



LOW INCOME DIRECT INSTALL PILOT

Identifying potential in single-family homes

Lars Henrikson | November 7, 2016



LEARNING BY DOING

- What is the EE potential in low income homes?
- How can we reach this population?
- What is the cost to serve?
- Can we leverage an initial visit?
 - Gathering information on home characteristics
 - Passing leads to low-income Wx program
 - Customer education

UTILITY DISCOUNT PROGRAM (UDP) DIRECT INSTALLATION PILOT

- Focus on UDP customers in 3 ZIP codes
- Test out direct mail marketing and follow-up
- Pilot effort expanded from existing effort
 - Install wide variety of LEDs
 - Leave behind Advanced Power Strips
 - Leave behind showerheads and aerators
 - Walk-through potential assessment
- Refer customers to free weatherization through Seattle's HomeWise program if needed

OUTREACH AND RESULTS

- Direct Mail –
 - 3000 Utility Discount Program (UDP) customers
 - No filtering for heating fuel type
 - Outreach letter from Seattle City Light in English
- Nearly 300 responses (10% response rate)
 - 30% were non-native English speakers
- Outreach stopped when budget limits reached
 - Did not follow up with e-mail or additional mailing as had been planned

MEASURES PROVIDED

- LED Bulbs to replace incandescents only
 - A-Lamps
 - Reflectors
 - Globes
 - Candelabras
 - MR 16s
- 1.5 GPM showerheads & 1.0 GPM aerators
- Advanced Power Strips
- Walk-through energy audit

LIGHTING 2015 COMPARED TO 2010

- 2015-16 Average = 24+ LEDs per home
 - 12 A-Lamps
 - 3 Globes
 - 4.5 Reflectors
 - 4.5 Candelabras (not available in 2010)
 - 0.5 MR16s (not available in 2010)
- 2010 (5666 home sample) = 18 CFLs per home
 - 12.6 A-Lamps
 - 2.9 Globes
 - 2.5 Reflectors

LEAVE-BEHINDS 2015-16 COMPARED TO 2010

- Average Leave-behinds 2015-16
 - 0.4 showerheads
 - 1.1 aerators
 - 1.2 Advanced Power Strips (not available in 2010)
- Average Leave-behinds 2010
 - 0.5 showerheads
 - 0.9 aerators

(in 2010 both gas and electric water heat were served)

WEATHERIZATION OPPORTUNITIES

- Walk-through assessments identified opportunities
 - Majority of electric heat homes did not need weatherization
 - 10% of electrically heated homes were referred to and received weatherization services from HomeWise
 - All electrically heated homes visited could benefit from a ductless heat pump (DHP)
 - Most homes with electric water heat could use a heat pump water heater (HPWH)



CONCLUSION

There is opportunity to do more



RETAIL IS NOT ENOUGH

- Low income customers have not been fully participating in retail mark-down efforts
- D.I. of LEDs opens up new opportunities
- Low income weatherization has done a lot but there are still opportunities to do more
- Even with direct referral, not all home owners submitted applications for weatherization

D-I IS AN EFFECTIVE (BUT NOT CHEAP) APPROACH

- To serve low income customers, direct free service is a proven avenue
 - High initial participation rate
 - Opportunity to link customers to additional service
- Unknowns remain
 - How many eager participants are there?
 - How do we serve those who don't raise their hand?
 - EISA standards - will the first-cost barrier disappear?
 - Can we get more value/\$ with improved delivery?

NEXT STEPS

- RFP to deliver LED direct install service
- RFP to deliver HPWH and DHP direct install service
- Combine effort with Seattle Public Utilities' water efficiency efforts to share costs
 - Shared cost of efficient washers
 - Maximize value of plumber in home
 - Install Heat pump water heater
 - Installation of showerheads and aerators
 - Install Efficient toilets



QUESTIONS?

Lars.Henrikson@seattle.gov





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