

Low Income Oversight Board

Low Income Needs Assessment (LINA) Subcommittee Meeting

March 5th 2021

Webex Online Meeting



California Public
Utilities Commission

Meeting Logistics

Online only

- Audio through computer or phone
 - 1-415-655-0002
 - Access Code: 187 516 6490
 - **This meeting is being recorded**

Participation

- **Please keep yourself muted when not speaking**

Welcome & Introductions

Opening Remarks



2020-2022 Low Income Needs Assessment

Public Meeting on Draft Research Plan
March 5, 2021



Introductions

The Study Team & Structure

2022 Study team

Energy Division

- Mia Hart*

IOU Measurement & Evaluation

- Carol Edwards (SCE)*
- Iris Cheung (PG&E)
- Kim Sides (SoCalGas)
- Brenda Gettig (SDG&E)

Research Consultant

- Evergreen Economics

***Lead**

Prior Needs Assessments & Focus

Date	Project Focus
2003-2007	Market Overview of Needs
2011-2013*	Barriers & Willingness to participate
2014-2016*	Energy Burden & Insecurity
2017-2019*	CARE Attrition
2020-2022	Renter Needs

* Project topics (mostly) outlined in Decision

2022 Study Input Process

Pre-Award Planning Activities

- **Jan 2020** - LIOB public meeting
- **Apr 2021** - LIOB public meeting
- **Jul 2020** - LIOB public meeting
- Aug2020 - RFP released
- Sept 2020 - Proposals due
- Dec 2020 - Contract Awarded

Post -Award Planning Activities

- Jan 2021 – Kick off meeting
- Feb 2021 – Develop Research Plan
- **Mar 2021** – LIOB public meeting
- Mar 2021 – Finalize research plan

Data Collection and Reporting

- March 2021 – Data Request
- April 2021 – June 2022
Data collection and analysis
- Jul 2022 – Draft report
- **Oct 2022** – LIOB public meeting
- Nov 2022 – Finalize report



2022 Low Income Needs Assessment (LINA)

Research Plan Webinar

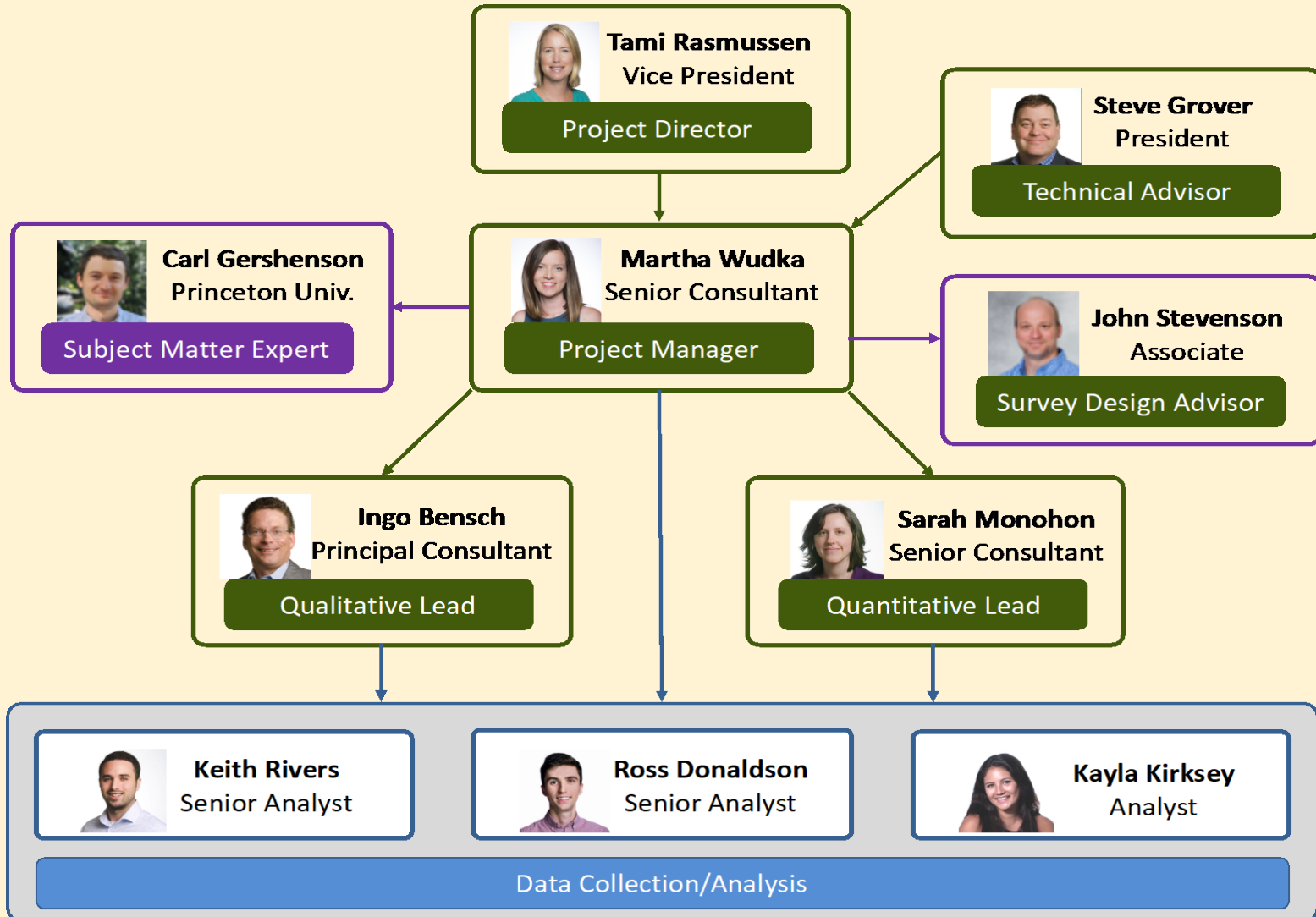
March 5, 2021

 **EVICTIION LAB**



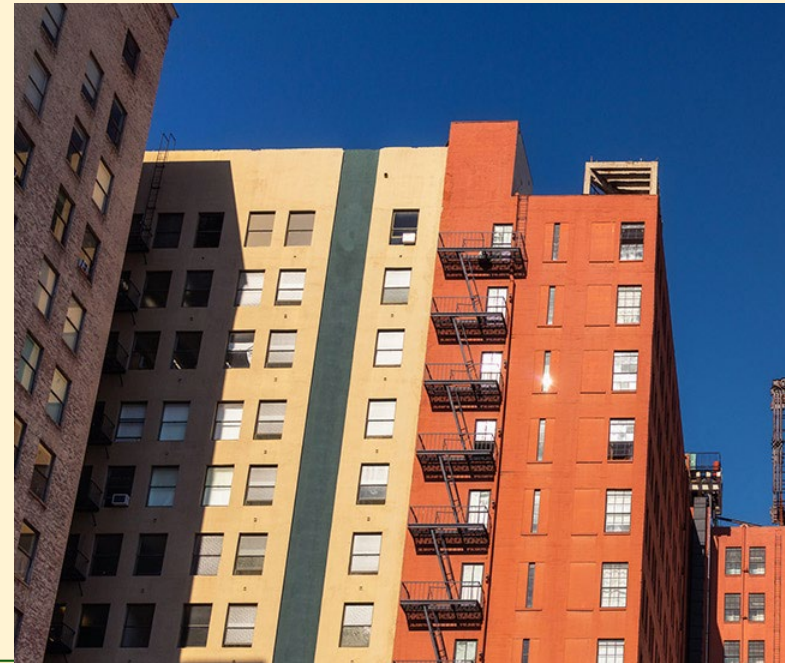
Steve Grover, PhD,
Evergreen Economics

Evergreen Team Org Chart



Overarching research goals:

- Identify size of the low-income rental and owner markets
- Identify renter energy needs addressed/not addressed
- Outline specific needs within renter subgroups
- Outline program, policy and logistical barriers and opportunities
- Recommend modifications to the ESA program to address renter energy needs and maximize benefits





Study Approach

To address the research objectives, we will:

- Construct a market characterization of the low-income market based on secondary data
- Conduct a large-scale survey (n=1,200) of the low-income renter population to create profile types
- Conduct in-depth interviews with a sample of renters (n=60 max) to refine renter profiles
- Interview different types of property owners (n=30 max) to get their perspective on renter energy issues
- Synthesize information and develop program and policy recommendations



Study Tasks Overview

Task 1

Project Initiation Meeting

Task 2

Draft Research Plan

Task 3

Public Workshop – Research Plan

Task 4

Final Research Plan

Task 5

Background Research & Data Collection

Task 6

Draft Results and Report

Task 7

Public Workshop – Draft Report

Task 8

Final Report & Data Delivery

Task 9

Project Management



Background Research

Existing studies will be reviewed to guide the market characterization and identification of renter needs:

- Prior LINA studies
- ESA Multifamily segmentation study (2013)
- ESA impact studies
- ESA and CARE Annual Reports
- Others as relevant



Market Characterization

Market characterization will consist of overlaying several existing data sources

Final product will be a detailed characterization of the low-income market (both renters and owners)

- Utility data (CIS, ESA, CARE)
- Market study data (2019 RASS, HEUS, Evergreen Multifamily Study)
- 2019 Census ACS data (demographics)
- Other secondary sources (2019/20 Athens, CoStar, Princeton Eviction database)



Data Request Preview

From the IOUs, we will be requesting:

- Customer data for low-income customers (CARE rate), including address and contact info
- Customer billing data
- ESA participation data
- Athens data
- Additional demographic data (e.g., home type) if tracked

8.58	3651.06	3565.75	3636.12	1.6	9824.3	9849.5	10128.49	7427.06	75
2.77	3082.38	3010.37	3069.73	1.59	7453.37	7433.51	7541.29	6707.04	68
5.85	3822.14	3732.87	3806.45	1.59	6722.13	6715.81	6897.62	7134.41	7
7.78	419.87	408.76	419.28	2.56	7152.09	7137.46	7358.43	6623.66	6
66	2902.28	2842.46	2891.99	1.42	6643.29	6628.72	6828.68	4055.2	4
27	5633	5536.76	5608.05	1.09	4076.38	4058.9	4330.36	4522.67	
72	6979.49	6681.1	6920.02	3.16	4668.42	4678.11	4680.23	1327.77	
24	7229.17	7068.52	7191.05	1.42	1416.75	1422.12	1423.41	11590.76	
15	3156.84	3062.77	3135.81	1.82	11600.06	11601.88	11811.44		

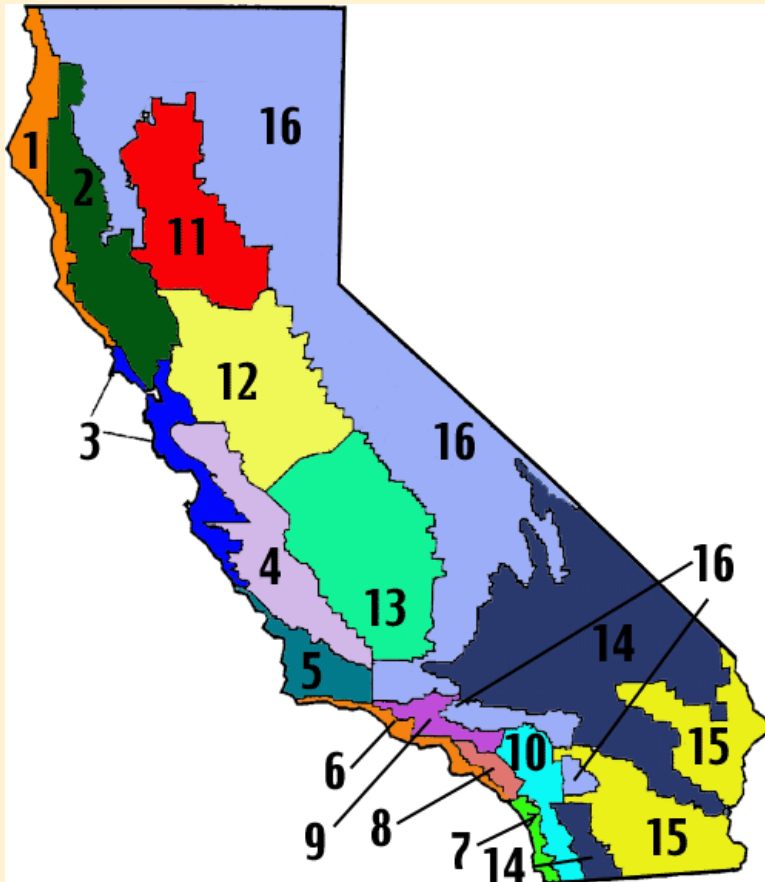
Customer Survey

Customer Survey will involve the following:

- Initially done by phone, may use mixed mode
- Will collect information to create renter profile types, including:
 - Senior-led households
 - Large households
 - Households with health issues
 - High usage households
- Also collect information on demographics, finances, cost reduction activity, energy use
- Will be fielded in English and Spanish



Climate Zone Groups for Sampling



1: N Coast (1, 2, 3)

2: S Coast (5, 6, 7)

3: Central (4, 8-13)

4: East/Mtn (14, 15, 16)



Renter Phone Surveys by Building Type and Climate Zone

Survey Sample Quotas

Home Type	CZ Group 1	CZ Group 2	CZ Group 3	CZ Group 4	Total
Single Family	75	75	100	50	300
Multifamily (2-10 units)	75	75	100	50	300
Multifamily (11+ units)	150	150	200	100	600
Total	300	300	400	200	1,200



Renter Phone Surveys – Soft Quotas

Household Profile Types

Home Type	Large Family	Elderly	Disabled	ESL	Single Parent	Sub-sidized	Market
Single Family	70	70	70	70	70	70	70
Multifamily (All)	70	70	70	70	70	140	140
Total	140	140	140	140	140	210	210


In-depth Interviews/Renter Profiles

Interviews (n=60) will be conducted to construct 6-8 detailed renter profile types that build on the customer phone surveys. Interview topics will include:

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- Household overview
 - Making ends meet / role of energy costs
 - Housing conditions and other considerations
 - External events impact (Covid, wildfires, PSPS)
 - Relationship with landlord
 - Interactions with utility

In-depth Interviews/Property Owners

Interviews (n=30) will be conducted with building owners to get their perspective on the renter market. Example topics include:

- 
- Interest & perceived value of energy efficiency
 - Amount of direct interaction with tenants
 - Renter need differences (subsidized vs market)
 - Barriers to energy efficiency / ESA participation
 - Opportunities for additional ESA support
 - How renters benefit from common area measures



Data Collection Synthesis

Results of the market characterization, survey/ interviews, and renter profiles will be used to provide:

- Detailed characterizations of different low-income household types
- Identification of any ESA rules that limit benefits to renters
- Comparison of health, comfort and safety benefits between renters and owners
- Recommendations for changes to ESA program to better serve renters
- Assess renter energy needs and the ability of the ESA program to meet them.

- Regular (weekly or bi-weekly) project team conference calls
- Monthly check-in meetings with the larger study group
- Monthly project status reports (memo included with invoice)
- Internal Evergreen team calls (weekly)
- *Ad hoc* meetings as needed





Upcoming Activities

Research Tasks	Due Date
Final Research Plan	March 17, 2021
Market characterization complete	May 1, 2021
Background research completed	June 1, 2021
Final survey instruments	Sept 1, 2021
Data collection complete	June 1, 2022



Report Deliverables

Research Tasks	Due Date
Internal Draft Report	July 21, 2022
Comments due	Aug 7, 2022
Draft Report (Distributed)	Sept 14, 2022
Public webinar on report	Oct 12, 2022
Comments due	Oct 14, 2022
Final Report	Nov 16, 2022
Data Delivery	Nov 23, 2022



Final Research Plan

Next steps for finalizing the Research Plan:

- Provide any written comments on the draft research plan by **March 10, 2021**.

<https://pda.energydataweb.com>

- Evergreen will review comments and produce a Final Research Plan by **March 17**.
- All comments will be documented in an Excel file, along with Evergreen's response by **March 17**.



Contacts

Comments and questions can be directed to:

Evergreen Economics:

Steve Grover

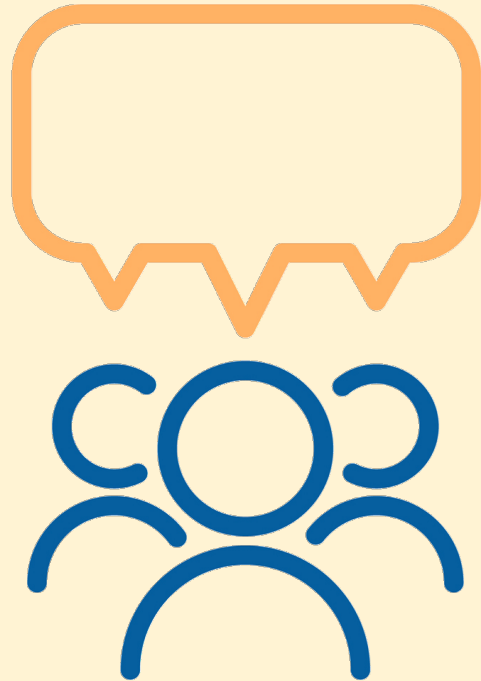
grover@evergreenecon.com

IOU/ED team lead:

Carol Edwards

Carol.Edwards@sce.com

Discussion / Questions



Closing Remarks