

Conversations about Income



Presented by Sherrie Pelsma, Program Director

In Today's Presentation...

- About Community Energy Project
- What makes it hard to talk about income?
- Why we have to talk about it anyway
- Barriers and solutions
- Questions and answers

Community Energy Project

Community Education

- Basic Weatherization
- DIY Attic Insulation
- Lead Poisoning Prevention
- Lead-Safe Home Projects
 - HEPA Vacuum Lending

In-Home Direct Services

- Basic Weatherization
- Home Repairs
- Home Energy Score
 - Free for Low-Income

1,400+ Households a Year

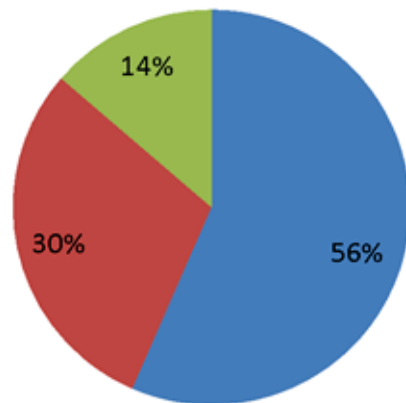


Who We Serve

86% of households have a very low income

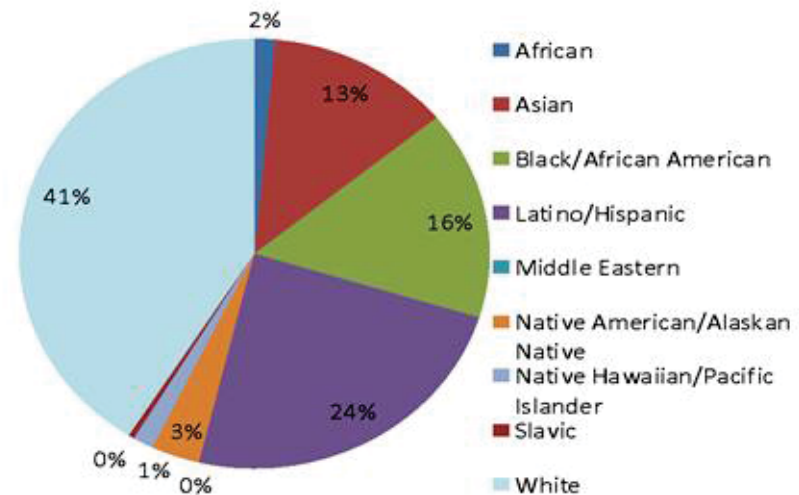
56% of participants identify as a Person of Color

Income



- Extremely Low Income: Under 30% of Median Income
- Low Income: Under 50% of Median Income
- Moderate Income: Under 80% of Median Income

Race / Ethnicity



- African
- Asian
- Black/African American
- Latino/Hispanic
- Middle Eastern
- Native American/Alaskan Native
- Native Hawaiian/Pacific Islander
- Slavic
- White

Savings Within Reach

Qualified households receive additional incentives.
The contractor must income qualify the customer.

Savings Within Reach household income qualifications

Household size	Gross annual income minimum	Gross annual income maximum
1 resident	\$23,095	\$54,240
2 residents	\$30,201	\$62,040
3 residents	\$37,307	\$69,720
4 residents	\$44,413	\$77,520
5 residents	\$51,519	\$83,760
6 residents	\$58,625	\$89,880
7 residents	\$59,958	\$96,120
8 residents	\$61,290	\$102,360

Who thinks that last part is awkward? Why?



“Hi! I’m a perfect stranger!

Soooo... how much money do you make?”

Is it Worth the “Risk” to ask?

People deserve the incentives that can make a real difference



It Could be Lucrative



Is Income as Visible as you Think?



About those barriers...

- I don't want to offend my customer
- None of my customers will meet the income guidelines
- I just don't like asking / makes me uncomfortable



It Doesn't have to be Weird, Honest.

Image courtesy of WWF



- There is nothing to be ashamed of, or proud of. It's a neutral question.
- Have the right mindset
- Manage potential reactions

Questions?

