

**DOCKETED**

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# Consumer Needs and Engagement

July 12, 2021

Building Decarbonization - Consumers, Financing, and Workforce  
Integrated Energy Policy Report (IEPR) Workshop

# ABOUT SELF-HELP ENTERPRISES

- ✓ Established in 1965 – community-based non-profit
- ✓ Helped more than 6,400 families to build their own homes & developed 1,600 units of rental housing
- ✓ Work with over 200 community services districts, small water systems and schools
- ✓ Active in sustainable energy solutions and emergency services
- ✓ Active Participant in Greenhouse Gas Reduction Fund Programs, LIWP, SOMAH and zero-net energy development
- ✓ Work alongside residents to build capacity and support highly effective community leaders and promote collaborative solutions for improving communities



# CONSUMER CHALLENGES

- Residents are worried about the cost of electricity
- Misinformation about solar and other renewable energy
- Negative experiences with previous programs
- Housing conditions
- Mobile home residents face additional barriers
- Lack of trust
- Residents are dealing with multiple community needs



# CONSUMER OUTREACH AND EDUCATION NEEDS

- Mixed levels of knowledge
- Be transparent about project costs and benefits
- Culturally competent implementers
- Appropriate language
- Flexibility in project planning
- Limited WIFI
- Have local meetings
- Limit travel



Propane Customer Outreach & Engagement



# SUCCESSFUL ENGAGEMENT METHODS

- Nontraditional outreach methods
- Targeted marketing techniques
- Bring resources to the community
- Engage CBO's and local leaders
- Fund technical assistances
- Engage local implementers who are familiar with the community
- Use trusted messengers



## Successful Community Engagement Model

# SJV PILOT PROJECTS: WEST GOSHEN, CALIFORNIA

- Local leaders are Community Energy Navigators (CENs)
- Responsible for education and outreach to neighbors
- High resident participation rate
- Strong support for electrification project
- Residents understand program offerings, cost savings and climate benefits



# COMMUNITY PARTNERSHIPS & SOLUTIONS

- Project concepts should be developed together with the community
- Include residents from the beginning
- Fund pilot projects in disadvantaged communities
- Partner with trusted community leaders
  - CBO's
  - Energy Navigators
- Fund Technical Assistance
  - Collect data
  - Project design
  - Share information
  - Consumer education





# CONTACT INFORMATION

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