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## Outreach and Marketing Report 1<sup>st</sup> Quarter of 2010-2011

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### Quarter in Review

This year we took on a new program to provide seniors up to \$2,500 worth of repairs to their home along the Interstate Corridor Urban Renewal Area. We have continued to forge and utilize new partnerships for the Water to the Weather workshops as well.

Some outreach highlights from this quarter:

- Fee-for-Service – Retail store, RRP, and Energy Educator Training
  - Have an advertisement and coupon in the Chinook Book
  - Held an Energy Educator Training (Train the Trainer)
- Participated in 13 Meetings and Presentations
- Took part in Six community events
- Had two media events
- Created new workshop partnerships for Water to the Weather

### 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

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

The World Affairs Council of Oregon, an organization dedicated to connecting Oregonians to international visitors, approached CEP about hosting a delegation from the Ukraine. The delegates spent half of the day learning about CEP programs and organizational infrastructure from the Outreach and Marketing Supervisor, the Weatherization Workshop Coordinator, the Program Director, and the Executive Director. We discussed the differences between the Ukraine and the US when it comes to sharing skills on staying warm in the home.

Loaves and Fishes purchased \$1,801 worth of materials from CEP to weatherize homes for Seniors and People with Disabilities – some of which exceed CEP’s income guidelines. We gave their volunteer leaders training on weatherization material installation, working with clients, and working with first-time volunteers.

#### Presentations:

July 22, 2010	Hosted the World Affairs Council Ukrainian Delegation
Sept 14, 2010	Loaves and Fishes – Trained volunteers how to use weatherization materials they had just purchased
Sept 15, 2010	Future of Energy Networking Event – Presentation on Energy Educator Training and CEP weatherization services
Sept 16, 2010	Energy Education in 10 minutes – Oregon Housing and Community Services

#### Meetings/Networking Opportunities:

July 20, 2010	Easter Seals Safety Training – for supervisors
July 21, 2010	NAO - Diversity Leaders Network
July 20, 2010	Mural Finishing Party at CEP
Aug 18, 2010	Papa Murphy’s Manager – organizing a Fundraising Event
Aug 26, 2010	Easter Seals – Safety check and building tour
Sept 09, 2010	Met with new Executive Director for Josiah Hill III clinic, Charles McGee
Sept 9, 2010	Lead Hazard Reduction Partners Quarterly Meeting
Sept 15, 2010	Future of Energy Networking Event
Sept 22-23, 2010	Oregon Energy Coordinators Association Quarterly Meeting

### 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. We created the designations “registration” and “participant” data. We wanted to compare what people report as their information source when they register for a workshop to what participants writes on their feedback form after the workshop. “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.

<b>Info Source – Weatherization Workshop</b>	<b>Registration Year to Date</b>	<b>Participants Year To Date</b>
Host Agency	5 (25%)*	1 (7%)*
Word of Mouth	5 (25%)	2 (13%)
Community Partners	0 (0%)	2 (13%)
Past Participant	0 (0%)	0 (0%)
Caseworker/ Family Advocate	0 (0%)	0 (0%)
Utility Company	0 (0%)	0 (0%)
Building/sign walk-in	0 (0%)	0 (0%)
Magazine / Catalogue	0 (0%)	0 (0%)
Internet	3 (15%)	2 (13%)
Newspapers	3 (15%)	1 (7%)
Flyers	0 (0%)	0 (0%)
Neighborhood Newsletter	0 (0%)	0 (0%)
TV/Radio	0 (0%)	0 (0%)
CEP program (incl. Or heat)	0 (0%)	0 (0%)
Community Events	0 (0%)	0 (0%)
Fix-it-Fair	0 (0%)	0 (0%)
No response/forgot/other	2 (10%)	7 (47%)
<b>Total</b>	<b>20</b>	<b>15</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 and Josiah Hill III Clinic 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%)*	73	73 (78%)*
Word of Mouth	0	0 (0%)	3	3 (3%)
Community Partners	8	8 (30%)	10	10 (11%)
Caseworker / Advocate	0	0 (0%)	0	0 (0%)
CEP Signage/Pass by	1	1 (4%)	0	0 (0%)
Magazine / Catalogue	1	1 (4%)	0	0 (0%)
Newspapers	1	1 (4%)	0	0 (0%)
Other CEP Program	0	0 (2%)	2	2 (2%)
Internet	1	1 (4%)	1	1 (1%)
Community Event	15	15 (56%)	1	1 (1%)
other	0	0 (0%)	1	1 (1%)
Fix-it-Fairs	0	0 (0%)	0	0 (0%)
No Response	0	0 (0%)	3	3 (3%)
<b>Total</b>	<b>27</b>	<b>27</b>	<b>94</b>	<b>94</b>

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

This quarter CEP participated in an outreach event through the Native American Youth and Family Services (NAYA) where 14 people expressed interest in participating in a Lead-Safe Home Projects (LSHP) workshop. At this time we are working with NAYA to host a LSHP at their location.

<b>Info Source – Lead-Safe Home Projects 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%)*	0	0 (0%)*
Word of Mouth	0	0 (0%)	0	0 (0%)
Community Partners	1	1 (6%)	0	0 (0%)
Caseworker / Advocate	0	0 (0%)	0	0 (0%)
CEP Signage/Pass by	0	0 (0%)	0	0 (0%)
Magazine / Catalogue	0	0 (0%)	0	0 (0%)
Newspapers	0	0 (0%)	0	0 (0%)
Other CEP Program	0	0 (0%)	1	1 (100%)
Internet	0	0 (0%)	0	0 (0%)
Community Event	14	14 (93%)	0	0 (0%)
Other	0	0 (0%)	0	0 (0%)
Fix-it-Fairs	0	0 (0%)	0	0 (0%)
No Response	0	0 (0%)	0	0 (0%)
<b>Total</b>	<b>15</b>	<b>15</b>	<b>1</b>	<b>1</b>

This year so far we offered four Water to the Weather for Healthy Watersheds workshops, one of which had no pre-registration. This quarter, most participants came through the internet, newspapers, community partners, and other CEP programs. The Community Event listed was also a host organization.

<b>Info Source – Water to the Weather Workshop</b>	<b>Registration Year to Date</b>	<b>Participants Year To Date</b>
Host Agency	2 (7%)*	2 (7%)*
Word of Mouth	0 (0%)	0 (0%)
Community Partners	6 (21%)	6 (21%)
Past Participant	0 (0%)	0 (0%)
Caseworker/Advocate	0 (0%)	0 (0%)
Utility Company	0 (0%)	0 (0%)
Building/sign walk-in	0 (0%)	0 (0%)
Magazine / Catalogue	0 (0%)	0 (0%)
Internet	6 (21%)	6 (21%)
Newspapers	7 (25%)	7 (25%)
Mailing/Flyers	0 (0%)	0 (0%)
Neighborhood Newsletter	0 (0%)	0 (0%)
TV/Radio	0 (0%)	0 (0%)
CEP program (incl. Or heat)	5 (18%)	5 (18%)
Community Events	3 (11%)	3 (11%)
Fix-it-Fair	0 (0%)	0 (0%)
No response/forgot/other	1 (4%)	1 (4%)
<b>Total</b>	<b>29</b>	<b>28</b>

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 chart. The data is for clients who had a work completed in their home. This quarter, we had 100% overlap between programs.

<b>Info Source – In-Home Services</b>	<b>Weatherization Quarter</b>	<b>Weatherization Fiscal Year</b>	<b>Safety Repairs Quarter</b>	<b>Safety Repairs Fiscal Year</b>
Neighbor	1	1 (14%)	1	1 (14%)
Word of Mouth	0	0 (0%)	0	0 (0%)
Community Partner	1	1 (14%)	1	1 (14%)
Past Participant	3	3 (43%)	3	3 (43%)
Caseworker / Advocate	2	2 (29%)	2	2 (29%)
Utility Company	0	0 (0%)	0	0 (0%)
Signage/Walk by	0	0 (0%)	0	0 (0%)
Newspaper	0	0 (0%)	0	0 (0%)
Internet	0	0 (0%)	0	0 (0%)
Other CEP programs	0	0 (0%)	0	0 (0%)
Community Event	0	0 (0%)	0	0 (0%)
Other/Don't Remember	0	0 (0%)	0	0 (0%)
No Response	0	0 (0%)	0	0 (0%)
<b>Total</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>7</b>

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, Human Solutions, 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.

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

C. "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 (69%) 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.**

	Quarter Total	Year to Date Total
Office Referrals	266	266
Outreach Events	60	60
<i>Total Active Referrals</i>	<i>332</i>	<i>332</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	94	20	1,880	1,880
Lead Safe Home Project	1	22	22	22
DIY Weatherization WS	15	45	675	675
In-Home Services	7	26	182	182
CEP Website	2,651	36	95,436	95,436
<i>Total Passive Referrals:</i>			<i>98,195</i>	<i>98,195</i>

Outreach Events

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

General Outreach (all programs)

- July 17, 2010 Migrant Summer Education Program Resource Fair
- July 31, 2010 Native American Housing to Homeownership Fair
- Aug 06, 2010 Hip-Hop Fundraising Concert at McFaddens (Proceeds for CEP)

Lead Poisoning Prevention

- Sep 26, 2010 Green Sprouts Organic Baby Festival – Redirect Guide

East County

- Sep 11, 2010 Wood Village End of Summer OktoberFest

Volunteers

- Sep 10, 2010 Standard Insurance Volunteer Expo

At every event we promoted all CEP programs and networked with other organizations. Some events have a specific focus. *General Outreach* refers to events where we promoted all of CEP’s programs equally such as street fairs with general audiences across all ages in our core service area.

<b>Outreach Activities (focus)</b>	<b>Total for Quarter</b>	<b>Total for Fiscal Year</b>
General (All Programs Equally)	3	3 (43%)
Lead Poisoning Prevention	1	2 (29%)
In-Home Weatherization	0	0 (0%)
DIY Weatherization Workshop	0	0 (0%)
Volunteers	1	1 (14%)
Water to the Weather Workshop	0	0 (0%)
East County	1	1 (14%)
<b>Total</b>	<b>6</b>	<b>7</b>

Fiscal year-to-date CEP has participated in six events - three *General* events, one *Lead Poisoning Prevention* event, one *East County* event, and one *volunteer* event.

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>218</b>	<b>218</b>
Take Information	84	84 (39%)*
Leave Information/Sign up	63	63 (29%)
Conversations	161	161 (74%)
Networking/Conversation with other orgs.	31	31 (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 is using her AmeriCorps Scholarship to take a Dreamweaver class at Portland Community College to more efficiently adapt the website. CEP is providing Adobe Dreamweaver Software, is paying for her class time, and paid for her text book.

### Interstate Corridor Urban Renewal Area Repairs

This is our first year providing mid-scale safety repairs for low-income seniors along the Interstate Corridor Urban Renewal Area (ICURA). We are currently screening our In-Home Clients to determine who qualifies for the new program.

This quarter we

- Created a legal-size informative flyer with detailed map of service area
- Posted flyer on website under “repairs”
- Created an insert for the In-Home Services brochure
- Worked with community leader Harvey Rice to determine outreach ideas

### Water to the Weather for Healthy Watersheds

We worked with a variety of community partners 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. Workshop participation has been slow and steady.

This quarter we

- Held a workshop at CEP’s office with Growing Gardens participants
- Held a water workshop at the Native American Housing to Homeownership Fair

- Signed up to be at the “Welcome the Rain” event in October, where we will table and provide a workshop
- Set up a workshop for the last Fix-it-Fair of the season

### East County Outreach

As we begin a fourth year of East County service, we are able further establish on past partnerships and established relationships without most of the effort going towards reaching completely new audiences.

The In-Home Weatherization program is expected to attract more participants in East County this fiscal year. We currently have 5 clients in progress for this service area. Events continue and as workshops are held in that area. Things are off to a good start and clients are still being served in a timely manner as the list of clients waiting for services is short at the moment.

On September 11, 2010, CEP staff participated in the Wood Village End of Summer Oktoberfest where we set up our display, provided information and networked with people at our table.

### CEP Fee-for-Service Fundraisers

#### *Retail Fundraiser*

This quarter we worked with Loaves and Fishes, who spent nearly \$2,000 through our retail store in order to weatherize seniors who exceed CEP’s guidelines. We provided a two-hour training to their volunteers and staff where we discussed how to work with clients, conduct a small energy audit, and install the materials they purchased.

CEP is selling the books for \$16 instead of the traditional \$20 in order to make the books more accessible to low-income people. Volunteers can buy the book for \$12, making it even more accessible. Since the purpose of the Chinook Book sales is to bring awareness to our Retail Store and raise money for advertising, we hope that the lowered price will bring more people into our building.

This quarter we

- Built a retail area of the warehouse to organize inventory
- Received 90 Chinook Books to sell on consignment
  - Updated Marquee Board to advertise for books
  - Combined CB ad with Papa Murphy’s E-Mail
  - Placed poster in window
  - Posted on CEP Blog and Viral Marketing sites
  - Created a “Chinook BookMark” that brings our coupon and advertisement to a book buyers attention, encouraging them to spend at least \$4 in our store to receive free light bulbs.

*Small-Measure Weatherization: Facilitating Community Empowerment, Education, and Involvement (Train the Trainer)*

This year we conducted paid Training and Consulting session with individuals, Volunteer Workshop Leaders, and representatives of six organizations.

In this training, the Outreach and Marketing Supervisor conducted a 30-minute presentation on Outreach and Volunteer Services. A new presentation was created specifically for this audience.

Outreach for this event included

- Following up on professional relationships within the energy field
- Two E-Newsletter-Style emails to 280 potentially interested parties
- A 10-minute Energy Education presentation for Oregon Housing Community Services (approximately 60 people)
- Check-in at Oregon Energy Coordinators Association quarterly meeting (60-80 people)
- A small presentation to Future of Energy Networking event

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

After a brief hiatus, CEP now provides RRP trainings to contractors about twice a month. This quarter we created a stipended volunteer position to help as a guest instructor. For now our outreach is limited to word of mouth and our website calendar.

The information source table below represents the 30 participants who participated in RRP classes this quarter – all of whom used our new online registration form.

<b>Info Source – RRP</b>	<b>Participants Year To Date</b>
EPA Website	12 (40%)
Internet Search Engine	5 (14%)
Oregon CCB	9 (11%)
Oregon DHS	0 (1%)
Employer	0 (1%)
Other	4 (5%)
<b>Total</b>	<b>30</b>

Oregon HEAT

We have yet to receive our funds for Oregon HEAT.

## Media Development

CEP has contacted the editors or reporters of 49 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 17 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, and Concordia News.* *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.

We are currently constructing a portion of the website specifically for the press which will have with past coverage, FAQ, and a media packet available for download.

## Media Events by Program

This quarter we had one media event through a radio station blog. A volunteer set up a brief meet-and-greet through her favorite radio station.

Sept 2, 2010 - KINK FM came to CEP's office to provide the staff with a fruit bouquet and KINK "swag." Several KINK staff posed with CEP staff for photos that went up on KINK FM's photo blog.

Sept 15, 2010 – Gresham outlook dedicated a column in their Resources for Home Improvement section, giving an overview of CEP programs and specific upcoming Lead Poisoning Prevention and Weatherization Workshops.

## 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 Lead Poisoning Prevention Coordinator is active in an online community called LeadNet, in which local community members, activists, and educators discuss lead issues.

This year we open purchased a Constant Contact account, an email marketing tool. Every month 15-20 emails fall off the mailing list because 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.

We currently

- Have 1000 contacts divided into separate mailing lists
- Have an above-average open and click-through rates for non-profit organizations

This quarter we

- Sent a Year-End Newsletter
- Sent a Train the Trainer email detailing an upcoming training

### Viral Marketing

Viral 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.

This quarter we have

- Facebook: 111 fans
- Twitter: 51 followers
- YouTube: 9 subscribers, 9 friends 1500+ views of CEP videos

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>
January	686	638	764	847	1394
February	464	546	479	772	867
March	442	479	576	628	1022
April	368	434	439	620	1104
May	377	631	433	738	939
June	384	412	487	634	820
July	374	390	514	614	722
August	569	497	374	580	910
September	619	619	609	819	1019
October	896	859	978	1033	-
November	815	1003	748	1081	-
December	703	717	788	999	-
<i>Total</i>	<i>6697</i>	<i>7225</i>	<i>7193</i>	<i>9665</i>	<i>9094</i>
<b>Difference from previous yr</b>	<b>+1753</b>	<b>+528</b>	<b>-31</b>	<b>+2472</b>	<b>+2542</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 now in 2009-2010 year we have seen a record amount of website traffic every single month. March had an exceptional jump due to the creation of the RRP webpage at a time of exceptional interest.

The Outreach Coordinator 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.

This quarter we

- Posted new job opportunities
- Created a temporary registration page for Train the Trainer participants
- Updated brochures and flyers to their newest versions
- Added the new ICURA flyer to the website

The most popular segment of the website this quarter shifted each month, between *Calendar, Training and Consulting, Programs, and Jobs.*

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

The most common key phrases that visitors typed into search engines were: *Community Energy Project, Plastic Storm Window Kits, and Jamb up, and Lead Brochure*. Visitors from over 25 different countries visit the site every month.

Brochure Development

We regularly update all brochures as necessary.

This quarter we

- Combined the Safety Repair insert into the In-Home Services brochure
- Created a new insert for ICURA for the In-Home Services brochure
- Updated funding list on all brochures
- Altered brochures to have individual email and extension numbers by program
- Updated photos on brochures as needed
- Overhauled the Retail Fundraiser form to be more simplified and to include new items

<b>Brochure Printing</b>	<b>Total for Quarter</b>	<b>Total for Fiscal Year</b>
General	300	300
Weatherization Workshop	100	100
Lead Poisoning Prevention	0	0
In-Home Services	550	550
Volunteers	0	0
ICURA inserts	550	550
Retail Forms	30	30
Train the Trainer Consulting	200	200
<b>Total</b>	<b>1730</b>	<b>1730</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.

Building Signage/Branding

Last fiscal year we partnered with Art on Alberta to design, paint, and mount a mural on the outside of our building. Community members that attended the Art Hop community event had the opportunity paint portions of the mural. This quarter the panels were completed and coated in an anti-graffiti coating.

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	3	0	0
East Multnomah Co.	0	0	0
<b>Program Total</b>	<b>3</b>	<b>0</b>	<b>0</b>
Lead Poisoning Prevention	14	0	0
RRP	20	0	0
<b>PWB total</b>	<b>24</b>	<b>0</b>	<b>0</b>
<b>Workshop Total</b>	<b>27</b>	<b>0</b>	<b>0</b>

None of the workshops have been translated so far this year.

Other In-Kind Donations this fiscal year:

- Outreach and Marketing Supervisor paying 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
- 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 - \$302.17
  - Chaun MacQueen - \$135.78
  - Sherrie Smith- \$13
  - 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 will be creating a technology program. CEP has many computers over 6 years old across three types of Operating Systems (XP, VISTA, and Windows 7). We have not had a systematic way to track passwords, make repairs, and have inconsistent software across computer types. Software discs are not organized, the computers are not networked in any kind of logical way, and some computers do not have the proper equipment to function in a sustainable way.

This quarter we moved away from Microsoft Outlook as our Email client to Google Apps. The O&M Supervisor researched companies to help with mail migration and the more complex components of the switch, and found a company to provide support for 1/3 of the price of other agencies.

The change to GApps from MS Outlook was necessary for the following reasons

- MS Outlook was having installation problems on some of the older computers
- Staff without laptops can now access email remotely, from any computer
- Email does not need to be backed up as it's stored on the server
- GApps is more reliable, has fewer errors, and is consistent in style and format between accounts
- GApps has more efficient spam filters

When considering installing new software (such as antivirus software) we install it on several computers across all three operating systems to test it for problems. If it's effective, we install it on every single computer.

This quarter we fixed some of the most critical computers and started very basic infrastructure. We have begun to

- Inventory computer software
- Reformat computers with critical errors
- Eliminate incorrectly done hard drive partitions
- Create a system for software storage and organization
- Uninstall necessary software and install missing software
- Create a new backup process to systematically protect data from loss

We have

- Changed our antivirus software to MS Essential and MalwareBytes
- 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
- Installed MS Office Professional 2010 on all computers
- Created a database to track passwords for computers and email accounts

- Created a repair/password change/software installation request form and process
- 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 database to track software installation and repairs, and computer retirement
- Re-created a computer naming system to track future networking and repair issues (with key to old naming system)
- Given presentations at All-Staff Meetings to keep staff up-to-date on changes

### Mentoring Clara Barton VISTA Corps Member

This is the second year CEP has been chosen as a host for a Clara Barton Vista Corps (CBVC) member. The Volunteer Coordinator has decided to stay with CEP for her second year of service. Details about her extensive work are well documented in the Volunteer Services report.

This quarter the O&M Supervisor became the mentor for two additional CBVC members, whose sites did not work out. The Volunteer Coordinator is Danielle, the Program and Development Assistant is Carlie and the second Program and Development Assistant is Brooke. They worked together on grants as well. For more information, see the Volunteer Services Report.

Brooke and Carlie started getting regular check-ins from both the O&M Supervisor and the Executive Director. They had some difficulties with focusing on work, which was corrected with a location change and more regular check-ins.

They completed their service in August, and the O&M Supervisor completed individual CBVC reports for all three members. We threw a going-away party for Carlie and Brooke, went over their accomplishments for their term of service, and gave them exit interviews. Together they secured \$200 in gift cards for volunteer recognition

#### Carlie (6 months)

- Worked with CEP staff to set up Water Workshops
- Registered Water Workshop participants and entered survey data
- Wrote up PowerPoint presentation for hearing impaired participants and future Volunteer Workshop Leaders
- Wrote 5 grants worth up to \$32,600

#### Brooke (3 months)

- Wrote eight grants worth \$9,500-50,000.
- Grants supported roof repairs, support for distributing Oregon HEAT energy assistance, In-Home Services.

Danielle

In September we had a “VISTA Visioning Day” where Danielle and her supervisor spent a full 8 hours outside of the office to discuss her professional development, make alterations to her work plan, think about sustainability of her position, and to work on some challenges in the workplace.

Training

- 7/15/10 – NAYA Educational Luncheon – the Native Community in Portland
- 7/20&7/21/10 – Poverty Institute – a “hands on two-day poverty institute for educators, health, justice, social service professionals, and community members who want to better understand poverty and to gain tools for making a difference.”
- 8/26 & 8/27/10 - Oregon Master Naturalist and Master Watershed Steward
- Master Recycling Training (Wednesdays in September & October)

Day-to-Day Support

- Weekly check-ins and minutes
- Monthly paperwork – VISTA timesheets, Monthly Activities Reports
- Filing, database management, paperwork
- Report writing – phrasing, structure, etc.
- Data management – using data to create compelling points, data analysis
- Conflict management / communication

## C. Development of an Outreach Plan

Within the year, the Outreach and Marketing Supervisor will analyze the past four years of collected outreach data and will use this information to form an outreach plan with the Executive Director.