

New Low Income Assistance Pilot

**Prepared for
Energy and Environment Committee
Chair Briefing
November 27, 2012**

Today's Discussion

- Overview of Pilot
- Work-to-Date
- Pilot Strategies
- Pilot Strategy Progress
- Next Steps

Purpose

Goal: Assist low income customers in better managing their electric bills to mitigate the impact of upcoming utility rate increases

Objective: Increase the number of customers who sign up for the utility discount program and reduce their electric consumption

Work-to-Date

- Met with Bellwether Housing to draft agreement for automatic sign-up
- Continue to meet with other City partners
- Selected employees for temporary intake and field staff
- Began securing permanent positions for program supervisor & outreach coordinator
- Contacted AARP, IRS and PSE for potential demographic and customer information
- Developed report of all current program participants and consumption levels
- Initiated pilot program
- Developed new, simplified program application

Pilot Strategies

- **Strategy #1 – Low Income Customers Living in Multi-Family Housing**
 - Identify customers living in Bellwether Housing properties that do not currently receive the utility discount
- **Strategy #2 – Low Income Senior Housing Facilities**
 - Identify and target 3-4 multi-family, senior oriented living facilities and neighborhoods with a large senior concentration, such as SHAG
- **Strategy #3 – Low Income Single Family Residences**
 - Use billing information and other demographic information to identify potential program participants
- **Strategy #4 – High Usage Customers Currently on Utility Discount Program**
 - Identify a sample of high energy users currently on the program and offer site visit to review consumption history and provide conservation information

Pilot Strategy Progress

Strategy 1 – Low Income Customers Living in Multi-Family Housing

Strategy	Action	Results
<p>Conduct targeted outreach to enroll customers living in Bellwether Housing properties</p> <p>Building 1 – Direct Call (9/7 – 9/14)</p> <ul style="list-style-type: none"> •165 units •21 already on program <p>Building 2 – Direct Mail & Follow Up Call (9/20 – 9/21)</p> <ul style="list-style-type: none"> •70 units •13 already on program <p>Building 3 – Site Visit</p>	<ul style="list-style-type: none"> •144 customer accounts worked •38 successful contacts via outbound call, then mailed letter & application •57 “no phone or bad number” letter & application sent •49 unable to contact, mailed letter & application •57 customer accounts worked •13 successful contacts via outbound call, then mailed letter & application •17 letter & application sent to residence with “no phone, bad number” •27 unable to contact, mailed letter & application •Contacted property managers •Prepared advance contact •2 on-site visits conducted Nov 19 & 20 	<ul style="list-style-type: none"> •144 applications sent •31 applications received •57 applications sent •17 applications received •11/19 Katherine’s Place (Catholic Community Housing) 25 people attended, 4 applications received •11/20 Genesee Apts (Bellwether)

Pilot Strategy Progress

Strategy 2 – Low Income Senior Housing Facilities

Strategy	Action	Results
<p>Conduct targeted outreach to enroll customers from multi-family, senior-oriented living facilities and neighborhoods with large senior concentrations</p> <ul style="list-style-type: none">•3 SHAG locations•601 residents•130 now on program	<ul style="list-style-type: none">•471 letters direct mail with application (10/15/12)•Follow-up calls in one week	<ul style="list-style-type: none">•44 applications received

Pilot Strategy Progress

Strategy 3 – Low Income Single Family Residences

Strategy	Action	Results
Increase enrollment by identifying and conducting outreach to other potential program participants	<ul style="list-style-type: none">•Gathering demographic data•Identifying potential buildings and neighborhoods •129 letters direct mailed with applications (10/23)•Follow-up calls 11/16	<ul style="list-style-type: none">•Work in progress •20 applications received

Pilot Strategy Progress

Strategy 4 – High Usage Customers on Utility Discount Program

Strategy	Action	Results
Provide energy audits and conservation services to high energy users currently on Utility Discount Program	<ul style="list-style-type: none">•Collected consumption data•Conducting staff training•Developed customer communication strategy•Developing audit worksheet•Developing weatherization kit•Mailed invitation to 50 customers (11/19/12)	<ul style="list-style-type: none">•Work in progress

Next Steps

- Work with social agencies to further determine appropriate potential customers
- Pilot through end of year
- Track results by outreach tactics
- Evaluate most effective ways to reach customers
- Revise program as appropriate
- Selecting program staff
- Rollout in 2013
- Secure contract(s) with low income property management to facilitate enrollments
- Strengthen and leverage relationships with other City Departments and establish new partnerships particularly related to immigrant and refugee population