

# Opportunity Council

- The CAP service model for energy assistance delivery and current level of demand
- Overview of the CAP agency outreach and availability
- What's working/what's not in customer outreach and communications?



# CAP Service Model

## A Wholistic Approach

- Flexibility in appointment types: in-person, phone, online or mail initiated, outreach, co-location, home visiting
- Efficiency: 1 stop for LIHEAP, utility, LIHWAP, fuel funds, OES-Furnace Repair/Replacement, AC, Arrearage
- Program integrity: screening, eligibility determination, file review, continuous training and improvement
- EA Referrals: Weatherization, Home Repair, Weatherization plus Health/Healthy Homes
- Information & Referral: Connection to CAP programs & other local resources- Basic Food, employment, rental assistance,

# Demand/Challenges

- Increase in demand/1<sup>st</sup> time recipients
  - 2020-2021: 4156 households/1477 new or skipped a year= 35%
  - 2021-2022: 3886 household to date/1466 new or skipped a year= 38% (approx. additional 500 appts through end of season) projected total of 4385, ~9% increase over last season
- No backlog of files
- Workforce challenges
- Continue to see high arrearages

# Current Outreach

- Returning client outreach-targeted scheduling for highly vulnerable
- PSA, social media, CRN newsletter, food box flyers, utility flyers
- Agency integration: Head Start, housing, employment, food pantry
- Co-location: Tribal partners, rural resource centers
- Outreach Appointments: housing complexes, employers, libraries, senior centers, DSHS CSOs
- Sub-contracting: San Juan Co
- ERA By and For organization outreach contracting

# Outreach Opportunities

- Co-branding with utility on outreach
- Expanding By and For outreach/Relational outreach
- Appeals to ALICE households
- Census block data informed outreach- CAP Skagit
- Identify additional affinity programs for higher income applicants- community inventory
- Reduce shame in accessing, normalize assistance