



Seattle City Light



# UTILITY DISCOUNT PROGRAM UPDATE

Housing, Health, Energy and Worker's Rights Committee

January 18, 2018

# INTRODUCTION

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- Background
- Interdepartmental Team Efforts
- Enrollments
- Next Steps

# BACKGROUND

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City Light has been providing bill assistance to customers in need for more than 30 years. There are three specific programs:

- Utility Discount Program
- Emergency Low Income Assistance
- Project Share

In 2012, as City Light finalized its first Strategic Plan, we committed an additional focus on UDP enrollments to mitigate rate impacts for income challenged customers by:

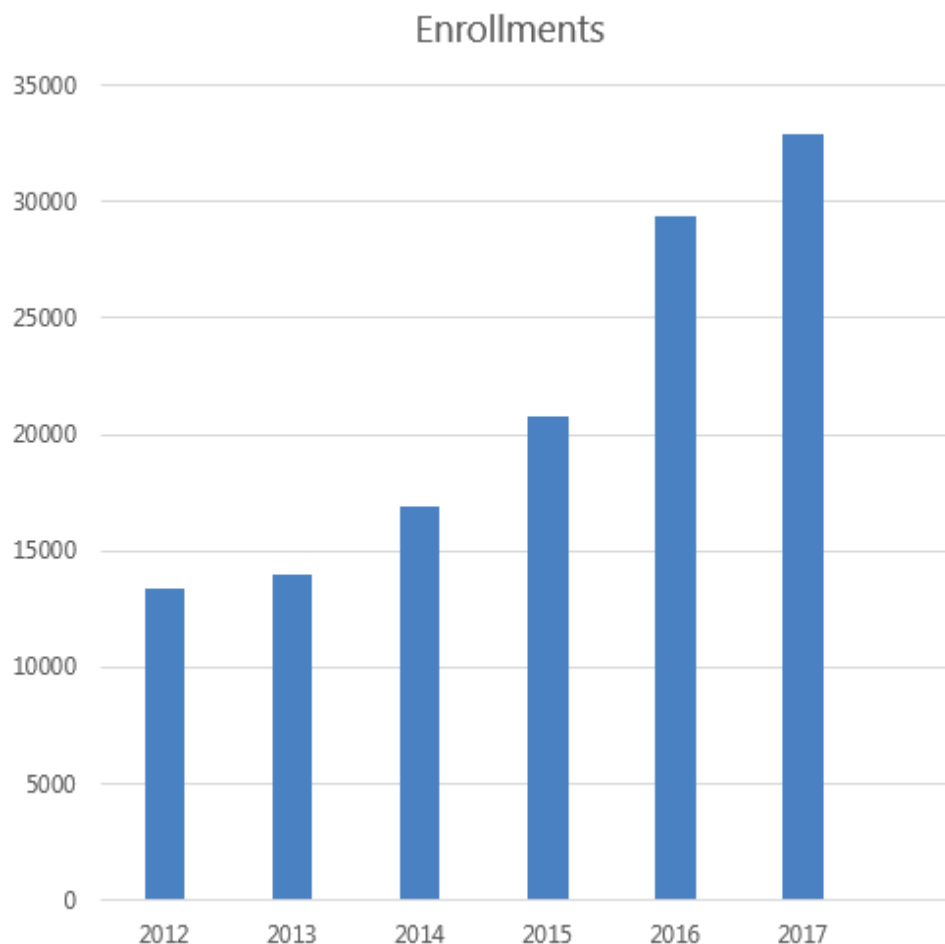
- Included a major focus on direct marketing strategies
- Increased staffing for the work group supporting the UDP
- Developed target goals to increase enrollment by 2,500 in 2014 and to a total of 22,000 by 2018

## INTERDEPARTMENTAL TEAM EFFORTS

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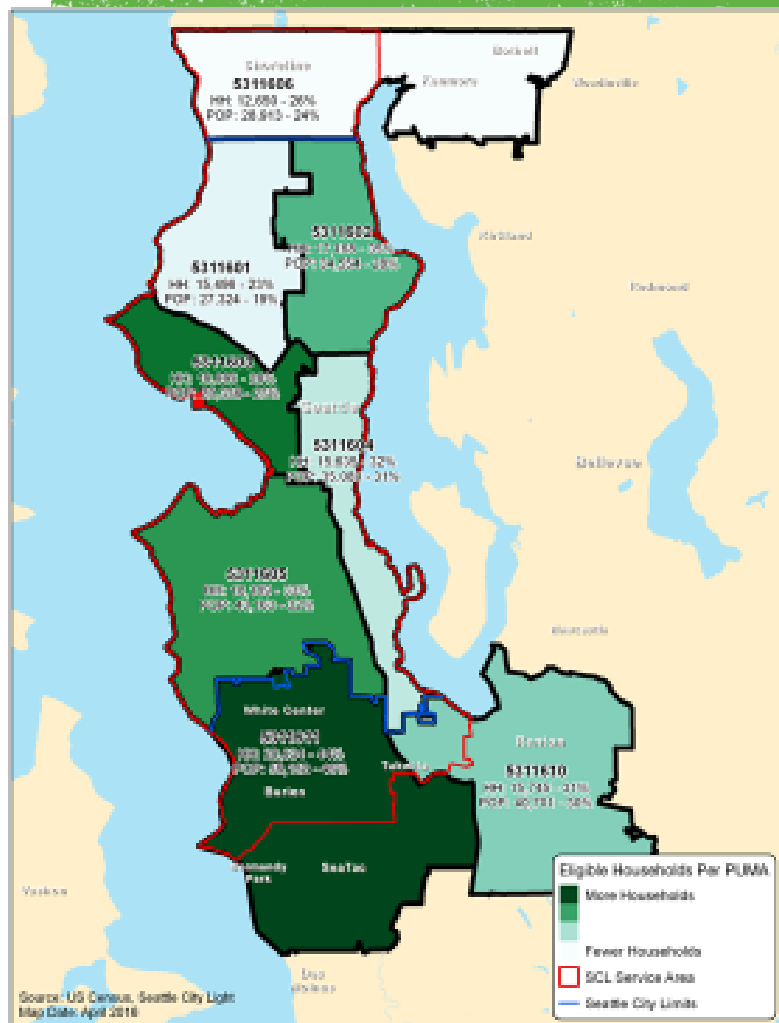
- Formed in early 2014 to strengthen existing Utility Discount Program
- Partnership between Human Services Department, Seattle City Light and Seattle Public Utilities that would double enrollment to 28,000 by 2018
- More than 25 short and long term recommendations were developed to achieve the increased enrollment
- The majority of the recommendations have been implemented

# KEY EFFORTS THAT LED TO REACHING 33,000



- Auto enroll efforts with affordable housing providers
- Elimination of Housing Authority Restriction
- Improved program guidelines/rules
- Targeted Outreach

# POTENTIAL FOR INCREASED ENROLLMENT



## Eligible Households and Population by PUMA

PUMA ID	In Seattle	Total Households	Eligible Households	Percent Eligible	Total Population	Eligible Population	Percent Eligible
5311601	Yes	67,282	15,496	23%	142,795	27,324	19%
5311602	Yes	49,146	17,168	35%	121,849	34,554	28%
5311603	Yes	70,991	19,990	28%	125,064	29,336	23%
5311604	Yes	48,592	15,635	32%	113,136	35,889	31%
5311605	Yes	54,762	18,184	33%	134,935	43,163	32%
5311606	No	48,117	12,650	26%	122,365	28,913	24%
5311610	No	51,412	15,745	31%	134,201	40,701	30%
5311611	No	47,009	20,629	44%	126,954	58,152	46%
<b>Totals</b>		<b>437,131</b>	<b>135,502</b>	<b>31%</b>	<b>1,021,299</b>	<b>297,232</b>	<b>29%</b>
<b>Households in Seattle Only:</b>		<b>290,593</b>	<b>86,478</b>	<b>30%</b>	<b>637,779</b>	<b>169,466</b>	<b>27%</b>

## NEXT STEPS

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- Sign agreement with Centro de la Raza for express enrollment
- Continue to evaluate demographic studies and program data to adjust enrollment targets
- Complete the online program application and integrate with the customer self-service portal
- Participate in comprehensive process improvement effort for program operations with HSD and SPU
- Evaluate other enrollment options - Self Certification