

## **Energy Programs Outreach Best Practices**

- Conduct outreach specifically in senior living communities and agencies. Examples: Senior Center, senior nutrition meal sites, Meals on Wheels programs, local food bank and senior apartment complexes
- Utilize a DSS Outreach Coordinator
- Notices and/or informational articles published in local newspapers
- Information news briefs publicized via local radio stations and local cable access stations
- Social media postings (Facebook, Instagram, Twitter)
- Share information about Energy Programs at interagency community meetings
- Send staff to take applications at Senior Apartment Communities on a designated schedule or coordinate with Apartment Manager for the drop off and pick up of completed applications.
- Local oil and gas vendors distribute flyers at their customer's residences when making first delivery of the season
- Adult Services workers help their clients fill out applications and return them to agency for processing
- Children Services workers provide applications to families
- Adult Services bring clients to the agency to fill out applications (Energy staff blocked off time so applicant wouldn't have to wait)
- Utilize Robo Calls to target population from other agency records
- Provided application packets with return envelope in the faith-based community
- Provided packets with return envelope at local libraries
- Post flyers at local convenience and grocery stores
- Mail applications to seniors with return envelope
- Provide information to United Way who disseminates information to all United Way agencies
- Provide information to Homeless Shelter
- Post flyers at agencies such as the Salvation Army and Goodwill
- Post information on the County and local DSS website
- Provide flyers to local school system to send home with children
- Take applications at outposted locations or satellite DSS offices in rural areas
- Extend office hours and Saturday hours
- Conduct Town Hall Meetings
- Meet with all providers in county to discuss DSS requirements and gave paper applications
- Provide courtesy calls to clients who they know may qualify and take applications if needed
- Utilize all staff within the agency to assist with LIEAP applications
- Receive a list of potential applicants from adult social workers
- Brainstorm with other agencies to get more participation
- Train DSS reception staff to have better understanding of the different sources of energy funding to better route clients and answer questions during client wait time
- Reception staff conduct preliminary screening
- Outreach worker takes applications at community partner locations on a regular schedule
- Conduct home visits to take applications when necessary

- Educate medical providers to identify potential applications and the medical verification documentation that is helpful to the application process
- Utilize Charity Tracker database that tracks use of assistance by multiple agencies to prevent double-dipping. Helps with appropriate referrals when staff can see if applicant has already utilized other available community resources
- Use DAAS ARMS report to mail applications to clients
- Take all applications at larger outposted location within the community on the first business day in both December and January that is better equipped to handle a larger influx of applicants with appropriate parking and waiting area
- Community Care Nurse with faith-based community organization identifies clients with needs for applications
- Transportation grant used to provide transportation to and from agency to apply for assistance
- Train the trainer sessions to all supervisors can answer energy policy questions for their own staff assisting with energy programs
- Utilize contract workers to help take applications
- Program information running on television monitor in the agency lobby