

New Low Income Assistance Pilot

**Prepared for
Seattle City Light Review Panel
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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
- Jobs posted for in-house 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
- 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

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 letter & application sent to residence with “no phone, bad number” •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 •Preparing advance contact •2 on-site visits scheduled •Nov 19 & 21 	<ul style="list-style-type: none"> •144 applications sent •28 applications received •57 applications sent •11 applications received •Work in progress

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">•11 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	<ul style="list-style-type: none">•Work in progress

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•Currently identifying potential participants•Scheduling Staff Training•Developing customer communication strategy•Developing audit worksheet•Developing weatherization kit	<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
- 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