



Digging Into the Grassroots

Community Partnership Approaches to Reach Income Qualified Households

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– With –

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Leverage Existing Relationships

- Identify and reach out to eligible participants
- Help overcome skepticism

Provide Community Expertise

- Input on program development & leadership (procedural equity)
- Language support and help with participation barriers

Blend Program Offerings with Additional Services

- Federal weatherization & other funding sources
- Workforce development
- Home health and safety

5 Items of CBO Relationship Advice

Based on:

Industry Literature Review

- Conference Papers (IEPEC, ACEEE, etc.)
- Industry Reports (ACEEE, CEE, etc.)
- Academic white papers

Energy Trust of Oregon Case Study

- No Cost Heat Pump pilot offering
- Designed and delivered in partnership with CBOs

Item 1: Choose a Partner (Or Several)

Community Action Agencies

Benefits:

- Potential to leverage federal weatherization funding
- Experience delivering retrofits

Drawbacks:

- Competition with other funders' priorities
- Limited capacity to expand services

Community Based Organizations

Benefits:

- Established, trusted relationships in their communities
- Cultural understanding

Drawbacks:

- Limited resources and staff capacity
- May lack experience with energy efficiency retrofits

Item 2: Get Them to Like You



Mission Alignment

Demonstrate how working with the program advances the CBO's mission



Compensation

Compensate CBOs for their time and expertise; avoid structures that favor scale over community connection



Two-Way Communication

Create a path for CBOs to provide input, giving them real and clearly defined decision-making power

Item 3: Make a Long-Term Commitment

Expanding capacity to work with an efficiency program can be a significant commitment for a small organization.

"They are small non-profits, trying to accomplish a lot, [and they] don't have a lot of extra time or people sitting around. When they try to take on something like this, it...needs to reach a certain threshold before it makes sense to hire a new person."

Organizations need to be convinced that program support will remain available to support that commitment over the long term.

Item 4: Be Supportive

Program Infrastructure

- Established processes
- Documents and forms
- Marketing support

Technical Assistance

- Advising on project eligibility
- Expertise in program technologies
- Help diagnosing and dealing with QA/QC issues

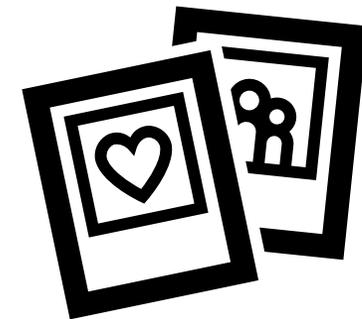
Workforce Development

- Training on specific program skills (e.g. energy assessments)
- Broader technical training that addresses employment barriers

Item 5: Consider the Broader Context



- Just like any relationship, to have a successful CBO partnership, programs need to...
 - Choose a partner
 - Get them to like you
 - Make a long-term commitment
 - Be supportive
 - Consider the broader context



Thank You!

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