No decision is being requested today. Feedback is greatly appreciated.
Why we’re here today

To provide an update on the Low-Income Program

- A continuation of the first presentation provided in March. This is not associated with COVID-19 work
- Walk-through a framework consisting of several components
- Provide a schedule of when the components are expected to be completed
Low Income Needs Assessment

• A reminder that there were approximately 2,000 customers who met the state definition of high energy burden. Customers who spend more than 6% of their annual salary on their energy bill.

• This assessment gave us insight on housing type, approx. demographic and general locations of these customers.

• A next step from that was to come back this spring and share a program design plan with you.
Low Income Program Objectives

• Support Strategic Plan’s goal that the low-income energy efficiency programs will be reviewed to assure there are mitigation alternatives for low-income customers who could be negatively impacted by a change in rate design and rate increases.

• To work towards State’s Clean Energy Transformation Act objective of reducing customers who are considered high energy burden customers (reduce by 65% by 2030 and by 90% by 2050).
  – focused on developing a low income conservation program targeted at high-savings potential, high-burden customers
Low Income Program Design

feedback + iterate

STAKEHOLDERS
- needs assessment
- program evaluation
- existing program data
- board
- community organizations
- internal PUD stakeholders

ECONOMICS
- measure mix
- incentive levels and cost-effectiveness
- budget

MARKETING
- target customer segments and channels
- marketing assets
- communication plan and schedule

PROGRAM DELIVERY PLANNING
- application workflows
- infrastructure
- QA, auditing and reporting

best practices research + evaluation plan

program implementation
Low Income Program Design

Stakeholder Engagement

Who?

➔ **Lead:** Josh Mitchell and Andrew Grassell
➔ **Support:** Hassan Shaban, Energy Efficiency Marketing Strategist

Why?

➔ What are the District’s overarching goals with this program?
➔ Do our initial hypotheses agree with on-the-ground experience of community organizations?
➔ How do we integrate different stakeholders within the PUD to deliver an efficient program?

What?

➔ Present initial program design framework to Board
➔ Meet with community orgs
➔ Plan an internal kickoff for the program design
Low Income Program Design

Economic Analysis

Who?

➔ **Lead:** Hassan Shaban and Jim White
➔ **Support:** Josh Mitchell

Why?

➔ Which measures should we offer customers?
➔ How should incentives be structured?
➔ How big should the program budget be in Year 1, Year 2 etc.?

What?

➔ Cost effectiveness modeling
➔ Financial scenarios based on different participation rates
➔ Pilot technologies
➔ Do we consider PPB funding?
Low Income Program Design

Marketing Plan

Who?
→ **Lead:** Energy Efficiency Marketing Strategist
→ **Support:** Josh Mitchell, Hassan Shaban

Why?
→ How do we reach high-burden customers effectively?
→ What kinds of messaging and channels should we use?
→ How do we work with our community partners to spread the word?

What?
→ Targeted communication plan and schedule
→ Branding and theme for marketing campaigns
Low Income Program Design

Program Delivery Plan

Who?
- **Lead:** Josh Mitchell
- **Support:** Hassan Shaban, Other PUD Staff as needed

Why?
- Design something that is fair, equitable, effective and repeatable
- Low touch-high impact to high impact – high touch
- Is this a 100% in-house program? Do we bring in contractors for support?

What?
- Leverage existing conservation program infrastructure to reduce admin costs
- Tweak customer journey to reduce barriers to participation
- Define auditing and reporting procedures to ensure quality
Low Income Program Design

Best Practices Research + Evaluation Plan

Who?
- Lead: Hassan Shaban
- Support: Josh Mitchell

Why?
- Let’s not recreate the wheel
- Identify strategies that were successful elsewhere and adapt them to Chelan County
- Build in regular evaluations to keep track of program performance

What?
- E-Source/ACEEE research
- Local utilities LI programs
- Evaluation plan and schedule for next 4-5 years
Low Income Program Design

Program Design Feedback and Iteration

Who?
→ Lead: Program Design Team

Why?
→ Ensure alignment with stakeholders on the direction of the program
→ Continuous improvement strategy
→ Discover new ways to operate

What?
→ Day to day tweaks based on customer feedback
→ Annual status updates provided to SMT and Board
Program Design Timeline

**STAKEHOLDERS**
- needs assessment
- program evaluation
- existing program data
- board
- community organizations
- internal PUD stakeholders

**ECONOMICS**
- measure mix
- incentive levels and cost-effectiveness
- budget

**MARKETING**
- target customer segments and channels
- marketing assets
- communication plan and schedule
- communication plan and schedule

**PROGRAM DELIVERY PLANNING**
- application workflows
- infrastructure
- QA, auditing and reporting

Legend:
- **Completed**
- Q2 2020
- Q3 2020
- Q4 2020
- 2021

- feedback + iterate
- best practices research + evaluation plan
- program implementation
Conclusion

• A framework has been designed with a timeline to follow
• Continuous feedback will be available
• Intend to have a low income program designed by Q1 2021
• Questions?