

**Green Madison Ambassador Project
Green Madison and the Urban League of Greater Madison
November 2011**



Pictured above: Sheila Miles, Jochebed Jones, Elijah Washington, & Deshon Hardy



EXECUTIVE SUMMARY

The Green Madison Ambassador Project is a temporary job creation program designed to help long-term unemployed individuals improve their work experience and self-confidence by participating in Green Madison's marketing efforts. "Green Ambassadors" visited over 17,000 homes during the four week project hanging door placards and increasing awareness of Green Madison.

Program goals:

- To provide employment opportunities to Madison area residents that experience long-term unemployment (unemployment longer than State or Federal benefits are available).
- To provide training, work, and a positive experience for the Green Madison Ambassadors.
- To build awareness of Green Madison, targeting 17 neighborhoods with high owner occupancy, average home value, median income and average year built (analysis).
- To get residential home owners in the targeted neighborhoods to sign-up for the Home Performance with ENERGY STAR assessment and increase the number of completions.

Accomplishments:

- 10 people temporarily employed
- 17,000 homes received Green Madison information
- 85 Green Madison leads generated as of January 4, 2012.

Participating staff:

City of Madison: Larry Studesville, Paul Grimyser & Mary Lou Kruse.

Urban League of Greater Madison: Vernon Blackwell, Jane Moy & Mark Richardson.



The flyer features a green background with a dashed white circle at the top. A vertical black bar on the left contains the text "Schedule your Home Energy Assessment today! Go to: cityofmadison.com/greenmadison or call us: 877.399.1204". The main text reads "Saving starts at home introducing GREEN MADISON". Below this, a section titled "What's included?" lists four bullet points: "Free services—Your personal energy advocate gives you tips on saving energy and helps you every step of the way.", "Peace of mind—Home energy assessment tests your home's efficiency and safety.", "Financing—A special low-interest loan and cash incentives offset energy improvement costs.", and "Quality assurance—Follow-up testing ensures the work was done right." At the bottom, there are logos for "GREEN MADISON" (with a leaf icon), "focus on energy" (with a sun icon and "Partnering with Wisconsin utilities"), and "summit ENERGY SOLUTIONS" (with a person icon).

Schedule your Home Energy Assessment today!
Go to: cityofmadison.com/greenmadison or call us: 877.399.1204

Saving starts at home
introducing
GREEN MADISON

What's included?

- Free services—Your personal energy advocate gives you tips on saving energy and helps you every step of the way.
- Peace of mind—Home energy assessment tests your home's efficiency and safety.
- Financing—A special low-interest loan and cash incentives offset energy improvement costs.
- Quality assurance—Follow-up testing ensures the work was done right.

GREEN MADISON

focus on energy
Partnering with Wisconsin utilities

summit
ENERGY SOLUTIONS

BACKGROUND

Green Madison staff worked with Madison Gas and Electric (MGE), the City's Planning & Development Division, EnAct, and Wisconsin Energy Conservation Corporation (WECC) staff to identify and select neighborhoods that would benefit the most from energy efficiency work. The team identified a total of seventeen neighborhoods, with 18,266 households, that average 65 percent owner occupancy. (See table *Targeted Neighborhoods*). The intent was to develop a neighborhood challenge, but the project was adjusted when the opportunity to work with unemployed individuals arose.

Targeted Neighborhoods		Households	Owner Occupancy	Avg. Value	Median Income	Ave. Year Built
Berkley Oaks	Dist 12	1,031	59%	\$153,700	\$38,694	1966
Dudgeon Monroe	Dist 10	1,254	74%	\$311,400	\$74,117	1929
Eastmorland	Dist 15	1,591	83%	\$161,900	\$55,110	1953
Emerson East	Dist 12	1,050	60%	\$180,160	\$49,691	1925
Glendale	Dist 16	1,002	62%	\$186,300	\$57,732	1958
Greenbush	Dist 13	1,114	22%	\$253,480	\$41,513	1918
Hawthorne	Dist 17	469	54%	\$146,800	\$53,133	1955
Hill Farms University	Dist 11	1,598	53%	\$289,800	\$60,956	1960
Lake Edge	Dist 16	1,021	85%	\$172,300	\$61,699	1951
Lakeview Hill	Dist 18	555	64%	\$188,800	\$51,065	1961
Lerdahl Park	Dist 18	402	76%	\$296,948	\$66,982	1966
Midvale Heights	Dist 20	1,459	88%	\$238,374	\$73,158	1958
Schenk-Atwood-Starweather-Yahara	Dist 6	1,994	59%	\$209,000	\$49,691	1925
Sherman	Dist 12	1,191	59%	\$158,241	\$41,133	1953
Sunset Village	Dist 11	852	78%	\$240,500	\$70,088	1947
Vilas	Dist 13	734	49%	\$436,500	\$57,040	1919
Westmorland	Dist 11	949	90%	\$248,000	\$71,766	1950
	Totals:	18,266	65%	\$223,360	\$56,356	1947

Green Madison and the Urban League of Greater Madison's staff worked together to develop a project charter for the Green Ambassador project. The project charter documented the business case and became the roadmap for implementation. After each organization has an opportunity to add their input and provide feedback, the final draft clearly identified roles and responsibilities.

PROJECT

The Urban League of Greater Madison and the Faith Community Coalition recommended 20 individuals to participate in the four week program. The Urban League of Greater Madison conducted the final selection and contracting process (for temporary employment), which included background checks on all Green Ambassadors. At the start of the program twelve Green Ambassadors were hired. During the first week of the program, two individuals left the project for permanent employment, so a total of 10 individuals completed the Ambassador project.

The City of Madison conducted two introductory training sessions at the Urban League of Greater Madison, with Ambassadors required to attend one four-hour session. Training was broken down into three segments. The first segment provided an overview of the Green Madison program and basic information about energy efficiency. The second segment described the project, identified goals and objectives, included examples of two variations of neighborhood maps, and provided a 30 second referral for home owners. The final segment focused on safety. As part of the safety training a City of Madison police officer conducted some basic self defense training and described safe work attire, appropriate behavior, tips for when to call for help and explained the importance of working in teams of two or more. Before finishing up for the day, Ambassadors completed the necessary employment paperwork and were given information on how to secure a free bus pass (one month) if they did not have transportation, but

Ambassadors were required to pick up the bus pass from one of four locations around Madison before the first day of work.

Once the project launched (see timeline below), Ambassadors reported to the Urban League of Greater Madison every Monday morning for a check-in. The check-in provided opportunities for Ambassadors to switch teams, turn in maps for completed neighborhoods, choose new maps (neighborhoods), pick up additional supplies, and provide tips and feedback to Ambassadors and supervisors. Check-ins averaged fifteen minutes, with many Ambassadors leaving earlier. Check-ins were part of the established hours for the project, Monday – Thursday, 9 AM – 2 PM, with a standing requirement to get approval to alter or change work hours from the Urban League of Greater Madison supervisor. Ambassadors were also required to text in and out at the beginning and end of each day. At least one of the team members would send the supervisor a text stating “employee(s) beginning work” and then another text at the end of their shift “employee(s) ending work” to help document hours and to ensure the safety of workers. Staff from Green Madison and the Urban League of Greater Madison conducted weekly site visits to check progress and to ensure the project advanced smoothly.

After the completion of the project, Ambassadors were asked to attend a debrief session. Approximately six of the ten Ambassadors attended the debrief session. Each of the participants was asked to provide information regarding their 4-week work experience, including:

- Suggestions for improving future projects,
- Comments about this project, likes and dislike, and
- Reflections on what they have gained from their participation.

Green Madison staff shared some initial information about the impact of the Ambassador project at the debrief session. Comments from the Ambassadors included:

- Weight loss from walking/good exercise
- Some streets did not appear on the maps
- Tips for placing flyer in the door (some blew away)
- Increase pay
- Provide a water bottle
- Take a methodical approach in neighborhoods
- Find spots for breaks (food or bathrooms) in advance

TIMELINE

- Training sessions
 - Tuesday, Nov. 1 (1 PM – 5 PM)
 - Friday, Nov. 4 (9 AM – 1 PM)
- Work conducted
 - Beginning - Monday, Nov. 7, 2011
 - Ending – Friday, Dec. 8, 2011
- Debrief session
 - Tuesday, Dec. 13, 2011
- Report
 - January 2012



Pictured above – Deshon Hardy, Sheila Miles, Enette Steps-Smith, Kenneth Fleming, and Jason Flowers

BUDGET

Staffing - Ambassadors (10 individuals, \$8 per hour, 20 hours per week, 4 weeks)	\$6,400.00
Supplies- Door hangers (18,000)	\$ 880.00
Tote Bags	\$ 156.00
Name Tags	\$ 30.00
Markers/notepads	\$ 25.00
<u>Total:</u>	<u>\$7,491.00</u>

RESULTS

Collection of inquiries and sign-ups from the Ambassador Project were tracked at the Green Madison (City Office) and at the call center (WECC Office). Green Madison participants are asked how they learned about Green Madison, with some respondents identifying the Ambassador Project immediately. As a follow-up, participants are asked to identify any program marketing materials that stood out during their initial appointment with a Green Madison Energy Advocate, which served as a secondary tracking mechanism. Once the project began, new sign-ups and responses were sorted and tracked by zip codes and addresses. Comparisons were made to target neighborhoods to attribute sign-ups and inquiries originating from the Ambassador Project. As of December 5, over 65 inquiries were reported from the targeted neighborhoods (8 - zip code area), with several participants indicating the door hangers is the reasons they contacted Green Madison. This is a significant number given the time of year (holiday season). In early January the total number of inquiries for the Ambassador Project was 85. Green Madison staff feels it is highly likely there will be several more inquiries after the holiday season that will be attributed to the Ambassador Project after this report is finished.

LESSONS LEARNED

Gratitude - The gratitude the Ambassadors expressed for the opportunity and their desire to continue working created an impression on us. The Urban League of Greater Madison is working with the Ambassadors in an attempt to place them into permanent positions. The city's staff that participated in the project developed a relationship with several of the Ambassadors and offer suggestions for seeking employment with contractors participating in the Green Madison program and offered to serve as references for the Ambassadors.

Backgrounds - Another important lesson occurred during the training at the beginning of the project. The City asked a veteran officer (Mary Ann Thurber) to conduct the safety training. Mary Ann uses her sense of humor as a tool during her safety training. Surprisingly, after the training session two of Ambassadors commented that the training was their first positive experience with a law enforcement official, especially a funny one!

Adapt – The City provided additional neighborhood maps because the Ambassadors were working so fast. The motivation of the Ambassadors to do a good job and complete the project on time led to the completion of an additional neighborhood. Ambassadors were asked to skip any areas that were apartments, condos, or that had “no solicitation” signs posted, which lowered the total number of target residences.

MEDIA COVERAGE

- Culey, T. (2011, December 28). Green Ambassadors made door-to-door efforts to increase energy efficiency in homes. Madison Commons [Online]. Retrieved January 4, 2012 from: <http://www.madisoncommons.org/?q=node/1088>
- Staff. (2011, December 29). Getting the Green Word Out. The Capital City Hues [Print].

Article #1 – Madison Commons (<http://www.madisoncommons.org/?q=node/1088>)

Green Ambassadors made door-to-door efforts to increase energy efficiency in homes

By [Taylor Curley](#) | Wed, 12/28/2011 - 9:14am

Just in time for winter season, [Green Madison](#) and the [Urban League of Greater Madison](#) teamed up to execute the Green Ambassadors program. This coalition provided temporary employment to citizens and promoted energy efficiency.

Green Ambassadors, funded by the U.S. Department of Energy, aimed to reduce costs of utility bills across the city by going door-to-door advocating weatherization for energy efficiency.



The program’s goal was to target 12,000 single-family homes and 110 businesses.

“Basically what we needed was to get the word out. Energy efficiency is kind of new, we need to get neighbors talking to neighbors,” said Mary Lou Kruse of the Community Development Division for Green Madison.

Green Madison produced door hangers advocating a three-step weatherization process and Urban League students got appropriate training on how to market and distribute them.

“We contacted Urban League because they had great people that just finished a weatherization program,” Kruse said.

The Urban League’s weatherization program focused on unemployed or underemployed individuals interested in construction skills and home energy efficiency. Jane Moy, Member Development Manager of Urban League, said students went through hands-on power tool training and achieved OSHA certification.

“They were ready and were looking for an employer,” Moy said. “It felt so good to see these folks head out to work. They were able to use the skills they learned from their weatherization training and they felt good about it.”

Green Ambassadors distributed 17,000 door hangers, more than their goal. Both Kruse and Moy consider the marketing effort a “huge success.”

The door hangers encouraged interested homeowners to call Green Ambassadors to initiate the first step towards winter weatherization.

The three-step energy efficiency program the ambassadors promoted begins with a consultation. Green Ambassadors provides an “energy advocate” who talks to the homeowner about the program. During a walk-through of the home or business, the advocate identifies ways the client could improve on energy efficiency by checking insulation and window leaks.

If the client decides to adopt the suggestions, they are in charge of executing the weatherization procedures. Once the weatherization is complete, the advocate returns for a follow-up meeting to discuss the project’s success.

People continue to call in for information, Krase said. Green Madison continues to wait for the final results on the program.

Krase said the Green Ambassadors program was short.

“Four weeks was all we could do,” she said. “[The employees] did a phenomenal job though and it was really valuable.”

While Green Ambassadors program wrapped up its last week of promotions on December 5, Krase said Green Madison continues to hold educational workshops in libraries and neighborhood associations to promoting energy efficiency and the weatherization program.

“The Green Ambassadors Program created a pipeline between Urban League and Green Madison,” Moy said, “And it produced good results.”

Both Moy and Krase look toward another possible coalition in the spring.

For more information, or to request an application call 877.399.1204 or visit www.cityofmadison.com/greenmadison

Article #2 – Capital City Hues Vol. 6 No. 26 December 29, 2011

<http://www.capitalcityhues.com/122911GreenMadisonAtULGM.html>

From City of Madison Community Development Division

The Ambassador program began on November 7th with a completion date of December 5, 2011.

Ten Ambassadors in pairs of five teams completed 17 neighborhoods over four weeks.

Individuals were able to work up to 80 hours total for the 4-week program, and this included a 4-hour training session and a one hour follow-up session.

The program began with 12 individuals, with two obtaining jobs (One job related in the construction field), all but one individual had been either finished or in the middle of completing a “weatherization training program” that was being provided through Urban League’s job training program and Project Home. A total of 10 individuals completed the Ambassador program, but not all were able to complete 80 hours due to other commitments. Ambassadors reported at 9 a.m. every Monday morning during

the four-week project at the Urban League of Greater Madison, received their maps and supplies, and determine the “teams” that would be working together, reviewed their transportation strategies and departed to their designated neighborhoods for the duration of the day, ending approximately at 2 p.m. each day.

Green Madison identified 17 neighborhoods totaling 18,266 households, which average 65 percent owner occupancy. Targeted neighborhoods were identified by City of Madison, Madison Gas & Electric (MG&E), and Wisconsin Energy Conservation Corporation (WECC) staff using the following variables: percent owner occupancy, year built, median home value, and median incomes. The targeted neighborhoods include: Berkley Oaks, Sherman, Greenbush, Schenk-Atwood-Starkweather-Yahara, Emerson East, Lakeview Hill, Hawthorne, Eastmorland, Vilas, Glendale, Hill Farms University, Lake Edge, Lerdahl Park, Sunset Village, Westmorland, Midvale Heights, and Dudgeon Monroe.

Staff from Green Madison and the Urban League of Greater Madison provided weekly site visits at area neighborhoods where assigned Ambassadors would be working to check on progress and each team was required to call in to the Urban League at the end of their work day. In addition, oversight of inquiries coming into the Green Madison office and WECC office were tallied during the 4-week period to identify where the inquiries were coming from. Zip codes and addresses were compared to the target neighborhoods to find out if the door hanger project was a direct result of inquiries coming in. As of December 5, over 100 inquiries were reported from all neighborhoods targeted (8 - zip code area) indicating that the door hangers as one of the reasons they were contacting Green Madison.



Green Madison Ambassadors: Deshon Hardy (l-r), Sheila Miles, Enette Steps-Smith, Kenneth Fleming, Jason Flowers