

Density/Incidence			
Energy Usage	LOW (very sparse/<10% LI)		HIGH (very dense/>20% LI)
LOW	<ul style="list-style-type: none"> - Partner w/ low-income agencies - Deliver cost-effective and low-cost measures at events - No screening or use CARE eligibility 		<ul style="list-style-type: none"> - Canvass or direct install measures to all households - Deliver cost-effective, low-cost measures
MED	Two scenarios: 1) above baseline 2) high seasonal use – deliver weather dependent measures, call to inquire about interest		<ul style="list-style-type: none"> - Direct install measures to all households - Deliver cost-effective and medium-cost measures - Use CARE eligibility
HIGH	<ul style="list-style-type: none"> - Comprehensive treatment of measures - Use current enrollment method 		<ul style="list-style-type: none"> - Comprehensive treatment of measures - Use current enrollment method



1. Ineffective outreach methods in rural areas = canvassing, referrals from community-based organizations, “word-of-mouth”, and “mass-market advertising” like bill inserts, English and non-English language media advertising
2. Door-to-door or neighborhood blitz approach is more appropriate in densely populated, urban areas
3. If low usage then look at the type of energy used and whether the household is in a municipal area to explain the low usage.
4. The higher the usage, the more likely you should screen and spend more money.
5. Retention of measures is higher in the rural areas.
6. Move the Energy Star market.
7. Encourage bulk purchases of energy efficiency measures.
8. Utilize the use equipment market to help small businesses.
9. LIEE has a different delivery channel because it uses specialty contractors.
10. Look at the utility function.

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Source: KEMA, Inc. Discussion on June 20, 2007 and KEMA, Inc., Draft Report on Phase 2 Low Income Needs Assessment, 2006.

(END OF ATTACHMENT D)