

Mecklenburg County Department of Social Services/Human Services

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 – Share the Light, Share the Warmth, Wake Electric Round Up, and Helping Each Member Cope.

To maximize the success of this program, each County Department of Social Services is required to develop and implement an Energy Program Outreach Plan (EPOP), that is outreach to county residents through key community partners and stakeholders. 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 be delivered 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, Child Support Agencies, 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.

- Ada Jenkins Center
- Alternative Living Solutions
- Amara Wellness
- Atrium Health
- Arc of NC
- Bethlehem Center Head Start
- Bradley-Reid Corporation
- Camino Community Center
- Care Ring
- Carolina Family Alliance
- Carolina Therapeutic Services 1st
- Carolina Refugee Resettlement Agency
- Carolinas Care Partnership
- Catholic Social Services
- Central Piedmont Community College
- Community Care Partner of Greater Mecklenburg
- Center for Community Transitions
- Charlotte Area Fund
- Charlotte Family Housing
- CMC Elizabeth Family Medicine
- Communities in Schools
- Community Support Services
- Prevention & Intervention Services
- Davita Dialysis
- Day by Day Family Services
- DSI Dialysis
- Family Endeavors
- Family First Community Services
- Family Innovations
- Fresenius Kidney Care
- Gracemar Services
- Heavenly Hands Family Services
- HomeCare for the Carolinas
- Innervision, Inc
- Inlivan
- Latin American Coalition
- Lutheran Services Carolinas
- Matthews Help Center
- Meck Pre-K
- Metroline Assn. for the Blind
- NC Care 360
- OneCare Behavioral Health System
- Piedmont Health Services and Sickle Cell
- Pride in North Carolina
- Progressive Recovery Resources
- Promise Resource Network
- Quality Home Care Svcs
- RAIN
- Renaissance West Community Initiative
- Roof Above
- Salvation Army Women's Shelter Ctr of Hope
- Smart Start
- Symmetry Behavioral Health
- The Relatives
- Thompson Child and Family Focus
- Urban League of Central Carolinas

Economic Services Division (ESD) will hold quarterly meetings with “Community Partners”.

Community Outreach

Historical senior properties/community centers where senior applications are taken. Initial contact is via phone calls to the property managers followed by emails with CIP and LIEAP flyers attached. Field visits will be made to take or pick-up applications from residents.

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

The **Partner Agency Network** meetings are held monthly. Agenda items include information dissemination, suggestions for greater community impact, lessons learned and outreach improvement strategies.

The “**Community Partners**” meetings will be held quarterly. Agenda items include dissemination, suggestions for greater community impact, lessons learned and outreach improvement strategies. Community Partners are listed below (those in **blue**, North Mecklenburg; Huntersville, Cornelius and Davidson will be engaged and those in **green**, East Charlotte, will be re-engaged for FY26):

Senior Properties

- 940 Brevard
- Ada Jenkins Center
- Anita Stroud
- Avion Senior Apartments
- Arbor Glen Apartments
- Archdale Senior Apts.
- Autumn Place
- Barringer Garden Apts.
- Bellamoor at the Park
- Bingham Park Apartments
- Chambers Point at Ayrley
- Charlotte Area Fund
- Charlotte Spring Apts.
- Cherry Gardens Apts.
- Cornelius Village Apts.
- Cottages on Jetton
- Crown Court Apartments
- Deer Hill Apartments
- Eastway Crossings
- Everett House
- Evoke Living at Eastland
- Fairmarket Plaza Apts.
- Farm Lane Apartments
- Forest Pointe Place
- Gables at Druid Hills II
- Galloway Crossings
- Gillfield Park
- Guardian Angels Villas
- Harmony Place at Grier Heights
- Hickory Place Apartments
- Hillcrest Apartments
- Huntington Green MBHP
- LaSalle at Lincoln Heights
- Magnolia Gardens Senior Apts.
- Mayfield Memorial Apartments
- Midland Commons Apartments
- Mineral Springs Commons
- Montclair Apartments
- Moss Place @ Centra Square
- Pamlico Apartments
- Prosperity Place Apartments
- Renaissance at Antiquity
- Rockwell Place Senior Apts.
- Rodden Square Apartments
- Sardis Trace Senior Apts.
- Sharon Manor Apts.
- Springcroft at Ashley Park
- St. Andrews Homes Senior
- Steele Creek Senior Apts.
- Strawn Tower Apts.
- The Bungalows
- The Dannelly at the Catawba
- The Gables at Druid Hills I
- The Gables at Druid Hills II
- The Landing at Park Rd.
- The Mulberry Senior Apts.
- The Retreat at Renaissance
- University Square Senior Apts.
- White Hill Apartments

- CN Jenkins Memorial Presbyterian Church
- Commonwealth United Methodist
- Community Outreach Christian Ministries
- Connect Church
- Connections - An Assurance Faith Community
- Convergence Church
- Cooks Memorial Presbyterian Church
- County Club Heights Neighborhood Association
- Covenant United Methodist Church
- Coventry Woods Neighborhood Association
- Crosspoint Worship Center
- Davidson Presbyterian Church
- Derita Baptist Church
- Derita Church
- Desiring God Community Church
- Devonshire Elementary
- Devonshire Homeowners Association
- Durham Memorial Baptist Church
- E. Charlotte Coalition of Neighborhoods
- East Baptist
- Eastbrook Woods Community Association
- Eastwood Acres Community Association
- Eastern Hills Baptist
- Eastway Baptist
- Eastway Middle School
- Eastway Park/Sheffield Park Neighborhood Association
- EBC Steele Creek Church
- Ebenezer Baptist Church
- Echo Hills Neighborhood Organization
- Elevation Church
- Elevation Church - Uptown South End
- Every Nation Baptist Church
- Faith Baptist
- Faith CME Church
- Faith Haven Ministries
- Faith Liberation Christian Church
- Faith Memorial Baptist Church
- Fifteenth Street Church of God
- First Baptist Church – Cornelius
- First Baptist Church – Huntersville
- First Baptist Church - West
- First Church Charlotte
- First Mt. Calvary Baptist Church
- First Mt. Zion Missionary Baptist Church
- First United Pentecostal
- ForCLT
- Four Seasons Homeowners Association, Inc.
- Freedom Christian Center
- Freedom Division Advisory Council
- Freedom House Church
- Friendship Missionary Baptist Church
- From the Heart Church Ministries
- Galilee Ministries of East Charlotte
- Garden Memorial EPC
- Garr Memorial
- Gethsemane Baptist Church
- GetREADY for Jesus Community Church
- Glorious Church of God
- Good Shepherd Church
- Good Shepherd Lutheran
- Grace Baptist
- Grace Bible
- Grace Communion International
- Grace Memorial Baptist Church
- Greater Bethel AME
- Greater Gethsemane AME Zion Church
- Greater Mt. Sinai Baptist Church
- Greater Providence Baptist Church
- Greater Salem Church
- Greater Temple Baptist Church
- Grier Heights Presbyterian
- Grove Park Neighborhood Association
- Hampshire Hills Neighborhood Association
- Harbor Baptist Church
- Harris Boulevard Coalition of Neighborhoods
- Harvest Church
- Heirs Christian Center Church
- Hickory Grove Baptist Church
- Hickory Grove Baptist Church – North Campus
- Hickory Grove Elementary
- Hickory Grove Presbyterian
- Hickory Grove Recreation Center
- Hickory Grove United Methodist
- Hillcrest Baptist Church
- Holy Covenant United Church of Christ
- Hope Chapel
- Hope Community Church of Metrolina
- Hoskins Avenue Baptist Church
- Howie Acres Community Association
- Hunter Acres Baptist Church
- Hunters Chapel United Methodist Church
- Idlewild Elementary
- Iglesia Bautista de Hickory Grove
- Iglesia Bautista La Voz
- Inglesia Bautista de Hickory Grove
- Iglesia Cathlica Nuestra Senora de Guadalupe
- Iglesia Cristiana Roca de Salvacion
- Inglesia De Dios Peniel
- Iglesia Pentecostal Camino A La Vida Eterna Charlotte
- Iglesia Puerto Nuevo
- Imagine Church of the Carolinas
- Invest Collegiate Transform
- J.H. Gunn Elementary
- J.M. Alexander Middle School
- J.W. Grier Elementary
- Jesus Christ Abundant Life - The River
- Judah Church
- Kinetic Christian Church
- King of Glory Breakthrough Temple
- King's Cross
- Kingdom Builders Church International
- Kingdom Builders IMFC
- Kingdom Christian Church
- Kingdom Covenant Church
- Kingdom Fellowship Christian Center
- Kingstree Neighborhood Association
- Korean First Presbyterian
- Lake Forest Church - Huntersville
- Lamp Light
- Latin American Coalition
- Latter Rain Church of NC
- Laurel Woods Neighborhood Association
- Lawrence Orr Elementary
- Lebanon Road Elementary
- Legacy on the West Side - Davidson
- Liberty Baptist Church
- Life Baptist
- Life Center International
- Lifebuilders Church
- Living Church of Our Lord
- Long Creek Elementary
- Macedonia Baptist Church
- Mallard Creek Presbyterian Church
- Marathon Praise Ministries
- McClintock Middle School
- McClintock Presbyterian Church
- McLean Road Baptist Church
- Mecklenburg Community Church
- Mecklenburg Interfaith Network
- Meeting Place Church
- Memorial Presbyterian Church
- Memorial United Methodist
- Mercy Church
- Metropolitan Community Church
- Midwood Baptist
- Midwood Central POA
- Milton Acres Coalition
- Mint Hill Baptist
- Mision Cristiana Brasa Ardiente
- Mission City Church
- Missiongathering Charlotte
- Morningstar Baptist Church
- Morris Farm Homeowners Association
- Mosaic Church
- Mosaic Church Metro Campus
- Movement Church Charlotte
- Mt. Carmel Baptist Church
- Mt. Olive Missionary Baptist Church
- Mt. Zion Missionary Baptist Church
- Mulberry Baptist Church
- Muslim Education Center
- Nations Ford Community Church
- New Beginnings Community Church
- New Bethel Church of God in Christ
- New Bethlehem FBH Church - God
- New Calvary Pentecostal Church
- New City – Idlewild Campus
- New Covenant AME Church
- New Friendship Presbyterian Church
- New Hope Baptist
- New Hope Missionary Baptist
- New Life Church of God
- New Life Fellowship Church
- New Outreach Christian Center
- New Zion Missionary Baptist Church
- Newer Dimensions Church of God in Christ
- Newell Presbyterian Church
- North Davidson United Methodist
- North Mecklenburg High School
- Northlake Assembly of God
- Northside Church
- Northside City Church
- Oak Grove Methodist
- Oak Grove United Methodist Church
- Oakdale Baptist Church
- Oakhurst Community Neighborhood Association
- Our Lady of Consolation Catholic Church
- Our Lady of the Assumption Catholic
- Parkview Neighborhood Association
- Philadelphia Presbyterian
- Plaza/Eastway Partners/North East Community Coalition
- Plaza Midwood Neighborhood Association
- Plaza Presbyterian
- Plaza Road Baptist
- Plaza Shamrock Neighborhood Association
- Plaza United Methodist
- Pleasant Grove Presbyterian Church
- Pleasant Grove United Methodist Church
- Pottstown Heritage Group
- Progressive Baptist Church
- Progressive Church of our Lord
- Project 70 Forward
- Queen City Apostolic
- Queen City Church
- Ravenwood Neighborhood Association
- ReBirth Cathedral of Praise
- Reeder Memorial Baptist Church
- Reedy Creek Baptist
- Reeves Temple AME Zion Church
- Reflections Church Charlotte
- Reid Park Academy
- Remnant Outreach Ministries
- Renaissance West Community Initiative
- Renovatus Church
- River of Life
- Robinson Presbyterian
- Rockwell AME Zion Church
- Romanian Baptist Church of Charlotte
- Sacred Souls Community Church
- Sacrifice of Praise Ministry
- Sait Thomas Aquinas Catholic Church
- Second Calvary Baptist Church
- Seigle Avenue Church of God
- SGT – USA Buddhist Association
- Shady Brook Baptist Church
- Shamrock Dr. Baptist
- Shamrock Hills Neighborhood Association
- Shannon Park Neighborhood Association
- Sharon Forest Neighbors
- Sherman Memorial COGIC
- Shiloh Institutional Baptist Church
- Silver Mount Baptist Church

- Silverwood Community Association
- Simpson-Gillespie United Methodist Church
- Smithville Community Coalition
- South End Presbyterian Church
- Spirit of Liberty Worship Center
- St. Andrews Episcopal
- St. George Jacobite Orthodox Church
- St. John Neumann Catholic
- St. Joseph Vietnamese Catholic Church
- St. Luke Catholic
- St. Luke Missionary Baptist Church
- St. Mark United Methodist Church
- St. Mary's Syro Malabar Catholic Church
- St. Paul Baptist
- St. Paul Community Baptist Church
- St. Paul Presbyterian
- St. Phillip Missionary Baptist Church
- State Line Church of Christ
- Statesville Road Baptist Church
- Starmount Neighborhood Association
- Steele Creek AME Zion Church
- Steel Creek Church of Charlotte
- Steele Creek Church of Charlotte - Ministerio Latino
- Stonington Homeowners Association
- Sugaw Creek Presbyterian Church
- Sunset Road Baptist Church
- Tabernacle Baptist Church
- Tabernacle of Praise Center
- The Exchange Church
- The Love Church Charlotte
- The Redeemed Christian
- The Restoration Place Church
- The Rock Worship Center
- The United House of Prayer
- The Vine United Methodist
- Thomasboro Academy
- Thrift Baptist Church
- Thrift United Methodist Church
- Torrence Chapel AME Zion Church
- Treasuring Christ
- Trellis Point Condominium Owners Association
- Victory Christian Center
- Trinity Baptist Church
- Trinity Nazarene Church - Charlotte
- Trinity Park Baptist Church
- Trinity United Methodist Church
- Trinity Worship Center Seventh-Day Adventist Church
- True Light Christian Church
- Tuckaseegee Recreation Center
- United Bethel AME Zion Church
- United House of Prayer - Huntersville
- United Wesleyan Church
- Unity of Charlotte
- University Church of Christ
- University City Church
- University City United Methodist Church
- University Hills Baptist Church
- University Memorial Baptist Church
- University Park Baptist Church
- Unitarian Universalist Church of Charlotte
- Villa Heights Community Organization
- Walking By Faith Community
- Walls Memorial AME Zion Church
- Warehouse 242
- Watershed Charlotte
- Waypoint Community Church
- We Walk By Faith Ministry
- Weeping Willow AME Zion
- West Blvd. Neighborhood Coalition
- West Charlotte Church
- West Charlotte Church at Freedom
- West Charlotte Recreation Center
- Westerly Hills Academy
- Westside Baptist Church
- Westview Christian Church
- Williams Memorial Presbyterian Church
- Wilora Lake/Verndale Glen Neighborhood Association
- Wilson Heights First Church of God
- Windsor Park Neighbors, Inc.
- Winterfield Neighborhood Association
- Woodland Presbyterian Church
- Woodlawn Baptist Church
- Work Alive Christian Faith Center
- World Mission Society Church of God
- World Worship Church
- Zion Temple of Pentecost

Define how DSS/DHS 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.

Public Information will send out news releases to all media outlets and will update the County website with current Energy Program information; program dates, eligibility criteria, income guidelines, how/where to apply as well as copies of the Energy applications in English and Spanish. Applications will be shared with Child, Family and Adult Services social workers. Social workers will share with their clients how to apply for services through the Energy Program. Information will be shared at the Community Relations Stakeholders Group Meeting and Senior Citizen Nutrition Program sites to make residents aware of how to apply. Energy Program posters and flyers will be provided to all Park and Rec and Mecklenburg County Library branches.

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

Through advertising (radio, TV, City bus ads, digital geofencing, billboards, print media, text SMS and emails from Duke Energy and Piedmont Natural Gas), community referrals, Eligibility Specialists, Social Workers, Community Partners, Energy flyer distribution, door hangers, ESD Website, Social Media and word of mouth, Mecklenburg County residents are referred to **North Carolina ePASS** at: <https://epass.nc.gov> to apply for benefits, submit documents for existing cases and more to learn about and apply for all our ESD programs, including Energy. The

information shared also includes the multiple ways residents can apply for Energy Assistance (flyers attached).

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?

ESD will continue to enhance senior outreach efforts via education and intake at senior and low-income housing communities; continue to collaborate with community partners to provide services through consistent and timely communication and distribution of Energy Program materials, improve outreach to all households within the County and initiate education and intake opportunities within strategically researched Zip Codes and comparisons. For FY26, we will continue our efforts from FY25 to re-engage with East Charlotte houses and increase our presence in North Mecklenburg county ; along with places of worship and neighborhood organizations/coalitions. By re-engaging, we anticipate having in-person communication with these community partners and will increase program participation in this area. ESD will inform potential and current recipients of the program's existence and the benefits to those in need while ensuring that applying for Energy is seamless and efficient for homebound seniors & seniors with minimal access to independent or public transportation.

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

For FY26, we will use Charlotte Mecklenburg Schools communication tool to reach more parents with school age children, ESD will continue to work with Child Care Provider agencies to target households with minor children, as well as take applications at school events, e.g. Open Houses, Smart Start programs, Head Start Bethlehem Center, MECK Pre-K registration and information sessions, etc. ESD will engage Case Managers and Social Workers in Child, Family and Adult Services (CFAS) Adult Protective and Child Protective Services areas. Foster partnerships with Sr. Centers, Parks and Rec. Centers, Centralina Area Agency on Aging; Veteran Services, churches, neighborhood organizations/coalitions, etc. to provide program information and application assistance. Continue to engage historical senior properties/community centers to and take applications for seniors. Additionally, make contact with new senior properties. Initiate contact via phone calls to the property managers followed by emails with Energy flyers. New senior properties will include face to face meeting with property managers.

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

The Energy Program Manager, Outreach Coordinator and Supervisors will work with the County's Public Information team to engage Radio, Local news TV, Digital Geofencing, Peachjar, Billboards, Print Media, Google tracking and social media for frequent advertising. Publicity campaigns will be developed and used by the Energy team to consistently communicate application locations,

community information sessions, program requirements, additional application hours of operation, how to apply and various application methods.

5. 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):

TV Stations (WCNC, WSOC, WBTV, Spectrum News, WTVI, WBAV, WCCB, WJZY, WTSP, KIRO), Radio (WBT- AM/FM, WSOC-FM, WGSP-FM, WBAV-FM, WPEG, WAVO, WXNC-AM, WOGR-AM, WNKS-FM, WEND-FM, WSIX-FM, WQNC-FM, WOSF-FM)

Social Media (Facebook, Twitter, Instagram, Next Door). Media sources will be contacted 2-3 months prior to the LIEAP season onset to begin advertising 1 month prior. CIP advertising will continue throughout the fiscal year; however, a heavier advertising emphasis will be placed on CIP during the summer and winter months.

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).
Energy (CIP and LIEAP) –3205 Freedom Drive, Charlotte, NC 28208 and 430 Stitt Road, Charlotte, NC 28213 Monday to Friday, 8am to 5pm.

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:**

Mecklenburg County ESD fostered a strategic partnership with Duke Energy to reach households and share LIEAP information since FY22. ESD was given rights to the Duke Energy Business Portal to access customer account information. Having this access saved the Energy Team time by not having to call Duke Energy to obtain payment/billing history or verify the name of the account holder. Each LIEAP season, Duke Energy leads a five (5) week marketing campaign by reaching out to approximately 72,000 of their Mecklenburg County customers via text/SMS and/or email to make them aware of LIEAP/CIP funding. Included in the messaging is a link to the Duke Energy website with a separate landing page offering information about ways to apply for LIEAP/CIP, links for NCFast, Mecklenburg County's All ACCESS POINT and the ESD website. LIEAP & CIP information are also provided to Duke Energy customers through their call centers. For FY26, Mecklenburg County ESD requested that Duke Energy and PNG continue additional targeted marketing within

Hispanic and non-English speaking communities. Duke added a Spanish version option to their text messages. We hope to utilize this same option with Duke and PNG for FY26. Duke Energy initiated a Payment Navigator Pilot Program with their Mecklenburg County residents. This program was put in place to help their chronically delinquent customers. Through this program, Duke Energy made ±500 referrals to our Energy Program.

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

For FY25, Energy Assistance Programs implemented a campaign metric tracker which covers the advertising efforts from 12/30 through 3/30. This comprehensive tracker will provide clear insights into the performance of the advertising campaign over the full three-month period. It will help us evaluate key metrics such as impressions, clicks, engagement, and more—enabling data-driven decisions and strategic optimizations to improve future campaign results. Our plan is to continue using the campaign metric tracker in FY26.

CONTACT INFORMATION:

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

Name: Adonica Hampton

Address: 301 Billingsley Dr., Charlotte NC 28211

Telephone: 980-314-6372

Email: Adonca.Hampton@mecklenburgcountync.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