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GOVERNOR

STATE OF MICHIGAN
DEPARTMENT OF ENERGY, LABOR & ECONOMIC GROWTH
PUBLIC SERVICE COMMISSION

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**EO Collaborative
Low-Income Workgroup Agenda
March 12, 2010, 1:30 – 3:00 p.m.
Hearing Room A – [Map to MPSC Offices](#)**

Call in Information:

Meeting Number: 877.336.1828

Access Code: 2220392#

A G E N D A

1:30 - 2:30 *Getting the word out about billing assistance: Can you hear me now?*

- Follow-up on Sub-workgroup action items:
 - Update: utilities current low-income assistance programs (above and beyond the billing rules) and upcoming media campaigns
 - Prioritize media efforts and develop message:
 - Web: MSHDA home locator website banner,
 - Voice: "hold" messages for MARVIN, stores, other contact points, radio station PSAs
 - Print: cardstock for churches, community contact points.

2:30 -2:45 *Article review: Social media, Massachusetts Energy Bucks, Internet Gender Gap*

http://www.michigan.gov/mpsc/0,1607,7-159-52495_53750_54587-223556--,00.html

- Information we can use to reach the "new poor"?
- Ideas that we want to follow up on?

2:45 - 3:00 *Update on utility assistance for multi-unit dwellings*

- R. Nelson & S. Philpott-Burke

Next [Sub-workgroup] meeting date: April 9, 2010

Any interested person may attend and participate. The hearing site is accessible, including handicapped parking. Persons needing any accommodation to participate should contact the Commission's Executive Secretary at (517) 241-6160 in advance to request mobility, visual, hearing or other assistance.

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