

Task 1: Understand the Target Population

- 80 counties in Central & Southern IL
 - “Ameren counties”
- 2000 Census Data / 2005-2007 ACS
 - availability limited by geography size
- Income and other indicators
 - “hard to reach” segments in population
 - CNT Energy’s Energizer report

Task 1: Understand the Target Population

- Geography/Population in 2000 Census
Total 80-county population: 3,182,286

Largest Counties	Population
Madison	258,941
St. Clair	256,082
Sangamon	188,951
Peoria	183,433
Champaign	179,669
McLean	150,433
Tazewell	128,485
Macon	114,706
Total Population/Percent of 80-county region	1,460,700 / 45.9%

Almost $\frac{1}{2}$ of
Central/Southern IL
live in just 8 counties

Task 1: Understand the Target Population

- 2005-2007 ACS show population increases in largest counties
- Poverty rates

Largest Counties	Population*	% of individuals below poverty
Madison	266,142	11.2
St. Clair	260,185	13.6
Sangamon	193,460	13.1
Peoria	182,461	12.6
Champaign	188,474	19.3
McLean	162,031	12.8
Tazewell	130,128	8.7
Macon	109,101	16.0
Total Population	1,491,982	

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- Poverty Increasing in majority of Illinois Counties
(Source: Illinois Report on Poverty)
- At-Risk Populations in Illinois (Source: Illinois Report on Poverty)
 - Black/African American
 - Hispanic
 - Disabled
 - Seniors
- “Hard-to-Reach” segments in population
 - CNT Energy’s Energizer report

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“Hard-to-Reach” consumers in population

- CNT Energy’s Energizer report
- HTR doesn’t make up single market category
 - Distinct needs/opportunities
 - Specific outreach methods/communication channels

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“Hard-to-Reach” consumers in population

- California Public Utilities Commission (CPUC)

HTR household criteria

- Language (primary language other than English)
- Income (moderate, 175% to 400% poverty)
- Housing Type (multi family; mobile homes)
- Geography (rural)
- Homeownership (renters)
- CPUC focus for HTR consumers two-pronged
 - identify/track which participants are HTR
 - studying participant data for programs to evaluate how well a program meets its targets

Task 1: Understand the Target Population

Black/African American in Illinois (statewide)

	Population*	Percent
State of Illinois	12,516,453	(100%)
Group: Black/African American	1,823,512	14.6%

	Population in Poverty	Percent of Population in Poverty
Illinoisans below poverty	1,539,033	(100%)
Group: Black/African American	509,836	33.1%

*Population used to calculate poverty; 2006 data

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Hispanic/Latino in Illinois (statewide)

	Population	Percent
State of Illinois	12,516,453	(100%)
Group: Hispanic/Latino	1,858,224	14.8%

	Population in Poverty	Percent of Population in Poverty
Illinoisans below poverty	1,539,033	(100%)
Group: Hispanic/Latino	327,871	21.3%

Task 1: Understand the Target Population

At-risk segments in the largest counties:

County	Population, 2005-2007 ACS	% Population Minority (other than white) (80-county region:)	% Disability Status (80-county region:)	% Population Age 65+ (80-county region:)
Madison	266,142	10.9	14.0	13.9
St. Clair	260,185	32.7	15.3	12.5
Sangamon	193,460	14.1	15.8	13.6
Peoria	182,461	22.6	14.1	13.9
Champaign	188,474	23.3	10.2	9.8
McLean	162,031	13.1	10.6	9.9
Tazewell	130,128	3.5	13.6	15.3
Macon	109,101	18.2	16.2	15.7

Task 2: Identify Partner Agencies

- LIHEAP organizations
- Established Local Organizations
 - have energy or sustainability mission
 - have target audience that includes one or more At-Risk/HTR consumers
 - located in largest counties and/or areas of high poverty concentration
- State & federal agencies, housing authorities

Task 3: Characterize Energy Consumption of Target Population

- Little research on Illinois
 - MEEA Residential Market Assessment
 - Doesn't specifically address low income
 - CNT Energy's "Energizer" Report
 - Sample of 423 Ameren customers, 27% with HH incomes below \$25,000
- As a proxy, examined national best practices in Energy Efficiency Programs

Task 3: What we did find about energy use

- Surprisingly little variation between households under and over \$25k income

Question	under \$25K	over \$25k
replaced windows	18%	25%
upgraded insulation	12%	17%
central AC	61%	84%
window AC	38%	20%
fridge less than 5 years old	91%	84%
family/friends very important for recommendations	30%	15%
single family detached	84%	91%
single family attached	3%	7%
apartment 2-4 units	7%	1%
apartment more than 4 units	6%	1%

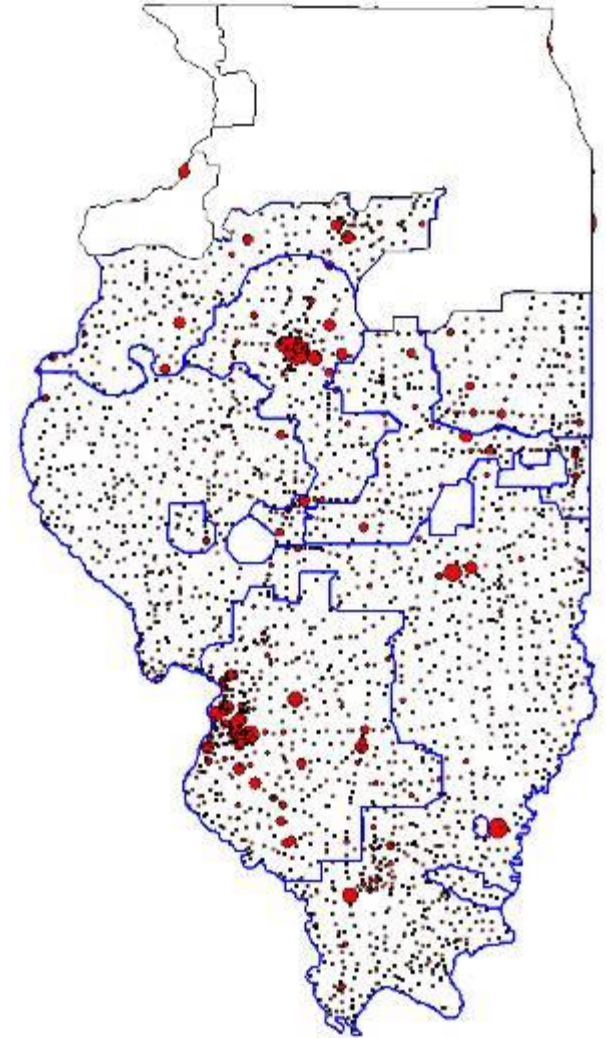
(but adding in “somewhat Important” levelizes)

Task 3: National Best Practices

- From: *Meeting Essential Needs: The Results of a National Search for Exemplary Utility-Funded Low-Income Energy Efficiency Programs, ACEEE, 2005*
 - Partnerships and multi-party collaborative are common
 - Community action agencies provide direct customer services for many programs
 - Single or "primary" providers of services are common
 - Programs employ sophisticated diagnostic and analytical tools
 - Whole-house approaches are common
 - Customer education is often an integral part of the service package provided
 - All types of energy use are targeted
 - Program evaluation is an integral and ongoing element of programs
 - Programs use innovative services and approaches for hard-to-reach customers as well as a provide services to customers outside the boundaries and definitions of "low-income"
 - Programs address the full spectrum of housing types- single-family houses, multi-family buildings and mobile homes
 - Programs include a full menu of household energy efficiency improvements in the options considered
 - Program cost-effectiveness is a lesser issue, although still an important objective
 - Programs are achieving significant success

Task 3: What about Mobile Homes?

- Lots of small parks, some clusters of larger ones
- Needs more research to determine LIHEAP penetration



Task 4: Future Program Design

- Partner Roles - LIHEAP; community organizations, state & federal, housing authorities, etc.
- Coordination with Gas Companies to offer whole house programs
- Targeting HTR populations, filling gaps
- Moderate Rehab and All Electric Households
- Marketing and Enrollment Strategies
- Measuring Progress & Monitoring/Evaluation