

# 2025 Low Income Needs Assessment

Public Meeting on Draft Research Plan



California Public  
Utilities Commission

# Introductions: Study Team & Structure

## Energy Division

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# Today's Purpose & Agenda

- Review public input process and timeline
- Overview of the Draft Research Plan
- Solicit input from LINA Subcommittee and other interested stakeholders
- Review next steps

# 2025 Study Input Process



- **Mar 2023** - LIOB public meeting: potential research topics
  - **May 2023** - LIOB public meeting: Draft Work Scope
  - Jul 2023 - RFP released
  - Aug 2023 - Proposals due
  - Dec 2023 - Contract Awarded
- Jan 2024 – Kick off meeting
  - Feb 2024 – Develop Research Plan
  - **Apr 2024** – LIOB public meeting: Draft Research Plan
  - Apr 2024 – Finalize research plan
- Apr 2024 – Data request
  - May 2024 – Data collection and analysis
  - Jun 2025 – Draft report
  - **Sept 2025** – LIOB public meeting: Draft Study Report
  - Dec 2025 – Final Study Report



# 2025 Low Income Needs Assessment (LINA)

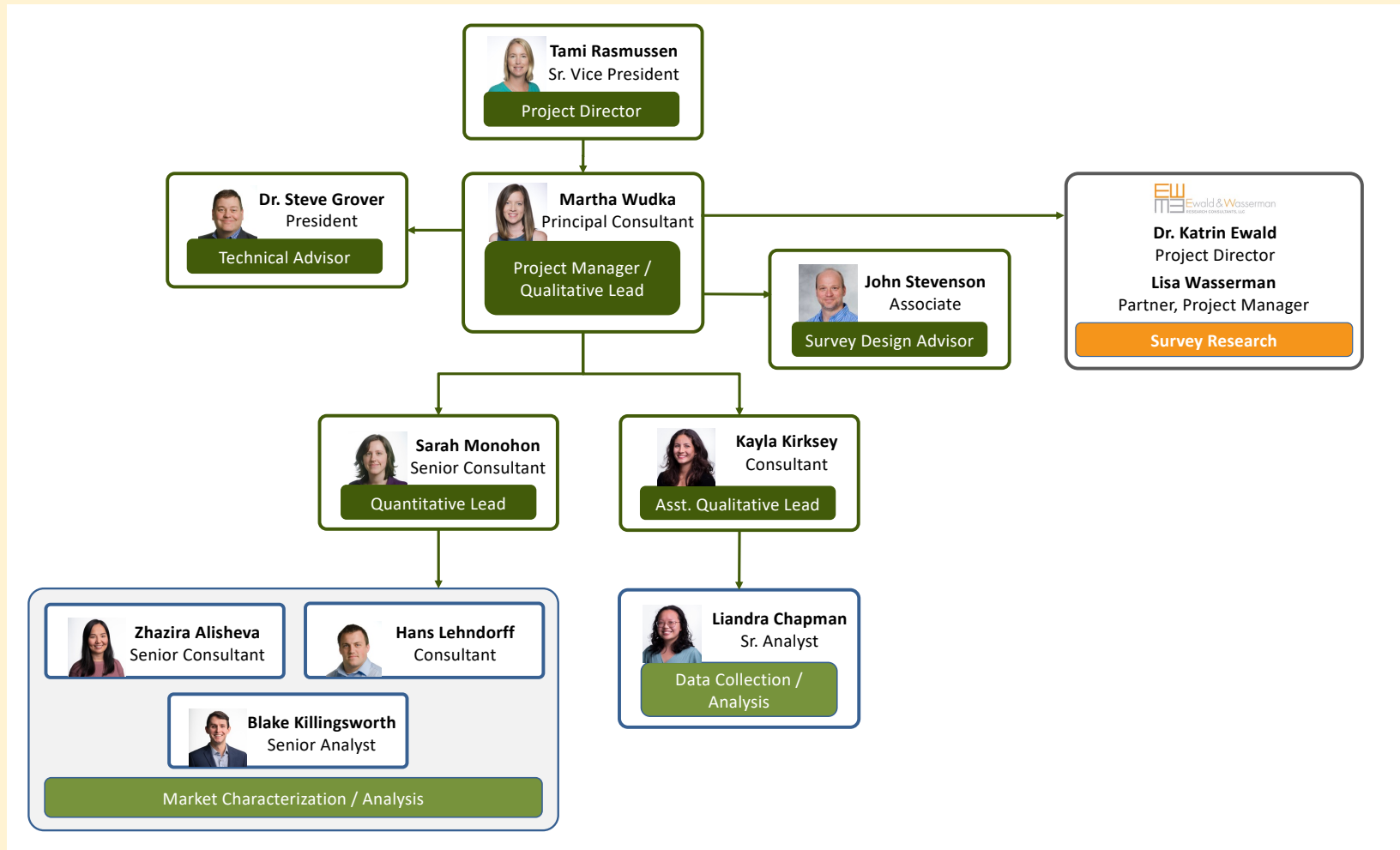
## Research Plan Webinar

*April 12, 2024*





# Evergreen Org Chart





# Study Objectives

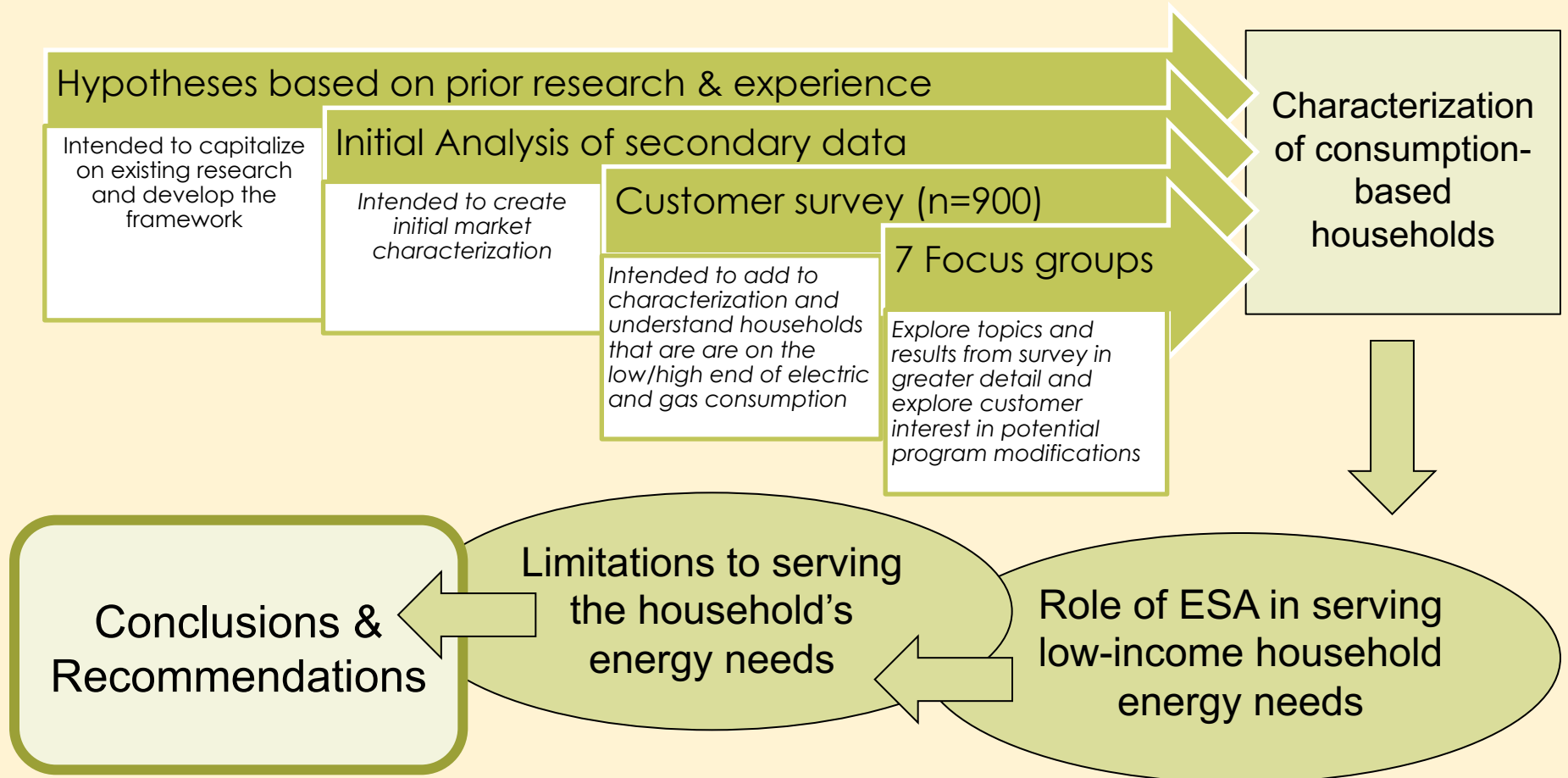
## Overarching research questions:

- What behaviors, household, and property characteristics contribute to relatively high and low energy consumption?
- What, if anything, do households with high/low consumption need to receive greater energy savings or health, comfort, safety benefits?
- To what extent **does** ESA address or not addresses these needs?



# Study Approach

## Overview of Research Methods & Analysis







# Study Approach

## Starting with *expected* characteristics

	Hypothesized Characteristics	
	High Users	Low Users
Behavior or Residents	<b>Behavior:</b> behavior driven by lack of conservation due to lack of education or other issues	<b>Behavior:</b> Low users who practice healthy conservation
		<b>Behavior:</b> low usage driven by attitudes and behaviors associated with desirable conservation and/or environmental concerns
	<b>Behavior:</b> Which high users can reduce usage <i>without</i> impacting HC&S?	<b>Behavior:</b> Low users conserving at expense of essential needs. Other correlated traits?
Immutable Characteristic of Home	Single-family dwellers	Multi-family dwellers
	Location (DAC, Tribal, Rural, PSPS zone, wildfire zone)	
	Large homes	Small homes
	Home vintage - older	Home vintage - newer
	Extreme climate zones	Moderate climate zones
Char of Home	Low efficiency of (appliances in) home	High efficiency of (appliances in) home
Characteristic of Residents	Age of residents (children in home, working adults in homes)	Age of residents (elderly, and elderly non-working adults)
	Disabled	
	Veteran	
	Affordability or income (3E) / energy burden, CARE/FERA enrollment	
	Homeowners	Renters
	Due to medical or health related need	No medical or health related need
	Arrearages and/or disconnections	
	Medical Baseline and/or <i>respiratory</i>	Not on medical baseline
	More residents	Fewer residents
		Others



# Market Characterization

An initial market characterization examines existing data sources to develop customer profiles and provide a foundation for additional data collection and analysis.

## Data Sources:

- Utility data (CIS, ESA, CARE)
- Existing market data (2019 RASS; 2022 Census; ACS data)
- Annual eligibility estimates (2023 Athens)

## Analytical Value:

- Development of sample frame
- Identification of energy burden



# Analysis of Utility Data

Utility Data considered for analysis includes...

- Customer data for low-income customers (CARE and FERA rate), including address and contact info
- Customer billing data from survey respondents
- 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	7427.06	6
1.85	3822.14	3732.87	3806.45	1.59	6722.13	6715.81	6897.62	6707.04	7
1.78	419.87	408.76	419.28	1.59	7152.09	7137.46	7358.43	7134.41	6
1.66	2902.28	2842.46	2891.99	2.56	6643.29	6628.72	6828.68	6623.66	
1.27	5633	5536.76	5608.05	1.42	4076.38	4058.9	4330.36	4055.2	
1.72	6979.49	6681.1	6920.02	1.09	4668.42	4678.11	4680.23	4522.67	
1.14	7229.17	7068.52	7191.05	3.16	1416.75	1422.12	1423.41	1327.77	
1.15	3156.84	3062.77	3135.81	1.42	11600.06	11601.88	11811.44	11590.76	
				1.82					



# Customer Survey (n=900)

## Customer Survey will...

- be conducted English and Spanish
- include quotas based on (four groups using heating and cooling degree days), household fuel type, and high and low consumption
- include questions related to
  - ✓ Conservation knowledge & behavior
  - ✓ Health and safety needs
  - ✓ Perceptions of comfort
  - ✓ Home condition
  - ✓ Electronics/appliances
  - ✓ Household makeup





# Focus Group Data

The Focus groups will...

- Explore topics and results from survey in greater detail
- Explore customer interest in potential program modifications

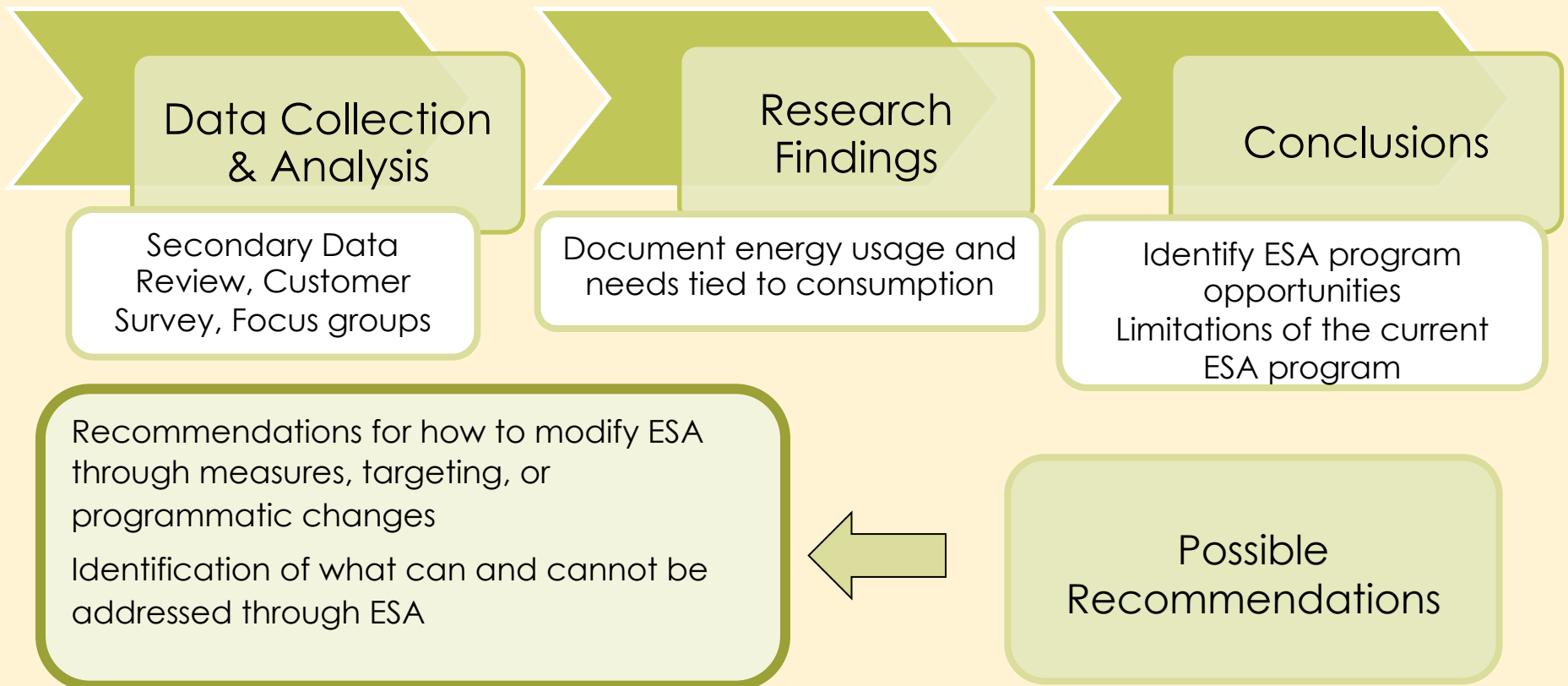
7 in-person 90 min focus groups

- 3 locations

- 4 in English
- 1 in Spanish
- 2 additional non-English non-Spanish language focus groups



# Analytical Approach





# Final Research Plan

## Next steps for finalizing the Research Plan:

- Provide any written comments on the draft research plan by **April 19**.

<https://pda.energydataweb.com/#!/documents/3946/view>

- Evergreen will review comments and produce a Final Research Plan by **April 29**.
- All comments will be documented in an Excel file, along with Evergreen's response by **April 29**.



# Contacts

Comments and questions can be directed to:

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# Discussion / Questions

