



422 NE Alberta St.  
Portland, OR 97211

Tele 503.284.6827  
Fax 503.284.9403  
[www.communityenergyproject.org](http://www.communityenergyproject.org)

## Outreach and Marketing Report 4<sup>th</sup> Quarter of 2010-2011

Prepared by Sherrie Smith, Outreach and Marketing Supervisor

### Year in Review

This year we focused a lot of outreach activities on reaching seniors and people with disabilities in the Lents Urban Renewal Area (LURA) for In-Home Services. This area provided a special challenge, as it is a developing neighborhood without the strong inter-generational network that North Portland has. We also successfully wrapped up our second year of Water to the Weather for Watershed Health, and expanded our fundraising efforts to include more staff and AmeriCorps VISTA support, as well as selling Chinook Books.

Some outreach highlights from this year:

- Sold Chinook Books on consignment, expanding our Retail Fundraiser
- Created a technology program - upgraded software and hardware
- Completed our Water to the Weather for Watershed Health workshops
- Participated in 24 community events
- LURA and ICURA
  - Canvassed 412 homes, distributed 233 flyers and signed up 37 clients
- Created a preliminary marketing plan
- Competed in the Toyota 100 Cars for Good contest – received \$1,000 and a flip HD camera as a runner-up prize
- Expanded our fundraising
  - VISTA support
  - Awarded an OMEN VISTA for next year
  - Trained the Volunteer Coordinator to write grants

### Data Collection

CEP staff gathers large sums of data to track our outreach and volunteer activities and the thousands of referrals we make to other agencies. Data for this report comes from other program reports and the following databases

- Media submissions including online sources, local newspapers, interviews, articles, the numbers of brochures printed by program, and community presentations
- Number and theme of community events in which we participate

- At events - number of people approach the table, have conversations with staff and volunteers, how many take information, and how many leave their contact information.
- Referrals we make to other agencies through workshops, in-home services, community events, telephone, email, and walk-in referrals.
- Website activity past and present
- How people hear about our programs both at registration and by what they say while participating in a program
- Tech Repairs, software installation, and password alterations
- When clients are contacted about being added to our emailing list
- Canvassing data – who’s been contacted, who was interested, etc.

This information helps guide us in deciding on what kind of outreach is effective, and where there may be gaps in outreach and service.

## A. Outreach Activities

### Community Presentations and Meetings

This quarter we met with a representative from the Hoover Family Foundation, who exchanged advice on applying to the foundation (as well as proof-reading our grant before submitting) for information on successfully applying to AmeriCorps for support.

CEP has taken a more active role in the Multnomah County Healthy Homes Coalition this year. Last winter, our Program Director was elected Chair of the coalition and serves on the steering committee, and CEP program staff have participated in Coalition activities throughout the year. The steering committee also includes Multnomah County Environmental Health Department, Josiah Hill III Clinic, and Metro Multifamily Housing Association. CEP was in a leadership role (with the steering committee members) in developing the Coalition Charter, Education and Outreach plan for the first priority initiatives over the next year, and played a supportive role in the Neighborhood Inspection Team advocacy initiative to restore inspectors to BDS NIT Program. CEP's Outreach and Marketing Supervisor is the lead on the Coalition's website design working group, which begins this summer. We are also participating in the working group for the RentWell Best Practices Handbook for tenants and landlords, which includes updating the draft book and designing a community education plan and curriculum, and researching funding opportunities. We also participated in the Fair Housing Council of Oregon and Metro Multifamily Housing Association's fair housing bus tour, "Portland's Hidden Discriminatory History" this spring.

#### Presentations:

April 06, 2011	Mt Scott Neighborhood Association Meeting
May 26, 2011	World Affairs Council – Cambodian Guest
June 23, 2011	PCRI Community Forum
June 24, 2011	IRCO SE Senior Advisory Committee

Meetings/Networking Opportunities:

April 19, 2011	Warner Pacific College councilor meeting
April 13, 2011	Metro Multifamily Association and Fair Housing Council of Oregon, Fair Housing Bus Tour of Portland's Hidden Discriminatory History
April 21, 2011	TACS –Foundation and Corporate Grant Strategies
April 22, 2011	Tryon Creek Earth Day – Recycling Roundup Event
April 25, 2011	Conducted Preliminary Energy Analysis of Tryon Creek Nature Center (report 6/3)
April 27, 2011	National Association of Interpreters – Interpreting our Watery World
April 29-30 '11	Oregon Master Naturalist and Master Watershed Steward: Water School
May 04, 2011	Easter Seals Supervisor meeting
May 05, 2011	PCRI Homeowner Retention Coalition
May 06, 2011	Green Economy (TV show) telephone meeting
May 15, 2011	Meeting with OMSI Education staff about collaboration
May 23, 2011	Hoover Family Foundation
May 25, 2011	Multnomah County Healthy Homes
June 02, 2011	PCRI Homeowner Retention Coalition
June 03, 2011	Willamette Valley Development Officers – Marketing Boot Camp workshop and networking
June 07, 2011	Jobs Plus – intern training opportunities
June 08, 2011	Friends of Trees - Neighborhood Coordinator Training
June 09, 2011	Lead Hazard Reduction Partners Quarterly meeting
June 09, 2011	TACS DLN – Intercultural Communication
June 26-26, '11	Oregon Energy Coordinators Association (OECA) Quarterly Meeting in Redmond, OR

Information and Referral

Community Energy Project makes and receives countless referrals from community partners and individuals, and participates in dozens of community events per year.

The table below represents self-reported data from weatherization workshop participants during registration and participation. “Registration” data includes mostly public workshop sign-ups, and “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. This information gives us an idea about how workshop participants make their way to CEP workshops. – Number went up due to CEP offering FIF participants the opportunity to come into the office for a supplementary kit.

The number of Community Partners went up this year because we made it a requirement to participate in a weatherization workshop to receive energy assistance. Therefore people put down partners such as SEI as their information source, which is an energy assistance referral.

<b>Info Source – Weatherization Workshop</b>	<b>Registration Year to Date</b>	<b>Participants Year To Date</b>
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%)
<b>Total</b>	<b>348</b>	<b>768</b>

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

We can see below that the support of the host agency is vital to the Lead Poisoning Prevention program, especially those host organizations providing private workshops for underserved communities. Lead Hazard Reduction partners such as the Portland Development Commission, Josiah Hill III Clinic, and City of Portland (Fix-it-Fairs) are also important and reliable sources for us. These data do not include the info source for participants in workshops translated into a language other than Spanish as they do not fill out a form.

<b>Info Source – Basic Lead Poisoning Prevention Workshop</b>	<b>Registration Quarter</b>	<b>Registration yr to date</b>	<b>Participants Quarter</b>	<b>Participants yr to date</b>
Host Assisted Outreach	0	0 (0%)*	19	420 (88%)*
Word of Mouth	1	1 (0%)	0	7 (1%)
Community Partners	13	42 (44%)	9	27 (6%)
Caseworker / Advocate	0	0 (0%)	0	0 (0%)
CEP Signage/Pass by	0	6 (6%)	0	1 (0%)
Magazine / Catalogue	0	2 (2%)	0	0 (0%)
Newspapers	0	4 (4%)	0	2 (0%)
Other CEP Program	5	10 (10%)	5	10 (2%)
Internet	1	4 (4%)	1	4 (1%)
Community Event	0	15 (16%)	0	1 (0%)
other	0	0 (0%)	0	1 (0%)
Fix-it-Fairs	1	1 (0%)	0	45 (9%)
No Response	3	11 (11%)	2	7 (1%)
<b>Total</b>	<b>24</b>	<b>96</b>	<b>36</b>	<b>480</b>

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

This quarter we gave one Lead Safe Home Projects workshops which had no pre-registration. The workshop was for Constructing Hope, an organization that trains disadvantaged adults to do construction.

<b>Info Source – Lead-Safe Home Projects Workshop</b>	<b>Registration yr to date</b>	<b>Participants yr to date</b>
Host Assisted Outreach	0 (0%)*	46 (65%)*
Word of Mouth	0 (0%)	0 (0%)
Community Partners	1 (6%)	0 (0%)
Other CEP Program	0 (0%)	3 (4%)
Community Event	14 (93%)	0 (0%)
Fix-it-Fairs	0 (0%)	22 (31%)
No Response	0 (0%)	0 (0%)
<b>Total</b>	<b>15</b>	<b>71</b>

Of the Water to the Weather for Healthy Watersheds workshops, several have been at public events with no pre-registration, hence the relatively high percentage of outreach events being the information source. Also high was community partners (who also acted as host agencies in some cases) and CNRG's electronic newsletter.

<b>Info Source – Water to the Weather Workshop</b>	<b>Registration Contract Duration</b>	<b>Participants Contract Duration</b>
Host Agency	2 (5%)*	8 (8%)*
Word of Mouth	0 (0%)	2 (2%)
Community Partners	8 (18%)	10 (10%)
Building/sign walk-in	1 (2%)	0 (0%)
Magazine / Catalogue	0 (0%)	1 (1%)
Internet	6 (14%)	10 (10%)
Newspapers	7 (16%)	9 (9%)
Mailing/Flyers	0 (0%)	0 (0%)
CEP program (incl. Or heat)	16 (36%)	18 (18%)
Community Events	2 (5%)	21 (21%)
Fix-it-Fair	1 (2%)	20 (20%)
No response/forgot/other	1 (2%)	1 (1%)
<b>Total</b>	<b>44</b>	<b>100</b>

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

For low-income seniors and people with disabilities, we provide both In-Home Safety Repairs and Weatherization Services. Because there is so much overlap between programs in clients and staff, this information is combined into one column. The data is for clients who had a work completed in their home.

Because ICURA was a new program, and LURA-specific restrictions required different outreach methods, we separated them in this table to see which methods were most effective.

<b>Info Source – In-Home Services Fiscal Year</b>	<b>CDBG, TIFN, ECo WX and Small Repairs</b>	<b>ICURA Large Repairs</b>	<b>LURA WX and Small Repairs</b>	<b>Total</b>
Neighbor	3	0	2	5 (2%)
Word of Mouth	13	2	2	17 (8%)
Community Partner	34	11	7	52 (24%)
Past Participant	34	2	5	41 (18%)
Caseworker / Advocate	10	2	2	14 (6%)
Utility Company	1	0	2	3 (1%)
Signage/Walk by	4	3	1	8 (3%)
Newspaper	1	1	0	2 (1%)
Internet	0	0	1	1 (0%)
Other CEP programs	7	0	0	7 (3%)
Event, Flyer, Mailing	4	12	4	20 (9%)
Canvassing	0	0	29	29 (13%)
No Response / Other	11	4	4	19 (9%)
<b>Total</b>	<b>122</b>	<b>37</b>	<b>59</b>	<b>218</b>

We can see here that we used different methods for different contracts. For TIFN, East County, and CDBG we are established enough to rely on word of mouth, partners, and caseworkers. For ICURA we worked closely with community partners and distributed flyers through Meals on Wheels and at presentations. For LURA, most of our clients came through canvassing and through Meals on Wheels.

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.

## External Referral

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 office referrals (55%) 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 may be underreported**. The most common In-Home Service active referrals were to Multnomah County Weatherization, 211 info, REACH, Unlimited Choices, and Gatekeepers.

	Quarter Total	Year to Date Total
Office Referrals	291	900
In-Home Referrals	66	159
Outreach Events	80	240
<i>Total Active Referrals</i>	<i>437</i>	<i>1299</i>

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. For example – if 100 people attended a lead workshop, each participant would receive 20 resources automatically, and that would mean that 2,000 pieces of information with phone numbers, addresses, organization information, etc. were distributed for the quarter.

Program	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
<i>Total Passive Referrals:</i>			84,230	459,636

### Outreach Events

CEP participated in ten different community events this quarter. The type of events varied, as well as the thematic emphasis. The Events are listed below.

- April 09, 2011      Beaverton Living Greener Summit
- April 11, 2011      Portland Community College Community Service Fair
- April 20, 2011      OHSU Green Team Earth Day
- April 20, 2011      OHSU Health and Healing Earth Day
- May 5, 2011          Grandparents Raising Grandchildren
- May 19, 2011        Earl Boyles Health and Wellness Fair
- May 22, 2011        Mt Scott Community Center May Green Clean
- June 11, 2011        Hollywood Farmers Market
- June 18, 2011        Impact NW Compassion SE
- June 18, 2011        Columbia Slough Watershed Council Explorando

At every event we promoted all CEP programs and networked with other organizations. Fiscal year-to-date CEP has participated in 24 events.

At most events we have had a great deal of interaction with people, including introductions, information exchanges, and laying foundations with new partners. To help gauge the success of each event, we have developed a tracking system to gather data on how many people visit our table, have conversations with us, and take information. At a busy outreach event it is nearly impossible to track each person who comes to visit us at our table, so these results may be underreported. The results of this tracking system for the events of this quarter are as follows.

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

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

These data help us gauge how effective we are with outreach events and helps in planning before going to an event the next year.

## B. Outreach Development

### Outreach & Marketing Supervisor Professional Development

The O&M Supervisor participated in the Willamette Valley Development Officers “Marketing Boot Camp” – which focused largely on the steps to creating a marketing plan.

### 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. This quarter we:

Neighborhood outreach efforts this quarter include:

- Distributed materials:
  - Worked with Senior Recreation – distributed 50 flyers at Sunday Parkways
  - 50 LURA flyers to Project Linkage
- Gave Presentations:
  - LURA 7<sup>th</sup> Day Adventist church
  - LURA Senior Advisory Council (in partnership with SE IRCO)
- Contacted potential new partners
  - Called Lents-area elementary school – grandparents raising grandchildren
  - Contacted Project Linkage
- Used grassroots outreach methods
  - Canvassed homes in LURA, made contact with 318 residents, distributed 168 flyers (in person) and signed up 24 clients
  - Participated in two LURA outreach events
- Worked with local media
  - Wrote a guest article in the East Portland Neighborhood Association News – to be distributed to 25,000 households in July 2011.

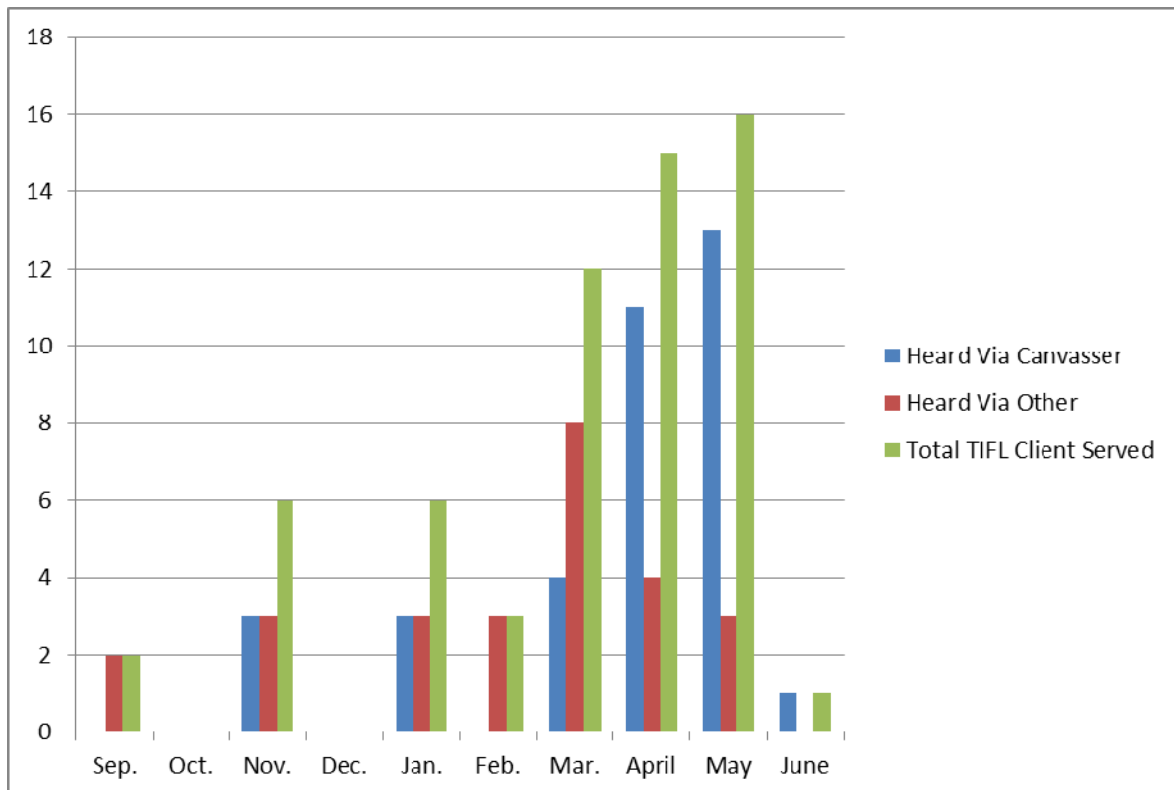
Earlier in the year we:

- 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
  - Distributed flyers to 41 SE businesses and community centers
  - Emailed the North East Coalition of Neighborhoods electronic versions of the ICURA flyer
  - Two North Portland Loaves and Fishes – ICURA
  - Posted information on ICURA to the East Portland Action Plan website.
  - Dropped off 80 ICURA flyers at the Economic Fairness office for distribution
  - Posted new flyers on website
- Contacted potential new partners
  - Called seven LURA churches
  - Contacted ten LURA neighborhood associations
  - 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.
  - Contacted Flavel RV & Mobile Home Park to ask about help with outreach. We faxed them the LURA flyer for distribution
- 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
  - The Fix-it-Fair on 11/20/10 was in the Lents neighborhood
  - CEP Volunteer Workshop leaders talked about the programs and have flyers available for interested parties
- Gave presentations
  - Impact North West caseworkers and reception staff
  - IRCO South East caseworkers and staff
  - Elders in Action volunteers
  - Lents and SE Tabor Neighborhood Associations
  - African American Senior Forum – Senior Homeowners
  - Two presentations to African American Chamber of Commerce – board member Harvey Rice continues to attend meetings and distribute flyers
- Worked with local media
  - Had interview with Senior and Boomer Newspaper, publication currently unconfirmed
  - Had an interview with The Oregonian on ICURA programs, which led to a small article on oregonlive.com

- Created outreach materials
  - 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.
  - Created a legal-size informative flyer with detailed map of service area
  - Created an insert for the In-Home Services brochure

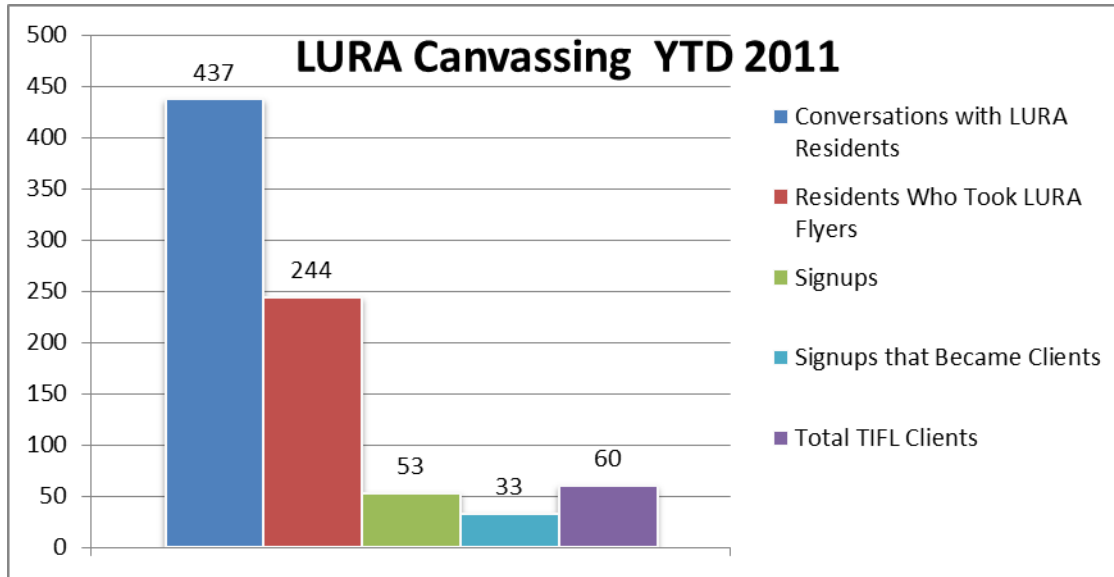
*Canvassing in LURA*

This was the first time in at least 5 years that we have conducted door-to-door canvassing for outreach. We did not leave flyers at doors, but focused on face-to-face conversation. Despite very extensive outreach (listed above), we were struggling to reach the underserved seniors and people with disabilities living in the LURA. We cut 20 pieces of turf (the area to be canvassed) and had 2-3 people in each turf site for safety. Turf was chosen based on googlemaps street views (to prioritize neighborhoods visibly struggling) and by census data (to find higher concentrations of seniors). We began heavily canvassing in January, and had almost instantaneous turnaround. In March, Meals on Wheels generously sent 125 flyers out with their drivers, causing another increase. The chart below compares the number of TIFL clients served compared to how they heard about us.

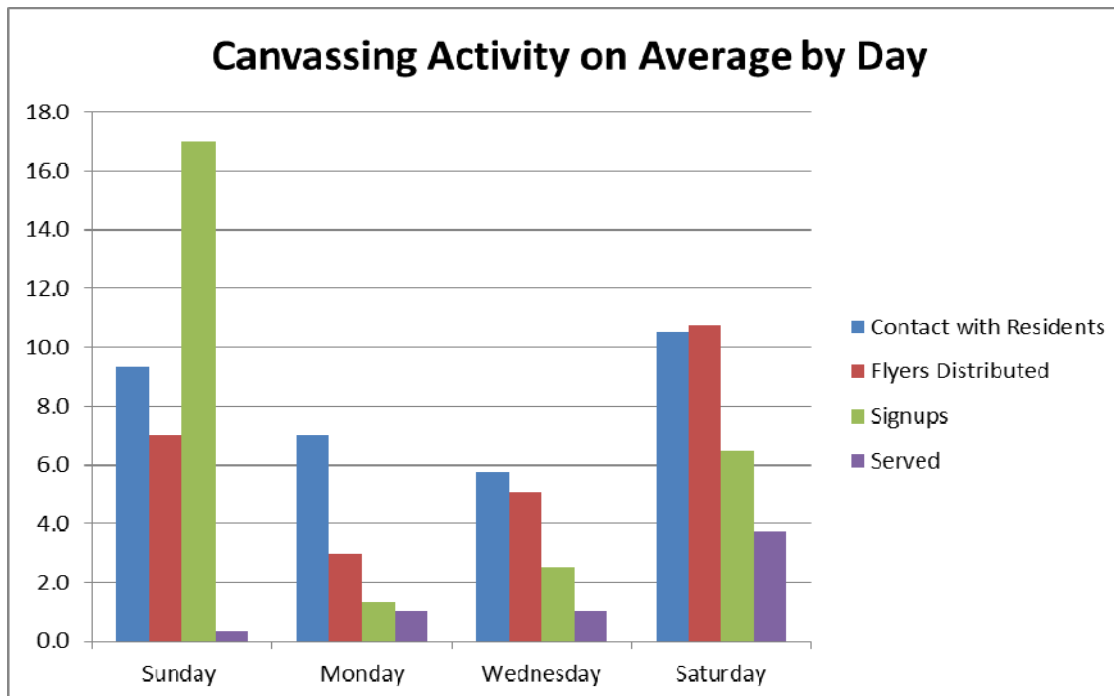


Below is a visual representation of our contact with LURA residents. It details the number of people we spoke with, how many took our information, signed up, and the number of

signups who became clients. Of the 60 total TIFL clients served, 33 of learned about us through canvassing efforts.



Most of our canvassing days were during the week, and we had several weekend days when staff and intern time allowed. Canvassing was typically conducted in two-hour pieces, each staff, volunteer, intern, and AmeriCorps member having received a training regarding safety and language to be used with residents.



## Water to the Weather for Healthy Watersheds

We wrapped up our second year with many new community partners, who helped us to reach new audiences with water information. Because the Water Workshops are new and given in the season when our other workshops are not happening, we are not able to rely on word of mouth or cross-promotion as much as for our other workshops. The outreach focus has been on creating new partnerships with organizations that have a vested interest in the watershed, like watershed councils or master gardeners. We met our contract in June, and we are giving one more workshop with Growing Gardens, who specializes in providing workshops to low-income community members.

This year we

- Participated in the February Fix-it-Fair event, held a workshop
- Participated in the “Welcome the Rain” event, held a workshop
- Created a rough draft of the Water to the Weather brochure
- Set up a workshop through the Parks and Recreation Department at the St Johns Community Center for March
- Followed up on contacts made at the Welcome the Rain event
- Partnered with Johnson Creek Watershed Council to hold a workshop in May.
- Participated in the “Explorando!” event
- Worked with Growing Gardens to have a workshop for their low-income participants

## East County Outreach

This was our fourth year serving East County, we were able to rely more on past partnerships and established relationships without most of the effort going towards reaching completely new audiences and cold calling. We have partnerships with East County City Halls, Mobile Home Parks, Head Start, and Community Centers. The local Parks and Rec catalog has been publishing weatherization workshops.

In-Home Services clients came through community partners, past clients, word of mouth, and Troutdale Parks and Recreation publications.

Weatherization Workshops met its contract earlier than ever this year, thanks in large part to private workshops with Fairview Head Start. The Head Start contact was made at an outreach event last year.

## Fundraising

### *Oregon Microenterprising Network (OMEN) VISTA*

Community Energy Project applied for an OMEN VISTA Fundraising Assistant position. The VISTA member will create structure and find new funding sources to support our programs.

Duties include

- Grant research
- Grant writing
- Database maintenance
- Helping to plan the next annual event – “Bridge the Gap”
- Marketing research for Train the Trainer, RRP, and Retail Fundraiser

This quarter, CEP became a site for a Clara Barton Vista Corps (CBVC) member whose original site did not work out. She has spent the last few months creating databases, organizing fundraising information, and has written and submitted several Letters of Interest and grants. See the Volunteer Services report for more information.

This quarter we have been training more people to help with grant-writing. Interns have been asked to research potential grant opportunities and raise the roof sponsors. The O&M Supervisor and the Volunteer Coordinator have been writing grants in order to fund the Volunteer Coordinator as a staff person. We have been training two volunteers, one of whom will become the OMEN VISTA how to write grants as well. In the future we will be creating more opportunities to share the responsibilities of grant-writing.

#### *Retail Fundraiser*

The Retail Fundraiser has been more successful than ever. This year we were able to fund fix-it-fair kits for 200 households with profits.

Last year we took a deal that Chinook Book offered, wherein the outright purchase of 50 books at \$10 each in the spring would also get us a sidebar advertisement (worth \$790) in this year’s edition of the book. This year we took the same deal (now 60 books) and in addition, sold books on consignment throughout the year. The gamble paid off – **we sold \_\_\_\_\_ books at** varying prices through the year and sold the majority of our books before the end of the fiscal year. We offered special discounts to staff, volunteers, and people who follow us on facebook, twitter, and our newsletter. The books also brought in a new potential customer base for future store purchases.

#### *EPA Lead Renovation, Repair, and Painting Training (RRP)*

After a brief hiatus, CEP now provides RRP trainings to contractors as demand dictates. For now our outreach is limited to word of mouth and our website calendar, but next year there will be a Chinook Book sidebar advertisement and the OMEN VISTA member will be working with the O&M Supervisor to reach new contractors.

The information source table below represents the 120 contractors who participated in RRP classes this year. Many used our online registration form, but over 20% came to us through the Community Services Consortium (CSC) who host regular workshops for us. Since the initial rush to meet certification, the information source is becoming more diverse.

<b>Info Source – RRP</b>	<b>Participants Year To Date</b>
EPA Website	36 (30%)
Internet Search Engine	17 (14%)
Oregon CCB	18 (15%)
CSC	25 (21%)
Employer	3 (2%)
Other	8 (7%)
No Response	13 (11%)
<b>Total</b>	<b>120</b>

### Oregon HEAT

This year we created an appointment system for Oregon HEAT recipients to avoid the constant overwhelming of staff and interns. We also limited fund distribution to CEP clients. The system worked well to reduce the strain and chaos of walk-in energy appointments, which would overwhelm clients, staff, and interns. This also helped us to track how much time we spend on energy assistance, stagger the workload for the bookkeeper, and reduce errors on paperwork.

This year’s demands for energy assistance have exceeded even past years this quarter. From Nov 1 to March 31 we distributed \$38,290 to 145 different low-income households.

### Media

CEP has contacted the editors or reporters of available community publications to learn which ones had community calendars and were receptive to regularly scheduled events. As a result, we send a list of CEP community calendar events to 18 local publications on a monthly basis: *Southeast Examiner, Portland Alliance, The Bee, Asian Reporter, El Hispanic News, the East Portland News, East County News, Portland Family Magazine, Metro Parent Calendar, The Skanner, Mid-County Memo, Portland Observer, Gresham Outlook, The Hollywood Star, Concordia News, and All Things Real Estate.* The *Oregonian* publishes CEP events in their calendar by using CEP’s web calendar. The Outreach Coordinator frequently studies the local media to find new angles for future article writing, and to find CEP publications, and contacts potentially interested reporters about stories relating to CEP services.

The number of papers to which we send press releases varies by how much time we have for publication. Press releases tend to be immediate and time-sensitive, and we have a list of 13 papers we use who can print a story with only a week or two notice. Most community papers are monthly, and often need a month and a half notice to publish a story. If the press release is not time sensitive, then we expand the size of the list.

This quarter we had one media event:

- CEP wrote a guest article on our LURA services in the East Portland Neighborhood Association News, with a distribution list of 25,000. It was published in July.

### Online Marketing

Posting to community websites and list serves such as CNRG and CraigsList.org is a simple and convenient way to post new workshop. Some news agencies, such as the Oregonian, use our online calendar and publish events frequently on their own. There are always a variety of places where we are mentioned on personal blogs and sustainability sites as well that utilize our calendar to spread the word to their constituents.

The Community Educator is active in an online community called LeadNet, in which local community members, activists, and educators discuss lead issues.

Constant Contact is our email marketing tool. Every month 15-20 emails fall off the mailing list because their company blocks mass emails or they cease to exist. This is likely a sign of the recession, as many of the emails that become invalid are in a name@organization.com format.

This year we began systematically emailing participants who have shared their email to gauge interest in being added to our e-mailing list. So far about 10% of participants express interest in being added, so our contact list is expected to grow steadily in the next few years. Asking for permission to add people helps maintain a high open and click-through rate and genuine interest among those on our list, while respecting our client's privacy.

We currently

- Have 1225 contacts divided into separate mailing lists
- Have an above-average open and click-through rates for non-profit organizations

### Viral Marketing

Viral (social) marketing gives us the chance to reach new audiences locally and nationally, especially the millennial generation. Currently CEP has a YouTube, Facebook, and Twitter account, which are in the top ten most visited pages on the internet. The Viral Marketing Plan outline is consistently revised with experience and education. We make regular updates to most of our marketing channels and interact with followers.

As of this quarter we have

- Facebook: 185 fans
- Twitter: 78 followers
- YouTube: 10 subscribers, 17 friends 3700+ views of CEP videos

This quarter we participated in Toyota's 100 Cars for Good contest. The O&M supervisor submitted a proposal, and once we were selected as one of the 500 finalists, we created a 2-minute submission (and subsequent bloop reel) video highlighting our mission, workshops, and how we would utilize a free Toyota. We then mobilized our Facebook fans

(and family of fans) to vote for us on the day of the contest. While we didn't win the grand prize, we got some great publicity in addition to the runner-up prize of \$1,000 and an HD flip camera.

Community Energy Project Official Website and Blog

We maintain an organized binder documenting website activity. Instead of focusing on website hits – where a single user can create multiple hits for the site, we focus on how many *unique visitors* come to the site. The bottom row indicates the fluctuation in unique visitors in comparison to the previous year.

<b>Website Unique Visitors</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
January	686	638	764	847	1394	1091
February	464	546	479	772	867	871
March	442	479	576	628	1022	892
April	368	434	439	620	1104	812
May	377	631	433	738	939	813
June	384	412	487	634	820	583
July	374	390	514	614	722	-
August	569	497	374	580	910	-
September	619	619	609	819	1019	-
October	896	859	978	1033	1103	-
November	815	1003	748	1081	1368	-
December	703	717	788	999	1033	-
<i>Total</i>	<i>6697</i>	<i>7225</i>	<i>7193</i>	<i>9665</i>	<i>12301</i>	<i>-</i>
<b>Difference from previous yr</b>	<b>+1753</b>	<b>+528</b>	<b>-31</b>	<b>+2472</b>	<b>+2636</b>	<b>-1084</b>

The past four years show periods of increase in CEP's activity. In 2006 CEP created and hired for the Outreach Coordinator position, where we see a substantial spike from the previous year. In 2007, a professional graphic designer volunteered to redesign CEP's official website, where we see another spike. 2008 leveled off, and in 2009-2010 year we saw a record amount of website traffic every single month. March 2010 had an exceptional jump due to the creation of the RRP webpage when interest in new regulations was at its peak. Since January of 2011, RRP demand has waned, and we see website activity returning back to normal.

Since the redesign, the O&M Supervisor has more than doubled the size of the website, and routinely updates calendar activities, website information, and links while promoting our website in all online and newspaper postings, and distributing updated brochures to maintain visitation rates and thus the sharing of information on all of our programs.

The most popular segments of the website this quarter shifted each month, between *Programs, Board, Calendar, and Contact*.

Visitors often come from a direct external link from another web site. The top sites were Oregon DHS (for RRP), Oregon Heat locations, and Portlandonline.

Brochure Development

We regularly update all brochures as necessary.

<b>Brochure Printing</b>	<b>Total for Quarter</b>	<b>Total for Fiscal Year</b>
General	150	950
Weatherization Workshop	300	900
Lead Poisoning Prevention	300	400
In-Home Services	250	1550
Volunteers		25
ICURA inserts	150	1330
Retail Forms		380
Train the Trainer Consulting		200
<b>Total</b>	<b>1150</b>	<b>5735</b>

With the elimination of the Safety Repairs insert and the creation of an ICURA insert, CEP has six brochures/inserts: General Information, Weatherization Workshops, Lead Poisoning Prevention Workshops, In-Home Services, Volunteers, and Workshop Leaders. We have a 1/3 page inserts for the In-Home Services on ICURA.

In-Kind Donations

CEP receives in-kind support from all over the community, in the form of space, interpretation services, material donation, hospitality, and more. Below is a table representing in-kind donations in regards to Weatherization and Lead Poisoning Prevention Workshops, as well as RRP training.

Year to Date Workshop Donations	# Hours Space	# Hours Interpretation	# of Times Hospitality Provided
Weatherization WS			
BHCD / PHB	166	18	24
East Multnomah Co.	9	0	1
<b>Program Total</b>	<b>175</b>	<b>18</b>	<b>25</b>
Lead Poisoning Prevention	68	4	6
RRP	70	0	0
<b>PWB total</b>	<b>138</b>	<b>4</b>	<b>6</b>
<b>Workshop Total</b>	<b>313</b>	<b>22</b>	<b>31</b>

Workshops were translated into Spanish, Chinese, Vietnamese, and Russian.

Other In-Kind Donations this fiscal year:

- Donations for the Raise the Roof Silent Auction
  - Solarworld Solar Panels \$1,150
  - Pino Noir Wine \$240
  - Two Homemade Fruit Pies \$25
  - Fire-made pizza party \$200
  - Guided hike through Opal Creek \$200
  - Season tickets to Mars on Life! \$350
  - Actor reading of Christmas Stories \$200
  - Sunflower themed decorations \$75
  - Hotel stay at Skamania Lodge \$339
  - Two days and nights at beach house \$250
  - Haircut and style at Elevated \$175
  - New Seasons gift basket \$75
  - Artwork on canvas \$400
  - The Boss's Cheesecake \$125
  - Zipcar membership \$135
  - Landscape consultation \$90
  - Willamina Spa gift card \$100
  - Hand-crafted basket, purse, and energy saving book \$115
  - Haircut and style at Propaganda
  - Cake from Pastrygirl \$50
  - Gostool from Treeform Woodwork \$69
  - Kohls gift basket \$75
  - Neil Kelly home performance audit \$495
- O&M Supervisor paid for a Dreamweaver Course to make website upgrades - Tuition & Fees \$397
- Volunteer Coordinator paid her fee to the Poverty Institute \$100
- Several Businesses donated to CEP for Volunteer Support
  - Sundown Healing Massage – one hour \$65
  - Style Ink Salon & Tattoo – 3 free haircuts \$105
  - Sweet Thing – 2 gift cards \$20
  - Dragonfly Coffee House – gift cards \$20
  - Elevated Coffee – gift card \$5
  - Fit Right Northwest – gift certificate \$25
  - Fuel Café – gift certificate \$15
  - La Bonita – hospitality for Volunteer Party \$ TBA
- AmeriCorps Clara Barton VISTA Corps – CBVC member for 3 months \$2350
- AmeriCorps Clara Barton VISTA Corps – CBVC member for 6 months \$4750
- OSHA Safety and Health Training for two staff - \$480
- Portland Water Bureau – water conservation supplies \$390.50
- Staff contributions for hospitality, gift cards, supplies, etc.
  - Sherry Burbach - \$679
  - Chaun MacQueen - \$273
  - Sherrie Smith- \$75

- Marianne Koss - \$20
- Zipwall kit and zippers (for RRP) \$420

*Please note that the most accurate documentation of in-kind donations can be obtained from the finance department. This section is for informational purposes only.*

### Office Technology

This year the Outreach and Marketing Supervisor has been creating a technology program. CEP has many computers over 6 years old across three types of Operating Systems (XP, VISTA, and Windows 7). We did not have a systematic way to track passwords, make repairs, and have inconsistent software across computer types. Software discs were not organized, the computers were not networked in any kind of logical way, and some computers did not have the proper equipment to function in a sustainable way.

With staff changeovers and additions, the O&M Supervisor adds or changes Google Apps (GApps) accounts, calendars, passwords, and the website.

This quarter we have

- Created a tech plan for next year with computer retirement, upgrades
- Ordered five new desktop computers to replace outdated XP models (some computers were as old as 2003)
- Researched mobile technology for In-Home audits and scheduling
- Purchased cameras, completed warranty and registration
- E-Cycled old computers – donated to Free Geek
- Ordered five new MS Office licenses
- Updated the final technological user accounts to appropriate staff members
- Staff presentation and handout on virus/malware prevention and troubleshooting (for when tech person is unavailable)
- Repaired two major crimeware attacks
- Networked computer together, gave informational presentation to staff
- Installed Advanced SystemCare 4, Ccleaner on computers to increase speed
- Competed Google Apps upgrade to all email accounts
- Purchased webcam w/ microphone to make free long-distance phone calls

This year we have

- Updated Hardware
  - We shifted from 3 hard-wire routers to a single 24-port hub (with room for growth) and a separate wireless router
  - Ordered and installed external keyboards and mice on laptops to reduce wear-and-tear on machines, as well as cooling pads and carrying cases to extend the life of laptops
- Repaired / updated software issues
  - Conducted deep virus and malware scans on all computers

- Expanded on computer software inventory
- Eliminate incorrectly done hard drive partitions on remaining computers
- Installed backup software on remaining computers, created backups
- Reformat computers with critical errors
- Uninstall necessary software and install missing software
- Changed our antivirus software to MS Essential and MalwareBytes
- Installed MS Office Professional 2010 (from 2003) on all computers
- Altered our email from MS Outlook to GApps.
- Created Databases / Tracking
  - Create a system for software storage and organization
  - Created a database to track passwords for computers and email accounts
  - Re-created a computer naming system to track future networking and repair issues (with key to old naming system)
  - Created a database to track software installation and repairs, and computer retirement
- Created repair / retirement systems
  - Removed broken computers, mice, keyboards, and other computer equipment and had them e-cycled through Free Geek
  - Researched and formed relationships with two different technology organizations – one as a consultant to train the O&M Supervisor to make technical repairs, and one to make larger repairs.
  - Created a repair/password change/software installation request form and process
- Staff technological empowerment
  - Presentation on transition to Google Apps from Microsoft Outlook
  - Presentation on Google Apps features – contact lists, delayed sending, etc.

## C. Development of an Outreach Plan

This year, the Outreach and Marketing Supervisor created an organizational marketing plan, outlining our historical outreach methods and motivations, as well as a plan for the next year. The plan covers the why, who, and how regarding outreach and marketing across all of our programs.

*Our Current Outreach:*

### Why?

- Meet Contract Goals
- Service Community in need
- Partner Building
- Income – Unrestricted Funding

### Who?

- People who meet our program qualifications
  - Low-Income

- Seniors + People with Disabilities
- Families in older homes
- Environmentalists
- Retail Customers
  - Mid-Income
  - Progressives
- Training / Consulting Customers
  - Contractors / Construction Workers
  - Energy Education Specialists

## How?

- Partnerships
  - Host Agencies
  - Caseworkers
  - Volunteer Groups
  - Intern Agencies
  - Similar Nonprofits
  - Nonprofits with same client base
- Cross-Outreach across programs
  - IHWX + Repairs
  - WXWS + IHWX
  - OR HEAT + WXWS/IHWX
  - WXWS + LPPW
- Internet Tools
  - Website
  - Blog
  - Facebook/Twitter
  - E-Newsletter (Constant Contact)
  - CNRG Mailing
- Print Media
  - Community Calendars
  - Guest Articles
  - Chinook Book Advertising
- Grassroots
  - Canvassing
  - Outreach Events
  - Storefront/Building (marquee, box, banner on building)
  - Word of Mouth
  - Brochures/Flyers

Marketing Plan

The chart below outlines the marketing plan for next year. At this point it's very basic. A more complex plan will be implemented after we complete a 5-year analysis of our outreach. This is a section of the plan for next year, to reach new groups more thoroughly.

<b>Who?</b>	<b>Donors</b>	<b>Fee-For-Service Customers</b>	<b>Bicultural Volunteers</b>	<b>LURA Clients</b>
<b>Why?</b>	<ul style="list-style-type: none"> <li>• Increase Funding</li> <li>• Increase Network</li> <li>• Recognition</li> </ul>	<ul style="list-style-type: none"> <li>• Increase Funding</li> <li>• Serve community outside of Portland</li> <li>• Recognition</li> </ul>	<ul style="list-style-type: none"> <li>• Diversify Volunteers</li> <li>• Consistent language interpretation</li> <li>• Serve new communities</li> </ul>	<ul style="list-style-type: none"> <li>• Serve new populations</li> <li>• Meet contract goals</li> <li>• New partnerships</li> </ul>
<b>How?</b>	<ul style="list-style-type: none"> <li>• Newsletter / Website</li> <li>• Databases/Recordkeeping</li> <li>• Research Options</li> <li>• Relationship Building</li> <li>• Fundraising Event</li> </ul>	<ul style="list-style-type: none"> <li>• Constant Contact</li> <li>• Internet/Website</li> <li>• Partner Agencies</li> <li>• Events</li> <li>• Research Options</li> </ul>	<ul style="list-style-type: none"> <li>• Partner Agencies</li> <li>• Internet / Website</li> <li>• Relationship Building</li> </ul>	<ul style="list-style-type: none"> <li>• Canvassing</li> <li>• Partners / Relationships</li> <li>• Print publications</li> <li>• Word of Mouth / Neighbors</li> </ul>
<b>Messages</b>	<ul style="list-style-type: none"> <li>• Your Money Goes Far</li> <li>• Help Local Community</li> <li>• We're Unique</li> </ul>	<ul style="list-style-type: none"> <li>• Save Staff Time = Save \$\$</li> <li>• Get the tools you need to be more effective</li> <li>• Why reinvent the wheel? We have 30+ yrs experience</li> </ul>	<ul style="list-style-type: none"> <li>• Learn new skills / resume building, community education</li> <li>• Serve YOUR community!</li> <li>• Help ppl who wouldn't get it otherwise</li> </ul>	<ul style="list-style-type: none"> <li>• Save Money</li> <li>• Maintain Independence</li> <li>• Free, Respectful Service</li> </ul>
<b>Evaluation</b>	<ul style="list-style-type: none"> <li>• Increased Donations</li> <li>• Accurate records</li> <li>• Visits to Donation Page</li> <li>• Information Source</li> </ul>	<ul style="list-style-type: none"> <li>• Increased Customers</li> <li>• Increase revenue</li> <li>• Reputation momentum</li> <li>• Info Source</li> </ul>	<ul style="list-style-type: none"> <li>• Vol Demographics</li> <li>• Diversify our clients</li> <li>• Info source</li> </ul>	<ul style="list-style-type: none"> <li>• Info Source</li> <li>• Steady client flow</li> <li>• Contract met sooner</li> </ul>
<b>Timeline</b>	<ul style="list-style-type: none"> <li>• Summer/Fall 2011</li> </ul>	<ul style="list-style-type: none"> <li>• Winter 2011</li> </ul>	<ul style="list-style-type: none"> <li>• Fall 2011</li> </ul>	<ul style="list-style-type: none"> <li>• Summer/Fall/Winter 2011</li> </ul>

