

The Disadvantaged Communities Marketing and Outreach (DACMO) Program

Global Energy Services, Inc.





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01.

Program Information, Budget, and Goals





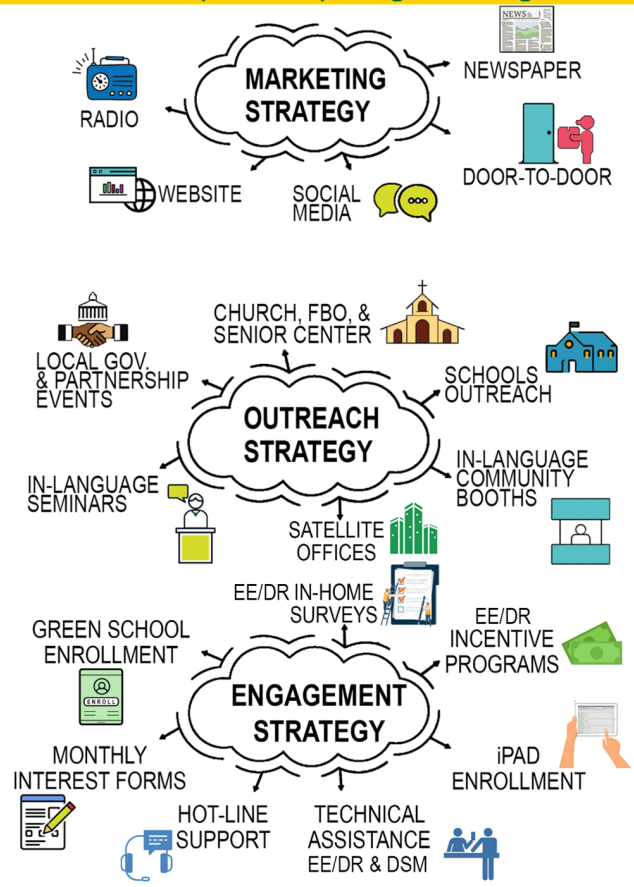
Program Description



The Disadvantaged Communities Marketing and Outreach (DACMO) Program will provide direct outreach to the underserved, Hard-to-Reach (HTR), and Disadvantaged Communities (DAC) customer segments. The program is non-resource and will utilize a downstream delivery approach to provide 100% in-language marketing, outreach, and education services directly to customers.



Program Diagram





Program Budget

Program Budget Cost Elements	2023	2024	2025	Total
Administration Costs	\$51,300	\$166,431	\$167,019	\$384,750
Marketing/Outreach	\$22,800	\$73,969	\$74,231	\$171,000
Incentive/Rebate	\$0	\$0	\$0	\$0
Direct Implementation - Non-Incentive Costs	\$495,900	\$1,608,832	\$1,614,519	\$3,719,250
Total	\$570,000	\$1,849,232	\$1,855,769	\$4,275,000



Campaign Goals and Timeline

Tasks	Year 2023 (Q3&Q4)	Year 2024	Year 2025	Total Tasks
Task 1: Outreach Events (includes in-language CBOs, churches, schools, community booths, and seminars)	30	97	98	225
Task 2: Customer Energy Advisement (in-home EE/DR and Electrification assessment with report and door-to-door marketing)	400	1,300	1,300	3,000
Task 3: Media Events (media ads – newspaper/radio, social media, and city newsletter publications)	204	663	663	1,530
Task 4: Door Hangers	8,000	26,000	26,000	60,000

02.

Implementation Plan Narrative



A. Market Barriers and Program Strategies



Market Barriers	Program Strategies
<p>Lack of Awareness: Language Barrier</p> <p>The lack of awareness of EE initiatives among DAC/HTR communities is largely due to language barriers and the absence of utility EE programs that address those barriers. The two maps of Linguistic Isolation and Disadvantaged Communities, in CalEnviroScreen, reveal an identical overlap.</p>	<ul style="list-style-type: none"> • DACMO will reach out to the underserved and DAC/HTR customers through a 100% in-language program. DACMO will primarily serve the Hispanic, Chinese, Vietnamese, and Korean communities in their languages. DACMO's in-language website is available in multiple languages. • Each activity is tailored to customer demographics with in-language collaterals, videos, a website, and in-language helpline. • DACMO's in-language home advisors will explain program offerings and enhance participation.
<p>Knowledge Barrier on available EE/Rebate programs.</p> <p>Gaps in knowledge of EE/Rebate programs stem primarily from the language barriers and the non-existence of in-language utility programs.</p>	<ul style="list-style-type: none"> • DACMO's in-language staff and home advisors will address the knowledge barrier by educating customers and providing them with EE/Rebate information directly in one-on-one settings. All DACMO's EE activities will create awareness, knowledge, and participation in EE/DR and Electrification programs.



B. Market Barriers and Program Strategies

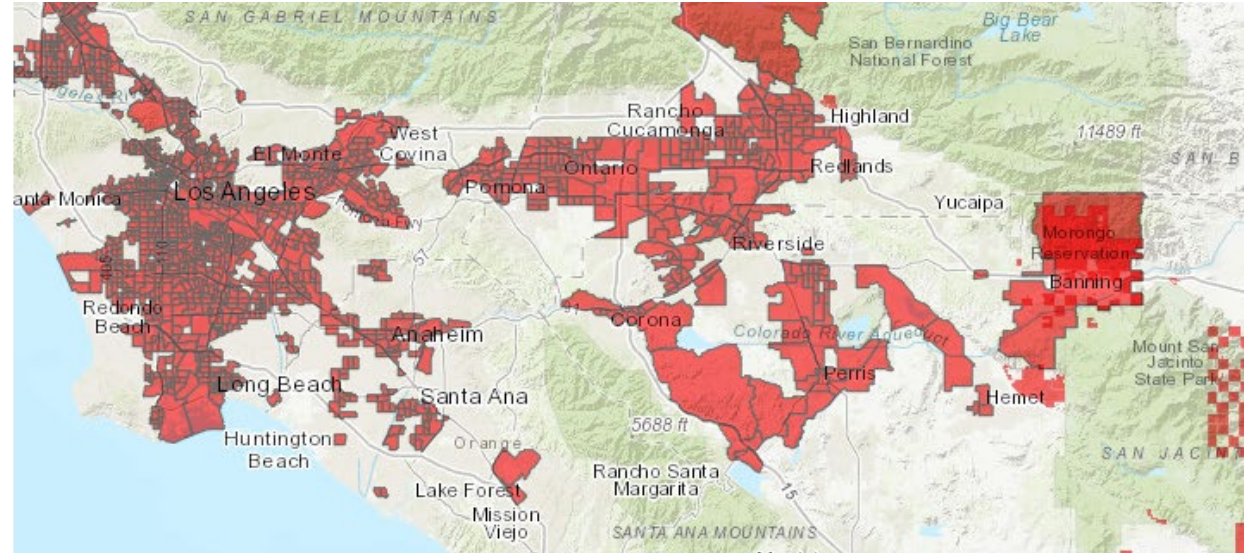
Market Barriers	Program Strategies
<p>Technical Barrier</p> <p>The DAC/HTR customer community usually is an older population of homeowners and renters who very often are not tech-savvy.</p>	<ul style="list-style-type: none">• DACMO's direct interface at events, along with trained home advisors, will answer questions and remove all technical barriers.• DACMO will provide a toll-free, in-language helpline for any technical questions.
<p>Social Barrier</p> <p>The DAC/HTR community has distinct social barriers to participation. These range from a distrust of government programs in the Hispanic community to a social preference for intra-community touches and in-language media in the Hispanic, Korean, Chinese, and Vietnamese communities.</p>	<ul style="list-style-type: none">• DACMO's in-language, in-person, direct community interaction at community events, as well as in-home surveys, builds a bridge of trust and reduces social barriers, encouraging customers to participate.• Similarly, partnerships with local CBOs and City Governments will also address and ease the social barriers to participation.• DACMO's offerings address every social segment with booths, seminars, faith-based organizations (FBO), churches, schools, participation initiatives at local grocery stores, and media outreach. These serve to ease social barriers and create an effective social bridge.
<p>Multi-family Landlord-Tenant Upgrades</p> <p>Lack of access to multi-family owners and property managers</p>	<ul style="list-style-type: none">• DACMO's direct approach via in-person, in-language visits will target owners, offering program explanations and encouraging partnerships and participation in EE programs that could decrease utility bills and increase property desirability among tenants.• DACMO will set up tabletops and conduct seminars at multi-family properties to enhance participation. DACMO will build upon these strategies, reaching out to both landlords and tenants.

Targeted Market/Customer Group



DACMO will use the SB 535 California Office of Environmental Health Hazard Assessment (OEHHA) and SCE zip codes to identify DAC/HTR customers.

SB 535 Disadvantaged Communities 2022 (Census Tracts and Tribal Areas)



03.

Program Design and Best Practices





Task 1: Outreach Events



**Seminars
and
Booths**



**Churches and
Adult Centers**



**Local City Gov and
Partnership Events**



**Schools
Outreach**



Task 2: Customer Energy Advisement



**Residential In - Home
Assessments**



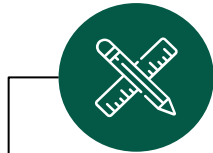
**Multi - family
Door - to -
Door Outreach**



Task 3: Media Events



Media Ads



**Social Media
& Ads**



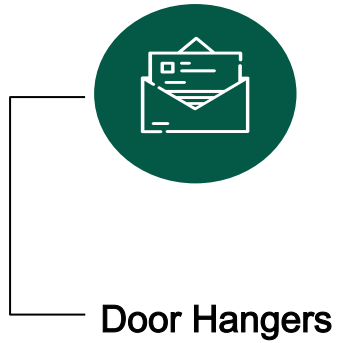
**Multi -lingual
Website**



**City Newsletter
Publications**



Task 4: Door Hangers





Innovative Marketing Strategies

- DACMO will develop community - specific, two - sided in - language collaterals with English to address the language barrier in the Hispanic, Chinese, Korean, and Vietnamese communities. Bilingual collaterals will also provide information on EE/DR and Electrification programs.
- A Green Schools program in DAC/HTR demographics will create awareness and encourage students to enlist their parents in EE programs. Students will be encouraged to participate in the process to foster understanding and long - term evolution in their energy - use habits. Parents will also be encouraged to participate in EE/DR and Electrification initiatives. Students will each receive a \$5 Target gift card once their parents enroll for a home survey.
- Target local DAC/HTR demographics with in - language staffing of booths and table - tops at local grocery stores, as well as selected home improvement stores.



Innovative Marketing Strategies

- A program bag with a LED night light inside will be used as a door hanger. This allows us to share comprehensive program information with individuals, instead of providing a door - hanger alone with minimum information. Targeted mailers will also be delivered to identified DAC/HTR CalEnviroScreen zip codes.
- To maximize customer touch and cost efficiencies, DACMO will launch targeted campaigns on ethnic radio stations and in newspapers.
- DACMO will create a website with language options that provide EE rebate information and links to enroll customers in EE programs.
- DACMO will post creatively designed and targeted social media ads on different social media platforms, such as Facebook, Instagram, Google Business, and ethnic-language Podcasts.

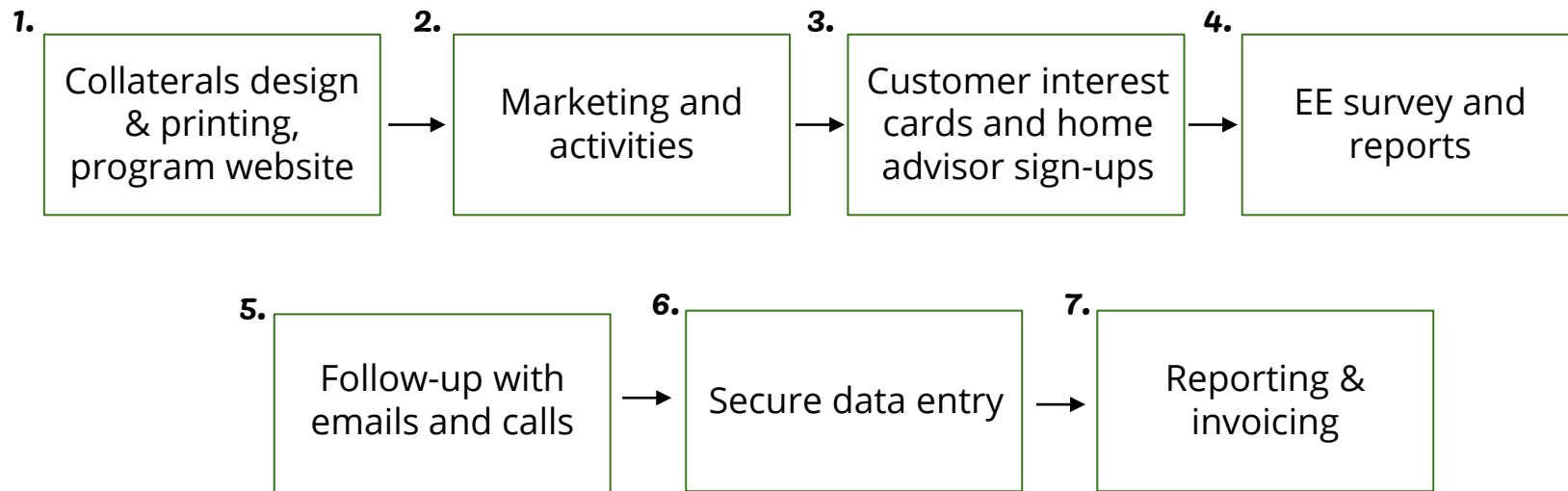
04.

End - to - End Process





Program End - to - End Process



End - to - End Process Flow



Disadvantaged Communities Marketing & Outreach (DACMO) - Flow Diagram

