



# Community Based Organization Distribution of EE Kits

Joint SAG and Income Qualified Committees Meeting,  
Weds, May 13<sup>th</sup>

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Educating Communities on Environmental Justice

## 40 Years of PCR

- ▶ Founded by Hazel Johnson, Mother of Environmental Justice
- ▶ PCR operates out of the Altgeld Gardens community (a public housing facility) on the far South-side of Chicago
- ▶ Altgeld Gardens has about 3,500 residents. And has the **highest percentage of people living in poverty and the lowest per capita income** in the city.
  - ▶ Food, pharmacy and banking desert.
  - ▶ Excessive environmental contamination - “Toxic Donut”
  - ▶ Limited sidewalks and public transportation
- ▶ Our Approach:
  - ▶ Grassroots power-building
  - ▶ Advocacy
  - ▶ Strategic Partnerships



# Idea: Community-Based Distribution of EE Kits



- ▶ Our idea is for community-based organizations, such as PCR to distribute energy efficiency kits and promote their installations.
- ▶ PCR would like to conduct energy efficiency programs and distribute EE kits (power strips, EE kits, shower heads, lightbulbs) to community members in the Calumet River area.
  - ▶ There are many families that have no access to these EE items.
- ▶ **Idea Replication:** The [EE Incentives program](#) in Tennessee. The program creates a partnership between a nonprofit organization and a leading energy provider. The organization delivered up to 8,500 kits to their community.
- ▶ **Success:** The program promoted increased IQ customer engagement, promoted brand awareness and drove EE opportunities.

# Idea Benefits

- ▶ Kits have the many benefits for IQ communities. The positive impacts to IQ customers include:
  - ▶ **New Markets.** Kits can be used as a way to reach out to customers in new markets to increase utility program awareness and promote other program.
  - ▶ **Customer Segmentation.** Programs can target specific underserved customer segments like public housing customers to affect energy savings where program participation rates are traditionally lower.
  - ▶ **Behavioral Program Engagement.** Kits can be used to engage customers in behavioral programs to “opt-in” to additional program platforms

All of these benefits can directly assist our IQ community members

# Questions??

Cheryl Johnson, Executive Director

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