**8.2.2 Outreach (Excerpt: Wisconsin LIHEAP Manual 2012)**

1) Agencies are required to provide outreach services to maximize participation of

eligible persons for WHEAP benefits. Outreach activities must target households with

disabled persons, elderly persons, children under six, and/or persons working at lowwage

jobs (working poor).

2) Agencies are required to report where each application was taken. The outreach

indicator is question number 1 on the paper and system application. The outreach

indicators are:

 Local Agency − Application is taken at the main county/tribal office for the

agency's WHEAP operations (Agencies that are full subcontractors of a

county/tribe, use ‘Local Agency’ for applications taken at their offices).

 Home Visit − Application is taken in the client's home.

 Alternate Site − Application is taken at a site other than the local agency’s

primary office.

 Mail/Phone − Applications that are either mailed to the agency, taken

interactively over the phone, or use a combination of phone and mail.

3) Agencies are obligated to ensure that persons with limited English proficiency (LEP)

have meaningful and equal access to benefits and services. This assistance goes

beyond provision of brochures in Spanish, Hmong, or another language. As some

individuals may not read English, or any other language, the agency must have a

mechanism to communicate orally with people with limited English proficiency.

4) Agencies are obligated to provide information directly to targeted applicants, i.e.,

assisting applicants with the understanding of the application form, translation of

material, interpretation services for deaf, reading services for blind, etc.

5) Agencies must establish WHEAP application sites that are accessible to targeted

households.

6) Agencies must provide for an alternate outreach agency in compliance with the

Federal Law that states that all agencies must provide an alternate application site

that is not administered by the local agency that also administers W-2/TANF.

Alternate sites must be physically and geographically available to the targeted

population.

Agencies may choose to sub-contract with non-profit organizations who administer

W-2/TANF as long as an alternate application site is provided where W-2/TANF

intake does not take place.

7) Agencies must provide assistance with the preparation and submittal of applications

by persons who are homebound.

8) Arrange an early application period for persons in targeted groups and high-risk

households.\*

9) Agencies may establish interagency agreements with other low-income program

offices to perform their outreach activities to targeted groups.

10) Agencies are required to submit a written "Outreach Plan" describing how the

agency will conduct outreach, how they are identifying and enrolling eligible

households in their communities, and explaining how the agency will reach targeted

households. The plan is due October 1.

**8.2.3 Intake**

The local WHEAP agency must conduct intake for the WHEAP and Weatherization

programs. The intake\* program must include at least the following attributes:

 Establish a location for the distribution and receipt of applications.

 Provide flexible office hours to accommodate clients who cannot apply during normal

business hours.

 Make sure all application sites are accessible to persons with physical disabilities.

 Ensure that application sites are physically and geographically available for all

potential applicants within the county/tribal jurisdiction.

Provide for an alternate intake site (as required by Federal Law). An alternate

application site is a site that is not administered by a TANF agency.

NOTE: Agencies may choose to sub-contract with non-profit organizations who

administer W-2/TANF as long as an alternate application site is provided where W-

2/TANF intake does not take place.

 The Division provides the Weatherization agencies with a list of potential clients

based on applicants who have received regular home energy benefits.

 Agencies must develop a working relationship with their local Weatherization

operators. Agencies may provide the clients with the name, phone number, and

address of the local Weatherization operator.

In accordance with Department of Energy (DOE) Weatherization Program Notice 10-08,

agencies are required to keep confidential any specifically identifying information related to

an individual’s eligibility for Home Energy Plus Programs, or the individual’s participation in

Home Energy Plus Programs, such as name, address, or income information.