

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
 - PSB sets goals and budget
 - PSB establishes performance indicators
 - Allows response to changing conditions
- Now operate under Order of Appointment

Efficiency Vermont

- Low-income goal for Efficiency Vermont
 - 15% of resources for low-income programming
 - Currently exploring other metrics
- Mix of programs over the years has changed
 - Effective programs continued
 - New and innovative approaches tested
 - 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
 - Local economic development
 - 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?


**BUILDING A
GREENER
ENERGY FUTURE
FOR THE DISTRICT**

• saving DC money and energy where you live and work •



• growing the DC economy • creating green jobs for DC residents •

DCSEU
DISTRICT OF COLUMBIA SUSTAINABLE ENERGY UTILITY
a new kind of utility WWW.DCSEU.COM/MYDCSEU



D.C. Low-Income Market Data

**TABLE 1:
A Breakdown of DC's Overall Population**

Age	
Under 18	20%
18-64	67%
65+	12%
Race	
White (non-Hispanic)	31%
Black (non-Hispanic)	55%
Other (non-Hispanic)	5%
Hispanic	8%
Disability	
Person with a disability	14%
Person without a disability	86%
Gender	
Male	47%
Female	54%
Education	
Less than a high school degree	14%
High school diploma or GED	22%
Some college or associates degree	17%
Bachelors degree or masters degree	48%

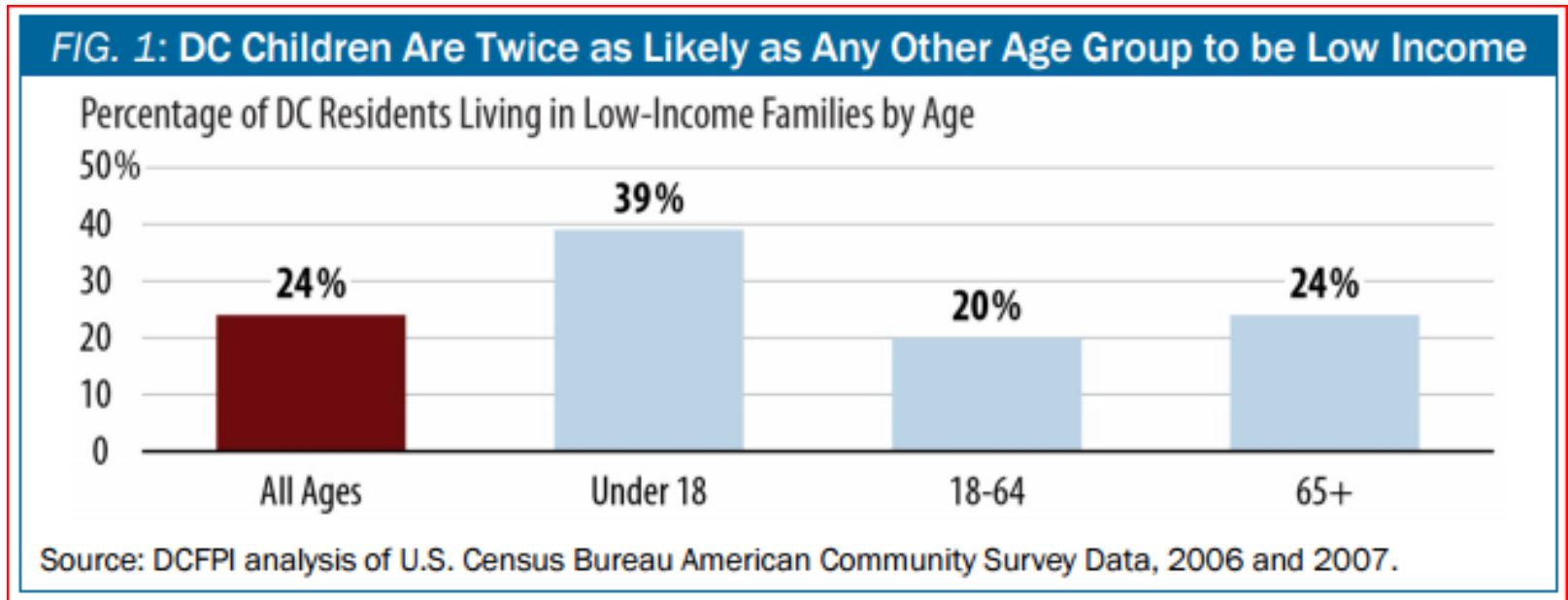
Source: DCFPI analysis of U.S. Census Bureau American Community Survey Data, 2006 and 2007. Numbers may not add to 100% because of rounding.

Distribution of Rental Units

	2002	2013
Total Rental Units	143,528	161,362
Below 800	57,756	33,433*
Percent of Rental Stock	40%	21%
800-1000	27,755	20,200*
Percent of Rental Stock	19%	13%
1000-1200	17,576	19,649
Percent of Rental Stock	12%	12%
1200-1400	12,812	15,010
Percent of Rental Stock	9%	9%
1400-1600	7,550	16,294*
Percent of Rental Stock	5%	10%
1600+	20,078	56,786*
Percent of Rental Stock	14%	35%

Source: DCFPI analysis of 2002-2013 American Community Survey 1-Year Household Estimates. All figures adjust for inflation. * Indicates a statistically significant difference in share of units.

Low-Income Market Data in D.C.



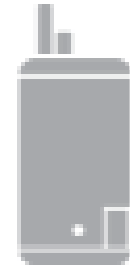
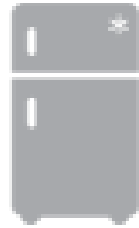
- Over 47,000 DC residents live below half the poverty line
- Low wages are a main reason that many working families are impoverished

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

Ted Diggs

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Thank you!

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

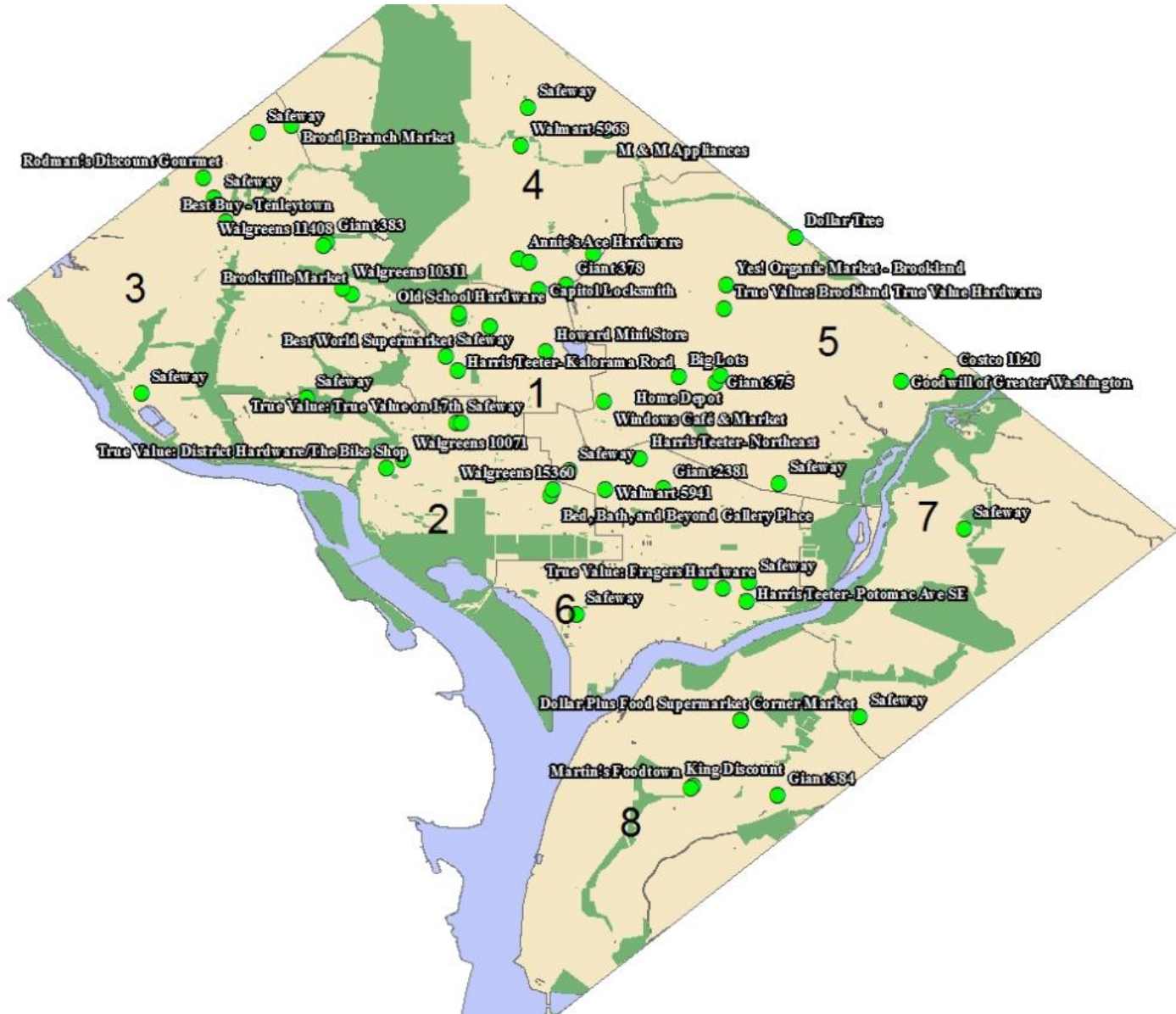
Stacy Glatting

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

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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



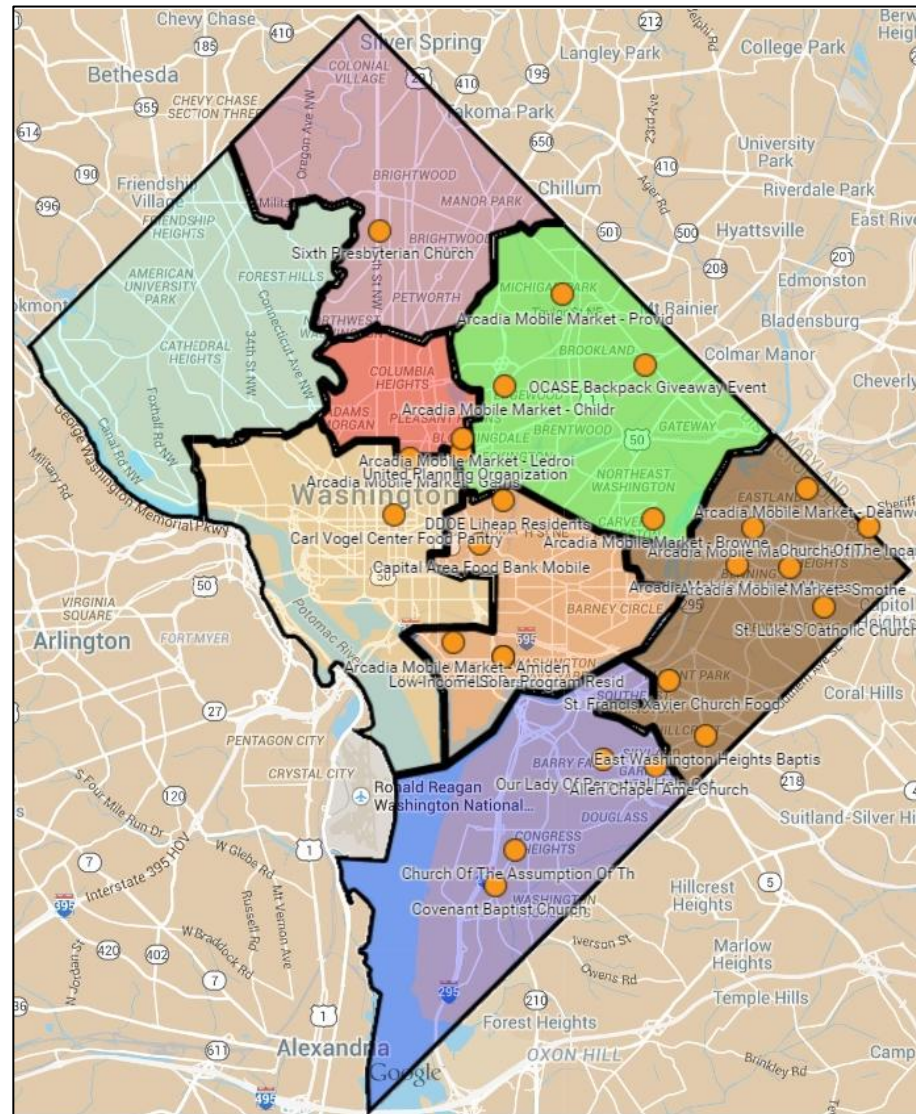
Implementation



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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Thank you!

Meeting Customers
Where They Are:
Efficiency Vermont's
Partnership with WIC

Nikki Kuhn

Efficiency Vermont – Low Income Services Background

SERVICES
WAP Partnership
Multifamily Efficiency Existing & New Construction
Rental Property Rebate program
Food Bank
Targeted High Use
<i>WIC Refrigerator Replacement</i>

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

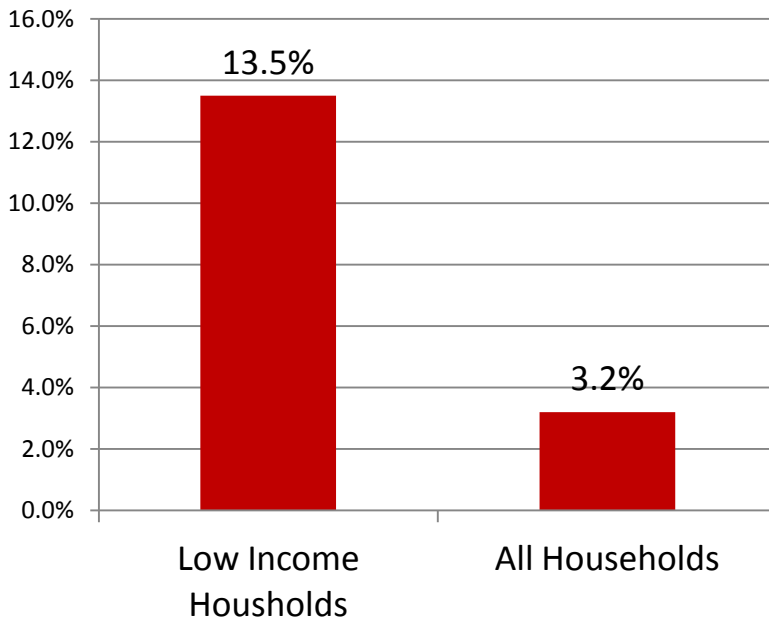
Results

- **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



Dear Efficiency Vermont! 8/29
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 + Corleyn Beal

Contact

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Thank you!