

ReEnergize Meeting Notes 8/27/2012

Attendees list attached

Identification of hurdles:

1. Complexity of grant
2. Slow start – process problems
3. Inefficient management
4. Program is hampered by consumer and leverage partner trust issues
5. Communication concerns

Laying of Groundwork for moving forward (proposal from Councilman Gray attached)

Major Areas to address to ensure best chance of success

Data

Program requires data from OPPD and MUD, both utilities have proved to be not great partners in accessing this data. The program prefers an excel file and utilities, when willing, provide .pdf. Timeline is at the utility discretion. Current work around being done by Staff and by Omaha Healthy Kids Alliance but neither are consistent or efficient. Program purchased program to scrape data and it is working okay but not great. Largest concern is about creating a way to obtain data after the grant is over by homeowners and energy auditors to continue to build the market. Councilman Gray is going to follow up with OPPD and Senator Mello is going to review his previous conversations with OPPD. Explore helping with staff issues at utilities to relive backlog and help with process development. Possible Task Force to work through issues.

Education

Metro Community College has classes available for contractors but at this time is unwilling to move the schedule or alter the course offerings due to limited demand. Contractors are required to take Installer I, Installer II prior to taking Crew Chief Course. Next Installer I course starts Sept. 10. Daniel Lawse is going to send a letter to all previous participants in the education advising of the opportunities for employment available by contacting Mr. Davis. Classes for future participants may be able to be subsidized based on a synergy grant. Both program and MCC know about this funding opportunity.

Marketing

The program still needs a hook for consumers. Suggested spending serious time working to develop tangible selling angles for residents to be advocates for the program. Single sell sheets, less words, more direct benefits. Possible Task Force to work through issues

Problem Identification/Resolution

Any outstanding issues should be directed to Mr. Cunningham, Planning Director, for immediate resolution. Attached are praises and emails of concern about the program. Continued improvement is needed in problem resolution.

Other notes:

Expected need is 35-50 Contractors (with crews of 1-3) and 20 energy auditors. Currently there are 13 of each, approximately.