Residential Services

A PLAN FOR LONG TERM GROWTH & SUSTAINABILITY
Current Challenges

- Inbound interest has decreased
- WX in our area for 30 years
- Lack of brand awareness within our communities
- Income guidelines/new home owners
- Renter/home owner confusion
- Safe and accessible units
Outreach

City/Government & Community Organizations
• Area Commission Meetings
• Civic Association Meetings
• Franklin County Sheriff’s Office
• City of Columbus Code Enforcement

Emerging Communities
• Jewish Family Services
• The Vineyard in Columbus
• US Together

Community Events
• African American Men’s Wellness Walk
• CD4AP Fresh Food Market
• Linden Community Festival
• Jazz in the Park
• Franklin County Fair
• KidsLinked Family Media Group
Key Partnerships

- CMHA
- Homeport
- Habitat for Humanity
- Creative Housing
- Kroger’s
Marketing

- Expanding Social Media presence
- Door Hangers
- Radio Spots
- Give away items
- Vehicle Branding
- Video Testimonials
- Print Collateral in multiple languages
- Video collateral for non-English speakers
Every Home Matters.

We’re working in your neighborhood helping Columbia Gas customers save energy and money.

Income eligible homeowners and renters may receive:

- insulation
- air sealing
- natural gas appliance repair or replacement

All at no cost!

Apply online today at columbiaясьohio.com/WARMCHOICE or call Mid-Ohio Regional Planning Commission at 614-621-1171 or text SAVE to 614-507-6944.

Saving Matters

ENERGY EFFICIENCY delivered by Columbia Gas of Ohio and MORPC
OLD VAN BRANDING
NEW VAN BRANDING
UPDATES

• Concise messaging
• Updated look
• Call to action
• Consistent MORPC branding
• Communication options
• Better website navigation
Intake Study

- Internal Evaluation
- Intake Staff input
- Inbound/Outbound pivot
- Cleveland Sight Center
- Cleveland Housing Network
- RFQ for Intake/Telemarketing Consultants
Measuring Outcomes

• Increased brand awareness in the communities we serve
• Provide exceptional customer service to existing and future clients
• Provide individuals effective and preferred tools of communication
• Strengthen our position as a trusted community partner
• Serve more community members who are eligible for MORPC weatherization services