Innovative Low-Income Utility Programs

NEUAC
June 22, 2015
Agenda

• Introductions
  • Who are you? Who are we?
  • VEIC mission and programs

• Presentations
  • DCSEU Low-Income Programs
  • DCSEU Food Bank Efficient Products Partnerships
  • Efficiency Vermont and Women, Infants, and Children Program

• Discussion
  • What are YOU doing that we all need to hear about?
Who are You? Who are We?

• Elizabeth Chant
  • Principal Consultant

• Ted Diggs
  DCSEU Community Relations Manager

• Stacy Glatting
  DCSEU Residential Efficient Products Program Manager

• Nikki Kuhn
  Manager, Consulting
Introduction to VEIC

• Mission-driven nonprofit
• 29 years reducing economic and environmental costs of energy use
• Energy efficiency, renewable energy, and transportation
• Consulting and implementation
• 3 utility-scale implementation programs
VEIC’s Low-Income Mission

• Mission: “to reduce the economic and environmental costs of energy use”
• Articles of Association call for providing “service to low-income populations and the organizations that serve them”
• Corporate goal since 2007: Carbon reduction
• Low-income goal: 20% of cost savings from carbon reduction accrue to benefit of low-income people
Implementation recognized as exemplary

Efficiency Vermont – established 2000

DC Sustainable Energy Utility – established 2011
Efficiency Vermont

• Created by Vermont Legislature and Vermont Public Service Board (PSB)
• Competitively bid contract to provide electric efficiency services to all classes of ratepayers
• Performance-based contract
  o PSB sets goals and budget
  o PSB establishes performance indicators
  o Allows response to changing conditions
• Now operate under Order of Appointment
Efficiency Vermont

• Low-income goal for Efficiency Vermont
  o 15% of resources for low-income programming
  o Currently exploring other metrics
• Mix of programs over the years has changed
  o Effective programs continued
  o New and innovative approaches tested
  o Ineffective programs changed or eliminated
• Low-income definition has been expanded
DC Sustainable Energy Utility

- Established by the Clean and Affordable Energy Act of 2008
- Competitively bid in 2010 for seven-year contract (one year w/ six one-year extensions)
- Started programming in 2011
- Performance-based contract

Goals
- Energy efficiency (consumption / demand)
- Renewable energy generation
- Social equity
DC Sustainable Energy Utility

• Low-income goal most aggressive in the nation
• 30% of spending to benefit of low-income residents
• Additional social equity goals of contract
  o Local economic development
  o Local resident hiring
• Performance benchmarks on social equity goals
DCSEU
Low-Income Programs & Service Offerings

Ted Diggs
Low-Income Multifamily (LIMF): Finding the Projects

- Reaching the market
  - Community Outreach
  - Account Management
  - Community Stakeholders
- Securing projects
  - How do we ensure income qualification?
## TABLE 1: A Breakdown of DC’s Overall Population

<table>
<thead>
<tr>
<th>Age</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Under 18</td>
<td>20%</td>
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<tr>
<td>18-64</td>
<td>67%</td>
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<tr>
<td>65+</td>
<td>12%</td>
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<table>
<thead>
<tr>
<th>Race</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>White (non-Hispanic)</td>
<td>31%</td>
</tr>
<tr>
<td>Black (non-Hispanic)</td>
<td>55%</td>
</tr>
<tr>
<td>Other (non-Hispanic)</td>
<td>5%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>8%</td>
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</table>

<table>
<thead>
<tr>
<th>Disability</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Person with a disability</td>
<td>14%</td>
</tr>
<tr>
<td>Person without a disability</td>
<td>86%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>47%</td>
</tr>
<tr>
<td>Female</td>
<td>54%</td>
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</table>

<table>
<thead>
<tr>
<th>Education</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Less than a high school degree</td>
<td>14%</td>
</tr>
<tr>
<td>High school diploma or GED</td>
<td>22%</td>
</tr>
<tr>
<td>Some college or associates degree</td>
<td>17%</td>
</tr>
<tr>
<td>Bachelors degree or masters degree</td>
<td>48%</td>
</tr>
</tbody>
</table>

Source: DCFPI analysis of U.S. Census Bureau American Community Survey Data, 2006 and 2007. Numbers may not add to 100% because of rounding.
Low-Income Market Data in D.C.

- Over 47,000 DC residents live below half the poverty line
- Low wages are a main reason that many working families are impoverished
Serving Low-Income Communities

- Low-Income Multifamily Comprehensive
  - Rebates & technical assistance
    - Lighting
    - Major mechanical systems
    - Solar PV and thermal arrays
- Low–Income Direct Install Program
  - Lighting (CFL & LED bulbs)
  - Water-saving measures (low-flow faucet aerators)
  - Smart showerheads (low-flow showerheads)
  - Tank wrap & pipe insulation
2014 Results

- $6,100,000 invested in low-income services
- 16 million gallons of water saved
- $9.9 million in lifetime energy cost savings
- 105 Solar PV installations for income-qualified residents
- 28% of the District’s renewable energy generating capacity
2014 Community Outreach Results

- Community events in each of the city’s 8 Wards
- Participation in over 80 events
- 76 earned media appearances in television, blog, & print
- 50% increase in website traffic over FY 2013
- 16,574 LED bulbs distributed
- Hosted the first POWER LUNCH
  - 1,000+ Attendees
  - DCSEU & Sylvania distributed 1500 CFLs and LEDs
  - DDOE, WMATA, ZipCar, CBS Radio, Washington Nationals, JW Marriott
Contact
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202-677-4823

Thank you!
Food Banks to Mobile Markets: Distributing Efficient Light Bulbs to Hard-to-Reach Residents

Stacy Glatting
Program Objectives

• Save residents money by providing CFLs to replace incandescent bulbs
• Reach residents across the city
• Partner with local non-profits and lighting suppliers
• Educate residents about the benefits of efficient lighting
Map of Partnering Lighting Retailers
Program Beginnings

- Partnerships with non-profits servicing low-income residents
- Partners determined resident eligibility and tracked bulb distribution
- FY12 & FY13: 41,000 CFLs distributed to 6,000 households each year
Bulb Distribution via Partnering Organizations
START SAVING MONEY & ENERGY IN YOUR HOME TODAY!

Do you have traditional incandescent light bulbs like this in your home?

CFLs like this use **75% less energy** than incandescents, saving you up to $4.50 per year on your electric bill for every bulb you replace in your home.

Ask a volunteer about getting CFLs to install in your home today!

DCSEU
202-479-2222 • toll-free: 855-MY-DCSEU • WWW.DCSEU.COM
Improvements in FY 2015

• Revised distribution strategy
  • Events
    • Church food pantries
    • Community events
    • Mobile Food Market
  • Buy a Bulb, Give a Bulb Promotion
• Master list of bulb distribution records
• Enhanced education about lighting
Implementation
Reaching Residents In Their Communities
FY15 Food Bank Events
Lessons Learned and Results

• Value of partnerships with a variety of organizations
• Bulb distribution data told a story
• Survey results showed
  • Majority of bulbs were installed
  • Majority of residents did not have prior knowledge of CFLs or LEDs
  • Majority of residents were renters and responsible for paying utility bill
Contact
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202-677-4802

Thank you!
Meeting Customers Where They Are: Efficiency Vermont’s Partnership with WIC

Nikki Kuhn
Efficiency Vermont –
Low Income Services Background

<table>
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<tr>
<th>SERVICES</th>
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<tbody>
<tr>
<td>WAP Partnership</td>
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<tr>
<td>Multifamily Efficiency Existing &amp; New Construction</td>
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<tr>
<td>Rental Property Rebate program</td>
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<tr>
<td>Food Bank</td>
</tr>
<tr>
<td>Targeted High Use</td>
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<tr>
<td><em>WIC Refrigerator Replacement</em></td>
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About the Women, Infants & Children Program (WIC)

• Mission: To safeguard the health of low-income women, infants, and children up to age 5 who are at a nutrition risk by providing nutritious foods to supplement diets, information on healthy eating, and referrals to health care
About the Women, Infants & Children Program (WIC)

• Income criteria consistent with other programs:
  ➢ Determined by State
  ➢ Between 100%-185% of FPL

• 2012: 9.7 million WIC recipients; majority are infants & children
  ➢ 15,851 participants in VT; 3,364 women
EVT – WIC Pilot Design

• Collaborate with WIC program to identify cost effective refrigerator replacements
  ➢ EVT can leverage WIC income verification
  ➢ Direct outreach through WIC providers

• WIC referral to EVT Call Center to confirm eligibility
  ➢ Collect make, model, serial number; verify it is pre-2001
  ➢ Provide information about lighting and water conservation devices available through Vermont Food Bank and Food Shelves

• Refrigerators replaced by retailer partners
  ➢ Confirm status of existing equipment; removal and proper disposal of old refrigerator
Results

• 2014 program had 70 of participants
• Average cost/customer = $820
• WIC partnership works well!
  ➢ WIC program loves it and it’s easy for them to administer
  ➢ 6-month recertification process provides EVT budget control
  ➢ EVT looking at rolling out more broadly, must continue linking customers to comprehensive savings opps for cost effectiveness
Results

• Satisfied customers saving energy!

Percent of Income on Energy

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent</th>
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<tbody>
<tr>
<td>Low Income Households</td>
<td>13.5%</td>
</tr>
<tr>
<td>All Households</td>
<td>3.2%</td>
</tr>
</tbody>
</table>

Dear Efficiency Vermont,

Thank you so much for replacing our crummy old Kenmore fridge with a new energy efficient model. What an amazing program! Our family is very grateful for the generosity and help making our utility costs less of a burden. We're very pleased to be using less energy. Thank you... and thank you Quality Appliance for the delivery!

Your fans! Sarah Barnes & Corrie Real
Contact
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nkuhn@veic.org
802-540-7812

Thank you!