

# Low Income Program Design Plan

## June 15, 2020

No decision is being requested today. Feedback is greatly appreciated.

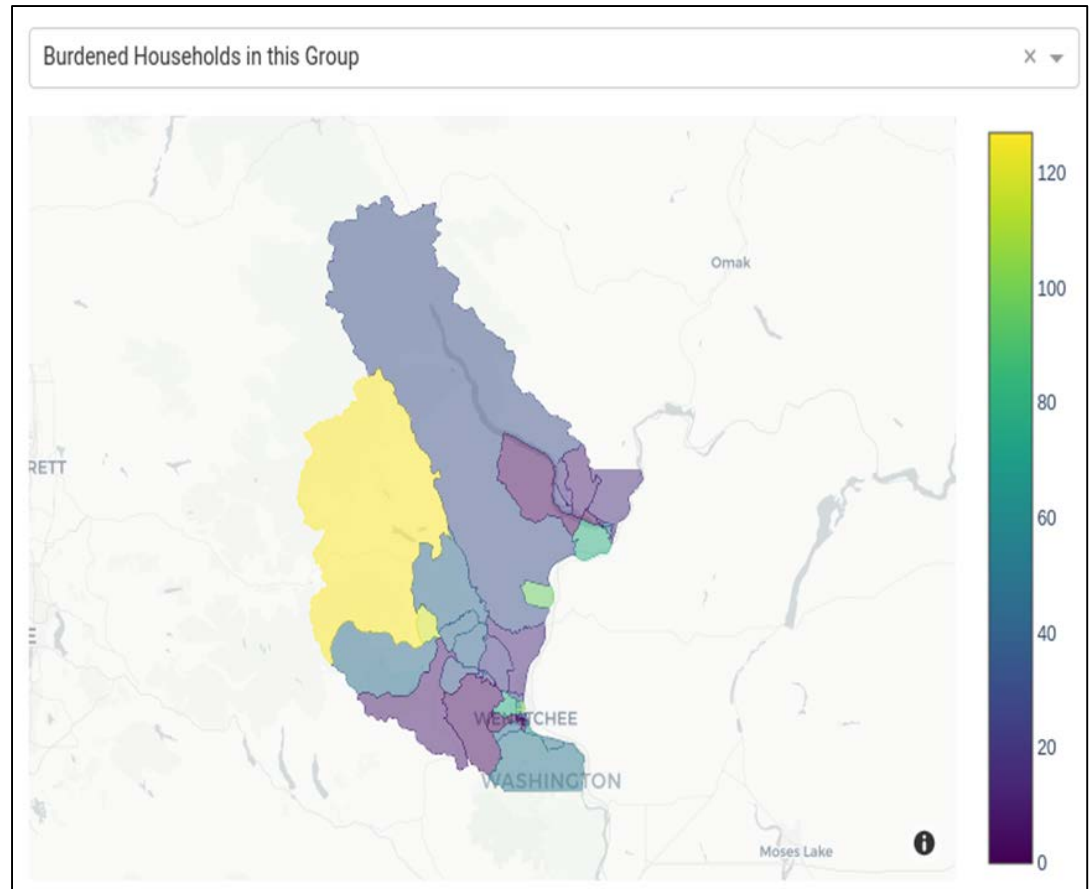
# Why we're here today

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

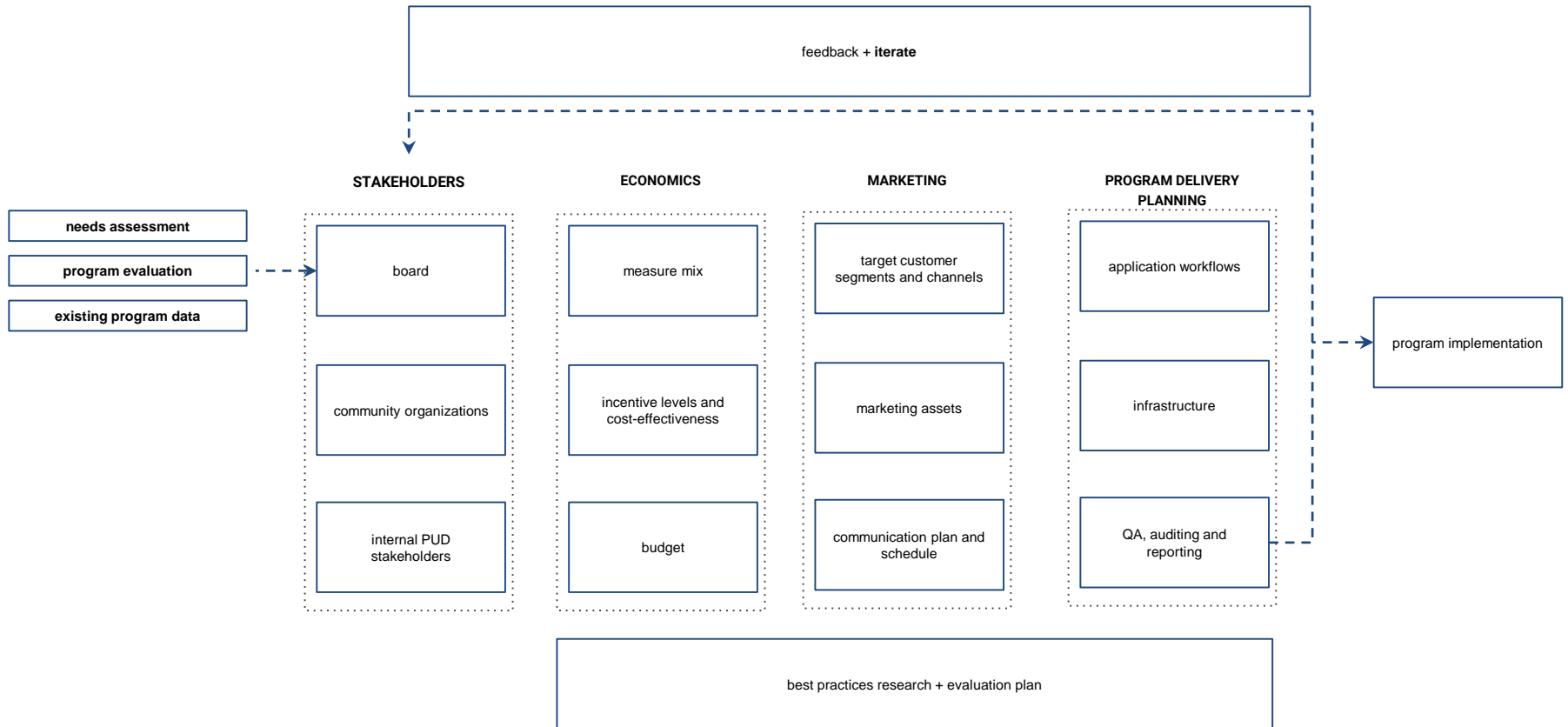
- A reminder that there were approximately 2,000 customers who met the state definition of high energy burden. Customers who spend more than 6% of their annual salary on their energy bill.
- This assessment gave us insight on housing type, approx. demographic and general locations of these customers
- A next step from that was to come back this spring and share a program design plan with you.



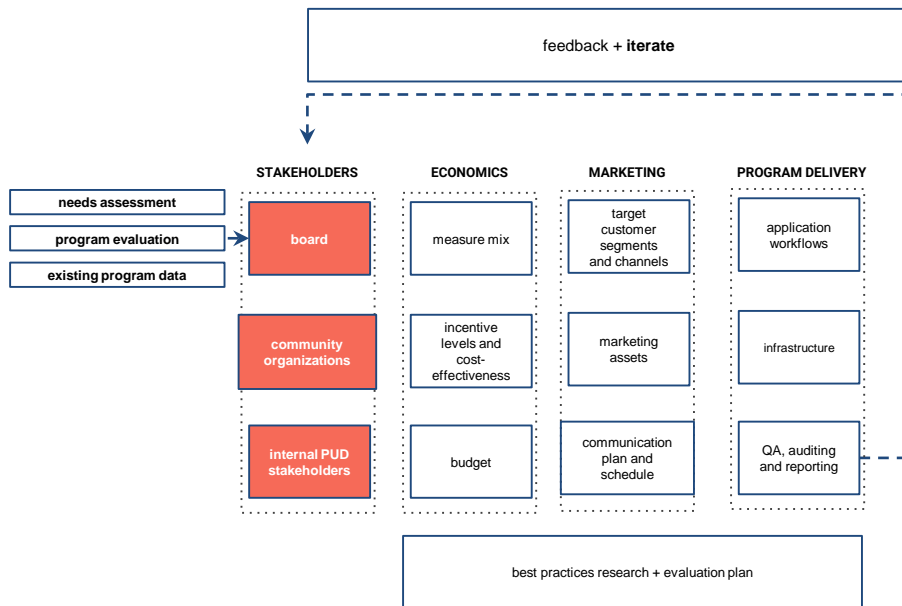
# Low Income Program Objectives

- 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



# Low Income Program Design



## Stakeholder Engagement

### Who?

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

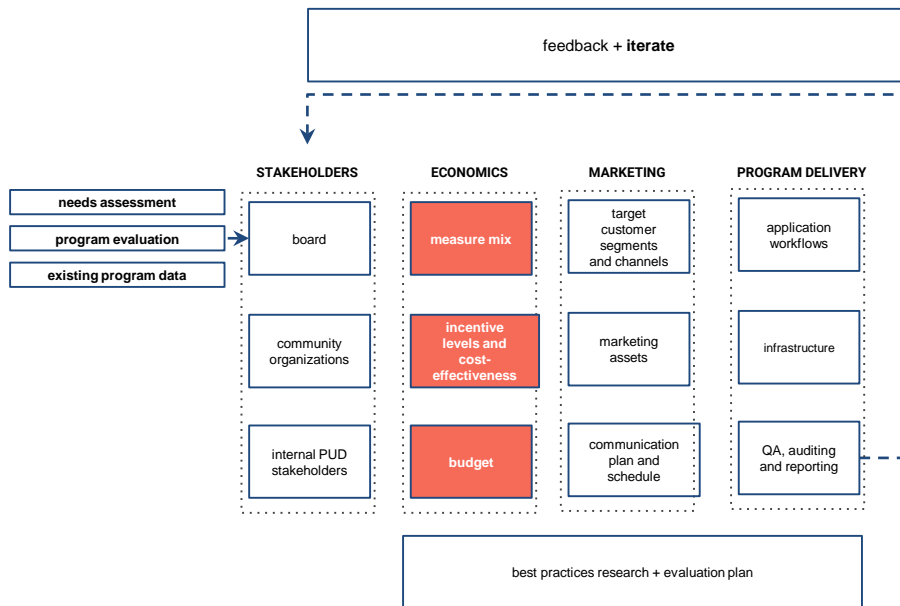
### Why?

- 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

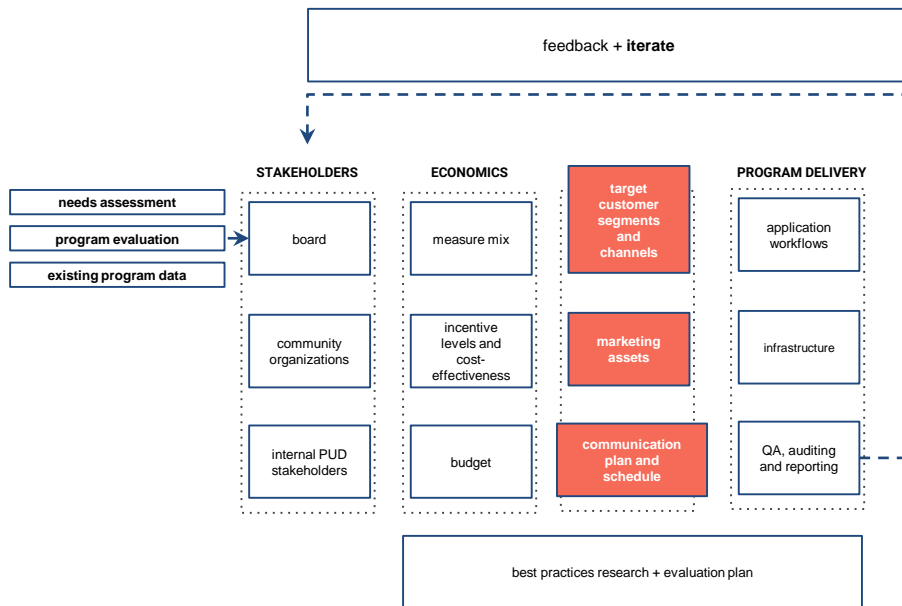
### Why?

- 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?

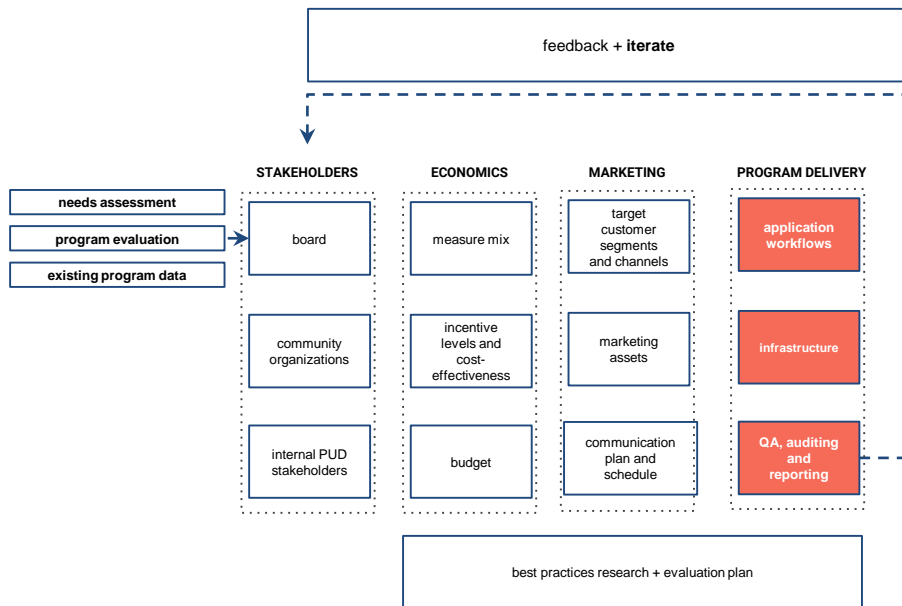
- How do we reach high-burden customers effectively?
- What kinds of messaging and channels should we use?
- How do we work with our community partners to spread the word?

### 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

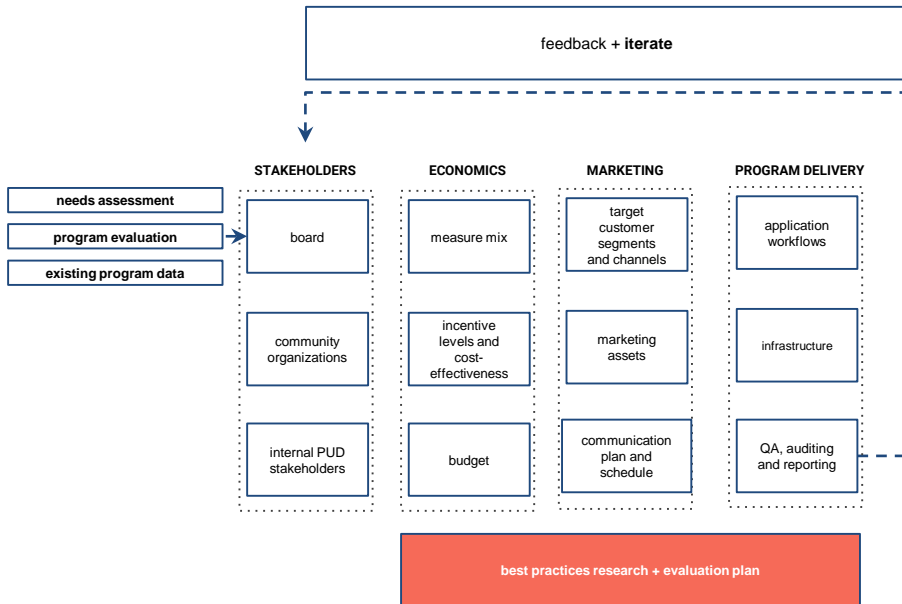
### Why?

- 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

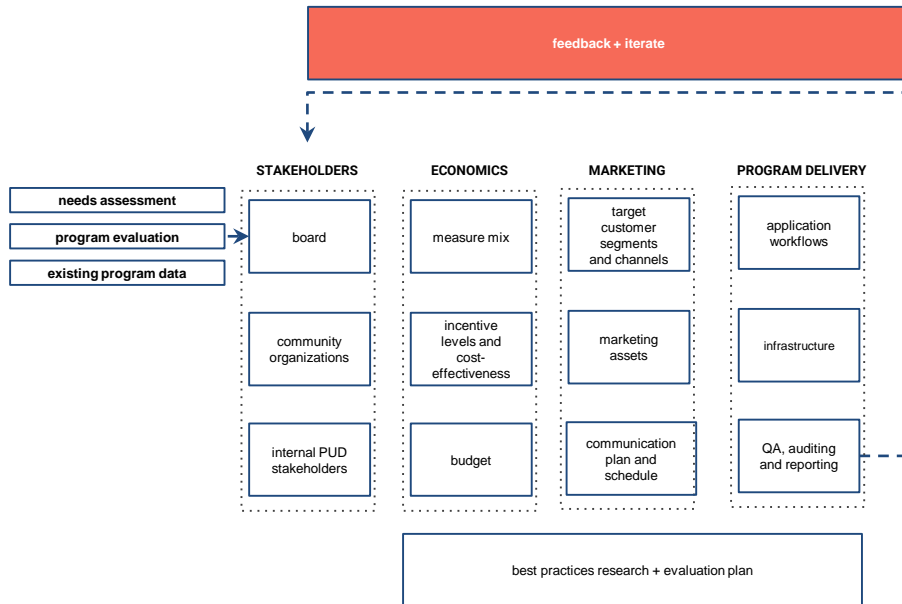
### Why?

- 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

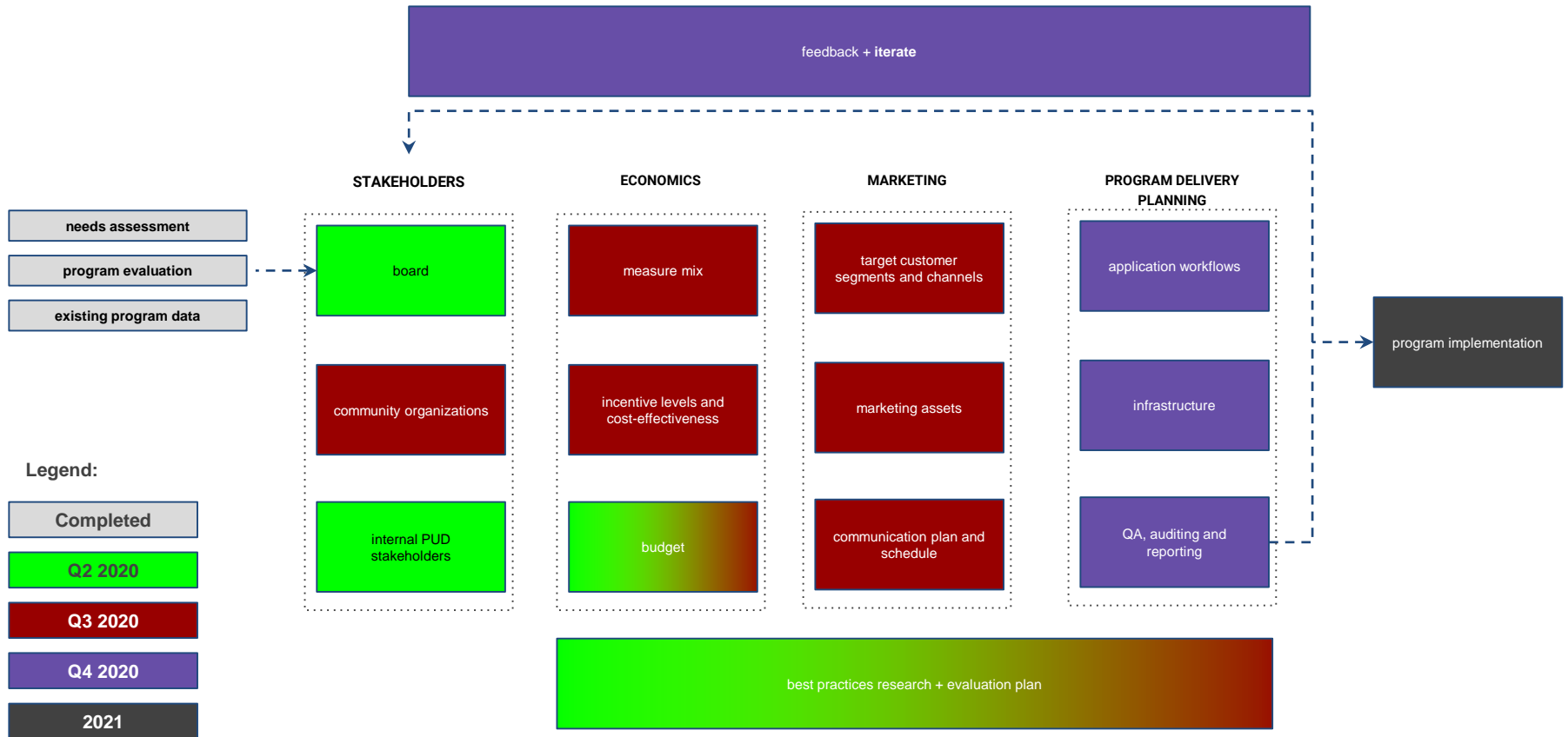
### Why?

- 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



# 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?

