

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
 - o 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
 - o 12 A-Lamps
 - o 3 Globes
 - 04.5 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
 - o 2.9 Globes
 - 2.5 Reflectors

LEAVE-BEHINDS 2015-16 COMPARED TO 2010

- Average Leave-behinds 2015-16
 - 0.4 showerheads
 - o 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

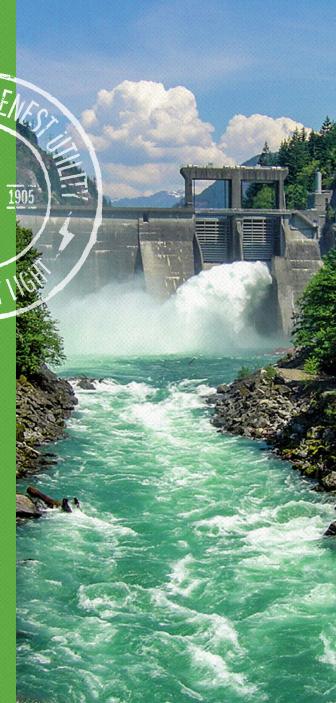
- Walk-through assessments identified opportunities
 - Majority of electric heat homes did not need weatherization
 - 10% of electrically heated homes were referred to and received weatherization services from HomeWise
 - All electrically heated homes visited could benefit from a ductless heat pump (DHP)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

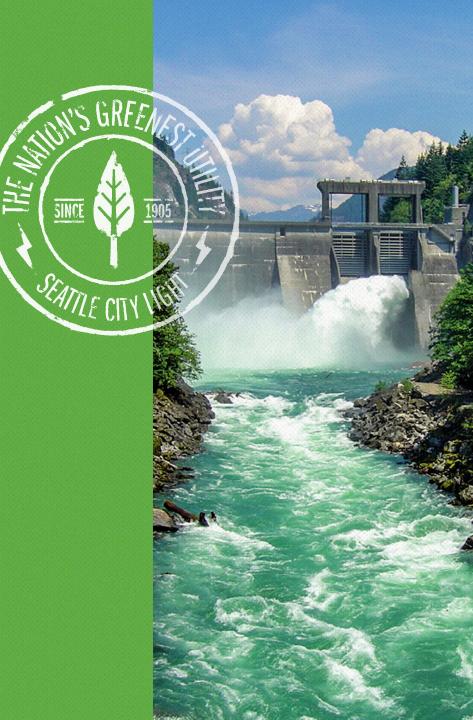
NEXT STEPS

- 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





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OUR VISION

To set the standard—to deliver the best customer service experience of any utility in the nation.

OUR MISSION

Seattle City Light is dedicated to exceeding our customers' expectations in producing and delivering environmentally responsible, safe, low-cost and reliable power.

OUR VALUES

Excellence, Accountability, Trust and Stewardship.



