MARKETING 8 **OUTREACH**

SERVTRAQ WEBINAR 10.26.16

GOAL

Learn how to optimize ServTraq solutions to facilitate Marketing & Outreach efforts and generate leads with prospective applicants for:

- LIHEAP Payment Assistance
- LIHEAP Weatherization
- LIWP Weatherization
- LIHEAP TRP

All outlined features allow users to export the working list for Marketing and Outreach purposes. Users can also use the Contact Entry feature to track Outreach efforts or generate mail-out envelopes or labels.

PAYMENT **ASSISTANCE**

Payment Assistance Marketing and Outreach Flyer Example

YOU MAY BE ELIGIBLE FOR A CREDIT ON YOUR PG&E BILL OF UP TO \$307!

Send your HEAP application with the following:

- ✓ Copy of most recent PG&E Bill (ALL PAGES)
- \checkmark Copy of Income documents for the last <u>30 days</u>

Our program is offered <u>free</u> of cost for low-income homeowners and renters, including those who occupy mobile homes.



USTED PODRIA RECIBIR UN CREDITO EN SU CUENTA DE PG&E DE HASTA \$<u>307</u>!

Porfavor envie su aplicación de HEAP con lo siguiente:

- ✓ Copia de su factura de PG&E mas reciente (TODAS PAGINAS)
- Copias de sus Ingresos en los últimos 30 dias

Nuestro programa es ofrecido <u>gratis</u> a dueños e inquilinos de bajos ingresos, incluyendo los que ocupan casas móviles.

 Income Guidelines: # of people in household : maximum monthly income

 Guías de Ingreso: # de personas en la vivienda : ingreso mensual máximo

 1: \$2,004
 2: \$2,621
 3: \$3,238
 4: \$3,855
 5: \$4,472
 6: \$5,089
 7: \$5,204
 8: \$5,320

→ MAIL APPLICATION TO / ENVIE APLICACION A: P.O. BOX 2707 WATSONVILLE, CA 95077 ←

Central Coast Energy Services is a nonprofit 501 (c)(3) organization serving Santa Cruz, Monterey, San Bentio, and San Mateo Counties

UA Marketing from Weatherized Dwellings

The **UA Marketing from Weatherized Dwellings** feature allows users to view a list of open weatherization jobs within the *last 180 days*, linked to customers that have not been benefited for payment assistance under the current program year.

SERV TRAQ					Welcome 604	07JBasra ! [<u>Log Out</u>]
🙊 Weatherization	🔏 UA M	arketing from Weather	ized Dwellings			
\delta Dwelling/Job Search		5				
🔻 📑 Scheduling	🕲 Refresh List	🖹 Export List 👻				
┋Ξ Open Jobs List	Drag a column h	eader here to group by that column				
Appointment Schedule	Dwelling ID 📍	Name 📍	Best Time to Call 🛛 📍	Phone 📍	Mailing Address	Mail City 📍
🔯 Crew Time Entry	7048	JANICE SMITH	MORN	831 7284096	2030 PAJARO LN APT 1301	FREEDOM
👶 Weatherization Marketing	8248	ABEL RUIZ	MORN	831 7941538	10701 DAVIS ST	CASTROVILLE
👶 UA Marketing from Weatherization .	8359	LEONEL GARCIA SANCHEZ	MORN	831 7615840	PO BOX 537	FREEDOM
👻 🍪 Weatherization Admin	8479	MARIA HERNANDEZ		831 8548814	2030 PAJARO LN APT 3105	FREEDOM

Go to: Weatherization> UA Marketing from Weatherization Jobs Completed

A record is automatically removed from the list when a utility assistance application is added to the customer record.

Custom Reports

Payment Assistant **Custom Reports** allow user to create *specific* report using the output fields and filters available. You can use this report to generate a list of customers benefitted under one program year and not the other. Example: Benefitted under PY 2015, and not PY 2016.



Go to: Analytics> Payment Assistance Custom Reports> Click on "Show Column Chooser"

For this specific report a written procedure can be found here: <u>https://servtraq.freshdesk.com/solution/articles/4000088835-custom-reporting-those-benefited-last-year-but-not-this-year</u>

Step I: Select Report Criteria

In the report criteria select as many output fields from the "available fields" & "available programs" needed and click **add**, then click the **"X"** in the upper right corner to close.



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adable Fields: = EthnichySubcategoryDisplay	Ŷ	Selected Fields:	-
FamilyTypeDisplay		Lastiame	10
TenantStatusDisplay	8.03 >	IT cen	
TotalAge0To5CSBG	<pre>Add All >></pre>	I Mailaddrana	
TotalAge12To17CSBG		MailCity	
TotalAge18To23CSBG	< Remove	MailZioCode	- 11
TotalAge24To44CSBG	<< Remove All	MadCounty	
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TotalAge55To69CSBG *		C ServiceCity	*
Programs atable Programs: WPO ECIP 2012 WPO ECIP 2013 WPO ECIP 2015 WPO ECIP 2016 WPO MEAP 2009 WPO MEAP 2010	Add S Add All >> < Remove << Remove All	elected Fields: PAST TRACK 2015 PAST TRACK 2016 HEAP 2015 HEAP 2016 WPO HEAP 2015 WPO HEAP 2016	
J WPO MEAP 2012			

Step 2: Extract Data from ServTraq

Click the "**Run Report**" button to extract the data.

Export to Excel and Apply Sorting and Duplicate filters

Optional step: We advise to *save* the custom report just in case ServTraq times out or doesn't export properly. To save click on the "**Save Report**" button on the ribbon.

Home	*	Rayme	nt A	ssistance Cust	on	n Reports				
] Contacts	~		and she she s		-1				-	
HEAP	~	😼 Show Column	Choo	ser 📄 🕞 Run Report		💾 Save Report	🥒 Cl	ear Report 📔 💥 Delete Report 📔	🖹 Exp	ort List
1				Application I	нн,	/Demographics D	etails F	Report - Programs - FAST TRACK	2015, F	AST TF
Weatherization	~	MailCity	Ŷ	MailZipCode	۴	MailCounty	Ŷ	ServiceAddress	Ŷ	FirstN
Inventory	~	SALINAS		93906		MONTEREY		622 CALAVERAS DR		ALFO
Describe.		SALINAS		93907		MONTEREY		350 CASENTINI ST APT 49		ANGE
Reports		POMONA		91767		LOS ANGELES		3082 SHASTA ST APT 3		ANNE
Analytics	^	SACRAMENTO		95814		SACRAMENTO		1318 E ST		BARB
Weatherization Custom Reports		WATSONVILLE		95076		SANTA CRUZ		174 ANNA ST		DELFI
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Administration	~	SALINAS		93901		MONTEREY		123 S MAIN ST		GLAD
		SALINAS		93905		MONTEREY		1455 LAUREL DR		GLAD
		SALINAS		93906		MONTEREY		13484 PIERCE ST		GLAD



Weatherization Marketing and **Outreach Flyer Example**

Is your House or Apartment COLD in the Winter & HOT in the Summer?

Apply Today for FREE Home Weatherization Services!

The FREE Home Weatherization program provides an energy and safety assessment with installation of energy conservation measures that improve living conditions and reduce energy costs of low-income households. Home Weatherization services may include:

 Windows
 Water Heater Thermostat Doors Attic & Floor Insulation

Carbon Monoxide Alarm

East Palo Alto resident, Mr. Abram submitted his application & received:

- 2 Dual Pane Windows 1
- < Door
- 4 Smoke Alarms 1
- Programmable Thermostat
- Carbon Monoxide Alarm
- Microwave
- Hand Held Showerhead
- Hot Water Faucet Restrictors Torchiere Lamp
- 1 Water heater repairs
- 1

Mr. Abram said: "I heard about Central Coast Energy Services from my neighbor across the street who was also having his home weatherized. The FREE weatherization program will help me conserve energy and water and save me money with all the upgrades. This will make my life easier - I will have extra money in my pocket to help me get by. It is easy to apply. I would recommend this program to family, friends & neighbors!"

Weatherization work being completed on Mr. Abram's East Palo Alto home in July 2015

 Furnace Porch Lamps

You may also be eligible for a credit of up to \$306 on your PG&E bill!

Submit the enclosed V PG&E BILL: All pages of your most recent PG&E bill forms with copies of:



WX Marketing

The **Weatherization Marketing** feature allows users to view a list of eligible payment assistance customers (for the current program year) not previously weatherized by your agency.

SERV TRAQ								v	/elcome 6	0407JBasra ! [<u> </u>	og Out]			
🙊 Weatherization 🏠	1	🙎 We	eatherizatio	n Marketing										
Dwelling/Job Search Scheduling E Open Jobs List	© Dra	Image: Section Addition and a section of the sect												
Appointment Schedule	Day	/s 9	Intake Date 💡	LIWP Census Tract Eligible 👻	Name	q	Phone	Mailing Address	٩	Mail City	9			
Crew Time Entry		85	07/22/2015	0	AMY POWELL		831 7943025	1598 HUGHES WAY		SALINAS				
👶 Weatherization Marketing		85	07/22/2015	0	ARTURO LOSOYA		831 7554561	1624 EL DORADO DR		SALINAS				
🚜 UA Marketing from Weatherization		85	07/22/2015	0	COURTNEY TOVAR		415 6358631	2161 WHITMAN WAY AP	r 5	SAN BRUN	0			

Go to: Weatherization > Weatherization Marketing

A record is automatically removed from the list if:

- \checkmark A weatherization job for the dwelling address is added
- \checkmark No action was taken after the 86th day on the list

Performance Measure	ments	٨
Main Heating Fuel*: Secondary Heating Fuel(s):	▼ ELECTRIC □ KEROSENE □ OTHER □ WOOD ↓ FUEL OIL □ NATURAL GAS □ PROPANE	
	Does a Member of Household Receive CalFresh? Was a WSAG/POW Submitted with the Application?	

This feature is contingent on the "WSAG/POW submitted?" checkbox located in the UA data entry module.

If the "WSAG/POW submitted?" checkbox is marked, it implies that a Weatherization Service Agreement or Property Owner Waiver (WSAG/POW) was submitted with an Intake Application and will be excluded from the Marketing List.

LOW-INCOME WEATHERIZATION PROGRAM

LIWP

WX Marketing "LIWP Eligible" filter Enabled

The **WX Marketing "LIWP Eligible"** filter feature will generate a list of eligible payment assistance customers not previously weatherized by your agency where the dwelling address was not found in the database and falls within an eligible DAC zone.



Go to: Weatherization > Weatherization Marketing > click the LIWP Census Tract Eligible filter

LIWP Census Tract "Unknown" option

The LIWP Census Tract "Unknown" option will generate a list of <u>**potential**</u> eligible payment assistance customers where applications were data entered and US Census Tract Number was not retrieved during Payment Assistance Application Entry.

Z	We	eatherizatio	n Marketing	
🕲 Re	fresh	n List 🔰 🖹 Expo	rt List 🔻	
Drag a	colur	nn header here to	group by that column	
Days	Ŷ	Intake Date 💡	LIWP Census Tract Eligible	
	84	07/21/2016	0	(Select All)
	84	07/21/2016		LIWP Census Tract Eligible
	84	07/21/2016		LIWP Census Tract Ineligit
	84	07/21/2016		🗹 LIWP Census Tract Unknov
	84	07/21/2016	•	
	84	07/21/2016		A
	84	07/21/2016		OK Cancel
	84	07/21/2016	0	PAMELA MAPP

We Recommend

To avoid this issue from occurring we recommend clicking on the US Census Tract magnifying glass icon for every Utility Assistance application data entered on ServTraq..

OS/Physical Address							
Line 1:	1344 Address #*	CHILCO			STREET	⊗ -	
Line 2:	Building Type	-	Unit Number				
Line 3:	94025 Zip Code*	× 🛞	MENLO PARK City*	⊗ -	SAN MATEO County*	⊗ -	CA State*
US Census Tract:		<u>्</u>					
	Place of Se	ervice Address	is a duplicate fo	the program	n year		
	👿 Has the cu	istomer lived a	t this Address fo	r the past 12	months?		

LIWP Eligible Weatherized Dwellings

The **LIWP Eligible Weatherized Dwelling** list previously weatherized dwellings under the LIHEAP or other agency contracts that fall within an eligible DAC zone.

SERV TRAD							Welcome 60407JB
Weatherization	1		Census Tr	act Eligible Previ	ously Weatherize	d Dwellings	
🐼 Dwelling/Job Search	-	😳 Refresh Lis	t 🕴 😭 Export Lis	t -			
Scheduling		Job ID 💡	Dwelling ID 💡	Job Completed Date 9	Job Type 💡	Programs 9	Census Tract 🛛 👻
Crew Time Entry		12250	6640	2/7/2006	LIEE REFRIGERATOR REPLACE	PGEREFRIG06	6053000502
💰 UA Marketing from Weath	nerization Jobs	15048	8926	2/22/2007	LIEE REFRIGERATOR REPLACE	LIHEAP05,PGEREFRIG07	6053000502
Weatherization Admin CSD Bucket Reporting		8979	8931	3/7/2005	INITIAL WEATHERIZATION	LIHEAP05	6053000502
E LIEE Refrigerator Program	n	11561	9026	8/10/2005	INITIAL WEATHERIZATION	ECIPHCS05,LIHEAP05,PGE	6053000502
+ 🔄 LIWP Program		9263	9109	4/20/2005	ECIP HEATING/COOLING ONLY	ECIPHCS05,LIHEAP05	6053000502
LIHEAP Measures w/l LIWP CIR Calculator	LIWP Equivalen	13248	9395	5/26/2006	LIEE REFRIGERATOR REPLACE	LIHEAP05,PGEREFRIG06	6053000502
Eligible Weathe	rized Dwellings	9943	9538	9/12/2005	INITIAL WEATHERIZATION	LIHEAP05	6053000502

Go to: Weatherization> LIWP Program> LIWP Eligible Weatherized Dwellings

A record is automatically removed from the list if a weatherization job for the dwelling address is added.

LIWP Census Tract Map

The LIWP Census Tract Map shows current open weatherization dwellings jobs within your service areas. You also have the option to search by address to identify if it falls in a DAC zone.



Go to: Weatherization> LIWP Program> LIWP Census Tract Map

TRP

TOILET REPLACEMENT PROGRAM

TRP Marketing and Outreach Flyer Example

is your toilet LOW-FLOW? if it's **NOT** low-flow - we'll replace it **FREE** of cost! Check and Call Us Today!

How to determine if your toilet is low-flow:

Toilets built before 1982 use 5-7 gallons per flush. Toilets built 1994 & onward use 1.6 gallons of water.

- Check for a flush volume stamp between the seat and tank. If the stamp reads "1.6 Gpf / 6.0 Lpf" your toilet is already low-flow model and is NOT eligible for replacement.
- Take the lid off and check for a flush volume stamp or a date stamp inside the tank. The stamp may be on the walls of the tank or on the lid itself.
 - If the flush volume stamp reads "1.6 Gpf / 6.0 Lpf" or the date stamp is later than 1994, your toilet is already a low-flow model and is NOT eligible for replacement.
- ELJER (4)-0220-0
- ✓ If the date stamp is before 1994 your toilet is most likely a highvolume model and IS eligible for replacement. Helpful YouTube videos to help you determine if your toilet is low flow:

https://www.youtube.com/watch?v=UZOUtnGolRs https://www.youtube.com/watch?v=4urDALzVmwU



Helpful Hint: Homes built after January 1994. will likely already have a low-flow toilet installed - and will NOT be eligible for the program Water sense Low-flow 1.28 gallon toilets toilets have have an larger additional flush water Valves supply hole

Check your Toilet and Call Us Today!

(831) 761-7689



TRP Geographically Eligible Previously Weatherized Dwellings

The **TRP Geographically Eligible Previously Weatherized Dwellings** option provides a list of previously weatherized dwellings that fall within an eligible DAC zone.

Weatherization	TF	P Geographi	cally Eligible Prev	viously Weatheriz	ed Dwellings		
Scheduling	(2) Refresh	List 📑 Export Li	st 👻				
© Spen Jobs List	Job ID	♥ Dwelling ID ♥	Job Completed Date 💡	Job Type 👻	Programs 👻	Census Tract 💡	Percentile
Appointment Schedule	40	492 35576	6/8/2015	PRIVATE CONTRACTING	FEE FOR SERVICE	6047001801	16-20
Crew Time Entry Weatherization Marketing	40	897 17981	11/30/2015	ECIP HEATING/COOLING ONLY	ARRA DOE WX 2009/11,ECHS 2015,LIHEAP WX 2015	6053000101	46-50
 UA Marketing from Weatherization Jobs Weatherization Admin 	s Completed 30	131 21482	1/18/2012	ASSESS/DIAGNOSTIC ONLY	ARRA DOE WX 2009/11	6053000101	46-50
Job Reporting	41	493 39065	8/31/2016	INITIAL WEATHERIZATION	LIHEAP WX 2016	6053000101	46-50
Charles	42	238 39233	7/15/2016	PRIVATE CONTRACTING	831 CONSERVE 2016	6053000101	46-50
	9	469 6963	6/4/2005	LIEE REFRIGERATOR REPLACE	PGEREFRIG05	6053000102	46-50
3 Ineligible Address List	8	837 8486	2/8/2005	INITIAL WEATHERIZATION	LIHEAP05	6053000102	46-50
CSD Bucket Reporting CSD Bucket Rejected Records CSD Bucket Data Transfer History	40	398 9244	10/1/2015	ECIP HEATING/COOLING ONLY	ECHS 2015,LIHEAP WX 2015,LIHEAP05	6053000102	46-50
CSD Bucket EARS Reconciliation Ac	tivity . 11	905 9948	10/10/2005	LIEE REFRIGERATOR REPLACE	LIHEAP05,PGEREFRIG05	6053000102	46-50
CSD Bucket Prior Period Adjustmer IIEE Refrigerator Program	nts 11	986 9963	10/26/2005	INITIAL WEATHERIZATION	LIHEAP05	6053000102	46-50
ŝ≣ LIEE Refrigerator List	13	129 10284	4/24/2006	LIEE REFRIGERATOR REPLACE	LIHEAP06,PGEREFRIG06	6053000102	46-50
PG&E Refrigerator Work Orders PG&E Refrigerator Invoice	12	470 10352	1/27/2006	INITIAL WEATHERIZATION	LIHEAP06	6053000102	46-50
PG&E Refrigerator Customer List	12	509 10374	2/16/2006	INITIAL WEATHERIZATION	LIHEAP06	6053000102	46-50
PG&E Refrigerator Recycling Receip Solution Receip LIWP Program	13	122 10386	4/24/2006	LIEE REFRIGERATOR REPLACE	LIHEAP06,PGEREFRIG06	6053000102	46-50
LIHEAP Measures w/LIWP Equivale	nt Installed 12	554 10404	4/18/2006	INITIAL WEATHERIZATION	LIHEAP06	6053000102	46-50
SE LIWP Eligible Weatherized Dwelling	IS 15	523 12070	6/18/2007	INITIAL WEATHERIZATION	LIHEAP07	6053000102	46-50
LIWP Census Tract Map	18	198 13885	4/16/2008	INITIAL WEATHERIZATION	LIHEAP08	6053000102	46-50
SE TRP Eligible Weatherized Dwellings	18	546 14141	6/16/2008	INITIAL WEATHERIZATION	LIHEAP08	6053000102	46-50
Contract on the second se							

Go to: Weatherization > Toilet Retrofit Program > TRP Eligible Weatherized Dwellings

TRP Standalone Option:

LIHEAP 2015 Contract: "Contractor may conduct TRP HET installations without income recertification in dwellings weatherized not more than 365 days prior to the date of toilet installation, provided all other TRP requirements are met.."

You can apply custom filters to obtain a list of homes weatherized within the last year to replace high flush toilets without income verification.



â	Home	🕅 TRP	Geographic	allv Eligible Prev	iouslv Weatheriz	ed Dwellin	as
1	Contacts						5-
¢	НЕАР	🚯 Refresh Lis	t 📑 Export Lis	t 🗸			
234	Weatherization	Job ID 💡	Dwelling ID 💡	Job Completed Date 💡	Job Type 💡	Programs	Ŷ
~	Weddienzadon	40492	35576	6/8/2015	DDIVATE CONTRACTING	EEE COD CEDV	LCE
	🚯 Dwelling/Job Search				(Select All)		•
Ŧ	Scheduling	40897	17981	11/30/2015	ASSESS/DIAGNOSTIC	ONLY	(2015
	§Ξ Open Jobs List	30131	21482	1/18/2012	CALLBACK		009/11
	Appointment Schedule				🗹 ECIP HEATING/COOLI	NG ONLY	
	🔯 Crew Time Entry	41493	39065	8/31/2016	🗹 INITIAL WEATHERIZA	TION	5
	🚜 Weatherization Marketing	42238	39233	7/15/2016	LIEE REFRIGERATOR	REPLACE	2016
	🚜 UA Marketing from Weatherization Jobs Completed	9469	6963	6/4/2005	PRIVATE CONTRACTIN	١G	
Ŧ	😳 Weatherization Admin				REWEATHERIZATION		_
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	🗠 Unreport Jobs	40898	9244	10/1/2015	OK Cancel		AP WX
	Þ Performance Measure Checklist				UNLY		
	Contract Expense Entry	. 11905	9948	10/10/2005	LIEE REFRIGERATOR REPLACE	LIHEAP05,PGE	REFRIG05
	🕖 Ineligible Address List	11986	9963	10/26/2005		LIHEAP05	
-	🔁 CSD Bucket Reporting				WEATHERIZATION		

Filter Builder

	Filter Builder								x
Date 🦻	Job dot								
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	ASS		2	Is greater than				UK	Cancer
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	ONLY	ARRA	<	Is less than	3000200	26-30	SALINAS VALLEY		HIGH
	ASSESS/DIAGNOSTIC	LIHE	1	Is less than or equal to	8000200	26-30	SALINAS VALLEY		HIGH
	ONLY		4	Is between					
	ONLY	ARRA	14	Is not between	3000200	26-30	SALINAS VALLEY		HIGH
	ASSESS/DIAGNOSTIC	LTHE	0	Is blank	000200	26-30	SALTNAS VALLEY		нтсн
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	ASSESS/DIAGNOSTIC ONLY	LIHE		Is any of	3000400	71-75	SALINAS VALLEY		HIGH
	ASSESS/DIAGNOSTIC	LTHE.		Is none of	8000400	71-75	SALTNAS VALLEY		HIGH
	ONLY	LINE		Date operators	•	11-13	SALINAS VALLET		11.01
	ASSESS/DIAGNOSTIC ONLY	LIHEA	AP W	X 2010 60)53000400	71-75	SALINAS VALLEY		HIGH

Entering a TRP Job

Open the most current Job> click **Clone Job** on the Ribbon> Change the Eligibility Type from *Normal* to **Categorical**> Finish by clicking **Save and Close**.

Exit	💥 Delete 🛛 🕸	Refresh 🛛 🐻 Link	🐻 Unlink 📋	Jobsheet Details	Clone Job		
1	Edit Job JobID - 41493	, 682 SAN JUAN (GRADE RD, SA	ALINAS, 93906			
Eligib	oilty Details						
Dwel	Custon Eligibil ling Assessmer	er: SANDRA CORTEZ ity: View/Edit Eligibility it Items	Record				
	Assessment Da	ite: 5/23/2016	*	c	cooking Oper. Status	: OPERATIONAL	*
	Dwelling Year B	ilt: 1953	\$		Heater Type	INTERIOR WALL FURNACE	-
	HUD Funde	d?: 🔲			Heating Energy	NATURAL GAS	-
	Lead-Safe WX Req	d?: 🔲			Heater Oper. Status	: OPERATIONAL	-
	# Attached Un	its: 1	÷		Water Heater Type	CONVENTIONAL	-
	CEC Climate Zo	ne: 3	¢	w	ater Heating Energy	: NATURAL GAS	*
	Tenar	cy: OWNER OCCUPIED)	 Water 	Heater Oper. Status	: OPERATIONAL	*
	Building Structu	re: WOOD		-	Cooling Type	: NONE	•
0	Cooking Appliance Ty	pe: RANGE		-	Cooling Oper. Status	: NOT AVAILABLE	-
	Cooking Ener	gy: NATURAL GAS		*			
ob D)etails						
	Job	ID: 41493			HPO Required?	·· 🔲	
	Agency Control Co	de:		н	O Approval Number	81315	
	Job Ty	pe: INITIAL WEATHER	ZATION	-	Fligibility Type	NORMAL	*
	Completed Da	te: 8/31/2016		-	Job Close Date	:	*
	Reported Da	te: 9/15/2016		-	Job Close Reason	:	*
	Crow Loop	ISAAC & FERNAND	57	*	Job Close Note		

QUESTIONS/COMMENTS

Support@ServTraq.com

(831) 761-1747