



# Reaching the “Hard-to-Reach”

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## Engaging Underserved Communities

Tulare County Supervisor Pete Vander Poel  
June 18, 2015

# Overview

- ▶ Issues and Needs of Unincorporated Communities
- ▶ Potential or existing community infrastructure deficiencies
- ▶ Partnership between County and Utility Companies
- ▶ County department and non-profit organization participation and services offered
- ▶ Community outreach efforts
- ▶ Photos from events
- ▶ Results

# Issues and Needs of Unincorporated Communities

- ▶ **Poverty**

- ▶ Large percentage of individuals live below the poverty line

- ▶ **Deteriorating housing**

- ▶ Most homes built decades ago out of compliance with county building codes

- ▶ **Many individuals are farm workers**

- ▶ Plagued by high unemployment rates
  - ▶ Limited job opportunities
  - ▶ Low education levels

- ▶ **Poor access to healthcare, crime prevention, and limited public services**

# Potential or Existing Community Infrastructure Deficiencies

- ▶ **Wastewater**

- ▶ Lack of proper sewer system

- ▶ **Water**

- ▶ Access to clean and/or uncontaminated drinking water

- ▶ **Stormwater**

- ▶ Lack of proper drainage

- ▶ **Safe Routes**

- ▶ Lack of streetlights, sidewalks, and ADA curb ramps

# Community Census Information

## Waukena

- ▶ **Population size:** 175
- ▶ **Individuals below poverty level:** 17.1%
- ▶ **Education:** 30.8% of individuals are not high school graduates
- ▶ **Unemployment rate:** 3.8%
- ▶ **Median household income:** \$27,386
- ▶ **Housing units in community:** 65
- ▶ **Housing Structures:**
  - ❑ **Mobile homes** – 15.4%
  - ❑ **Traditional Homes** – 84.6%
  - ❑ **36.9% of structures were built between 1940-1959**
  - ❑ **House heating fuel:**
    - **Bottled, tank or LP gas** – 70.8%
    - **Utility gas** – 15.4%
    - **Electricity** – 10.8%

# Community Census Information

## Alpaugh

- ▶ **Population size:** 1,026
- ▶ **Individuals below poverty level:** 54.5%
- ▶ **Education:** 56.2% of individuals are not high school graduates
- ▶ **Unemployment rate:** 42.9%
- ▶ **Median household income:** \$25,341
- ▶ **Housing units in community:** 252
- ▶ **Housing Structures:**
  - ❑ **Mobile homes – 42.5%**
  - ❑ **Traditional Homes – 53.9%**
  - ❑ **36% of structures were built between 1960-1979**
  - ❑ **House heating fuel:**
    - **Bottled, tank or LP gas – 0%**
    - **Utility gas – 61.4%**
    - **Electricity – 25.9%**

# Partnership between County and Utility Companies

## ▶ **Access Issue**

- ▶ Small, rural and lowest income communities can be difficult to reach
- ▶ As a result, these communities do not get much attention
- ▶ Often times resources are spent in more populated areas where access to residents and businesses may be easier

## ▶ **Collaboration with county opens door for utility companies to connect with residents/businesses**

- ▶ Elected official may have greater success than a utility company in bringing residents/businesses to an informational community event
- ▶ An elected official is able to involve county resources, departments, and/or programs to benefit the community
- ▶ Having an elected official involved provides validation to the programs, as a result, more people take advantage of program offerings
- ▶ Provides elected official with an opportunity to assist the small, rural communities through the assistance of utility energy efficiency programs

## ▶ **Bottom line:** To help small communities with not only becoming energy efficient, but in learning more about other utility and County programs

# Partnership between County and Utility Companies, (cont' d)

## ▶ Assistance Programs Offered by PG&E at Events:

- ▶ Energy Savings Assistance Program
  - ▶ An income qualified weatherization program that offers customers energy-saving home improvements at no charge
- ▶ California Alternative Rates for Energy Program (CARE)
  - ▶ Program offers significant discounts on gas and electricity to income qualified customers
- ▶ Middle Income Direct Install Program (MIDI)
  - ▶ Targeted program that provides a limited number of free energy efficiency measures in homes/apartments without income qualification
  - ▶ Program has limited funding and is only offered through government partnership programs such as the Valley Innovative Energy Watch Partnership (VIEW)

## ▶ The VIEW Partnership

- ▶ Collaborates with PG&E, Southern California Edison, Southern California Gas Company, the San Joaquin Clean Energy Organization, and the local governments in Tulare County and Kings County to help communities become more energy efficient.
- ▶ Provided support and funding to assist in getting information into the hands of the residents and businesses in the community; assisted in organizing community events

# Event Participants and Services Offered

## ► Tulare County Departments

- **Alcohol and Other Drug:** Educational information on substance abuse as well as prevention, treatment and recovery services
- **Mental Health:** Individual, group, and family therapy information, health care referrals, crisis emergency assistance information
- **Warmline:** Number to call when an individual needs to speak with someone who will listen to their concerns without judgment or criticism
- **Fire Department:** Fire safety education for children and adults as well as novelty fireperson hats and stickers
- **Sheriff's Department:** Resources regarding the PAL youth program, the TipNow program, civil services and novelty items such as stickers
- **Public Health:** Free flu shots, Healthy Nutrition program information handouts as well as guides to the Women, Infants and Children Program (WIC)
- **Animal Control:** Licensing of dogs and cats information, education on responsible pet ownership including information regarding spay/neuter programs available to control animal population
- **Probation:** Job announcements, informational fliers on county gangs, at-risk youth programs, probation services and DUI programs
- **Human Services:** Child Welfare Services (CWS), Foster Care Licensing information, TulareWorks handouts regarding Medi-Cal, General Assistance, and Tulare County Medical Services (TCMS)

# Event Participants and Services Offered (cont' d)

## ► **Utility Companies and Local Non-Profits**

- **PG&E, Southern California Gas Company, VIEW Partnership:** Energy Savings Assistance Program, CARE Program, MIDI Program
- **Kings View South Tulare County Mobile Unit:** Provides “in the field” culturally competent mental health services to underserved/un-served individuals of all ages and families in small communities of South Tulare County
- **Southern California Gas Company: Energy Savings Assistance Program,**
- **VIEW Partnership:** Pools their resources to offer South Valley residents and businesses energy incentives and rebates. Connects communities with money saving resources, energy efficiency tips, engaging programs and events.
- **Proteus, Inc.:** Presence of 38-foot “Green” Mobile Unit designed to reach rural communities to promote sustainable energy, promote green sector employment opportunities and to deliver information on energy assistance programs to low-income individuals.

# Community Outreach Efforts

- ▶ All marketing materials printed in English and Spanish
- ▶ Posters hung throughout communities
- ▶ Event fliers for parents distributed to school district and sent home with each student
- ▶ Letter from Supervisor mailed to each household
- ▶ Door hangers hung on each household
- ▶ Social media posts on Twitter, Facebook and County web page
- ▶ Press Release to local media outlets
- ▶ Marketing materials highlighted offering of raffle prizes and complimentary food, first aid kit and flu shots

**FREE Flu Shots!**

**Alpaugh Energy Awareness Event**  
Monday, October 20, 2014  
5:30pm - 6:30pm

Alpaugh School Auditorium  
Come and join Supervisor Vander Poel, Pacific Gas and Electric Company, Southern California Gas, Proteus and Tulare County to learn about **no-cost** and **low-cost** energy programs that will assist you in lowering your energy bill. Community resources will also be in attendance to show you how they can benefit you and your community.

**FREE Flu Shots**  
**FREE Food and Refreshments**

**Giveaways & A Grand Prize**

**Question?** Please Call (877) 748-0841 or Visit [ViewtheEnergy.com](http://ViewtheEnergy.com)

**Pacific Gas and Electric Company**  
**VIEW**  
**PROTEUS INC.**

**Giveaways & A Grand Prize**

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Alpaugh School Auditorium  
Monday, October 20, 2014  
5:30PM - 6:30PM

Join us to hear how your business or household can save with **low cost** and **no-cost** energy programs. Community service providers will also be on hand to provide information on various programs.

**Question?** Call (877) 748-0841 or Visit [ViewtheEnergy.com](http://ViewtheEnergy.com)

View the Energy program is provided by California utility companies and other service providers. View the Energy program is provided by California utility companies and other service providers. View the Energy program is provided by California utility companies and other service providers.

**Celebrate Energy Awareness Month in Your Community!**

**Alpaugh Energy Awareness Event**  
Monday, October 20th  
5:30pm - 6:30pm  
At Alpaugh School Auditorium

Join us to hear how your business or household can save with **low cost** and **no-cost** energy programs. Community service providers will also be on hand to provide information on various programs.

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**FREE Food & Refreshments**  
**Giveaways & A Grand Prize**

**Pacific Gas and Electric Company**  
**VIEW**  
**PROTEUS INC.**

**COUNTY OF TULARE**  
**BOARD OF SUPERVISORS**

**PETE VANDER POEL**  
Supervisor - District Two

October 8, 2014

**Dear Alpaugh Residents,**

In recognition of October as Energy Awareness Month, I am pleased to announce that the County of Tulare and the Pacific Gas and Electric Company (PG&E) have come together to provide the Alpaugh community with a one-of-a-kind informational event. By attending this event, residents can learn how to take advantage of several and low-cost programs designed to lower energy bills by improving energy efficiency. This informational event will take place on Monday, October 20, 2014 from 5:30 p.m. to 6:30 p.m. in the Alpaugh School Auditorium. All community members are encouraged to attend in order to learn about the programs available, as well as to take the opportunity to sign up for the services that will be offered. Complimentary refreshments will be served and each household will receive a home first aid kit. Tulare County Public Health will also be administering flu shots at no cost to participants.

This outreach event is being provided as part of an effort to assist the residents of Alpaugh. Community service providers will be on hand to provide information about the various programs and resources that are available to the people of Alpaugh. The following service providers will be present at the event:

- Alcohol and Other Drug
- Pacific Gas and Electric Company (PG&E)
- Tulare County Mental Health Services
- Tulare County Volunteer
- Tulare County Fire Department
- Tulare County Sheriff's Department
- Women, Infants and Children (WIC)
- Tulare County Public Health
- Tulare County Animal Control
- Tulare County Probation Department
- Kings View South Tulare County Mobile Unit

For more information, please contact the Tulare County Board of Supervisors' office at (559) 836-5000. I hope that you will join me at this informational and resource-filled event on October 20<sup>th</sup>. Please bring this letter with you to receive your free kit.

Sincerely,

*Pete Vander Poel*  
Pete Vander Poel, District Two  
Tulare County Board of Supervisors

Administration Building 3000 W. Hurst, Visalia, CA 93291 (559) 636-5000 FAX: (559) 733-4898

# Event Photos



# Results

- ▶ Over 35 homes signed up for energy assistance programs
- ▶ Over 150 individuals received flu shots
- ▶ Increased awareness of various county resources and programs
- ▶ Increased awareness of accessible energy efficiency assistance programs
- ▶ Increased goodwill within communities towards county government, utility companies, and local non-profit organizations

# Questions?

- ▶ **Contact:** Pete Vander Poel
  - ▶ Tulare County Supervisor, District Two
- ▶ **Phone:** (559) 636-5000
- ▶ **Email:** [pvanderpoel@co.tulare.ca.us](mailto:pvanderpoel@co.tulare.ca.us)

**Thank you!**