Agenda

01.

# **Proprietary Research**

Resource Challenged Audience

Our
Research Question:

According to U.S. Department of Housing and Urban Development statistics, approximately one quarter of Americans live on less than 80% of U.S. area median income.

How do we best **design programs** and **provide opportunities for a diverse population of income-challenged households to participate** in Home Energy Efficiency Programs?
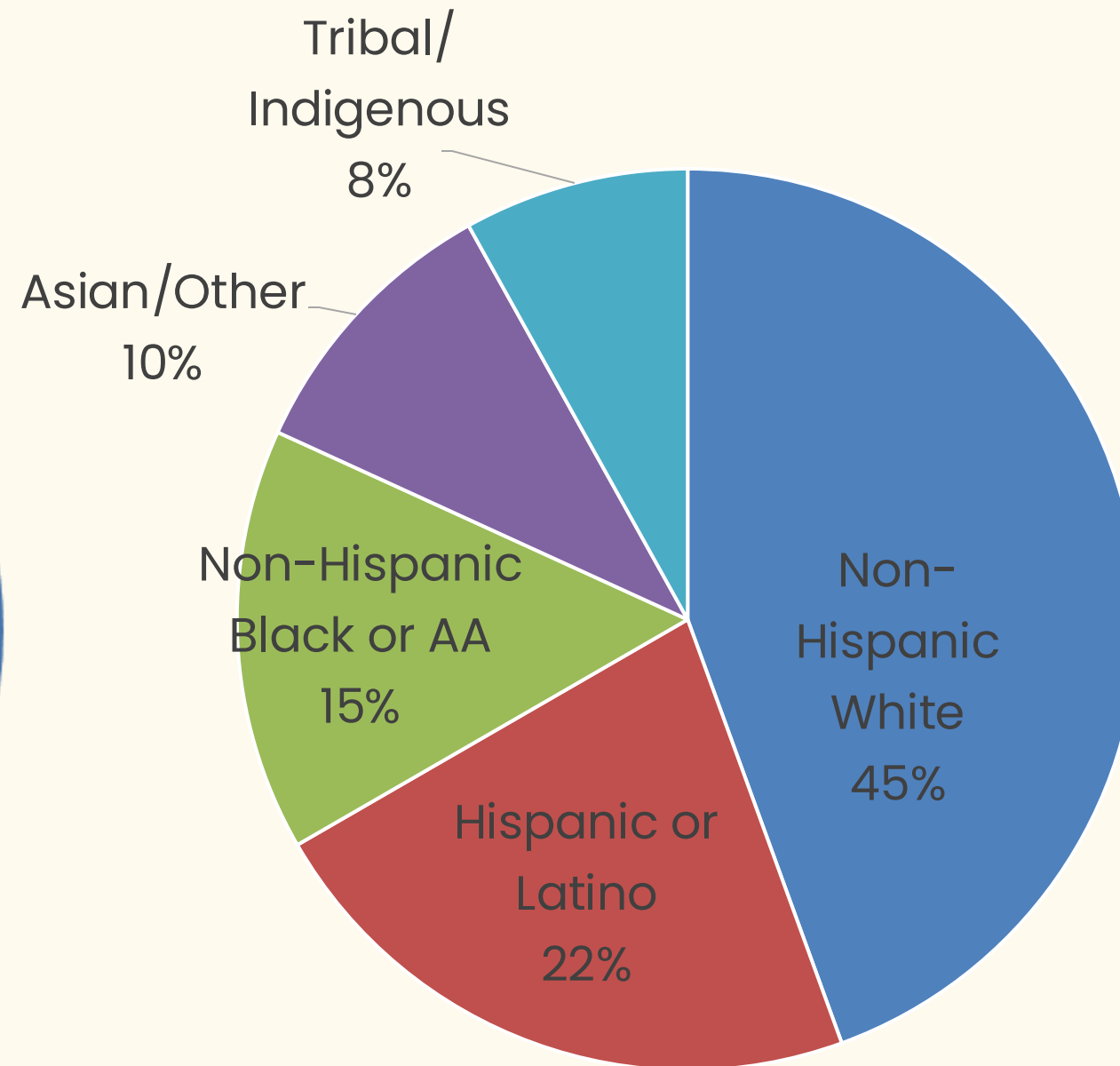
Demographics
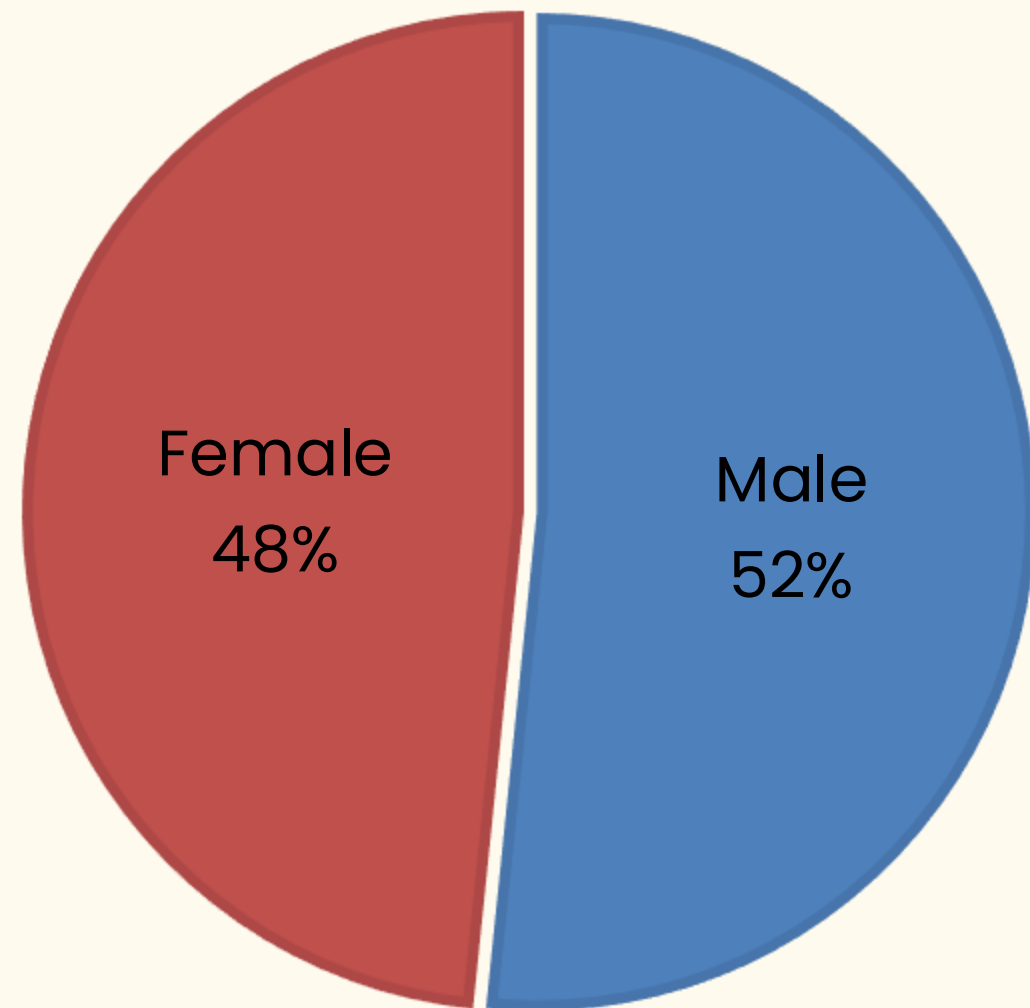
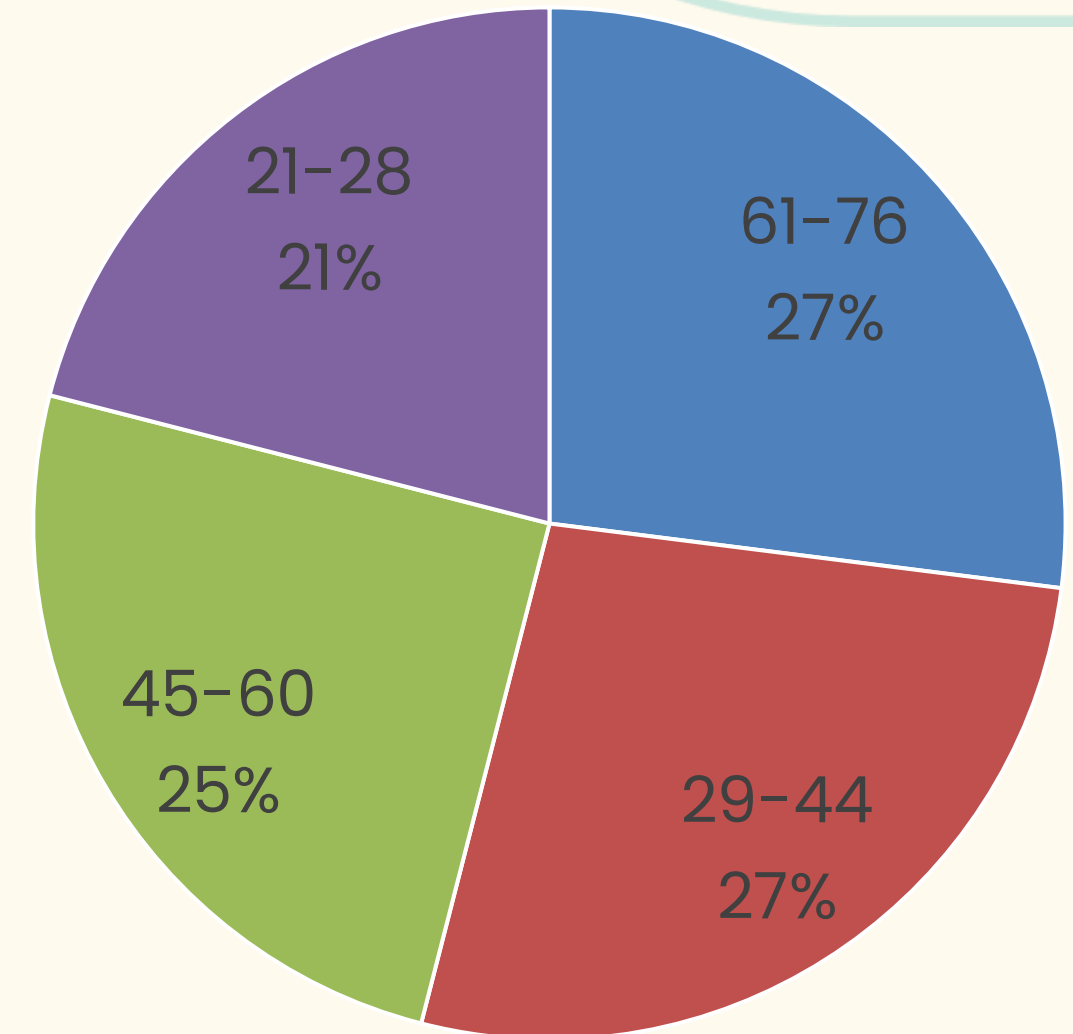**Audience Size**
401 total respondents

Target Audience
Low-income households earning less than 80% of U.S. area median income, (based on number of people in household) who live in the US.

Margin of Error
+/- 4.9%, with 95% Confidence Level

Summary

- **Awareness** - Spend enough and vary methods to match target demographics

- **Remediate** - Budget and hire or partner w/local non-profits

- Treat renter applications as **Landlord** referrals to Parallel Multifamily Program

- Offer **comprehensive**, whole-home audits with a package of free initial upgrades.

- Make the program **turnkey**. Centralize scheduling and issue work orders to contractors to quickly complete upgrades.

- **Cover costs**. When not possible, meet funding gaps with on-bill financing for homeowners.

- Accept verified **categorical** program participation for qualification.

- **Extend hours** of operation to include evenings and weekends.

- **Simplicity** and **Self-service**: Clear steps, Interactive tools, Mobile friendly, and offer **DIY Options**

Multifamily Programs

Best Practices

Serving Multifamily Residents
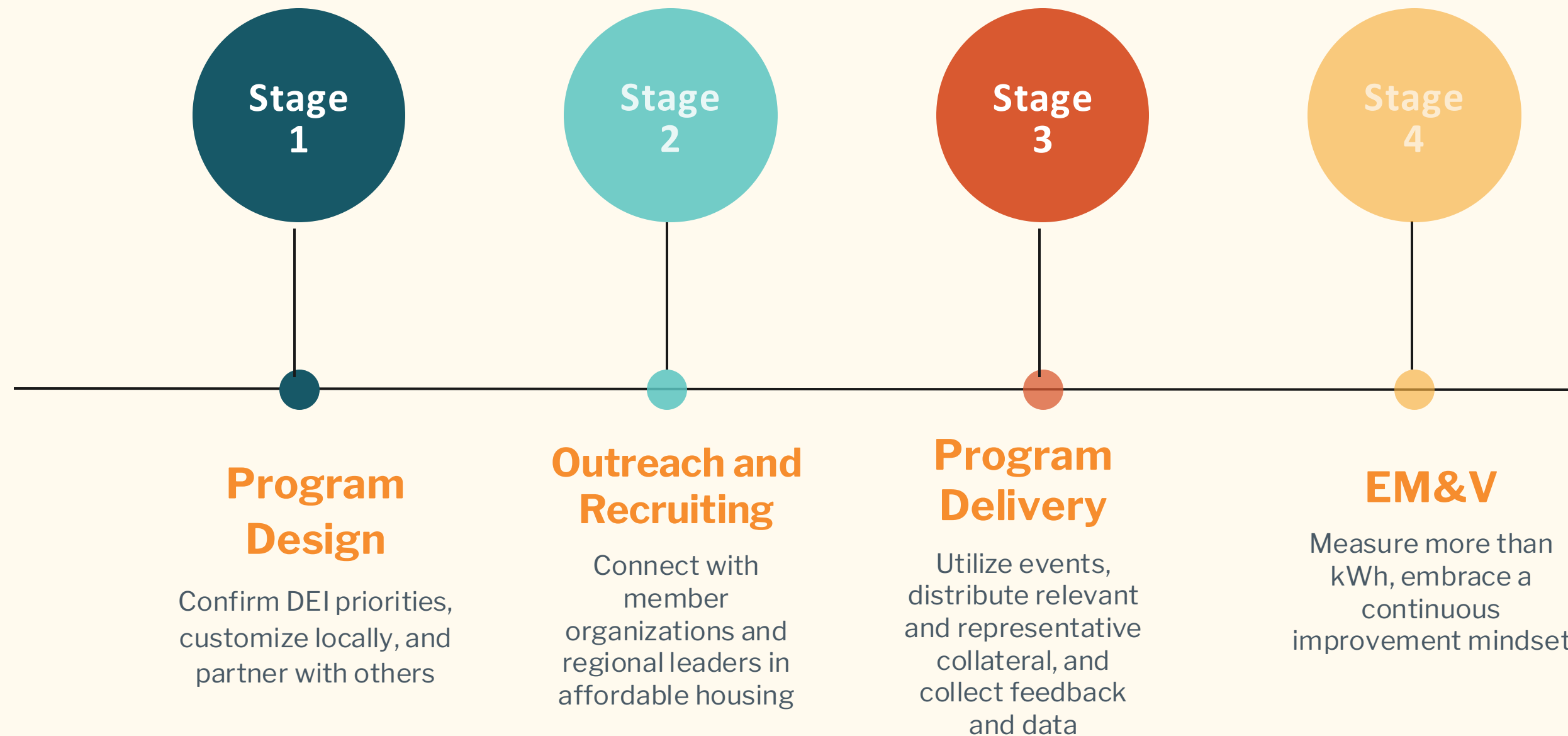## Increasing impact through engagement

Multifamily residents with limited resources are often underserved by utility programs.

What does it take to change that?

1 Avoid 'one-size-fits-all' - Listen and customize

2 Partner and compensate trusted entities

3 Use customized events to increase actual engagement

Approach

Human-Centered

Stage 1

Stage 2

Stage 3

Stage 4

Program Design

Confirm DEI priorities, customize locally, and partner with others

Outreach and Recruiting

Connect with member organizations and regional leaders in affordable housing

Program Delivery

Utilize events, distribute relevant and representative collateral, and collect feedback and data

EM&V

Measure more than kWh, embrace a continuous improvement mindset

Build Relationships
Invest in the Long-haul

Recruiting properties provides access to hundreds of residents, but property managers are BUSY. Persistence is key and we've experienced their appreciation for constant prodding and coaching

1 **Connect**
Are there local member organizations or networks?

2 **Listen**
Each conversation is an opportunity to learn and pivot

3 **Pre-Qualify**
By serving whole properties serving income-eligible units, you automatically will reach a desired audience

Actual reasons given by property managers for missing coaching meetings:

A. At a trial for one of the residents

B. A pipe burst and they were dealing with clean up

C. Childcare crisis

D. Forgot

E. No longer working at the property

F. Needle clean-up

G. Coroner showed up

H. Vacation (rare!)

03.

Targeted Engagement

Success Stories

When Less is More

Data

- Home Values & Income on the low side
- Household Size
- Biggest groups of families
- Heavy concentration of Hispanic
- Visual audit of properties

*Energy Ambassador teams visited 762 homes and generated more than **25% engagement and over $1M in repairs**.*

Dozens of qualified homeowners filled out the survey — instantly becoming warm leads.

RED was flagged as "need repairs"
BLUE was flagged at "self perform"

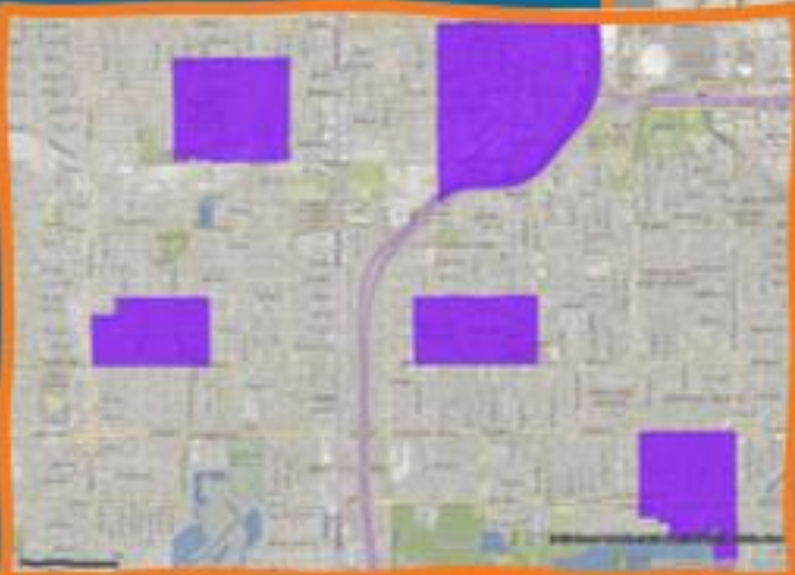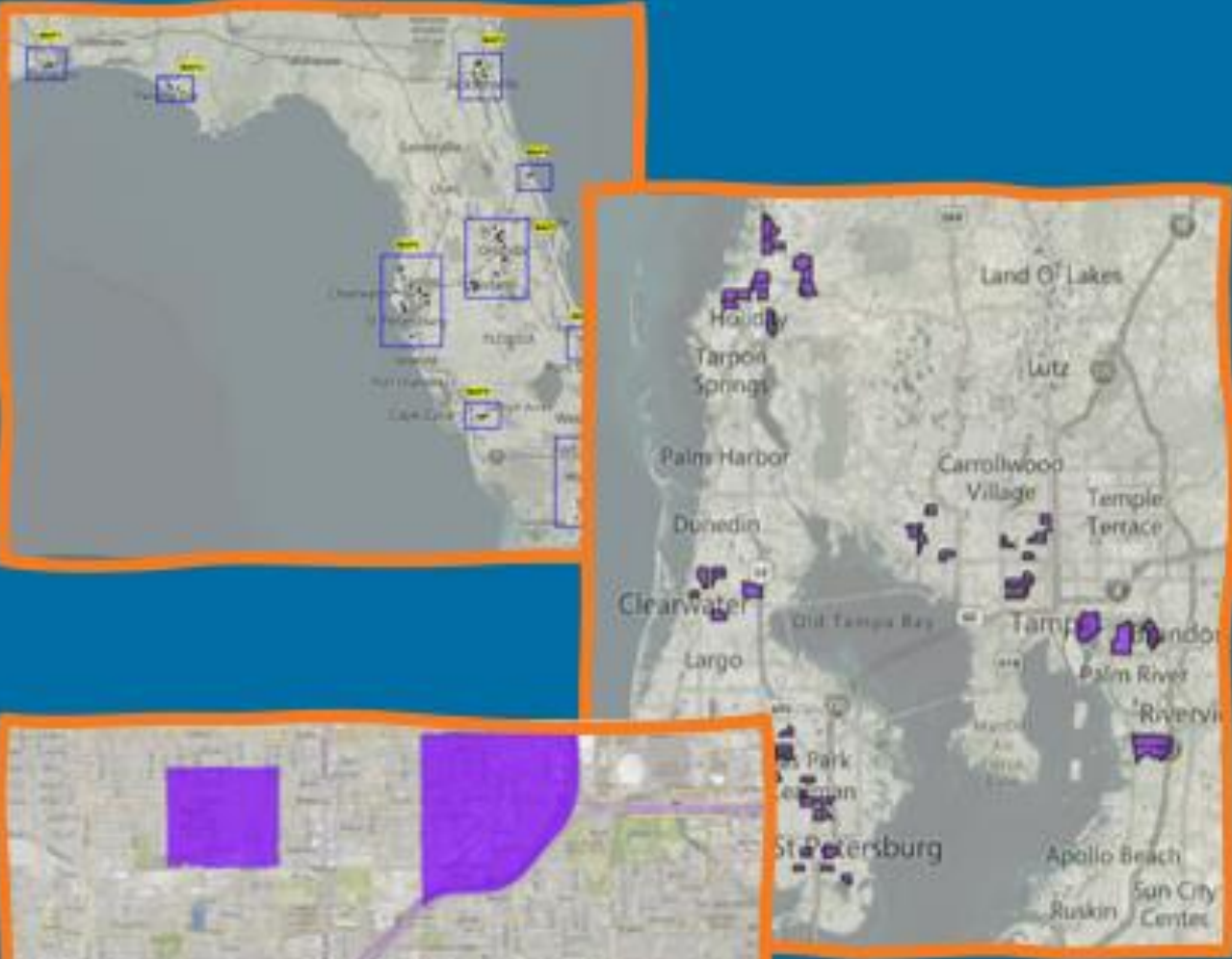| ADDRESSES	HH EST 2024	SFDU DET	% SFDU DET	% OWNER OCC-HU	AVG HH SIZE	INDEX	MED OWN OCC HU-VALUE	INDEX	MHI	MED AGE	% FAMILY	% HISP	% SPEAK SPAN	CHARITIES EXP/HH/MONTH	URBAN QUAL	HH/ SQ MI	MIN INDEX
315	461	319	61.58	54.88	3.91	1.44	$1,360,072	1.40	$157,062	35.18	83.95	53.15	57.11	52.961	100.00	2,195.24	1.40
250	536	357	61.34	38.81	3.55	1.31	$1,290,557	1.48	$78,521	36.47	77.24	50.93	57.08	44.254	100.00	4,123.08	1.31
197	527	285	51.26	31.12	3.04	1.12	$1,207,394	1.58	$120,577	33.02	80.08	36.05	57.14	42.288	100.00	4,790.91	1.12

power DiRECT ENERGY

LA County 1.4 million Address Specific LED Kit Delivery

- 15 districts
- Lowest-income residents first
- 1.406 M kits in 8 weeks
- GPS for verification of date, time & exact location
- Audit apartments for master meters
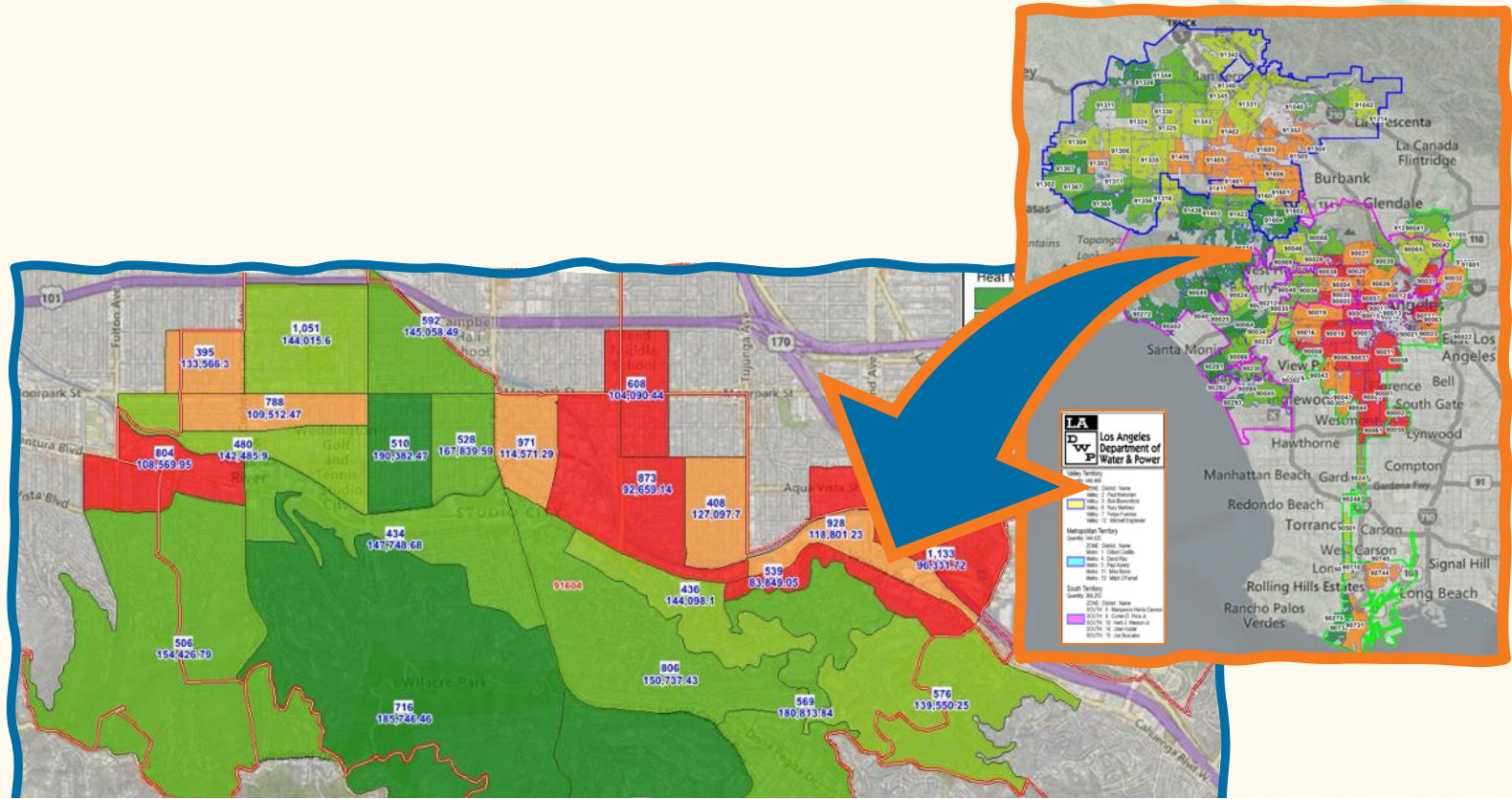
CODE	ZONE	COLOR	QTY	RANGE
ZONE2-RED	ZONE2	RED	51,241	25,000 to 38,000
ZONE3-RED	ZONE3	RED	156,125	25,000 to 38,000
ZONE3-ORANGE	ZONE3	ORANGE	147,460	38,000 to 53,000
ZONE2-ORANGE	ZONE2	ORANGE	78,524	38,000 to 53,000

Solar For All...Specialized Energy Data Makes a Difference

1,810,067	Disadvantaged Community & SFDU
1,363,599	Minus Rural, Gated, and Opt Outs
668,799	HHs ≤ 80% Median Income
186,303	Neighborhoods with higher than 1 minimum index (above average for all) for SFDU DET %, Homeowner % and Electricity Expenditures per month
100,110	**Solar Panel Barrier Complexity of Rebates** **Solar Panel Barrier - Lack of Rebates** **Solar Panel Barrier - Purchase/Install Cost** **Solar Panel Barrier - Reliable System Information Pros/Cons** **Solar Panel System, Considering** **Solar Power Will be Important Source of Electricity in US** **Contiguous areas for efficiency**

power
D⚡RECT
ENERGY

QUESTIONS?