



A LOS ANGELES  
COUNTYWIDE  
LOW-INCOME  
OUTREACH  
PROGRAM



# Residential Resources and Incentives



# Introductions

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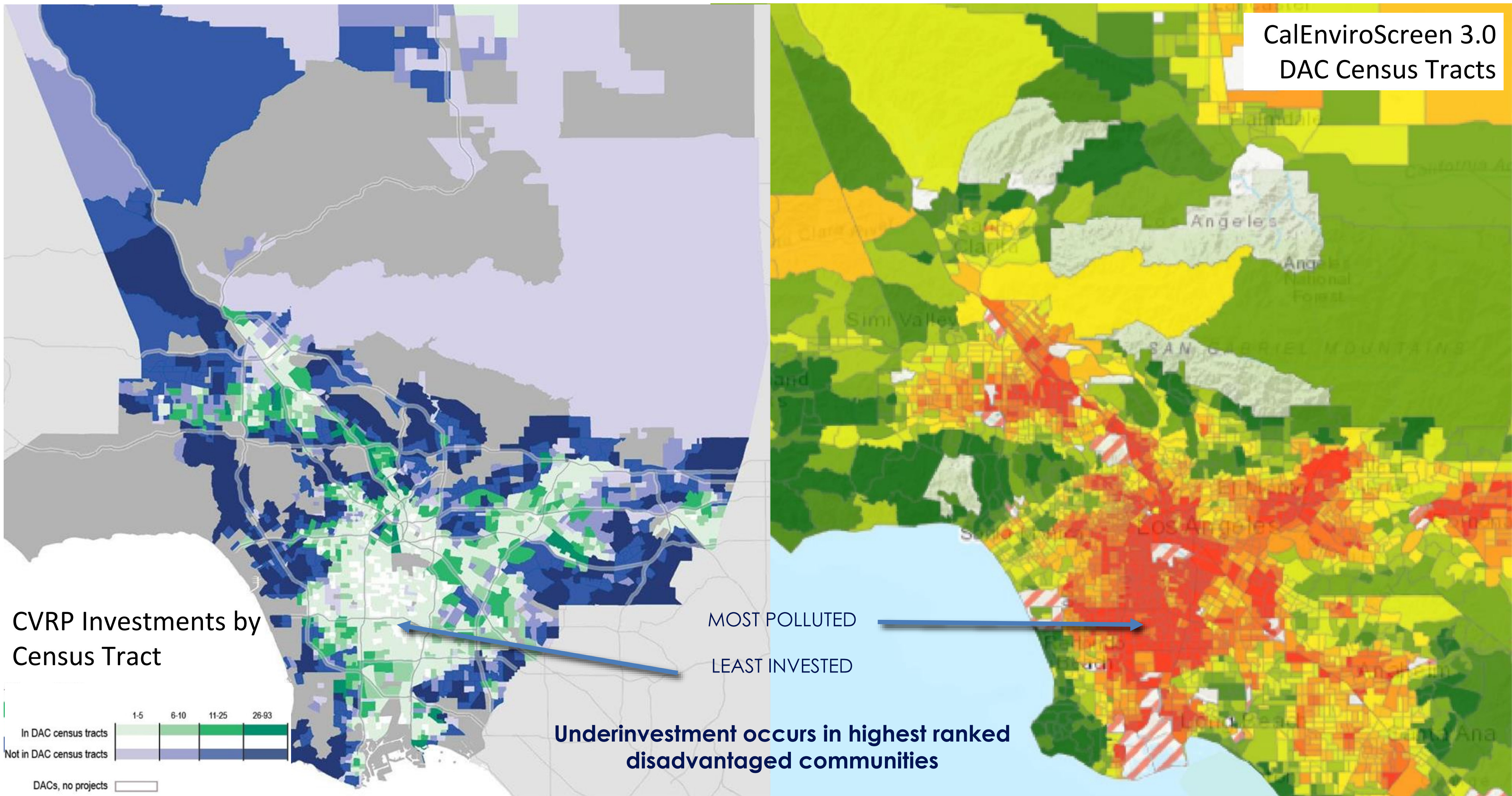


# emPOWER and Liberty Hill Foundation

- At the epicenter of Social Justice in LA County since 1976
- 1980s: Focus on Environmental Justice
- emPOWER launched in 2019
- Regional Hub Model
  - Coalition of Community Based Organizations
  - Liberty Hill: Centralized Administrator and Technical Assistance



CalEnviroScreen 3.0  
DAC Census Tracts

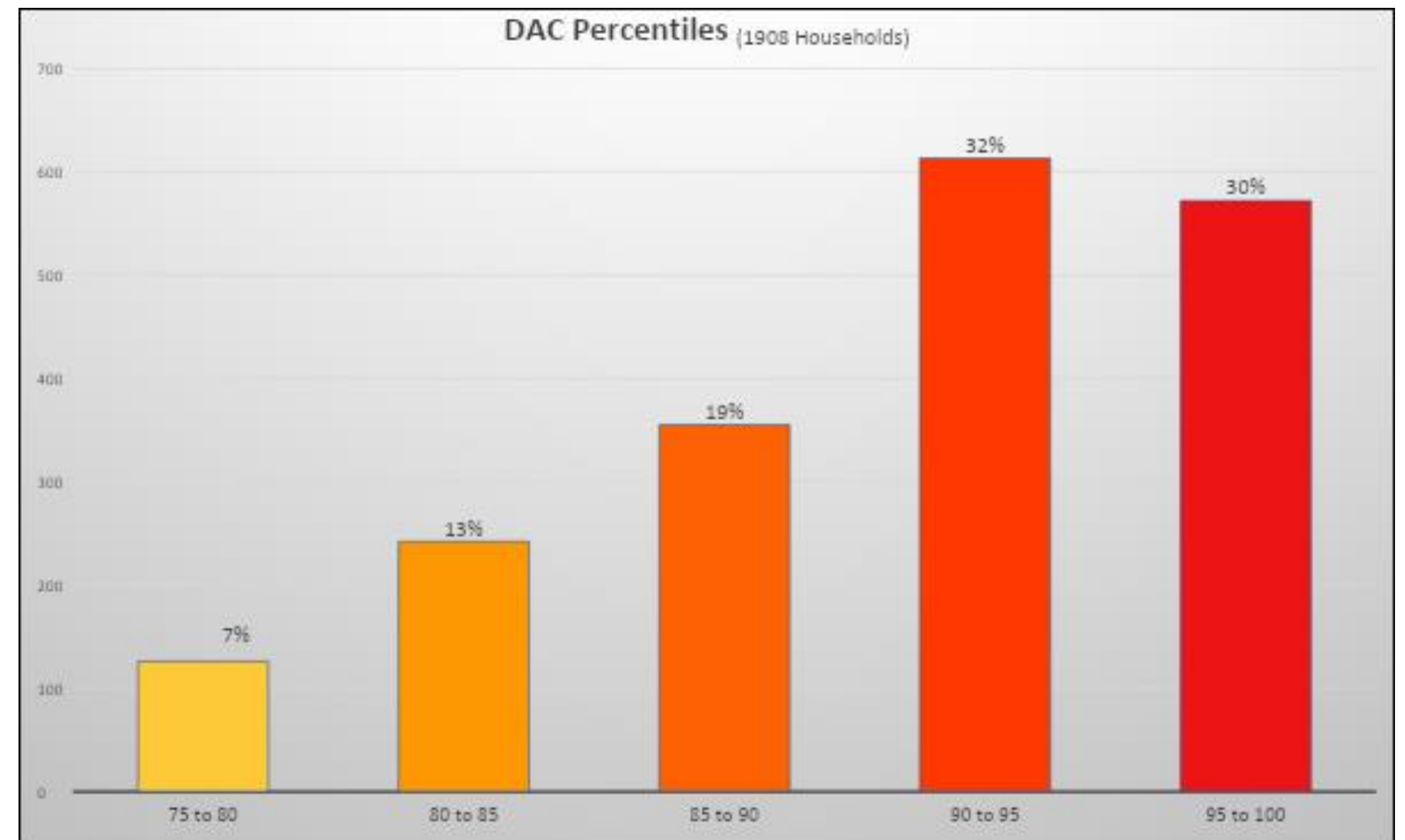




# Strategy #1: Reach Most Impacted Communities

## Focus on More Isolated “Frontline” Communities

- 84% of all households in DACs
- 62% of DACs in top 10% of CalEnviroScreen 3.0





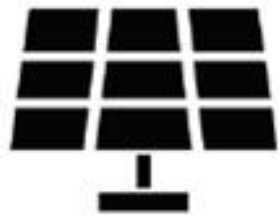
# Strategy #2: Integrated Program Outreach



**Bill Savings** Financial aid and utility bill discounts for income- and medical-eligible households  
*PROGRAMS INCLUDE: CARE/FERA, Medical Baseline, Lifeline, LIHEAP, Energy and Gas Assistance Funds*



**Home Efficiency** Whole house efficiency upgrades, appliance rebates, and giveaways  
*PROGRAMS INCLUDE: LIHEAP, ESA, HEIP, AC Optimization, turf removal, free shade trees, SMART thermostats*



**Free Solar** Free solar panel installations for income eligible households  
*PROGRAMS INCLUDE: Single Family Solar Affordable Homes (SASH), Low-Income Weatherization Program (LIWP)*



**Home Repair** Up to \$15,000 for health and safety-related repairs thru City and County programs  
*PROGRAMS INCLUDE: Single Family Home Improvement Program, Handyworker Program*



**Clean Vehicles** Up to \$18,500 for new or used electric and plug-in hybrid vehicles  
*PROGRAMS INCLUDE: Replace Your Ride, CVRP, CVAP, utility EV rebates and charger incentives*



**Alternative and Shared Mobility** Transit vouchers, car and bikeshares  
*PROGRAMS INCLUDE: Replace Your Ride, BlueLA, Metro Bike Share*



# Strategy 3: Maximize Funding to CBOs

*\$2.2m over 3 Years*



# Pacoima Beautiful

Planting grassroots since 1996



*“Pacoima Beautiful is a grassroots environmental justice organization that provides education, impacts local policy, and supports local arts and culture in order to promote a healthy and sustainable San Fernando Valley”*



# Pacoima Beautiful Impact on Organization

- Three years with EmPOWER but many more with Liberty Hill
- 284 individual families have applied for Empower
- Replace Your Ride and the refrigerator program have also been a great help to our members



**EMPOWER**

## COMMUNITY FINANCIAL ASSISTANCE

**DO YOU NEED HELP WITH YOUR BILLS?**

Did you know that there are programs to help South LA residents with rent, utilities & more?  
We can help you sign up!

### HOW IT WORKS

**Step 1: Call Us**  
Call us and we can provide Pacoima (San Fernando Valley) community members with info on all the programs they may be eligible for.  
**818-858-9336**  
**747-474-8806**

**Step 2: Apply**  
We will help you to fill out your applications & walk you through the process of applying.

### CONTACT US

**Pacoima Beautiful**

**Maria Guzman**  
mguzman@pacoimabeautiful.org  
818-858-9336

**Teodoro Reyes**  
treyes@pacoimabeautiful.org  
747-474-8806

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**treyes@pacoimabeautiful.org • 747-474-8806**  
**mguzman@pacoimabeautiful.org • 818-858-9336**



# Pacoima Beautiful Impact on Community

- The addition of the smog repair program has peaked the interest of new and old members
- To date, following social distancing protocol, we have had six in person workshops to aid in filling out applications
- Social media (FB, IG, Twitter) has assisted us in reaching more people and due to the influx of interest we are expanding to new areas



**FREE SMOG REPAIRS**

Having trouble passing smog and registering your car?

Did you know?  
California provides working-class families up to:  
**\$1,200** to pay for smog repairs  
**\$1,500** to scrap your vehicle

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**818-858-9336**  
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OR TEXT THE WORD "EMPOWER" TO 818-938-2423

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# Social Justice Learning Institute

Inglewood, CA



Empowering Through Education



Creating Thriving Communities




Changing Systems

*“We are dedicated to improving the health, education, and well being of youth and communities of color by empowering them to enact social change through research, training, and community mobilization.”*

- SJLI x Empower- 3 years
- Providing useful, real time resources for community members in conjunction with housing advocacy and most recently with COVID relief.



  
**EMPOWER**  
**ENERGY SAVINGS  
WORKSHOP**  
**THURSDAY APRIL 25 3:30PM-7:30PM**  
**AT SOCIAL JUSTICE LEARNING INSTITUTE**  
600 Centinela Ave, Inglewood, CA 90302  
Come see if you're eligible for energy and cost savings programs!  
• Bill Savings  
• Home Efficiency  
• Home Repair  
• Clean Vehicles  
Bring your utility bills and we can sign you up on the spot!  
More info and RSVP: [schang@sjli.org](mailto:schang@sjli.org)  
or 323-952-7363 ext. 303  
**SOCIAL JUSTICE**  
LEARNING INSTITUTE



# Social Justice Learning Institute Community & Impact

This work helps shape what it looks like to help create thriving communities by working to expand access to resources that enable residents to be healthy and thrive.



# Latino/a Roundtable

## of the San Gabriel & Pomona Valley

*“The Latino/a Roundtable of the San Gabriel and Pomona Valley works to improve quality of life and socio-economic justice for the Latinx community and those facing inequities through advancing education, leadership development, and civic participation.”*

- 2nd year with the emPOWER coalition
- Expansion into the Inland Empire



Latino and Latina Roundtable  
of the San Gabriel and Pomona Valley

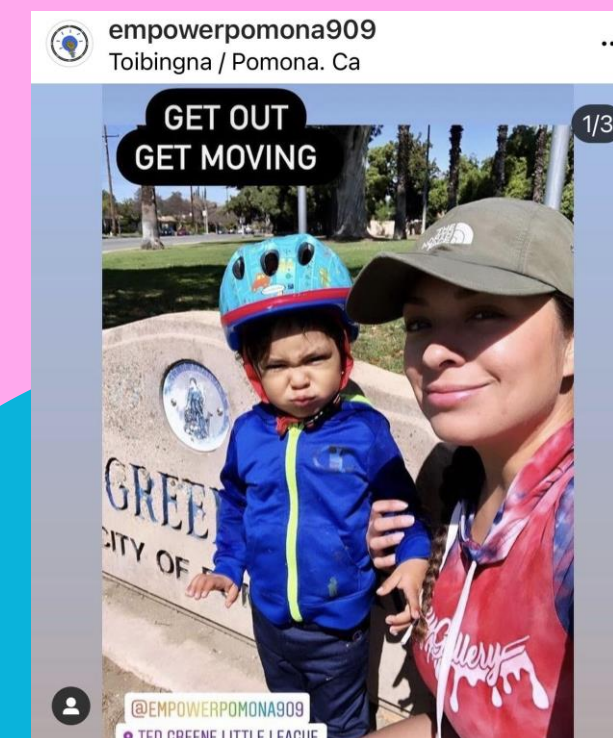




# Latino/a Roundtable

## emPOWER in our Community

- Our region is home to distinct climate change and environmental issues
- emPOWER is critical to our community:
  - Created an environmental justice space for working people and Latinx folks around sustainability and resources
  - Many programs bring hope and a solution to unresolved situations



**EMPOWER POMONA** 1/2  
#emPOWERoutreach

### DO YOU NEED HELP APPLYING FOR FINANCIAL ASSISTANCE AND OTHER PROGRAMS?

Join us every Thursday to receive help applying for benefits of the emPOWER Program

Location: Solidarity Center  
1460 E. Holt Ave., Suite 6, Pomona, CA 91767  
Time: 9:00 AM – 1:00 PM

Federal, State-wide, and County-wide resources may be available to you

Walk-ins welcome  
(909) 919-6190 or (323) 274-8474  
Se habla español.

**EMPOWER POMONA**  
#emPOWERoutreach

### GET OUT! GET MOVING!

FROM MARCH 1ST. TO 28TH. 2021!

**STEP 1**  
REGISTER AT  
BITLY/EMPOWERMOVEMENT

**STEP 2.**  
WALK, RUN, SKATE, OR BIKE TO YOUR LOCAL GREEN SPACES

**STEP 3**  
VISIT 3 GREEN SPACES  
FOLLOW AND TAG US  
@EMPOWERPOMONA909  
TO ENTER OUR RAFFLE AND WIN PRIZES!

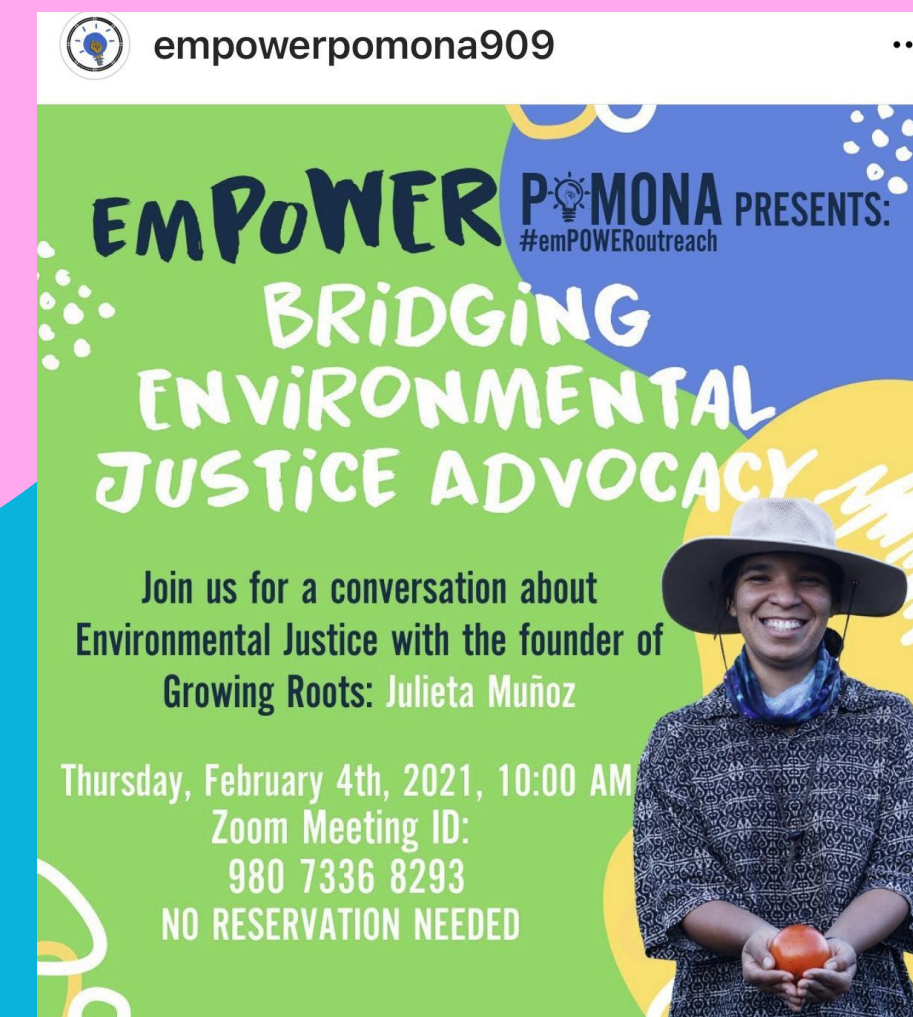
Tel. 909-480-6267  
@empowerpomona909



# Latino/a Roundtable

## Our Work & Impact

- Conversations and skill building sessions, focused on relevant issues responding to community concerns
  - Ex: Urban farming, zoom for beginners
- During the pandemic, emPOWER became synonymous with resources and support.
- LRT aims to empower our community and share resources, especially during a time that caused stress and uncertainty.

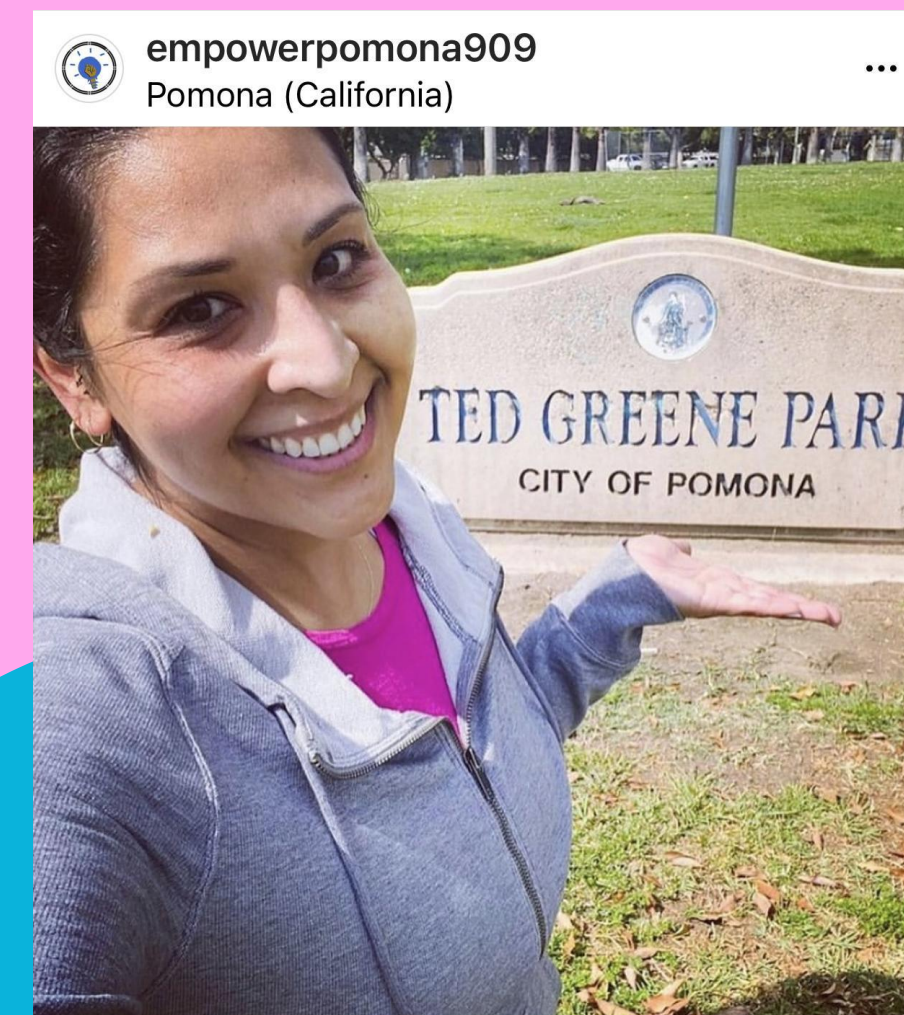




# Latino/a Roundtable

## Goals & Lessons Learned

- Continue to create programming and opportunities for us to learn with the community
- Continue expanding to the Inland Empire
- Promote conversation and facilitate conversions geared towards solutions to some of the common challenges that we face in this region.







# Redeemer Community Partnership

*“Redeemer Community Partnership was created in 1992, and we have been serving South LA for almost 30 years. Policy focus is education, environmental and social justice, active transportation infrastructure, and community sustainability. Our mission is to create a safe, healthy, opportunity-rich community where children and their families thrive. The population in the neighborhoods we serve is culturally diverse, but it has strong ties and commitment to work together to improve our community.”*



# Redeemer Community Partnership

- Working in partnership with Liberty Hill/emPOWER for 2 years
- Pilot through the online FB campaign; other outreach methods include organic flyer distribution in corner bodegas, neighborhood schools, and churches.
  - More than 1000 intake forms;
  - 200 people referred to clean vehicle programs; 35+ approved for grants; more
  - 350 people referred to CAP,
  - Approximately 100 people retired vehicles or received smog repair support
  - many more received ratepayer subsidies with Edison, LADWP and Gas Company



# Redeemer Community Partnership



- Since partnering with Liberty Hill, RCP hired a coordinator dedicated only to emPOWER and currently considering an additional intake hire for the large sums of incoming calls.
- Reached approximately 200 people in 2 weeks after our first social media pilot, and another 200 people in 3 weeks after an ABC news piece.
- Working with emPOWER has been an amazing tool to help our community, learn as an organization, create a rapport with new members of our community, and to strengthen our relationships with old members.





# Redeemer Community Partnership

- emPOWER as an opportunity to help families during Covid-19, with referrals from private organizations, hospitals, or social workers from the Department of Public Social Services in the LA County, but most impactful referrals come from word of mouth and networks of trust
- Increasing interest on EV programs but there are not enough programs to satisfy the interest. Another program that has been successful is CAP, to retire and to repair
- It has been a great opportunity to meet new people and to be able to walk together looking for solutions and creating community.







Everyone has the right to a clean energy future

WHAT DOES A  
HEALTHY AND  
SUSTAINABLE  
COMMUNITY LOOK  
LIKE TO YOU?

