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
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

Thank you!