

## **ENERGY PROGRAMS OUTREACH PLAN**

The Low-Income Home Energy Assistance Program (LIHEAP) is a federally funded block grant program that is comprised of three different programs - Crisis Intervention Program (CIP), Low Income Energy Assistance Program (LIEAP) and Weatherization. There are also non-Federal Crisis Intervention Programs – Duke Energy Progress NC Share the Light, Piedmont Natural Gas Share the Warmth, Duke Energy Progress NC Settlement Rate, and Wake Electric Roundup.

To maximize the success of this program, outreach to county residents through key community partner stakeholders, each county department of social services is required to develop and implement an Energy Program Outreach Plan (EPOP). This plan is a framework to assure that eligible households are made aware of the assistance available through these programs.

The county director and/or his/her designee is required to develop the EPOP, which addresses outreach and application activities related to the Energy Programs. The Outreach Plan is due to North Carolina Department of Health and Human Services (NCDHHS) by July 31, 2025.

Each county must form an outreach planning committee that creates the opportunity for county level collaboration to discuss and plan how to effectively reach county residents to inform them of the services provided by the energy programs. The committee should meet at least twice yearly; September for outreach planning related to LIEAP and April to review the outcomes related to LIEAP and to plan for outreach activities for summer weather. Energy Assistance Outreach Plan

*Answer all questions below. Address CIP, non-Federal CIP, and LIEAP where appropriate:*

### **COMMITTEE MEMBERSHIP**

The Director of Social Services should engage a number of various community partners such as Vendors, Housing Authority, Public Libraries, Public School System/Local Colleges/Head Start, Legal Services, Meals on Wheels, Media, Public Health/Health Centers, Churches, Food Banks, Councils on Aging/Senior Centers, Community based Indian organizations, Volunteer Programs, Vocational Rehabilitation Offices, and Transportation, services, etc.

1. Provide a list of committee members and their agencies.

<b>Agency/Committee Member Names</b>	<b>Address</b>
Guilford County DHHS	1203 Maple St. Greensboro, NC 27405
Guilford County DHHS	325 E. Russell Avenue. High Point, NC 27260
Senior Resources of Guilford	600 N. Hamilton St. High Point, NC 27260
Senior Resources of Guilford	301 East Washington St. Greensboro, NC 27405
Adult Center for Enrichment	P.O Box 13048 Greensboro, NC 27415
Various Local Churches	
Beacon Management Group	Affordable senior housing community
Greensboro Urban Ministry	305 West Gate City Blvd. Greensboro, NC 27409
Greensboro Public Library	219 N. Church St. Greensboro, NC 27401

Greensboro Housing Authority	450 N. Church St. Greensboro, NC 27401
High Point Housing Authority	500 E. Russell Ave. High Point, NC 27260
Social Security Administration	6005 Landmark Center Blvd. Greensboro, NC 27409

2. Provide potential meeting dates, times, locations, as well as agenda topics.

Date	Time	Location	Agenda Topics
9/18/2025	10:00am	1203 Maple St. Greensboro, NC 27405	Eligibility requirements for Energy programs Potential amounts of assistance Application options
5/15/2026	10:00am	1203 Maple St. Greensboro, NC 27405	Review Fall LIEAP outcomes Eligibility requirements Potential amounts of assistance Application options

Define how DSS/DHHS will work with the committee as well as any other agencies to collaborate regarding the Energy Program and how outreach will be provided to the citizens in your area.

We will provide information at scheduled outreach events as well as provide applications to community partner agencies. We will connect with our local energy providers and media to ensure community awareness of the energy programs available.

1. What is the process for referring customers? What marketing tools or items will be used (please provide a copy of your previous marketing materials & how you plan to enhance those in the future)?

The state NCFast system has, in recent years, mailed information to previous recipients for automatic payments as well as other program information. We will utilize local media as well as posters, flyers and brochures within the agency. Guilford County will also conduct outreach to elderly and low income housing communities to ensure program access.

2. What strategy does the county have to continue collaborative efforts with community partners to complete outreach activities to target potential eligible households including individuals and families?

We plan to work closely with senior housing sites to assist residents and housing managers with the completion of applications. We work closely with the Aging and Adult Services Division as well as Senior Resources of Guilford County. We will utilize both state and agency DAAS reports to target areas of highest vulnerability as a priority.

3. What additional activities will be conducted to target households with members under the age of 5, 60 and older, and disabled?

This agency will collaborate with Greensboro Housing Authority and High Point Housing Authority to target households with children under the age of 5, the disabled, and individuals over the age of 60.

Media involvement is vital to the success to outreach activities. How will county utilize media such as newspapers, social media, radio and television stations to publicize the Energy Programs?

All media outlets will be advised of upcoming program deadlines and what the requirements are for applicants seeking assistance.

1. Provide a list of media outlets that will be used as well as timeframes in which they will be contacted (provide examples of how the county can enhance these efforts).

The following media outlets will be notified within 30 days of the program start date: WFMY News 2, Fox 8 News, WXII News 12, ABC 45 News, Spectrum News, Greensboro News and Record, High Point Enterprise and Rhinoceros Times.

## **ORGANIZATIONAL STRUCTURE:**

Counties are required to provide application processes for CIP, non-Federal CIP programs, and/or LIEAP. This information must be reported to the NCDHHS annually.

1. Provide hours of operation, location and whether the programs are in house or contracted out. If your agency contracts out to other agencies attach the contract(s).

<b>Days/Hours of Operation</b>	<b>Name/Location</b>
Monday-Friday 8am-5pm	Guilford County Department of Health & Human Services 1203 Maple St. Greensboro, NC 27405
Monday-Friday 8am-5pm	Guilford County Department of Health & Human Services 325 East Russell Ave High Point, NC 27260

## **BEST PRACTICES:**

Best practices are a method or technique that has been generally accepted as superior to any alternatives because it produces results. Best practices are essential to the program.

1. If your county has gone above and beyond what is listed on this form please provide this information below:

Guilford County staff has met with Senior Living Communities as well as low-income housing areas to ensure paper applications were available. We have assisted with application completion as needed, answered questions to ensure customers received benefits as quickly as possible.

2. Any additional comments or activities for CIP, non Federal CIP, and/or LIEAP:

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### CONTACT INFORMATION:

Your contact information is essential to the success of the Energy Programs. Please complete the following information.

Name: Charita Sutton

Address: 1203 Maple Street Greensboro, NC 27405

Telephone: (336) 641-5010

Email: [csutton0@quilfordcountync.gov](mailto:csutton0@quilfordcountync.gov)

Please indicate which program:

☒ LIEAP

☒ CIP

**This plan must be approved by the local Board of Social Services/Human Services Board or local agency governing body prior to submission. Refer to the latest Dear County Director Letter for instructions on how to submit this document to the North Carolina State office.**

\_\_\_\_\_  
Board of Social Services/Human Services or governing body Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Director's Signature

\_\_\_\_\_  
Date