

Low-Income Recruitment Report

As of October 1, 2020

LIF Recruitment:

The Low-Income Facilitator (LIF) recruits low-income customers to a statewide waitlist that populates projects where Project Managers (PMs) have asked for assistance. The goal number of participants is an estimate for each utility territory that is based on the recruitment needs of each project. Numbers will change frequently based on subscription size adjustments, added/cancelled projects, recruitment delays and extensions.

A customer is considered officially on the waitlist once intake is completed, but final paperwork may be in the process of being signed.

LIF Recruitment			
	<i>Waitlist 10/1/20</i>	<i>Assigned 10/1/20</i>	<i>Goal 12/31/20</i>
PGE	84	0	510
PPL	8	0	0
IDP	0	0	60

Project Manager Recruitment

Many Project Managers are helping with recruitment for their projects. This table represents all projects that have been pre-certified and their anticipated date of operation. PM-recruited participants are assigned to their projects once intake has been completed.

PM Recruitment			
	<i>Leads 10/1/20</i>	<i>Assigned 10/1/20</i>	<i>Goal 12/31/20</i>
PGE	89	50	1,110
PPL	0	0	0
IDP	0	0	0

PMs provide leads to the LIF for intake. People may change their mind before or during intake, or may be unreachable, so leads will be higher than the “assigned” number. Once customers have completed intake, they are assigned to the project.

Highlighted outreach activities for August/September:

- PGE Bill included ORCSP information, which added 33 LI customers to the list
- Flyer distribution through food boxes, multi-family housing,

- Delivered 3 online workshops to prospective participants
- Had 11 meetings with 9 CBO's
- Gave 4 presentations to organizations and/or public events
- Created an informational video short on LI solar
- Utilized CEP's existing programs for promotion
- Project Manager Support
 - Created collaborative lead management tools
 - Regular outreach meetings
 - Joint outreach materials/activities
 - Co-presentations

Items in progress:

- Waitlist management
- How LIHEAP is impacted by community solar
- Exploring ways to cover arrears and oversubscription for LI
- Waiver for projects to be certified with 10% LI reserved but not yet subscribed
- Possible financial assistance for LI customers in arrears

Current Barriers to Recruitment:

COVID-19:

- Frontline communities face a large and disproportionate impact by COVID in job loss, business loss, contagion contraction, and death. Additionally, millions of unemployed have entered the system at one time, overwhelming agencies.
- CEP is not utilizing in-person outreach methods until it is safe to have gatherings again. This is a drastic alteration to the original LI recruitment plan, education delivery, and internal operations. CEP normally participates in 20+ outreach events per year and would have provided over 160 skill-building workshops to LI customers this year, all of which were either outright cancelled or moved to online formats. This has reduced direct engagement by over 1,000 people since February.
- *The Digital Divide* some groups of individuals do not have access to the internet at all, let alone services that allow them to live-stream content like webinars. Community centers and libraries are currently closed. This divide applies largely to low-income communities, as well as people of color and seniors, all of whom are target demographics for this program. Online outreach methods not very effective.
- *Low-Income Partner Engagement* is much slower as LI communities suffer financially because of the virus, and large numbers have become LI and entered the system. Many housing partners rely on rent to run programs, and due to rent freezes have had to furlough most of their staff. New programs and referrals are

low on the priority list. We are connecting regularly with some of our closer partners regularly to check in. Some groups have found their footing while others (such as those connected with schools) have their hands full.

- *Media is Consumed* with COVID-19, racial justice, social unrest, fires, hurricanes and national politics, so getting media attention is difficult right now.