

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 – Share the Light, 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 be delivered to North Carolina Department of Health and Human Services (NCDHHS) by July 31, 2024.

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, Child Support Agencies, 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 an problem solving.

See a listing of agencies and members on the next page.

BEACON Member Agencies	Contact
ABCCM	Brandon Davis
ABCCM	Vince Brown
ABCCM Hominy Valley	Christy Shortridge
ABCCM Hominy Valley	John Mendenhall
ABCCM North Crisis	Sheryl Olsen
ABCCM South	Bryan Prather
ABCCM South	Allen Pounders
American Red Cross	Jerri Goldberg
Asheville Buncombe Community Christian Ministry (ABCCM)	Deana Carr
Asheville Buncombe Community Christian Ministry (ABCCM)	Mary Messarra
Asheville Buncombe Community Christian Ministry (ABCCM)	Scott Rogers
Asheville City Schools	Jessica Supik
Asheville Dream Center	Michelle Coleman
Babies Need Bottoms Diaper Bank	Meagan Leimena
Buncombe County HHS	Phillip Hardin
Buncombe County HHS	Tracie Franklin
Buncombe County HHS- Nurse Family Partnership	Ksusha Nece
Buncombe County HHS- Nurse Family Partnership	Molly Cleveland
Buncombe County Schools	Shannon Boyd
Catholic Charities	Eleanor Langford
Catholic Charities	Jess Williard
Catholic Charities	Jesse Boeckerman
Catholic Charities	Jessica Pienta
Catholic Charities	Margarita Martinez-Lopez
Catholic Charities	Mary Nation
Catholic Charities	Stephanie Gilliam
Catholic Charities (AmeriCorps VISTA)	Kristen Pollock
Children First/ Communities in Schools	Alvena Landrum
Children First/ Communities in Schools	Blythe Byrd
Children First/ Communities in Schools	Danielle Wilber
Children First/ Communities in Schools	Natasha Adwaters
Children First/ Communities in Schools	Charley Battise
City of Asheville- Homeless Lead	Emily Ball
Community Action Opportunities	Kate Singogo
Community Action Opportunities	Stacey Walbourn
Community Action Opportunities	Tom Davies
Community Action Opportunities	Trudy Logan
Council on Aging of Buncombe County	Vance Goodman
Eblen-Kimmel Charities	John Bates
Eliada	Sarah Dickerson
Eliada	Sasha Metcalf
Foster Community Services	Kathy Gildersleeve
Foster Community Services	Marcella Sampayan
Housing Authority City of Asheville	Arielle Jones
Housing Authority City of Asheville	Karolina Hopkins
Housing Authority City of Asheville	Misty Beck
Housing Authority City of Asheville	Shaunda Sandford

Jewish Family Services of WNC	Cindy Smith
Land of Sky	LeeAnne Tucker
MANNA	Judy Butler
MANNA Food Bank	Gabby Pulig
MANNA Food Bank	Gina Smith
MANNA Food Bank	Justine Redden
MANNA Food Bank	Katherine Bloomquist
MANNA Food Bank	Lucy Phillips
Mountain Area Pregnancy Services	Kristi Brown
OpenDoors of Asheville	Courtney Hamner
Society of St. Vincent de Paul- Asheville	James Greene
Society of St. Vincent de Paul- Asheville (primary contact)	Bob Phillips
Society of St. Vincent de Paul- Asheville	Suzanne Hudson
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
St. Vincent de Paul- St. Margaret Mary (Swannanoa)	Jurona Mobley
St. Vincent de Paul- St. Margaret Mary (Swannanoa)	Rudy Torrico
St. Vincent de Paul- St. Margaret Mary (Swannanoa)	Terry Foley
Swannanoa Valley Christian Ministry	Kevin Bates
Swannanoa Valley Christian Ministry	Patti Windisch
Swannanoa Valley Christian Ministry	Rose Verlander
Swannanoa Valley Christian Ministry	Sonny Moore
Swannanoa Valley Christian Ministry	Stephanie Trantham
The Arc of Buncombe County	Joyce Tweed
The Arc of Buncombe County	Linda McDaniel
The Salvation Army	Evelyne Ball
The Salvation Army	Irene Gosnell
United Way	Carrie Wagner
United Way's 2-1-1	Amanda Bauman
United Way's 2-1-1	Kim Hughes
Urban News	Johnnie Grant
Verner Center for Early Learning	Whitney Rea
Western Carolina Community Health Services (WNCCHS)	Charlene Rumfelt

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

July 23, 2024 9am, Virtual Meeting - Agency Sharing, Cooling assistance, and School resources.

September 24, 2024 9am, Virtual Meeting- Agency Sharing

November 26, 2024 9am, Virtual Meeting- Agency Sharing, Thanksgiving resources, heating assistance and LIEAP.

January 28, 2025 9am, Virtual Meeting - Agency Sharing and heating assistance.

March 25, 2025 9am, Virtual Meeting- Agency Sharing

May 27, 2025 9am, Virtual Meeting -Agency Sharing, cooling assistance and summer resources.

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 the LIEAP and CIP program guidelines, services and application procedures along with outreach materials to share with their customers.

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 Human Services. Applicants are directed to EPASS, the dedicated Energy Assistance phone line, or to apply in person.

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 or EPASS applications will be completed during home visits if appropriate. These paper applications will be submitted to HHS for processing.

Our previous energy contractor, Ehlen Charities, has also made a commitment to assist applicants in applying through EPASS when they are serving the same customer.

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

We 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.

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 the local newspaper, radio stations, news websites, and television stations. They also add this information to the Buncombe County

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

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 Xpress, Asheville Radio Group, Ashevegas, Asheville

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

L
a 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).

Applications will be taken in-house at 40 Coxe Avenue Asheville NC 28801 from 8:00 am until
5:00 pm Monday through Friday.

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 ages 60 and older
and those with household members under age 5.

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

CONTACT INFORMATION:

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

Name: Phillip Hardin

Address: P.O. 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.

Board of Social Services/Human Services or governing body Signature

Date

Director's Signature

Date