



## OPERATION MEMO

<b>Title:</b> LEAP Outreach Incentive Program		<b>Office/division:</b> OES/FEAD
<b>Memo number:</b> OM-FEA-2023-0007		<b>Program area:</b> LEAP
<b>Outcome:</b> Counties may opt into the LEAP Outreach Incentive Program, unlocking additional funding.		
<b>Pertinent statute/rule:</b> C.R.S. § 40-8.5-101; C.R.S. § 40-8.7-101, et seq.		
<b>Keywords:</b> Outreach, Incentive, Low-Income Energy Assistance Program, LEAP, Energy Assistance, Heat, Home		
<b>Issue date:</b> September 5, 2023	<b>Effective:</b> Oct. 1, 2023	<b>Expires:</b> Sept. 30, 2024

### Intended Recipients

This communication has been sent to all directors of county departments of human/social services. Please forward pertinent information to staff members as you deem necessary.

### Purpose

This operation memo invites county departments of human/social services to participate in the LEAP Outreach Incentive Program. Counties who timely complete and return the attached agreement to participate in the Outreach Incentive Program will be allocated \$20,000.00 for the 2023-2024 heating season (October 1, 2023 through April 30, 2024). The goals of the Outreach Incentive Program are to increase enrollment in LEAP and decrease denials of applications for failure to provide verification of information.

### Action

All counties are invited to participate in the Outreach Incentive Program. To participate, the county must complete and return the attached LEAP Outreach Incentive Program Agreement and the county's plan to increase enrollment and decrease denials for the upcoming heating season to Randa Alshami at [Randa.alshami@state.co.us](mailto:Randa.alshami@state.co.us) no later than Friday, September 15<sup>th</sup> 2023.

Participating counties will be allocated \$20,000.00 in addition to their usual allocation for LEAP Program and Administration. Counties are strongly encouraged to use these funds to hire staff that can assist LEAP applicants in their county office lobbies, through a direct phone



line, or through use of virtual tools. Funds will be available from October 1, 2023 through September 30, 2024.

## **Performance Measures**

We will be measuring the effectiveness of the Outreach Incentive Program during this program year. When you submit your outreach plan to us, you must include a minimum of two performance measures you will be striving to meet with the funding and how the activities in your plan will equate to measurable goals. The goal measures **MUST** equate to increased program participants/enrollment for your county. You know your county better than us and you know what effective strategies will be best implemented in your county. Some examples of measurable goals you may want to consider:

- To increase the number of applications your county receives by X%.
- To review all failure to provide verification denials and assist your administering agency by following up with the denied household and helping them gather and submit the verification needed which would result in enrolled households by X% and reducing denials by X%.

**YOU MUST TRACK YOUR GOALS THROUGHOUT THE PROGRAM YEAR** and be prepared to inform the state of your progress in meeting your goals.

## **Background**

Applications for home heating assistance have suffered a nationwide downward trend over the past several years. The State LEAP Office launched an Outreach Incentive Pilot Program for the 2020-2021 heating season. Colorado has saw a steady increase in applications over the last few heating seasons compared to years prior. We believe this increase is partially attributed to the efforts of counties who opted to participate in the Outreach Incentive Program-increasing outreach efforts and committing to decreasing the number of applications denied for failure to provide verification of information.

Counties hired additional staff to work in their lobbies to assist clients in completing their LEAP applications; sent letters, brochures, applications and information sheets to charity organizations, churches, and community access centers; sent text messages to clients to remind them of information request deadlines; and traveled to community centers and events with program information and applications.

Due to the success of the pilot, LEAP has decided to launch the Outreach Incentive Program again for the 2023-2024 heating season.

## **Attachments**

N/A

## **Supersedes**

1575 Sherman Street, Denver, CO 80203 P 303.866.5700 [www.colorado.gov/CDHS](http://www.colorado.gov/CDHS)  
Jared Polis, Governor | Michelle Barnes, Executive Director



OM-FEA-2022-0013

## Contact

For more information about this memo, please contact Theresa Kullen, LEAP Manager, at Theresa.kullen@state.co.us or 720.788.8050.

*Operation memos are active for three years; then they are archived and re-issued if necessary. Access the CDHS Memo Series at <https://www.colorado.gov/pacific/cdhs/cdhs-memo-series>*





## 2023-2024 LEAP Outreach Incentive Program Agreement

### County Responsibilities:

- Submit a plan for meeting the outreach goals to the State LEAP Office by September 15, 2023.
- Ensure that the county is staffed with someone who is trained to assist clients with filling out their LEAP applications either in the county’s lobby, over the phone, or through use of virtual tools.
- Provide the State LEAP Office with the name(s) and contact information for the individual(s) who will assist LEAP applicants or otherwise act as the county’s LEAP outreach representatives.
- Use any funds remaining after ensuring direct LEAP application assistance is available to engage in targeted outreach, such as engagement at community events and sharing LEAP information with community centers.
- If the county’s LEAP program is administered by Goodwill Colorado, the county will assist Goodwill Colorado by providing the information available and necessary to process an application for LEAP.
- Provide two performance measure goals and track your county’s performance as explained in the LEAP Outreach Incentive Program Operation Memo.
- Accurately track and code any expenditures related to the Outreach Incentive Program to the following in CFMS:

Program #:	L305
Program Description:	LEAP Outreach Incentive Program
Function #:	5200
Function Description:	IM LEAP Outreach

### State LEAP Office Responsibilities:

- Allocate \$20,000.00 to the county to fund the Outreach Incentive Program. Funds will be available from October 1, 2023 through September 30, 2024.
- Be available to answer all county questions and assist with any matters that may arise as a result of implementing the Outreach Incentive Program.
- Oversee and monitor the outcomes of the Outreach Incentive Program by measuring the number of applications denied for failure to provide verification of information.
- Make outcomes information available to the county upon request.

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County Representative Name & Signature

\_\_\_\_\_  
Theresa Kullen

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County

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State LEAP Office

