



Low-income Programs

Item #160211
Utility Advisory Board
July 20, 2016



Low-income Energy Efficiency Program^{plus} (LEEP^{plus})

Program Description

- Assists low-income customers with home improvements targeted at lowering electric bills, managing energy use, providing education and improving comfort
- On average, \$4,000 of approved upgrades are invested into each home

Improvements

- Replace or service HVAC system
- Seal and test duct system
- Add insulation
- Replace water heater
- Install programmable thermostat
- Add weather stripping and caulking
- Replace room air conditioners
- Provide up to 10 compact fluorescent light bulbs (CFLs)

Eligibility

- GRU residential electric customer with at least one year of service at current location
- Own and live in the home
- Single-family dwellings built in or prior to 1997 and mobile homes (of any age)
- Customer or home must not have previously received LEEP or LEEP^{plus} assistance
- Proof household meets HUD Low-income guidelines

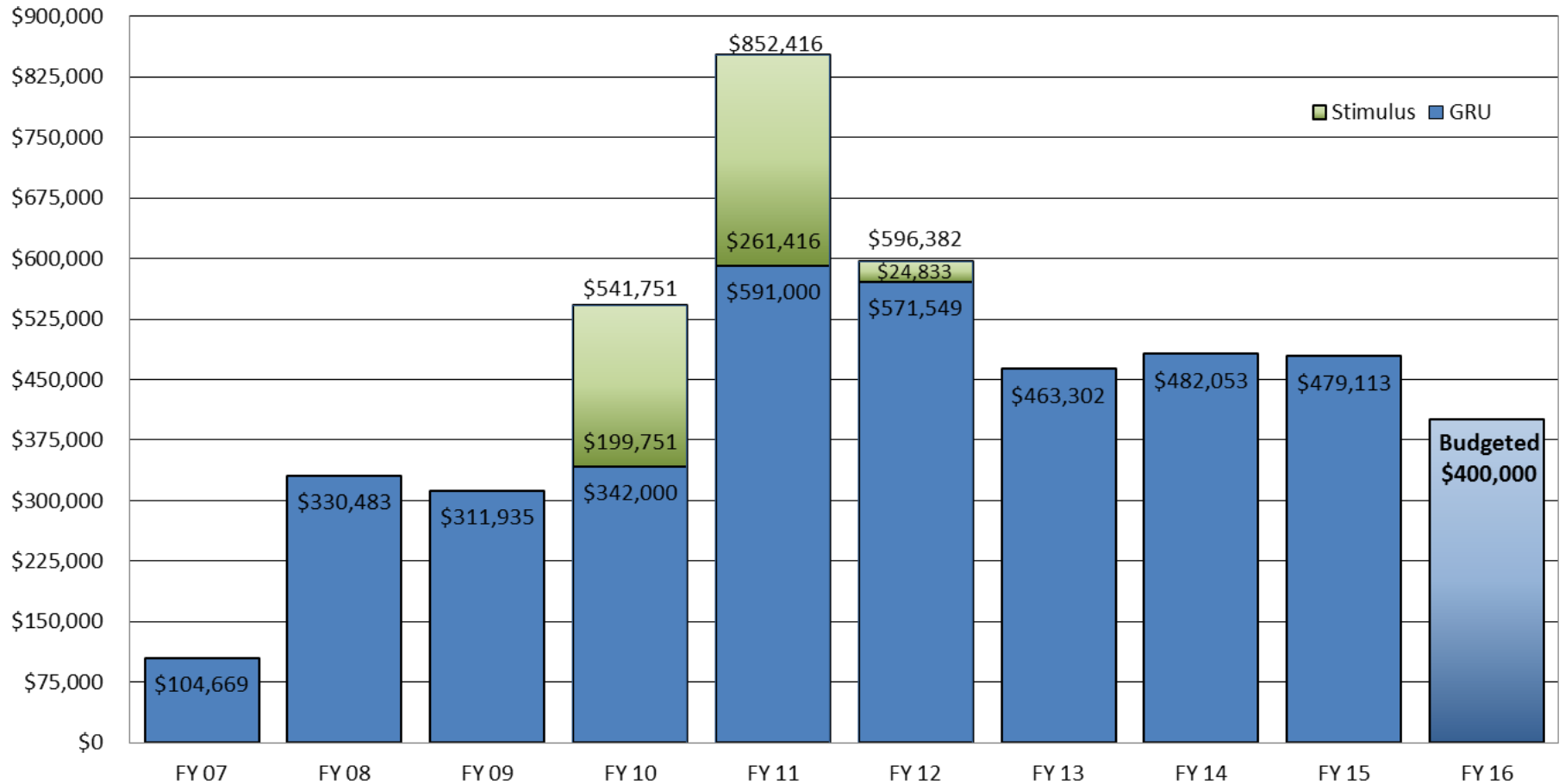
HUD Guidelines

FY 2016 Income Limit Category	1 Person	2 Person	3 Person	4 Person	5 Person	6 Person	7 Person	8 Person
Low (80%)	34,000	38,850	43,700	48,550	52,450	56,350	60,250	64,100
Very Low (50%)	21,250	24,300	27,350	30,350	32,800	35,250	37,650	40,100
Extremely Low (30%)	12,750	16,020	20,160	24,300	28,440	32,580	36,730	40,100

Historical Background

Number of homes		
FY	Goals	Actuals
2015	123	123
2014	120	133
2013	150	151
2012	199	200
2011	336	253*
2010	169	181
2009	114	114
2008	118	122
2007	40	40

LEEP^{plus} Dollars Spent



Overall Program Results

- Since 2007, LEEP^{plus} has helped 1,388 customers
- Average customer sees a 145 kWh monthly reduction or 14% savings (which is around \$250 yearly)

FY17 Goal

- Budget \$425,000
- Improve 100 homes

Community Weatherization Coalition (CWC)

Background

- Recognized a need to bring real changes in energy efficiency to those who needed it most (low income customers)
- Did not have adequate resources to implement a community-wide weatherization program
- Churches, government agencies & civic organizations were asking to help bring relief to these customers

Background

(continued)

- A workshop was held with over 15 community organizations
- CWC was formed. It's Mission:
“Improve home weatherization and assist local households to conserve resources through education, volunteer work projects, and community-building”
- Since 2008, CWC has collaborated with GRU to train volunteer home energy and water auditors
- Volunteers have conducted audits throughout Alachua County

APPA DEED Grant

American Public Power Association (APPA) DEED Grant

- Engaging Communities for Energy and Water Savings: Improving measurement and effectiveness of energy/water audits for low income neighborhoods
- \$85,193 awarded to GRU
- Two year project term (5/1/16 – 5/1/18)
- GRU subcontracted CWC to fulfill grant
 - Staff liaison: Energy & Business Services
 - Tara Thomas – Manager
 - Vanessa Aragon - Coordinator

Project Description

- Target low-income neighborhoods to measure the impact of volunteer home energy and water audits versus audits with a community-based social marketing (CBSM) campaign
- Design, implement, and evaluate the effectiveness of social marketing materials
- Monitor energy savings through utility data and analysis (conducted by the Program for Resource Efficient Communities (PREC) at the University of Florida)
- Produce tested materials and best practices that will be packaged in online reports
- Calculate carbon offsets to produce a revenue stream to support weatherization programs

Cooperative Service Agreement

Agreement Details

- Partnership between GRU and CWC
- Exceed the scope of basic energy surveys
- Allocated \$25,000 of GRU budget
 - Compensate up to \$250 per home
- Agreement concludes 9/30/16

Scope of Work

- Conduct an energy survey
- Install efficiency measures (all measures not listed)
 - Pipe insulation on refrigerant and hot water lines
 - Replace incandescent bulbs with energy-efficient lighting
 - Adjust hot water temperature
 - Clean refrigerator coils

Scope of Work

(continued)

- Review and install energy efficiency pack (provided by GRU). Pack includes:
 - Bill calculation sheets
 - Appliance usage tables
 - LEEP^{plus} application
 - 2 dye tablets
 - 3 temperature strips
 - 2 packs of outlet gaskets
- A final report that includes savings and energy impact results as it relates to education, repairs and weatherization

2016 - 2018 Budget

Organizations	2016	2017	2018	Total
APPA	\$22,851	\$31,181	\$31,881	\$85,193
GRU	\$25,000	\$0	TBD	\$25,000

GRU Communications

FY15 Communications Results

Facebook ads

- Reached: 58,303

Google ads

- Impressions: 24,293

Guardian newsletter ad

- Impressions: 17,500

Magic 101.3 radio ads

Web banners on gru.com

RTS online and interior bus ads

Source of Traffic

- 45% from direct searches
- 35% from Facebook
- 12% from organic Google searches
- ~5% from Google Adwords

FY16 Program Communications

- Customer, employee, and inter-agency referrals (#1 source)
- Postcard mailing campaign to 3,300 low-income customers
- Application mailing campaign to 3,300 low-income customers
- Tabling at local community events, Speakers' Bureau and GRU in the Neighborhood
- Facebook, RTS.com and RTS interior bus ads
- Online web banner campaigns on high-traffic websites
- WTMG-FM live endorsements (#1 Local Urban Station)
- LEEP customer testimonial will be featured on Channel 12, YouTube, Facebook and other external channels

Questions?