



IN-HOME SERVICES

Weatherization Program

2010-2011 Third Quarter Report

January 1, 2011—March 31, 2011



CEP Volunteers weatherizing a client's window with an internally-mounted, reusable storm window kit.

Client Demographics (Self-Identity)

- ◆ 74% female; with 70% female head of household
- ◆ 71% in 0-30% Median Family Income
- ◆ 49% racial minorities served (6% declined to respond to question)
- ◆ 57% elderly head of household, with average client age of 65
- ◆ 79% disabled/special needs households served
- ◆ 73% residents of NE and SE Portland
- ◆ 57% own homes or mobile homes, with 48% living in single-family homes
- ◆ 52% heat with electricity; with 61% PGE and 34% Pacific Power customers

Program Highlights

CEP's In-Home Weatherization Program serves low-income senior citizens and people with disabilities by installing energy-saving materials in clients' homes.

Service Goals: Complete 200 weatherization services, help increase home comfort, and lower utility bills with the help of community volunteers.

Second Quarter Progress

- ◆ Completed 57 projects, 14 more in progress, and 113 completed so far this year
- ◆ Continued to conduct targeted outreach activities for residents in Interstate & Lents Urban Renewal Areas
- ◆ Provided 28 resources to 74 non-duplicated households for total of 3892 referrals to partner agencies and provided 93 active referrals so far this fiscal year
- ◆ Coordinated 184 volunteers who provided over 1,118 hours of weatherization service assistance





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PORTLAND HOUSING BUREAU PROJECT PROGRESS REPORT-- APPENDIX

In-Home Weatherization Program 2010-2011

Third Quarter Report: January 1, 2011 – March 31, 2011

Prepared by: Chaun MacQueen, Program Director

Reviewed by: Sherry Burbach, Executive Director

Program Goal	200 In-Home Weatherization Services			
Completed Jobs	Year-to-Date	113 (65 CDBG; 17 TIFL; 31 TIFN)	3rd Quarter	57
14 Jobs in Process as of 3/31/11				

1. Gender	Total for Reporting Period	Total for Fiscal Year
Female	40	84 (74%)
Male	17	29 (26%)
Declined/No Response	0	0
Total	57	113

2. Race/Ethnicity	Total for Reporting Period	Total for Reporting Period	Total for Fiscal Year	Total for Fiscal Year**
Ethnicity	Hispanic	Non Hispanic	Hispanic	Non Hispanic
White/European American	0	26	0	57 (52%)
Black/African American	0	22	0	39 (36%)
Asian	0	1	0	2 (2%)
American Indian/Alaskan Native	0	2	0	5 (5%)
Native Hawaiian/Other Pacific Islander	0	1	0	1 (1%)
Am. Indian/Alaskan Native & White	0	0	0	1 (1%)
Asian & White	0	1	0	1 (1%)
Black/African American & White	0	0	0	0
American Indian/Alaskan Native & Black/African American	0	0	0	0
Other/Declined/No Response*	0	4	1 (1%)	6 (5%)
Total	0	57	1	112

* Year-to-date "other/declined/no response" include: 1 "other," 4 "no response", and 2 "declined"

** Percentages for Year-to-Date do not include declined/no response



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3. Income	Total for Reporting Period	Total for Fiscal Year
Over 80% Median Income	0	0
51-80% Median Income	5	5 (5%)
31-50% Median Income	12	27 (24%)
0-30% Median Income	40	80 (71%)
Total Low-Mid Income (0-80% Median Income)	57	113

4. Residence	Total for Reporting Period	Total for Fiscal Year
NE Portland	16	43 (38%)
SE Portland	20	40 (35%)
NW Portland	0	0
SW Portland	0	1 (1%)
N Portland	21	29 (26%)
Total	57	113

5. Other	Total for Reporting Period	Total for Fiscal Year**
Female Head of Household	35	78 (70%)
Elderly Head of Household (62 and over)	32	64 (57%)
Disabled/Special Needs Household	42	89 (79%)
Total	--	--

** Percentages for Year-to-Date do not include declined/no response



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Additional Statistical Information (Not required by PHB)

The following statistics are collected for other funders supporting CEP In-Home Weatherization for qualified households of seniors and people with disabilities.

Home Ownership Status	Quarter Total	Total for Fiscal Year**
Owner	26	56 (57%)
Renter	16	38 (39%)
Declined /No response	15	19 (19%)
Total	57	113

** Percentages for Year-to-Date do not include declined/no response

Housing Type	Quarter Total	Total for Fiscal Year
Single-Family House	31	54 (48%)
Apartment/Duplex	18	40 (35%)
Mobile Home/Other	8	18 (16%)
Declined /No response	0	1 (1%)
Total	57	113

Primary Heat Source	Quarter Total	Total for Fiscal Year**
Electricity	28	54 (52%)
Natural Gas	12	32 (31%)
Oil	8	13 (13%)
Wood	0	0
Both Gas and Electric	0	2 (2%)
Don't know/no response	9	12 (12%)
Total	57	113

** Percentages for Year-to-Date do not include declined/no response

Electric Utility Company	Quarter Total	Total for Fiscal Year**
PGE	24	61 (61%)
Pacific Power	19	34 (34%)
Don't know/no response	14	18 (18%)
Total	57	113

** Percentages for Year-to-Date do not include declined/no response



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Outreach and Referral Summary

Provided by: Sherrie Smith, Outreach and Marketing Supervisor

Lents and Interstate Urban Renewal Areas

This is the first year we are focusing outreach on the Lents Urban Renewal Area (LURA) and the Interstate Corridor Urban Renewal Area (ICURA). We are working with community partners such as REACH and the MHAC partners (PCRI, NAYA etc.) to conduct effective outreach for our programs. Neighborhood outreach efforts this quarter include:

- Distributed materials:
 - Mailed 249 postcards to past participants in LURA and ICURA
 - 250 flyers as requested by Economic Fairness of Oregon
 - 250 ICURA flyers to two Loaves and Fishes branches in North Portland
 - 125 LURA flyers to Lents Loaves and Fishes
- Gave Presentations:
 - Two presentations to African American Chamber of Commerce – board member Harvey Rice continues to attend meetings and distribute flyers
 - Elders in Action volunteers
 - Lents and SE Tabor Neighborhood Associations
 - African American Senior Forum – Senior Homeowners
 - Two North Portland Loaves and Fishes - ICURA
- Contacted potential new partners
 - Called seven LURA churches
 - Contacted ten LURA neighborhood associations
- Used grassroots outreach methods
 - Canvassed homes in LURA, made contact with 94 residents, distributed 65 flyers (in person) and signed up 13 clients (with one who wants to spread the word more) and conducted 4 audits on the spot.
 - Participated in two LURA outreach events

Earlier in the year we:

- Gave a presentation to Impact NorthWest caseworkers and reception staff 12/1/10
- Gave a presentation to IRCO SouthEast caseworkers and staff 11/18/10
- Contacted the Senior Advisory Committee with IRCO SE
- Emailed the NorthEast Coalition of Neighborhoods the ICURA flyer
- Interviewed with Senior and Boomer Newspaper, publication currently unconfirmed
- Contacted a City of Portland Inspector and explained our services. Emailed ICURA flyer and In-Home Services brochures. CEP is to be added to the Inspector Resource Guide.
- Contacted Community Housing Resource Center and talked to a Reverse Mortgage Councilor about reaching seniors in danger of foreclosure. Their lists are confidential, but we emailed them the ICURA flyer for referrals.



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- Posted information on ICURA to the East Portland Action Plan website.
- Interviewed with The Oregonian on ICURA programs; led to oregonlive.com article
- Dropped off 80 ICURA flyers at the Economic Fairness office for distribution
- CEP Volunteer Workshop leaders talked about the programs and have flyers available for interested parties
- Downloaded a Portland Development Commission map of the Lents neighborhood, darkened the borders, labeled the streets with large fonts, and created a LURA-specific flyer.
- Participated in the Fix-it-Fair on 11/20/10 was in the Lents neighborhood
- Contacted Flavel RV & Mobile Home Park to ask about help with outreach. We faxed them the LURA flyer for distribution
- Created a legal-size informative flyer with detailed map of service area
- Created an insert for the In-Home Services brochure
- Worked with community leader Harvey Rice to plan outreach activities

Referrals to In-Home Weatherization and Small Repair Services

Many In-Home Weatherization clients for the year were past participants, but may need updating in materials (as tracking and plastic gets older) or clients move into a new home. The vast majority of our repair clients come from caseworkers/advocates from organizations such as Portland Impact and Human Solutions. Numerous clients for both programs come from community partner referrals like Multnomah County Aging and Disabilities Services, Providence, 211 info, and other social service agencies. Data is reported for non-duplicated households across both PHB and East Multnomah service contracts.

Info Source – In-Home Services	In-Home Services Fiscal Year
Neighbor	3 (2%)
Word of Mouth	15 (10%)
Community Partner	33 (24%)
Past Participant	37 (27%)
Caseworker / Advocate	14 (10%)
Utility Company	3 (2%)
Signage/Walk by	4 (3%)
Newspaper	1 (1%)
Internet	0 (0%)
Other CEP programs	8 (6%)
Community Event	5 (4%)
Other/Don't Remember	0 (0%)
No Response	15 (11%)
Total	138



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External Referrals to Community Resources

CEP functions as a large referral source for many clients. We’ve created a referral database to track how often and to whom we refer community members who contact us. This quarter we have added In-Home Referrals to our Active Referrals data. Information is available to community partners about how many referrals we’ve made to their specific organizations by request. Below are the overall statistics in this report. Referrals are divided into four categories:

A. “Active Office Referrals” occur when a person who calls, emails, or walks in the door requests a service we do not offer and we refer them to the appropriate resource. Each member of CEP staff tracks the referrals they make, and the data is collected quarterly.

B. “In-Home Referrals” – occur when a staff member or volunteers gives information to an In-Home Services client for a needed service.

C. “Active Outreach Events” where we track which brochures are taken at an event by bundling and pre-counting each quarter.

D. “Passive Referrals” include the resources automatically given to our clients through workshops and the In-Home program, as well as how many people visit our website.

Active Referrals were made to more than 30 organizations, three of which (LeadLine, 211-info, and Senior Hotline) are resource hotlines that lead to thousands of other resources. The majority of referrals (56%) for the year were to agencies that provide energy assistance, mostly until CEP ran received Oregon HEAT funds. In a busy office it is difficult to track each referral made to another agency so **these results are underreported.**

	Quarter Total	Year to Date Total
Office Referrals	256	609
In-Home Referrals	43	93
Outreach Events	40	160
Total Active Referrals	339	862

In the table below, “participants” includes the number of clients who have received a package through a workshop, In-home services, or a unique visitor our website. “Resources” refers to how many resources a participant can access through the program.



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Program	Participants Quarter	Resources	Quarter Total	YTD Total
Basic Lead Poisoning	232	20	4,640	9,840
Lead Safe Home Project	25	22	550	1,380
DIY Weatherization WS	178	45	8,010	35,730
In-Home Services (All)**	74	28	2,072	3,892
CEP Website	2,854	36	102,744	324,324
<i>Total Passive Referrals:</i>			<i>118,016</i>	<i>375,166</i>

*Numbers are combination of 1st and 2nd quarter

**In-Homes Services total, non-duplicated participants include both PHB weatherization and repair (71) and East Multnomah County weatherization participants (3) for a total of 74 participants who received the resource packets.

Volunteer Support Summary

Provided by: Danielle Bartolomucci, VISTA Volunteer Coordinator

A total of 184 community volunteers donated over 1,118 hours of their time to help weatherize homes and help with phones and data entry for In-Home Services department.

Independent Sector is a Federal program that measures the value of volunteer time. Oregon's dollar value for volunteer time is \$18.47 per hour, which would total \$47,329.38 in in-kind donations for the year. At the Federal rate of \$20.36 per hour it would total \$52,172.50. In the past few years, CEP has had a combination of a small number of interns who volunteer a large number of hours, and a large number of volunteers who participate in groups that come once or twice a year. Volunteers donated an average of 12.15 hours per individual this quarter.

Program	Number of Volunteers Quarter	Number of Volunteers Year	Volunteer Hours Quarter	Total Hours Fiscal Year
Weatherization Workshop	15	17	203.5	535.75 (21%)
Lead Poisoning Prevention	6	10	45	125.75 (5%)
In-Home Services	73	184	570.5	1183.25 (46%)
Water Conservation	3	4	17	20.5 (1%)
Training and Consulting	2	3	13.75	25.75 (1%)
Other	17	19	212	608.75 (24%)
Oregon HEAT	4	5	56.25	62.75 (2%)
Total	*92	*201	1118	2562.5

*Number of non-duplicated volunteers (as some volunteers work within more than one program)