



INCOME ELIGIBLE BRANDING GUIDELINES

*Approaches that are effective
in communities*



CHICAGO BUNGALOW ASSOCIATION

JUNE 6, 2017 | IL EE STAKEHOLDER ADVISORY GROUP

WHO TO TRUST?

THIS LOW INCOME DEMOGRAPHIC EXHIBITS LACK OF TRUST IN INSTITUTIONS

- Community structures are fraying
- People feel neglected, disrespected
- Alternative energy suppliers heavily target, also scam solicitors

What sets us apart? We are a trusted membership organization with strong relationships with over 16,000 homeowners in Chicago.

How we establish trust:

- *"We meet you where you are"*
- Treating with respect



WE ARE TRUSTED

TRUST IS PARAMOUNT WITH THE WORK WE DO - A BARRIER FOR INSTITUTIONS

- Energy Savers Grant work is invasive
- Homeowners need to let us in their homes on multiple occasions
- Homeowners need to share sensitive information with us

57% of all grant recipients heard about us through word-of-mouth from neighbors, family and friends!



WE OVERCOME BARRIERS

TRUST & FLEXIBILITY ALLOWS US TO OVERCOME UNEXPECTED BARRIERS

- Flexibility in marketing tactics
- Simplifying the application process
- Hand-holding when necessary (ex. help clearing cluttered attics)
- Front-end education (CBA)
- Back-end education of methods used (contractor to homeowner)
- Managing expectations
- Building relationship with contractor
- Eliminating homeowner copay/processing fee

33% of Energy Savers Grant applications are rejected, declined or unresponsive

CO-BRANDING WORKS

EXAMPLES OF PAST SUCCESSES

- DCEO, IL Energy Now, utility logos, Energy Impact IL, Retrofit Chicago...

Energy Savers Grant Application

The Chicago Bungalow Association's Energy Savers Grant funds weatherization services with an emphasis on insulation, air sealing and other health and safety measures to low and moderate income, vintage homeowners in Chicago. This comprehensive grant is designed to help make your home more energy efficient, affordable, comfortable and safe. If your application is preliminarily approved, our weatherization contractor will contact you to schedule an energy assessment of your home to determine the scope of work needed. Scope of work is based on the discretion of our contractor and approved by the Chicago Bungalow Association. You may apply online by visiting www.chicagobungalow.org/apply, or submit the application below.

Maximum Household Income	Number of People in Household							
	1	2	3	4	5	6	7	8
	\$44,250	\$50,600	\$56,900	\$63,200	\$68,300	\$73,350	\$78,400	\$83,450

*The Energy Savers Grant is income restricted and calculated using the City of Chicago's Area Median Income (AMI) chart.

HOMEOWNER INFORMATION:

Homeowner Name(s): _____

Home Address: _____ City/State: _____

Zip Code: _____ Telephone #: (____) _____ Community Area: _____

Email Address: _____

Race (optional):

Asian American Indian/Alaskan Native Black/African American Hispanic/Latino Native Hawaiian/Pacific Islander White

HOUSEHOLD INCOME & OCCUPANCY INFORMATION:

Number of Household Members: _____ Approximate Household Income: _____

Name of Occupant (include all current occupants)	Relationship to Homeowner	Age
_____	SELF	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____



CHICAGO BUNGALOW ASSOCIATION



Illinois Department of Commerce & Economic Opportunity
OFFICE OF ENERGY & RECYCLING



HISTORIC
CHICAGO BUNGALOW ASSOCIATION

FREE Personalized Energy Assessment FREE Energy-Saving Products for Your Home

With all new offerings for those of you who have participated in the past!

Dear Member,

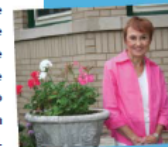
The Historic Chicago Bungalow Association is pleased to pass on information about a great energy-saving opportunity to our bungalow and vintage homeowners! Jumpstart your savings with Peoples Gas and ComEd®. You'll receive a free personalized energy assessment and free energy-saving products with installation.

Already participated in the past? Awesome!

If you've participated in the past, you can participate again! There are lots of changes to the program including new electric products being offered as well as free programmable thermostats being installed for both furnaces and boilers.

Call 844-367-5867 to schedule your appointment!
For more information, visit peoplesgasdelivery.com/jumpstart.

HCBA is a trusted membership organization. We only share programs we fully support. We have received nothing but positive feedback from our members who have participated, and encourage you to participate and share this information with your neighbors and friends.



"We've been saving on our energy bills. It's exciting to see these products make a difference!"

- Carleen L., West Ridge



Using the information we have learned over 9 years of grant implementation for Low Income homeowners, our approach is to "meet you where you are", and always with respect.



CHICAGO BUNGALOW ASSOCIATION

[WWW. CHICAGOBUNGALOW.COM](http://WWW.CHICAGOBUNGALOW.COM)