

**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 - Energy Neighbor, 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 North Carolina Department of Health and Human Services (NCDHHS) by July 25, 2022.

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, 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.

The Buncombe Emergency Assistance Coordinating Network (BEACON) is a group of member agencies that meet regularly for outreach activities.

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See listing of agencies and members on page 2.

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<b>Agency</b>	<b>Contact</b>
Asheville Buncombe Community Christian Ministry (ABCCM)	Scott Rogers
Asheville Buncombe Community Christian Ministry (ABCCM)	Deana Carr
Asheville Buncombe Community Christian Ministry (ABCCM)	Mary Messarra
ABCCM Hominy Valley	Christy Shortridge
ABCCM North Crisis	Sheryl Olsen
ABCCM South	Bryan Prather
AB-Tech	Jeremy Lett
Asheville City Schools	Jessica Supik
Babies Need Bottoms Diaper Bank	Meagan Leimena
Buncombe County HHS	Phillip Hardin
Buncombe County HHS	Tracie Franklin
Buncombe County Schools	Shannon Boyd
Catholic Charities	Jesse Boeckerman
Catholic Charities	Lyndsey Parham
Catholic Charities	Eleanor Langford
Children First/ Communities in Schools	Danielle Wilber
Children First/ Communities in Schools	Alvena Landrum
Children First/ Communities in Schools	Natasha Adwaters
City of Asheville- Homeless Lead	Emily Ball
Community Action Opportunities	Kate Singogo
Community Action Opportunities	Stacey Walbourn
Council on Aging of Buncombe County	Vance Goodman
Eblen-Kimmel Charities	Susan Riddle
Eliada	Sarah Dickerson
Foster Community Services	Kathy Gildersleeve
Housing Authority City of Asheville	Karolina Hopkins
Housing Authority City of Asheville	Shaunda Sandford
Jewish Family Services of WNC	Cindy Smith
OpenDoors of Asheville	Courtney Hamner
Society of St. Vincent de Paul- Asheville	James Greene
Society of St. Vincent de Paul- Asheville	Robert Phillips
St. Vincent de Paul Society, St. Barnabas	John Smith
St. Vincent de Paul Society, St. Barnabas (Arden)	James Loosemore
St. Vincent de Paul Society, St. Eugene	Lynn Brockman
St. Vincent de Paul- St. Margaret Mary (Swannanoa)	Anne Minks
Swannanoa Valley Christian Ministry	Cheryl Wilson
Swannanoa Valley Christian Ministry	Patti Windisch
Swannanoa Valley Christian Ministry	Sonny Moore
The ARC of Buncombe County	Joyce Tweed
The Salvation Army	Evelyne Ball
The Salvation Army	Irene Gosnell
United Way's 2-1-1	Amanda Bauman
United Way's 2-1-1	Kim Hughes
Western Carolina Community Health Services (WNCCHS)	Charlene Rumpfelt
MANNA Food Bank	Leah Cormier
MANNA Food Bank	Carrie Wagner
MANNA Food Bank	Justine Redden
Mountain Area Pregnancy Services	Cindy Van Gorder
Mountain Area Pregnancy Services	Kristi Brown

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

July 26, 2022 9:00 am- Virtual Meeting. Agency Sharing, school resources & Outreach  
September 27, 2022 9:00 am- Virtual Meeting. Agency Sharing & Outreach

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November 22, 2022 9:00am- Virtual Meeting. Agency Sharing, holiday resources & Outreach.  
January 24, 2023 9:00am- Virtual Meeting. Agency Sharing & Outreach.

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March 28, 2023 9:00am- Virtual Meeting. Agency Sharing & Outreach.  
May 23, 2023 9:00 am- Virtual Meeting. Agency Sharing & Outreach.

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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.

The mission of the committee is to coordinate the efficient, effective and compassionate provision of emergency assistance through information sharing and joint problem solving by member agencies. Each agency will be provided information about LIEAP and CIP program guidelines, services, and application procedures along with outreach materials to share with their customers.

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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)?

Flyers are distributed at community agencies and Health and Human Services. Applicants are advised to go to Eblen Charities to apply in person, to apply through EPASS or to reach out to Eblen Charities by phone if requesting a telephone application for LIEAP.

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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?

In partnership with the Council on Aging, paper applications will be completed during home visits if appropriate. These will be taken to Eblen Charities for processing. Outreach is also done, by holding application days in senior living communities. Applications will be taken at Community Engagement Markets at 12 locations in under resourced areas. Full execution of activities listed on this plan depends on how business processes are impacted by the COVID 19 pandemic. As partner services are adjusted or unavailable, we cannot guarantee that all activities are possible.

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3. What additional activities will be conducted to target households with members with children under 5, age 60 and over and disabled?

The agency will use the Nixle communications system several times during the heating season to perform robocalls to public assistance recipients, targeting households with children under 5, age 60 and over and disabled. These calls provide information about the LIEAP program and how to apply.

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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?

The HHS Communications Team sends out a press release to local newspaper, radio stations, news websites, and

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television stations. They also add this information to the Buncombe County Government Web Site

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www.buncombecounty.org and the Buncombe County Government Access Channel (BCTV).

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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):

Asheville Citizen-Times, The Mountain Express, Asheville Radio Group, Asheville

Blade, Biltmore Beacon-Mountaineer, Black Mountain News, Carolina Public Press,

iHeart Radio, La Voz (Spanish), La Noticia (Spanish), WGZM Radio, Weaverville Tribune, Urban  
News and WLOS.

### **ORGANIZATIONAL STRUCTURE:**

Counties are required to provide application processes for CIP, non-Federal CIP programs, and/or LIEAP. This information must be reported to the NCDHHS annually.

1. Provide hours of operation, location and whether the programs are in house or contracted out. If your agency contracts out to other agencies attach the contract(s).

LIEAP and CIP is contracted out to Eblen Charities. Applications are taken by Eblen Charities- 50 Westgate Parkway

Asheville, NC 28806 from 8:00 am until 5:00 pm Monday through Friday. During peak LIEAP application dates, the contractor may

extend hours to 7:00 one or two days per week depending on need. With the COVID 19 pandemic, efforts will be made to ensure  
safe distances - paper drop off and mail in applications will be completed when possible along with applications by telephone.

### **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:

The Nixle Robo calls have been effective and allows us to easily target those age 60 and older and those with household  
members under age 5.

The extended hours have been a support to those households with a working family member to offer hours after 5:00 pm.

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

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**CONTACT INFORMATION:**

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

Name: Phillip Hardin

Address: PO Box 7408 Asheville, NC 28802

Telephone: (828) 250-5500

Email: phillip.hardin@buncombecounty.org

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.**

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Board of Social Services/Human Services or governing body Signature

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Date

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Director's Signature

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Date