development Corporation: had a total of 1 cohort, that cohort concluded in June, to date they have 0 participants certified.

Healthcare Consortium of Illinois: have a total of 4 cohorts, running 3<sup>rd</sup> cohort now which concludes October 19<sup>th</sup> and have 18 participants in that class, will have a 4<sup>th</sup> cohort that starts in October and concludes at the end of December, have tested 1<sup>st</sup> and 2<sup>nd</sup> cohort, to date 0 participants certified, grant states to have 50 certified, issue is the BPI proctor—for the 1<sup>st</sup> cohort they have field tested and videotaped—all participants have to be re-taped at the request of the proctor, for the 2<sup>nd</sup> cohort they will go through and tell them which sections will need to be taped, have not gotten the information back from the BPI proctor yet, have testing dates for the 1<sup>st</sup> 3 weeks of October. Even though none are certified they have completed 2 cohorts. What Genesis were told, was that the participants were certifiable, but just found out 2 weeks ago that they have to re-tape. What was reported in July was 13 certified.

Illinois YouthBuild Coalition: had 5 cohorts with 1 remaining cohort to conclude on September 21<sup>st</sup>, to date they have certified 5 participants, have another test date scheduled for September 20<sup>th</sup>, grant states to have 67 certified, have large cohorts with 18 to 23 participants in each cohort, issue was to re-negotiate with BPI to review the tapes and pricing to do so.

North Lawndale Employment Network: to date, have certified 13 participants, grant states to have 32 certified, have one cohort that just started on September 10<sup>th</sup> and concludes October 23<sup>rd</sup>, program just started so they could lose some, have 32 participants enrolled.

Peoria Citizens Committee for Economic Opportunity: per grant agreement they do not provide a certification, will need an extension.

Pembroke Hopkins Park Construction Outreach Program: proving NCCER certification and have certified 36 participants to date, grant states to have 44 certified, have another training cohort that is going on now and it is their last one that ends on September 28<sup>th</sup>.

Proviso-Leyden Council for Community Action: have 3 cohorts, last cohort started September 5<sup>th</sup> and concludes December 11<sup>th</sup>, to date they have certified 8 participants, grant states to have 35 certified, the last cohort concluded on the 31<sup>st</sup> and have not gotten results back.

Southwestern Illinois College: have 4 cohorts, one currently that concludes October 18<sup>th</sup> and the last cohort will start in November and conclude December 14<sup>th</sup>, to date they have certified 2 participants, according to grant agreement did not state how many or what type of certification they would provide so that is why the column says 0 on the spreadsheet.

The Black Star Project: have 3 cohorts, this grantee who in grant agreement did not identify the type of certification they would be providing; however, they have been very cooperative and have initiated the NCCER certification and making sure that the 1<sup>st</sup> cohort that has concluded will be tested in order to get the NCCER, to date they have certified 22 participants for NCCER, last cohort concluded on September 21<sup>st</sup>, the current cohort will start October 2<sup>nd</sup> and conclude December 6<sup>th</sup>.

Ms. Atkins discussed the site visits for Home Energy Auditor for the corrective action items have been provided. Disappointing numbers from the grantees. The information regarding the site visits are from the 4<sup>th</sup> quarter and some grantees have more certified since the 4<sup>th</sup> quarter. Most grantees are quick to submit information to the department and quick at responding to the requests made. Ms. Foster wanted to make sure the data was consistent and it was requested to be reported differently on the Project Status Report. Mr. Harris noticed on the site visit write ups the grantees are concerned about not getting the numbers. Mr. Harris reminded the attendees of the meeting that the grantees have the opportunity to make modifications regarding meeting the numbers certified. Ms. Harrington stated that we need to look at individual grantees on a case to case basis based on numbers and approving grant funds to these grantees for future grant awards. Ms. Foster stated that all the grantees are concerned regarding the numbers based on the site visits and grantees wanted it to be known that they have been making the effort to get the numbers they need to be certified. Ms. Colvin identified another issue regarding what has

worked and what has not for this first round of grants and move forward in finding what the concerns were. The next round of grants will be more specific in what the department is requesting of the grantees. This year has been a learning year from an administration perspective. Curriculum must be approved before grants are awarded in order for grantee to be successful.

**IV. General Discussion:** Ms. Colvin discussed the communication regarding a couple of events coming up. In order for DCEO to formally attend the events, an invite needs to go to the Director and CC Sandra Jones, who will then coordinate the agencies in DCEO to make sure that there is someone at the event who can discuss the program. Ms. Colvin discussed the Urban League in Sangamon County and had pulled up the RFA for the program; Sangamon County is not one of the approved counties, and since that time, Ms. Colvin has received phone calls from Senator Trotter and other representatives to ask if Sangamon County could be added. This decision will need to be brought to the board. Ms. Colvin asked the board if they are willing to include Sangamon County as one of the target areas. Ms. Colvin discussed the question of equipment and what happens to it once the grantee is done with and if it is the property of DCEO. The suggestion was made that the grantees, if not selected for a new grant award, would forward the equipment to another grantee who was awarded grant funds to use for the program so that the money allocated for equipment would not have to be spent again on equipment purchases. Ms. Colvin will connect with the legal team regarding this matter.

**V. Next Meeting:** October 19, 2012 at 11:00AM

**VI. Executive Session:**

**VII. Adjournment:** Adjournment of meeting was on Monday, September 24, 2012 at 12:00PM after teleconference to finish up the executive session.

Meeting minutes prepared by: Sarah Atkins