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**EO Low-Income Collaborative Minutes
Process and Assistance Sub-Workgroups
April 9, 2010
1:30-3:00**

Meeting called to order 1:35

- **Information Videos:** Steve Matthews (Consumers Energy) brought examples of training videos as a follow-up to last month's discussion on how to get the message out. *(Steve also provided a handout, available as "Presentation 1" off the meeting link for the April 9, 2010 meeting: http://www.michigan.gov/mpsc/0,1607,7-159-52495_53750_54587-223556--00.html)*

He stated the reason for the production of this series was to train customer service representatives to offer products such as carbon monoxide monitors to customers calling the service center. The service reps felt they were not salespeople and needed guidance in this area.

These videos were high quality and communicated their message quickly and effectively! Their strength is emotional appeal and the ability to quickly convey information to a target population. Videos could provide information about EO topics such as rebates, appliance recycling, and energy efficiency and be available on-line or through other potential channels such as TV station PSAs, utility payment locations, churches, hospitals, other areas with contact with the general public.

Pamela Hall (Office of Services to the Aging) explained her office had surveyed senior citizens to find trusted sources of information. Family, TV news and churches were high on the list and highlighted the need to have a clear idea of who your target group is and their characteristics.

These brief videos opened up new discussion topics for future planning for the workgroup (see note below on *Coalition to Keep Michigan Warm*).

- **March Action Item Staff Follow-up: use of EO Funds for video production?**
Preliminary answer: video production would be an appropriate use of both education and general EO funds.
- **Potential Study:** Rob Ozar (MPSC) spoke about the need for a potential study after the benchmarking studies Consumers Energy and Detroit Edison will be carrying out as part of

their EO programs. Low-Income will be an important part of this EO survey and possible Workgroup tasks:

- determine deliverables,
- rebates needed to drive programs
- Split incentives (tenants/landlord)

Michelle Martinez (Sierra Club) noted this is a good time to do a state-wide study to look at program sustainability after ARRA funds are no longer available. What is the trajectory of need, a 5-10 year budget, alternative cost savings and the new cost of energy (renewables and coal)

Staff, utility representatives, EO program evaluators (and anyone else interested in contributing to this process) will begin meeting outside the monthly meetings to work up deliverables.

(Note: this item is tabled until the June meeting.)

- **Coalition to Keep Michigan Warm (CTKMW):**

At their morning meeting, CTKMW members discussed the possibility of coordinating with our Low-Income Workgroup since we share many of the same members and goals. Staff reported there preliminary internal discussions received a positive reaction, so CTKMW members agreed to advance a proposal as to how closer cooperation may be accomplished.

- **Past Action Items:**

- **April Action Item for Staff:** *follow up on adding utility bill assistance note to MSHDA Housing Locator Page.*
 - This link has been created with the help of Paul Bursley (MSHDA) at www.michiganhousinglocator.com. The MSHDA web site had over 568,000 unique visitors in 2009 making this an appropriate site for assistance information.
 - Staff is working with Connie Costner of MSU Extension to revise an MPSC Consumer Alert containing utility bill assistance information for possible distribution in Extension offices.
- **April Action Item for Staff:** *check on “federal dollars left on the table” MBAI presentation:*
 - Page 3 of MBAI presentation available on Low-Income Collaborative website: http://www.michigan.gov/mpsc/0,1607,7-159-52495_53750_54587-223556--,00.html
- **April Action Item for R. Nelson & Staff:** draft letter to DHS with requested changes to State Plan
 - In process, recognizing public comment to DHS is due July 2010 and the letter must be reviewed by Workgroup and possibly Commissioners prior to then.

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Meeting adjourned at 3:00

Next meeting of the main workgroup: **May 14, 2010 at 1:30 in Hearing Room A**