



UTILITY DISCOUNT PROGRAM UPDATE

City Light Review Panel

December 15, 2016



INTRODUCTION

- Background
- Mayors Interdepartmental Team
- Enrollments
- Next Steps

BACKGROUND

City Light has been providing bill assistance to customers in need for more than 30 years. There are three specific programs:

- Utility Discount Program
- Emergency Low Income Assistance
- Project Share

BACKGROUND, CONTINUED

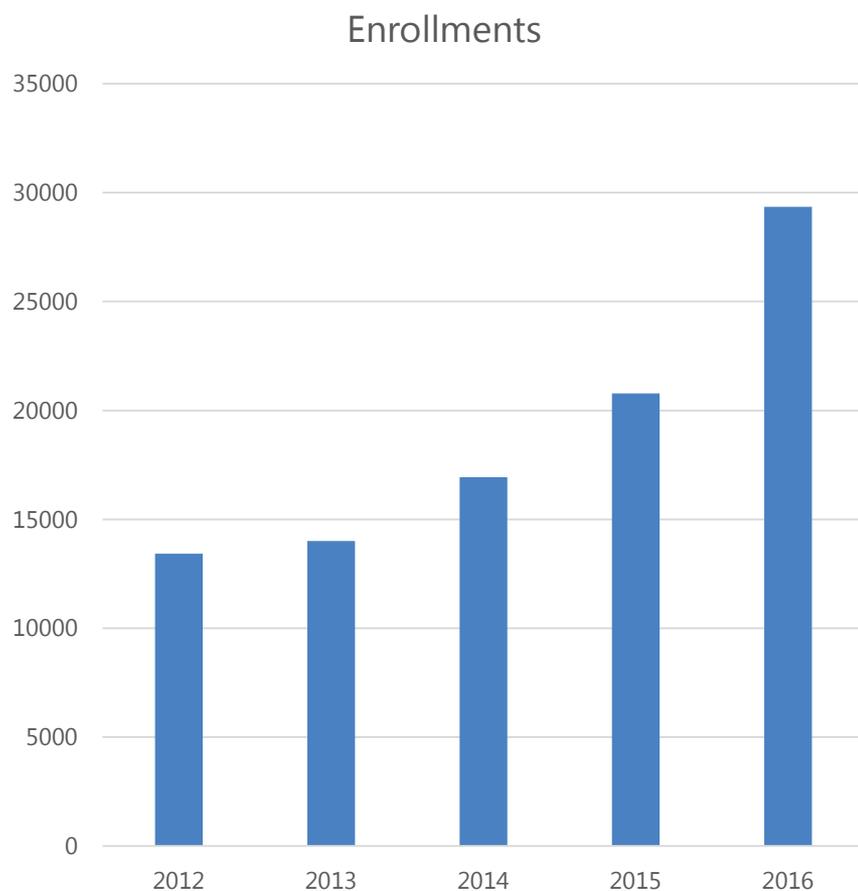
In 2012, as City Light finalized its Strategic Plan we committed an additional focus on UDP enrollments to mitigate rate impacts for income challenged customers by:

- Including a major focus on direct marketing strategies
- Increased staffing for the work group supporting the UDP
- Developed target goals to increase enrollment by 2,500 in 2014 and to a total of 22,000 by 2018

MAYOR'S INTERDEPARTMENTAL TEAM

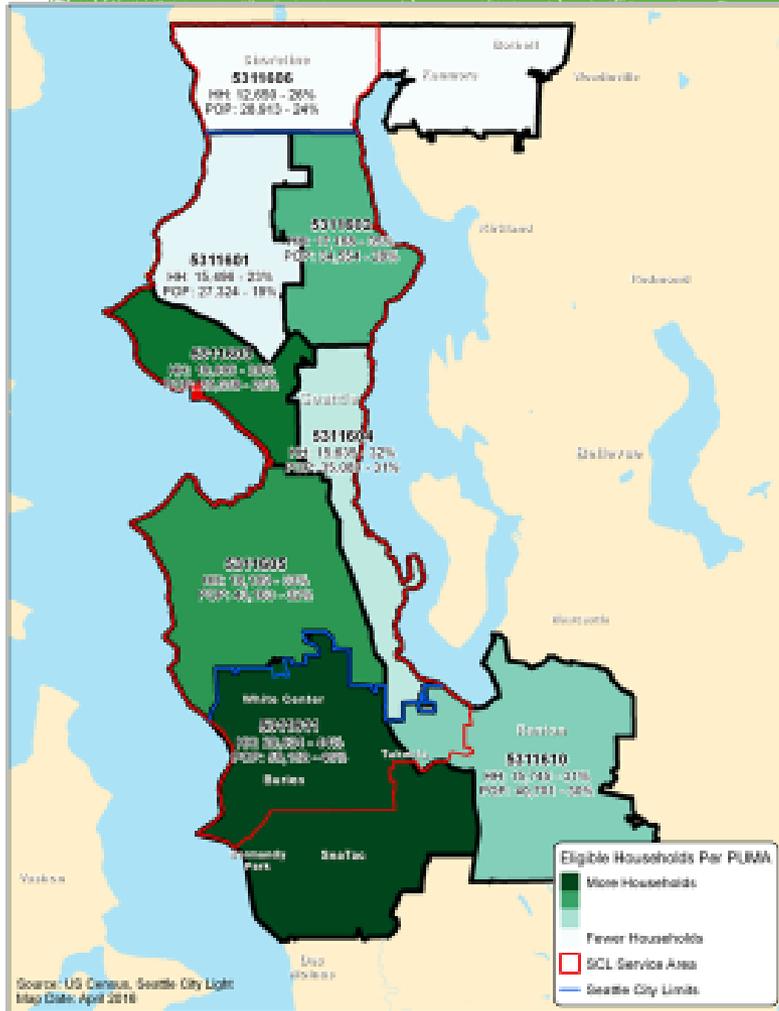
- Formed in early 2014 to strengthen existing Utility Discount Program
- Partnership between Human Services Department, Seattle City Light and Seattle Public Utilities that would double enrollment to 28,000 by 2018
- More than 25 short and long term recommendations were developed to achieve the increased enrollment
- The majority of the recommendations have been implemented

KEY EFFORTS THAT LED TO REACHING 28,000



- Auto enroll efforts with affordable housing providers
- Elimination of Housing Authority Restriction
- Improved program guidelines/rules
- Targeted Outreach

POTENTIAL FOR INCREASED ENROLLMENT



Eligible Households and Population by PUMA

PUMA ID	In Seattle	Total Households	Eligible Households	Percent Eligible	Total Population	Eligible Population	Percent Eligible
5311601	Yes	67,282	15,496	23%	142,795	27,324	19%
5311602	Yes	49,146	17,168	35%	121,849	34,554	28%
5311603	Yes	70,991	19,990	28%	125,064	29,336	23%
5311604	Yes	48,592	15,635	32%	113,136	35,889	31%
5311605	Yes	54,762	18,184	33%	134,935	43,163	32%
5311606	No	48,117	12,650	26%	122,365	28,913	24%
5311610	No	51,412	15,745	31%	134,201	40,701	30%
5311611	No	47,009	20,629	44%	126,954	58,152	46%
Totals		437,131	135,502	31%	1,021,299	297,232	29%

Households in Seattle Only: 290,593 86,478 30% 637,779 169,466 27%

NEXT STEPS

- Develop short term marketing/out reach plans to achieve 32,000 enrollees
- Evaluate the University of Washington Demographic Study and adjust enrollment targets
- Complete the online program application and integrate with the customer self-service portal
- Participate in comprehensive process improvement effort for program operations with HSD and SPU