

New Low Income Assistance Pilot

**Prepared for
Energy and Environment Committee
Chair Briefing
September 11, 2012**

Today's Discussion

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

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
- Met with other City partners
- Jobs posted for intake and audit staff pilot (4)
- Contacted AARP, IRS and PSE for potential demographic and customer information
- Developed report of all current program participants and consumption levels
- Identified low income multi-family residents that do not currently receive utility discount

Next Steps

- Contact with customers beginning in September
- Secure contract(s) with low income property management to facilitate enrollments
- 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
- Rollout in 2013
- Strengthen and leverage relationships with other City Departments and establish new partnerships particularly related to immigrant and refugee population

Pilot Strategies

- **Strategy 1**

- Low Income Customers Living in Multi-Family Housing

- Identified customers living in Bellwether Housing properties that do not currently receive the utility discount
 - Proactively contact customers via direct mail, phone, email, etc., offering program enrollment
 - Mail enrollment packet to customers
 - Follow-up calls to answer questions & provide assistance
 - Process applications to sign customers up for program
 - Track enrollment & participation results by marketing tactic

Pilot Strategies

- **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
 - Work with property management to determine best opportunities for customer engagement
 - Communicate on-site sign-up/informational opportunity
 - Schedule utility intake person to be on-site
 - Assist in signing residents up for discount program, budget billing, etc.
 - Customer information available via laptop
 - Leave information with customers
 - Proactively call customers offering program enrollment
 - Mail enrollment packet to customers
 - Follow-up calls to answer questions & provide assistance
 - Process applications to sign customers up for program
 - Track enrollment & participation results by marketing tactic

Pilot Strategies

- **Strategy 3**

- Low Income Single Family Residences

- Use billing system & other demographic information to identify potential program participants
 - Use additional information (from AARP, etc.) to further identify targeted residences
 - Select 100-200 residences to target
 - Proactively contact customers via direct mail, phone, email, etc., offering program information & enrollment
 - Mail enrollment packet to customers
 - Follow-up calls to answer questions, provide assistance & enroll customers
 - Process applications to sign customers up for program
 - Track enrollment & participation results by marketing tactic

Pilot Strategies

- **Strategy 4**
 - High Usage Customers on Utility Discount Program
 - Identify 200 high energy users currently on program
 - Proactively call customers to offer free walk-thru audit
 - Schedule appointment for audit
 - Visit residence
 - Note structural condition
 - Review consumption history & patterns
 - Make lifestyle change recommendations
 - Leave information regarding other conservation offerings
 - If appropriate
 - » Install CFLs, outlet gaskets, showerheads, etc.
 - » Make referrals to other programs
 - Work with customer (or owner) to implement
 - Monitor consumption and track results