

*The Sierra
Club's work on
Community
Engagement
Strategies for
KUB*

**Building Trust between
KUB and the Community**



The Problem



- KUB's award-winning Weatherization Program, administering TVA's Home Uplift Program, was running out of income-qualified applicants.
- Already secured funding could be lost if the list of applicants wasn't replenished.

The Solution




- **SEED, SACE, Three³ and the Harvey Broome Group of the Sierra Club were asked to assist KUB with conducting community outreach to help recruit eligible households into KUB's weatherization program.**
- **Under SEED's leadership, these partners designed a strategy for immediate recruitment and long-range education outreach.**
- **The Sierra Club's job was to create a video to document the upgrade progress and interview program recipients to show the program's impact on people's lives. We were specifically asked to address mistrust in the community that held people back from signing up for the upgrades. To do so, we approached the project through the individual, personal experiences of community members trying to access the project.**

What We've Done So Far



- We've joined forces with Shelly O'Barr, a video instructor at UT, who will supervise script development, create a shot breakdown list, shoot and edit the video, and do final post-production.
- We've written a script covering an estimated 2/3 of our proposed video. The script seems engaging, and community members agree that it's genuine and persuasive.
- We've prepared ourselves by participating in 3 of the SEED Community Engagement workshops.
- We've surveyed existing video materials from KUB and TVA's Home Uplift program.
- One in particular explored the area we were concerned with. Apparently shot in Memphis, it showed community members sitting at tables, educating each other and helping each other fill out the applications. We look forward to creating a similar sequence in Knoxville.

What we have left to do

- **To complete the script, we need to connect with participants who have received an upgrade and gone through the program.**
 - **We need to connect with workers who have done home inspections and interview them.**
 - **We need to connect with workers who perform the upgrades, interview them and film them on the job.**
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We're asking for some support from our partners.

1. We're proceeding to outline the rest of our script and film the portion already written. We need support in the following areas to complete the video:
 - a. Contact information for a few of the households that have received upgrades.
 - b. Contact information for companies that have performed the upgrades.
 - c. Metrics on the energy and money savings achieved by program participants.
 - d. Information about how many applications have been turned in, how many have been accepted, and how many upgrades have been completed.



How KUB can reach out directly

KUB could step up their own promotional activities:

- a. Announce the program through KUB's several media channels.
- b. Have support materials at the 11 KUB payment kiosks, especially paper copies of the application forms.
- c. Also, have posters at those kiosks advertising the program.
- d. Develop a program to provide one-on-one help in filling out the application.
 - i. Have weekend hours for chat help on the application.
 - ii. Hire and train community members to assist with the application process.