



DIY Weatherization Workshop Program

2010-2011 Fourth Quarter Report

April 1, 2011—June 30, 2011



PIVOT interns assisting with workshop follow-up surveys to Spanish speaking households.

Program Highlights

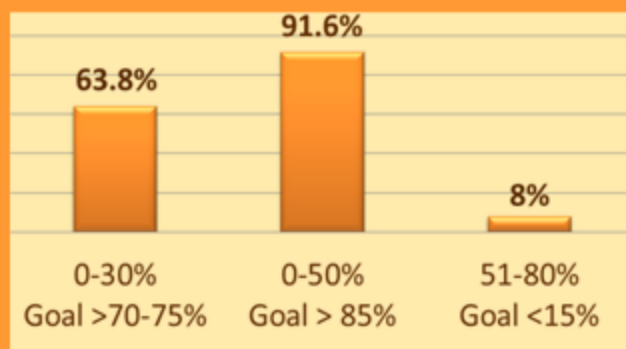
CEP's Do-it-Yourself Weatherization Workshop Program teaches simple measures to lower home energy use and install energy-saving materials in the home.

Program Goals: Provide interactive workshops for **740** qualified households on small-measure weatherization and energy conservation. Participants will increase home comfort and lower utility bills by using the free materials and conservation tips.

Fourth Quarter Progress

- ◆ Contract is complete, **740** households served.
- ◆ Conducted **3** Workshops for **35** qualified participants this quarter.
- ◆ Volunteer Workshop Leaders presented **3** DIY weatherization Workshops.
- ◆ **122** Follow Up Surveys completed including **18** First time Spanish Follow Up Surveys.
- ◆ Volunteers provided over **816** hours of service.

% Median Family Income



Contract Performance

- ◆ **64** DIY Weatherization Workshops (goal 50 workshops)
- ◆ **740** Households served (goal 740).
- ◆ **49%** minorities served, (goal 50%)
- ◆ Exceeded Follow-up Survey goals (right)

Follow Up Survey





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Surveys

I. Anonymous Feedback after the Workshop

- **Workshop Content**
 - **93% Clear and Easy to Understand**
 - **87% The right amount of information**
 - **94% Extremely useful**
 - **31% Useful**
- **Why they Came**
 - **72% Save money on energy bills**
 - **46% Stay warmer**
 - **46% Conserve energy resources**

Participant comment:

“I FEEL REALY GOOD ABOUT COMING TO THE WORKSHOP, I LEARNED A LOT”.

II. Follow Up Surveys by Telephone (several months after)

- **16% - 122 of 740 participants said:**
 - **100% Worth their time attending**
 - **86% Saved money**
 - **94% More comfortable**
 - **70% Changed daily routines and habits**
 - **93% Recommend CEP workshops**

Participant comment:

“Great help, house was freezing, helped a lot ”.



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Empowering People – One Home at a Time

DIY Weatherization Workshop Program

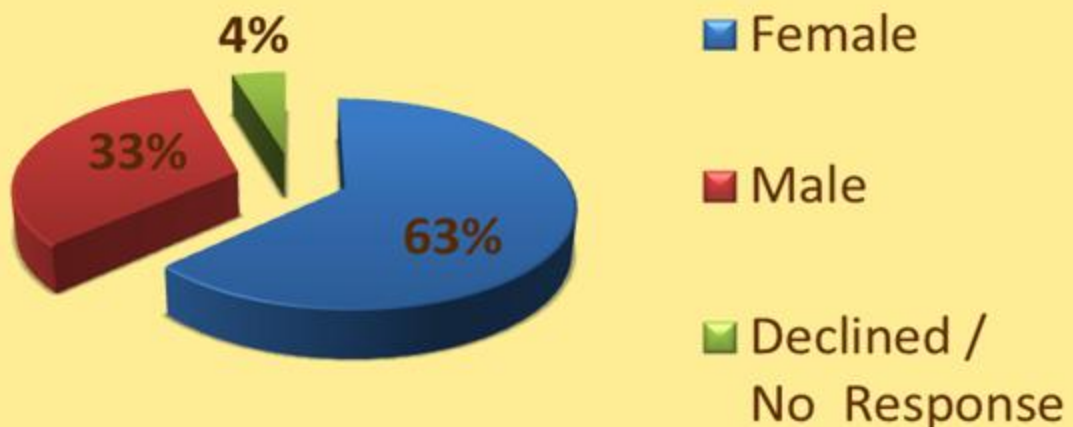
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Race / Ethnicity



Gender





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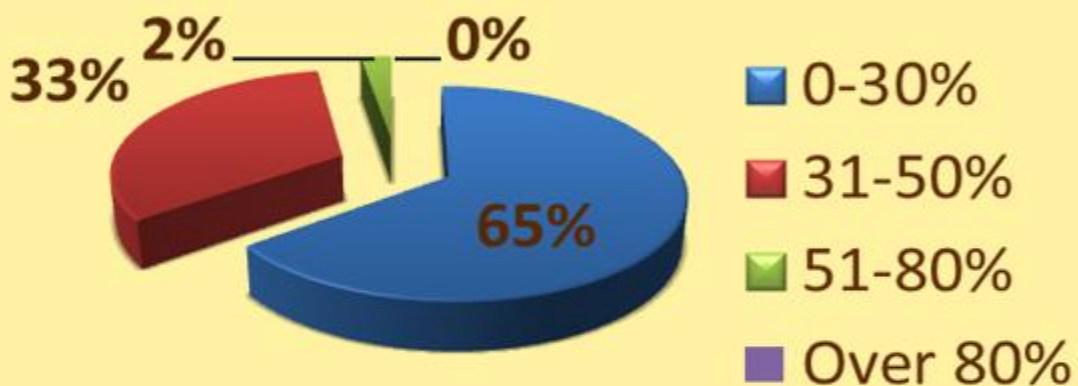
Empowering People - One Home at a Time

DIY Weatherization Workshop Program

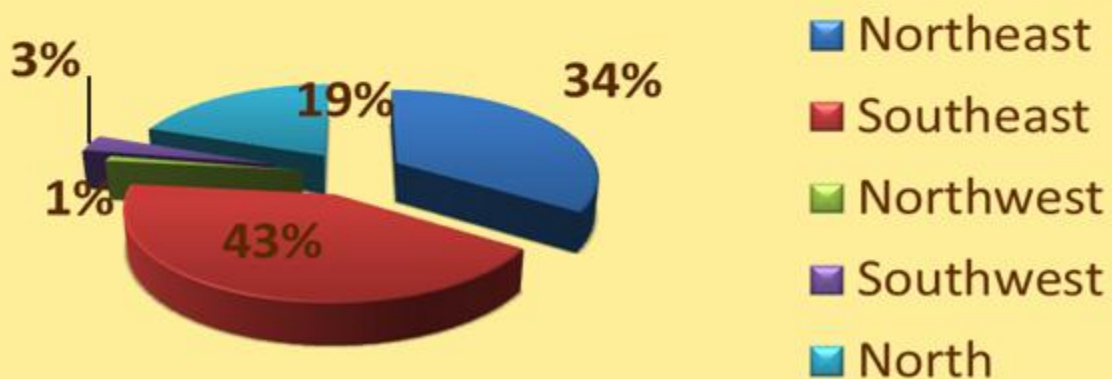
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Income



Residential Service Areas



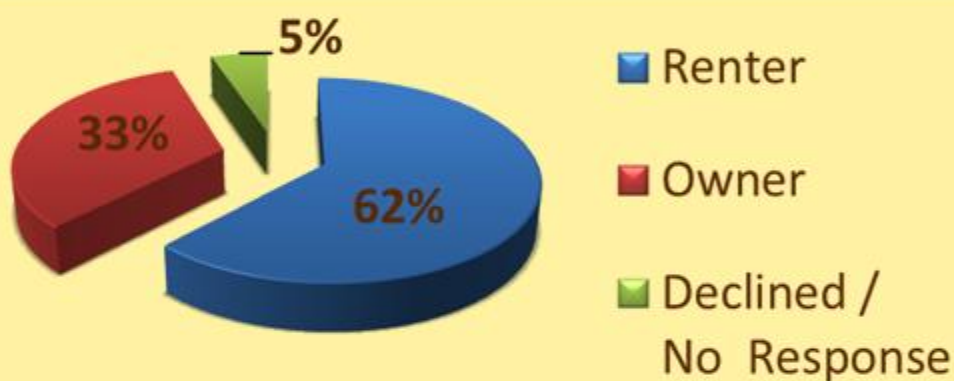


DIY Weatherization Workshop Program

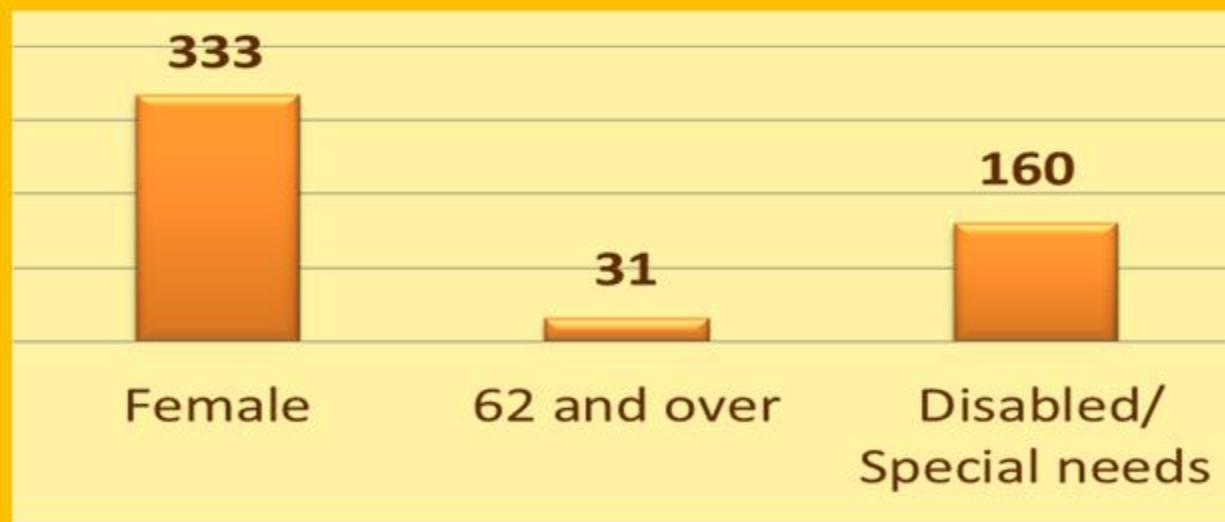
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Housing



Head of Household





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Portland Housing Bureau Progress Report Weatherization Workshop Program

Fourth Quarter Report: **April 1, 2011 – June 30, 2011**

Prepared by: Emilio Hernandez III., Weatherization Workshop Coordinator

Reviewed by: Perry Cabot, Community Education Supervisor

Chaun MacQueen, Program Director

Date: July 7th, 2011

APPENDIX - DATA TABLES for Workshop Participant Follow-up

CEP conducts two different types of Workshop follow up activities:

1. Workshops -Anonymous Feedback Surveys immediately after.
2. Follow-up phone surveys one to eight months following the workshop for approximately 10-20% of participants.

I. Anonymous Feedback Surveys (Immediately after the workshop).

The following tables show participants' multiple choice feedback responses to the following questions directly after the workshop.

- **Percentages are out of 740 participants responding from all CEP contracts.**
 - + Feedback forms are:
 - Anonymous
 - Optional, so not all participants completed the feedback form.

The majority of participants:

- **93.4%** found the presentations “clear and easy to understand”.
- **87.1%** said it provided “the right amount of information”.
- **93.9%** combined % of total of participants who found the presentation useful:
 - + **64.2%** “extremely useful”.
 - + **29.7%** “useful”.

The top three reasons participants attended the workshop were;

- **72.5%** “save money on energy bills”.
- **46.4%** “stay warmer”.
- **46%** “to conserve energy resources”.



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| | | | | |
|---|---------------------------------|------------------------------------|---------------------------|---------------------|
| Question 1. I thought the presentation was: | a. clear and easy to understand | b. a little confusing | c. difficult to follow | No response |
| | 93.4% (493) | 5.3% (28) | 0.2% (1) | 1.1% (6) |
| Question 2. I think the workshop covered: | a. too much information | b. the right amount of information | c. not enough information | No response |
| | 8.3% (44) | 87.1% (460) | 1.1% (6) | 3.4% (18) |

| | | | | | |
|--|-----------------------|-----------------------|--------------------|------------------|-------------------|
| Question 3. I found this workshop to be: | a. extremely useful | b. useful | c. somewhat useful | d. not useful | No response |
| | 64.2% (339) | 29.7% (157) | 3% (16) | 0% (0) | 3% (16) |

For Questions 4 and 5, many participants selected more than one choice. This means that the percentage is **of total responses**, not of the number of participants.

| | | | | | |
|--|-------------------------------|-----------------------|------------------------------|-----------------------|-----------------|
| Question 4. Why did you attend the workshop? | a. save money on energy bills | b. free materials | c. conserve energy resources | d. Stay warmer | Total responses |
| | 72.5% (383) | 39.8% (210) | 46% (243) | 46.4% (245) | 1,081 |

| | | | | | | | |
|--|--------------------------------|---------------------------------|------------------------------------|---|-------------------------------------|---------------------------------|-----------------|
| Question 5. What will you do with the free weatherization materials? | a. I will use them in my home. | b. I can't use them in my home. | c. I will not use them in my home. | d. I will share with a friend or family member. | e. I choose not to take a free kit. | I do not qualify for a free kit | Total responses |
| | 90.9% (480) | 0.2% (1) | 0% (0) | 3.3% (avg) (12-23) | 0.8% (4) | 3% (16) | 528 |

| | | | | |
|--|---------------------|---------------------------|----------------------|---------------------|
| Question 6. The presenter was: (scale of 1 strongly disagree ☹️ to 5 strongly agree 😊) Average responses reported. | <i>Enthusiastic</i> | <i>Easy to Understand</i> | <i>Knowledgeable</i> | <i>Approachable</i> |
| | 4.3 | 4.3 | 4.2 | 4.2 |



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2. Follow-up Surveys (1-8 months following workshop)

This year, CEP Staff and several volunteers conducted follow-up surveys with:

- **16% (122)** of our PHB-funded workshop participants.
- + **18** of which were Spanish language participants.

Surveys were conducted by staff, volunteers, and interns; **not** the same person that conducted the workshops.

- **100%** of survey participants said it was worth their time to attend the workshop.
- **86%** reported that they saved money after using the materials and energy-saving tips from the workshop.
- **94%** of participants reported that their homes were more comfortable after weatherizing.
- **70%** percent reported changing daily routines and habits to save energy.
- **4.4** hours average time participants spend weatherizing their own homes.

Participant Comfort, Savings, and Behavior Changes

| Survey Questions | Yes | No | No Response | Summary of Comments |
|--|----------------------|-------------------|------------------|---|
| 1. Was it worth your time attending the workshop? | 100% (122) | 0% (0) | 0% (0) | <ul style="list-style-type: none"> • Learned a lot, hope to apply everything I learned. So many thoughtful things to think about. • Definitely, because I was there mostly to get material to keep heat in and cold out but I did learn a few things. • I learned stuff I didn't know. |
| 2. Do you feel that you saved money on your heating bills after using the weatherization materials and following the energy-saving tips? | 86% (105) | 9% (11) | 5% (6) | <ul style="list-style-type: none"> • Bill over a 100.00\$ per month. • Don't remember but it was a lot. • Saved energy and money.. |



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| | | | | |
|---|---------------------|--------------------|------------------|---|
| 3. Was your home made more comfortable in the cold months after using the weatherization materials and following the energy-saving tips? | 94% (115) | 5% (6) | 1% (1) | <ul style="list-style-type: none"> • Less drafty. Don't take as long to heat up rooms. • Don't have to turn heat up high now. • Warmer didn't have to turn all the heat on in the house. |
| 8. After attending the workshop, did you (or your family) change daily routines or habits at home to save energy? | 70% (85) | 26% (32) | 4% (5) | <ul style="list-style-type: none"> • Unplug things at night not used, only use heater at night. • Use more natural light, lower thermostat. • Turn off lights, change hot water heater temp, CFLS, reduce thermostat temp. |

| Heating System – Thermostat Adjustment | | | | <ul style="list-style-type: none"> • Went from 70-63 during day and from 60-53 at night. • Manually turn on and off when home. • I checked it but it's getting fixed right now. • Turned it off |
|--|--------------------|--------------------|------------------|---|
| | YES | NO | NO RESPONSE | |
| 10. Did you check or adjust the thermostat for your heating system this winter? | 55% (67) | 41% (50) | 4% (5) | |

| Water Heater – Thermostat Adjustment | | | | <ul style="list-style-type: none"> • Turn to vacation mode when away. • Plans to set it back higher just because more people have to take showers. • Installer set to 120 already |
|---|--------------------|--------------------|-------------------|--|
| | YES | NO | NO RESPONSE | |
| 11. Did you check or adjust the thermostat on your water heater? | 29% (35) | 62% (76) | 9% (11) | |



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Self-Reported Heating Bill Savings

86% of participants reported that they saved money after using the materials and energy-saving tips from the workshop.

- Many participants did not remember how much they saved, but perceived a recognizable improvement in home comfort in the cold months.
- **34%** of those who could remember how much they saved reported savings up to \$20/month range in the heating season.
- A few participants reported saving \$200 or more in one month.

| Estimate of Monthly Heating Bill Savings (If the person answered "Yes" to question 2.) How much money do you think you saved each month in the heating season? Percentages below calculated from 70.5% of participants who could report a dollar amount saved. | | | | | | |
|---|--------------|--------------|-------------|-------------|------------|--------------|
| \$1 - \$10 | \$11 - \$20 | \$21 - \$30 | \$31 - \$40 | \$41 - \$50 | Other \$\$ | No Response |
| 16.4% | 17.2% | 13.9% | 6.5% | 7.4% | 9% | 29.5% |

Home Heating Systems

Participants reported a variety of ways which they heat their homes.

The two most common were:

1. **43%** (Forced air) **Gas** furnaces.
2. **25%** (Forced air) **Electric** furnaces.

| Home Heating System | Percentage (%) |
|---------------------------------------|-------------------|
| (Forced air) gas furnace | 43% |
| (Forced air) oil furnace | 9% |
| (Forced air) electric furnace | 25% |
| Portable electric space heater | 1% |
| Wood Stove | 0% |
| Fireplace | 1% |
| Electric baseboard/wall heater | 13% |
| Electric radiant ceiling heat | 6% |
| Other | 0% |
| Don't Know/No Response/no Data | 0% |
| More Than One Response | 2% |
| Total | 122 (100%) |



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Weatherization Kits

We asked participants if they used/installed each of the items from the kit.

The most popular items used were:

1. **98%** Plastic Storm Window Kits.
2. **80%** Compact Florescent Light.
3. **75%** Door Weather Stripping

| Standard Kit Items <i>Did you use....?</i> | Yes | No |
|---|---------------------|--------------------|
| Plastic Storm Window Kits (#1) Average 4.4 kits used per household | 98% (472) | 2% (9) |
| Poly Tape | 69% (84) | 31% (38) |
| Rope Caulk | 68% (83) | 32% (39) |
| Door Weather stripping (#3) | 75% (91) | 25% (31) |
| Door Sweep | 67% (82) | 33% (40) |
| Compact Florescent Light (#2) | 80% (98) | 20% (24) |
| Outlet/Switch gaskets and Safety Caps | 68% (83) | 32% (39) |
| Thermometer | 58% (71) | 42% (51) |
| Energy Tips Booklet | 73% (89) | 27% (33) |
| Pipe Insulation | 64% (78) | 36% (44) |

4.4 hours participants spent on average installing the kit.

5.1 windows on average, were installed.

| Time Spent Installing Materials | | | |
|--|---|--|---------------------|
| | <i>Average time spent installing weatherization materials</i> | <i>Average number of windows installed</i> | <i>Time range</i> |
| 4. How much time did you spend installing the weatherization materials? | 4.4 hours (175 responses) | 5.1 (175 responses) | 1 – 28 hours |



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Unused Items

If a participant responded that they hadn't used an item(s) from the kit, we asked them what they planned to do with it.

- **57%** of participants informed us that they planned to install the materials later.
- **22%** while others reported that they had/planned to share the unused items with friends/family
- **14%** responded that they the planned to take advantage of the option of trading unneeded items for alternative items not included in the kit, or that they would return them.

| Unused Items | | | | | |
|---|-------------------------------|------------------------|----------------------------|---------------------|------------------------|
| | <i>Gave to friends/family</i> | <i>Still have them</i> | <i>Will use them later</i> | <i>Trade/Return</i> | <i>Total Responses</i> |
| 6. What will you do with the materials you didn't use? | 22% (20) | 7% (6) | 57% (51) | 14% (13) | 100% (90) |

Problems Installing Materials

- **17%** of participants reported encountering trouble installing the materials.
- **75%** of these participants were able to find solutions to the problems
- Others were unable to install the materials themselves due to health or other physical reasons.
 - + These participants were referred to CEP's In-Home Services team, who contacted the client and installed the materials for them.

| Problems Installing Materials | | | | |
|--|--------------------|--------------------|---|--|
| | Yes | No | Able to correct the problem | Comments |
| 7. Did you have problems installing any of the materials? | 17% (18) | 66% (88) | 75% (27 of 36 that responded Yes) | <ul style="list-style-type: none"> • Figured it out. • Learned a lesson with plastic, don't stretch too tight, careful pushing in tracking ,use pieces of tracking to stabilize plastic. • At first because I didn't have experience like the person who showed us, I needed some practice. |



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Participant Comments and Suggestions

Survey participants had an opportunity to share general comments about the program.

Summary of Participant Suggestions

- Get more products for household use to save more energy and sell those products for a cheaper price to low income families.
- To have Spanish speakers at the workshop sometimes the people who help translate don't use correct grammar. There is like 15 persons and one to ask questions to.
- Need more available places to go for these things.
- I think CEP should get the daylight CFL's.
- I would love to see someone record training for anyone who wants a "refresher" on a piece of info and especially for hints/tips not included on paperwork.

Summary of Participant Comments

- CEP Rocks!
- I felt it was extremely informative and engaging. I thought I would fall asleep but I was actually the last one to leave because I wanted to asked questions.
- It was perfect, not knowing what to expect. Being new to the area, It was a good experience. Materials were very helpful. I took my daughter with me.
- I had no idea how to weatherize at all. Gave me great ideas on how to save energy.
- Very much! Strategies mentioned were great; gentleman did a great job my brother helped.
- Good crowd, lots of interaction clear presentation helped understand materials.
- Helped save energy and money and learned from the workshop because I didn't realize how saving energy was important.
- Presenter was great & I already knew a bit about this stuff but I learned a lot.
- Thanks a lot! Great presentation.
- Good crowd, lots of interaction clear presentation helped understand materials.
- Teacher was very good, learned a lot of thing I didn't know.
- Loved it! Applied materials right away.
- Great workshop with knowledgeable presenters.
- I got to learn how stop drafts, use weather stripping how to use rope caulk, the outlet gaskets were cool.
- Emilio was very personable and made the information quite digestible. I cannot wait to install the material and hopefully encourage others to do likewise.



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We asked each survey respondent whether they would or have recommended the Community Energy Project workshops to family and friends.

- **93%** responded that they would recommend or had recommended CEP workshops to others.

| CEP Recommendations to Friends and Family | | |
|---|-----------------------------|---|
| <p>13. Would you (or did you) recommend Community Energy Project workshops to family or friends?</p> | <p>93% (113)</p> | <ul style="list-style-type: none"> • Definitely would and have already when people ask about materials in house. • To one friend, would recommend to anyone! • I tell everyone who has draft problems how great window kits are. • Recommend it to neighbors and friends. • Talked about it at neighborhood meeting. |



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Portland Housing Bureau Client Demographic Information.
Total number of clients¹ for the reporting period and program year.

| I. Gender | PHB 4th Quarter | Total for Fiscal Year |
|----------------------|-----------------------------------|------------------------------|
| Female | 16 | 466 (63%) |
| Male | 19 | 240 (32.6%) |
| Declined/No Response | 0 | 33 (4.5%) |
| Total | 35 | 740 |

| 2. Race/Ethnicity | PHB 4th Quarter | PHB 4th Quarter | Total for Fiscal Year | Total for Fiscal Year |
|---|------------------------|------------------------|------------------------------|------------------------------|
| Ethnicity | Hispanic | Non-Hispanic | Hispanic | Non-Hispanic |
| White/European American | 3 | 10 | 38 (5.1%) | 268 (36.2%) |
| Black/African American | 0 | 11 | 8 (1.1%) | 116 (15.7%) |
| Asian | 0 | 7 | 3 (0.4%) | 69 (9.3%) |
| American Indian/Alaskan Native | 0 | 1 | 1 (0.1%) | 10 (1.4%) |
| Native Hawaiian/Other Pacific Islander | 0 | 0 | 0 | 8 (1.1%) |
| American Indian/Alaskan Native & White | 0 | 0 | 3 (0.4%) | 15 (2.0%) |
| Asian & White | 0 | 1 | 0 | 5 (0.7%) |
| Black/African American & White | 0 | 0 | 1 (0.1%) | 10 (1.4%) |
| American Indian/Alaskan Native & Black/African American | 0 | 0 | 3 (0.4%) | 5 (0.7%) |
| Other/Declined/No Response* | 1 | 1 | 140 (19.1%) | 37 (4.8%) |
| Total | 4 | 31 | 197 | 543 |

* Year-to-date "other/declined/no response" include: 65 "Hispanic/Latino (a), 60 "other," 28 "declined response" and 24 "no responses."

| 3. Income | PHB 4th Quarter | Total for Fiscal Year |
|---|------------------------|------------------------------|
| 0-30% Median Income | 15 | 472 (64%) |
| 31-50% Median Income | 16 | 206 (8%) |
| 51-80% Median Income | 4 | 59 (33%) |
| Over 80% Median Income | 0 | 0 (0%) |
| Total Low-Mid Income (0-80% Median Income) | 35 | 740 |



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| 4. Residence | PHB 4th Quarter | Total for Fiscal Year |
|---------------------|------------------------|------------------------------|
| NE Portland | 15 | 253 (34.2%) |
| SE Portland | 11 | 315 (42.6%) |
| NW Portland | 0 | 7 (1%) |
| SW Portland | 1 | 22 (3%) |
| N Portland | 8 | 143 (19.3%) |
| Total | 35 | 740 |

| 5. Other | PHB 4th Quarter | Total for Fiscal Year |
|---|------------------------|------------------------------|
| Female Head of Household | 13 | 333 (45%) |
| Elderly Head of Household (55 and over) | 1 | 31 (4.2%) |
| Disabled/Special Needs Household | 9 | 160(21.6%) |
| Total | 23 | -- |

Additional Survey sourced Statistical Information (Not required by PHB)
The following statistics are collected for other funders supporting CEP Weatherization Workshops for PHB-qualified households.

| Home Ownership Status | PHB 4th Quarter | Total for Fiscal Year |
|------------------------------|------------------------|------------------------------|
| Renter | 28 | 460 (62%) |
| Owner | 5 | 242 (32.7%) |
| Declined /No response | 2 | 38 (5.1%) |
| Total | 35 | 740 |

| Housing Type | PHB 4th Quarter | Total for Fiscal Year |
|-----------------------|------------------------|------------------------------|
| Single-Family House | 10 | 406 (54.9%) |
| Apartment/Duplex | 21 | 263 (35.5%) |
| Mobile Home/Other | 4 | 39 (5.3%) |
| Declined /No response | 0 | 32 (4.3%) |
| Total | 35 | 740 |



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| Primary Heat Source | PHB 4th Quarter | Total for Fiscal Year |
|------------------------|-----------------|-----------------------|
| Electricity | 24 | 367 (49.6%) |
| Natural Gas | 6 | 275 (37.2%) |
| Oil | 3 | 61 (8.2%) |
| Wood | 0 | 9 (1.2%) |
| other | 2 | 3 (0.4%) |
| Don't know/no response | 0 | 25 (3.4%) |
| Total | 35 | 740 |

| Electric Utility Company | PHB 4th Quarter | Total for Fiscal Year |
|---------------------------------|-----------------|-----------------------|
| Portland General Electric (PGE) | 20 | 486 (65.7%) |
| Pacific Power (PP&L) | 8 | 179 (24.2%) |
| Don't know/no response | 7 | 75 (10.1%) |
| Total | 35 | 632 |

| Natural Gas Customer | PHB 4th Quarter | Total for Fiscal Year |
|---------------------------------|-----------------|-----------------------|
| Yes (for hot water and/or heat) | 6 | 283 (38.2%) |
| Don't know /No response | 8 | 108 (14.6%) |
| Total | --- | --- |

| Home Build Date (potential lead risk) | PHB 4th Quarter | Total for Fiscal Year |
|---------------------------------------|-----------------|-----------------------|
| 1929 or before | 2 | 150 (20.3%) |
| 1930-1950 | 3 | 91 (12.3%) |
| 1951-1978 | 2 | 123 (16.6%) |
| 1979 and after | 7 | 107 (14.5%) |
| Don't know | 20 | 235 (31.8%) |
| Don't know /No response | 1 | 34 (4.6%) |
| Total | 35 | 740 |



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| Participant Age Range | PHB 4th Quarter | Total for Fiscal Year |
|--|-----------------|-----------------------|
| Under 21 | 0 | 5 (0.7%) |
| 21-30 | 7 | 166 (22.4%) |
| 31-40 | 15 | 222 (30%) |
| 41-54 | 8 | 190 (25.7%) |
| 55-61 | 2 | 71 (9.6%) |
| 62 and over | 2 | 52 (7%) |
| No response or "prefer not to respond" | 1 | 34 (4.6%) |
| Total | 35 | 740 |

ⁱ Totals for fiscal year and other statistics include participants meeting the income guidelines (households at or below 80% MFI) under **PHB contract only**.

Other interested parties and community members exceeding income guidelines that attended a workshop but did not receive a kit are referred to CEP's Conservation Products Fundraiser, other energy conservation agencies and organizations for additional resources, rebates, or incentives.

Community In-Kind Support

Volunteers provide much needed additional resources in accomplishing CEP Missions.

- **20** volunteers provided **816** hours for the Weatherization Workshop Program.

CEP partners with:

- Schools, churches, community centers, and other organizations to host workshops that are family-friendly and open to the public.
- Other community service organizations and agencies that help us reach underserved groups experiencing barriers to attending regularly scheduled public workshops.
 - + Most of our partners provide free space for 3 hours per workshop
 - + These host agencies provide interpretation in many languages, childcare as well as accommodations for people with disabilities.
 - + Workshops usually closed to the public provide outreach assistance.
- For all contracts, including "emergency kit" distribution, the Hosts provided:
 - + **166** hours of free workshop space.
 - + **24** PHB funded workshops provided with refreshments for participants.
 - + **18** hours of interpretation services for Spanish, Chinese, Vietnamese, and Russian languages were provided.

| Year to Date Workshop Donations | # Hours Space | # Hours Interpretation | # of Times Hospitality Provided |
|---------------------------------|---------------|------------------------|---------------------------------|
| PHB Weatherization WS Total | 166 | 18 | 24 |



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Weatherization Workshop Program Activity Detail

- Final Data review, revision and prep for 4th Quarter and Year End Report
- Conducted participant follow-up surveys:
 - + Developed and implemented a Follow Up survey Binder providing:
 - Coordinated and categorized information and procedures.
 - + Trained interns, staff, and volunteers who completed the Phone surveys and compiled data into a database.
 - **104** PHB English complete
 - **18** Spanish surveys complete.
- Completed, reviewed and formatted final Follow Up Survey data input for 4th Quarter and Year End Reporting.
- Conducted year-end inventory of workshop program supplies.
- Planning/Actions for 2011-2012 Weatherization Workshop Program
 - + Curriculum Refinement
 - Program direction and content.
 - Spanish language program development.
 - PowerPoint update – English and Spanish.
 - + Models and Prop revision and update.
 - + Warehouse organization.
 - + Database and File development and management.
 - + Workshop leader identification and development – English and Spanish

Ongoing Activities

- Networking with other community service providers and community members to develop new workshop hosts who can assist with reaching traditionally underserved groups, provide translation assistance, provide space, or childcare at privately-hosted workshops.
 - + Focus on Spanish workshops
- Researching energy conservation and weatherization technical information and related resources

Activities from additional funding sources:

- Scheduling, marketing, and outreach activities to organize and promote weatherization workshops in:
 - + Metro area Counties of Clackamas and Washington and the city of Gresham.



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Outreach

How people heard about programs

Knowing how workshop participants make their way to CEP workshops:

- Provides one source of evaluating the scope and effectiveness of and helps in refining and developing Outreach strategies, programs and activities.
- “Registration” and “participant” data is used so we can compare what people report as their information source when they register for a workshop to what they write on their feedback form after the workshop.
 - + “Registration” data includes mostly public workshop sign-ups
 - + “Participant” data includes both public and privately-hosted workshops, where the host organization is responsible for the outreach to their clients.

The following data includes all contracts throughout the reporting period.

- Special cases – such as Fix-it-Fair participants, and some interpreted workshop participants are not included in this table.

| Info Source – Weatherization Workshop | Registration Year to Date | Participants Year To Date |
|--|------------------------------|------------------------------|
| Host Agency | 14 (4%)* | 337 (44%)* |
| Word of Mouth | 85 (24%) | 100 (13%) |
| Community Partners | 34 (10%) | 49 (6%) |
| Past Participant | 10 (3%) | 18 (2%) |
| Caseworker/ Family Advocate | 2 (1%) | 2 (0%) |
| Utility Company | 11 (3%) | 2 (0%) |
| Building/sign walk-in | 23 (7%) | 16 (2%) |
| Magazine / Catalogue | 14 (4%) | 7 (0%) |
| Internet | 37 (11%) | 30 (4%) |
| Newspapers | 21 (6%) | 19 (2%) |
| Flyers | 2 (1%) | 2 (0%) |
| Neighborhood Newsletter | 1 (0%) | 0 (0%) |
| TV/Radio | 1 (0%) | 1 (0%) |
| CEP program (incl. Or heat) | 9 (3%) | 21 (3%) |
| Community Events | 1 (0%) | 1 (0%) |
| Fix-it-Fair | 17 (5%) | 44 (6%) |
| No response/forgot/other | 66 (19%) | 119 (15%) |
| Total | 348 | 768 |

* Percentages may not total 100 due to rounding to the nearest whole percent.



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Outreach Events

- All CEP programs are promoted at every event and networked with other organizations.
- 24 Outreach Events were attended year to date with 10 in the 4th quarter.
- All of CEP's programs were promoted equally to general audiences and all ages.
- Contact Tracking is done to generate data on how many people visit, have conversations and take information.
- CEP Staff have conversations with 82% of people who visit our table at events

| Contact Tracking (Tabling Events) | Total for Quarter | Total for Fiscal Year |
|---|--------------------------|------------------------------|
| Take Information | 125 | 524 (52%)* |
| Leave Information/Sign up | 20 | 162 (16%) |
| Conversations | 158 | 846 (83%) |
| Networking/Conversation with other orgs. | 40 | 140 (14%) |
| Total Visits | 187 | 1013 |

* Percentages are not mutually exclusive and are a percentage of how many people visited the table.

Referrals

CEP functions as a large referral source for many clients to many organizations and divided into three categories:

- **“Active Office referrals”**
 - + A person who calls, emails, or walks in the door and requests a service we do not offer.
- **“Active Outreach Events”**
 - + Tracking which brochures are taken at an event by bundling and pre-counting each quarter.
- **“Passive Referrals”**
 - + Resources automatically given to clients through workshops, the In-Home Services program and website traffic.



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| Active Referrals | Quarter Total | Year to Date Total |
|-------------------------|----------------------|---------------------------|
| Office | 291 | 900 |
| In-Home referrals | 66 | 159 |
| Outreach Events | 80 | 240 |
| Total Referrals | 437 | 1299 |

* Each member of CEP staff tracks the referrals they make, and the data is collected quarterly.

| Passive Referrals | Participants Quarter | Resources | Quarter Total | YTD Total |
|--------------------------|-----------------------------|------------------|----------------------|------------------|
| Basic Lead Poisoning | 36 | 20 | 720 | 10,860 |
| Lead Safe Home Project | 14 | 22 | 308 | 1,628 |
| DIY Weatherization WS | 34 | 45 | 1,530 | 37,260 |
| In-Home Services | 78 | 28 | 2,184 | 6,076 |
| CEP Website | 2,208 | 36 | 79,488 | 403,812 |
| Total Referrals | | | 84,230 | 459,636 |