

# Maximizing Federal assistance for income-eligible renters electric past due COVID bill payment.

via Utility Data-Sharing with State ERAP Agencies

November 2021

*Jess Cain, Vice President Customer Operations*

# Agenda

Emergency Rental Assistance Program Leading Practices:

1. Who's doing best?
2. What's working?
3. How do you identify who's eligible?
4. Utility outreach

Connecticut Rent Relief Program  
ERAP1 & 2 Budget = \$370,926,857

Clear Filters

Demographic

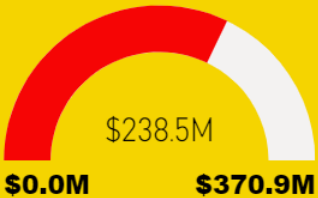
Geographic

Interactive Map

Apply Rent Relief

Last Updated on 10/26/2021

Assistance Disbursed Payments in Progress vs. ERAP1 & 2 Budget of \$370.9M



Assistance Disbursed

**\$124,931,510**

Rent \$107,264,184  
Utility \$17,667,326

Payments in Progress  
**\$113,566,212**

Households Assisted  
**17,667**

Landlords Served  
**5,155**

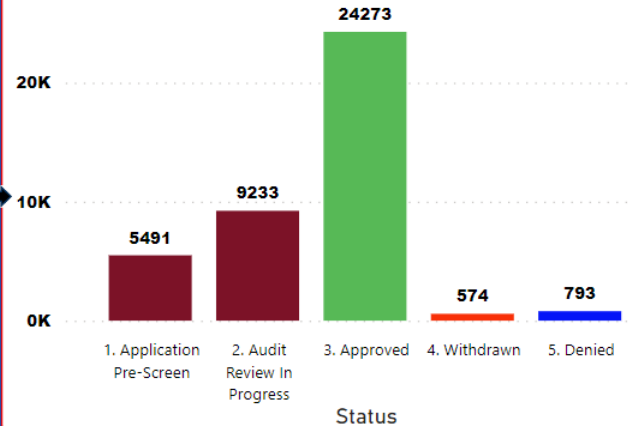
Avg. Assistance Amount  
**\$9,518**

**59,966**  
Total Cases

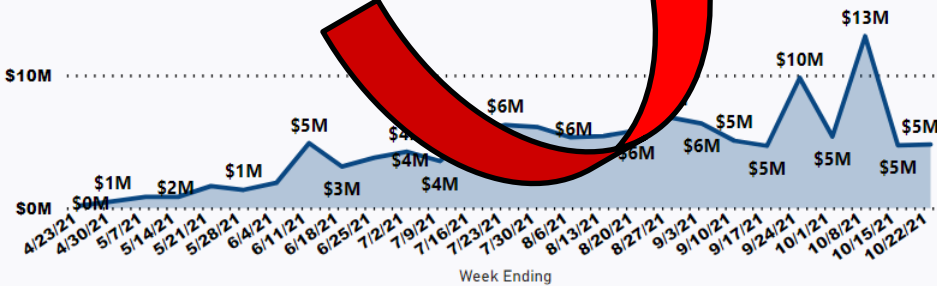
**40,364**  
Fully Submitted Cases

**19,602**  
Incomplete Cases

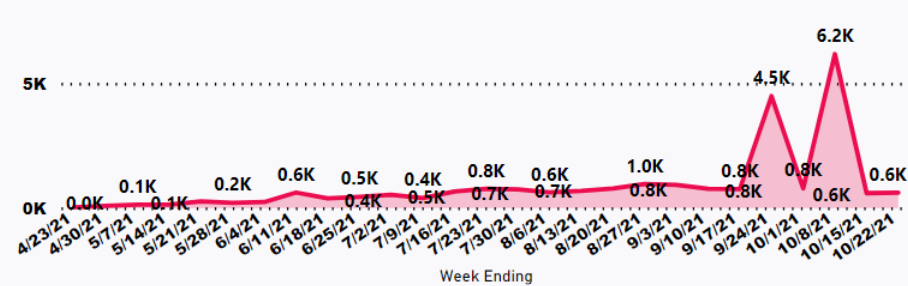
Statewide Fully Submitted Cases (Complete Cases)



Weekly Payment Trends



Weekly Case Approval Trends



Payments Disbursed by County

Middlesex County \$2,949,919.49

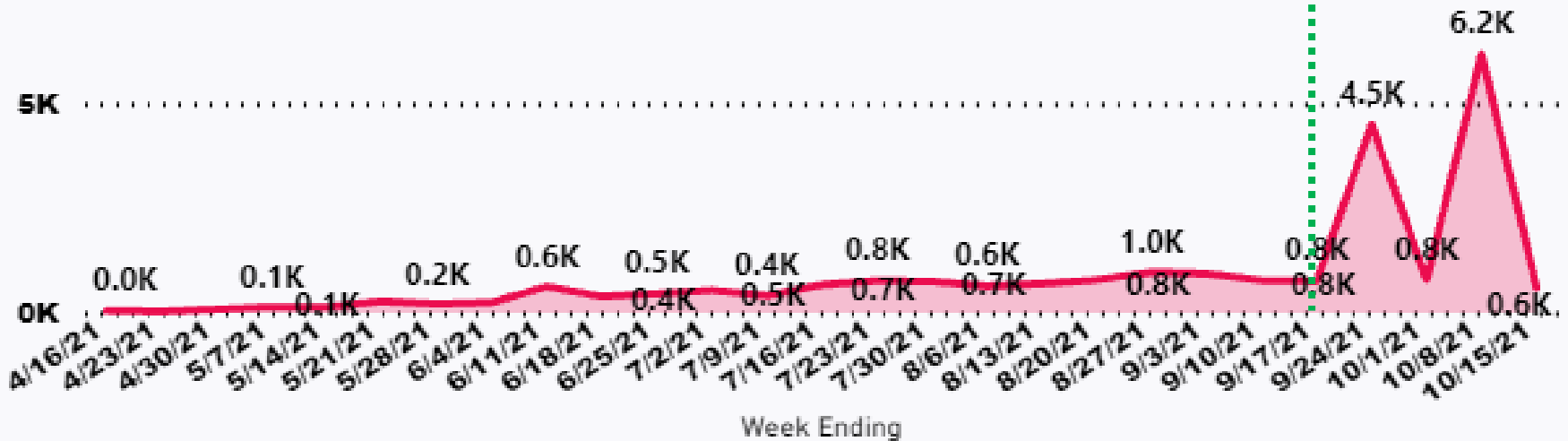
Litchfield County \$2,339,563.39

Windham Co

# At first, general outreach & messaging...

# UniteCT

## Weekly Case Approval Trends



Now  
This

~\$19M for  
~18k  
customers  
*in progress.*

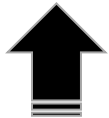
**To all Residentials with past due balances...via  
email, letters, web, inbound Call messages+...**

# To do it well, you have to share.



## Utility

- ✓ Past Due COVID Balance
- ✓ Verified Low-Income Customers

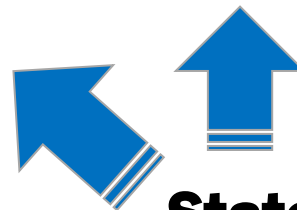
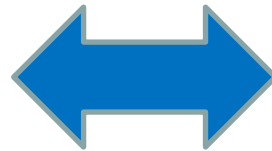


## 3<sup>rd</sup> Party Purchased Data

- ✓ Rental Census Tract Data

## Housing Agencies

- ✓ Low Income Census Tracts
- ✓ Started Applications



## State

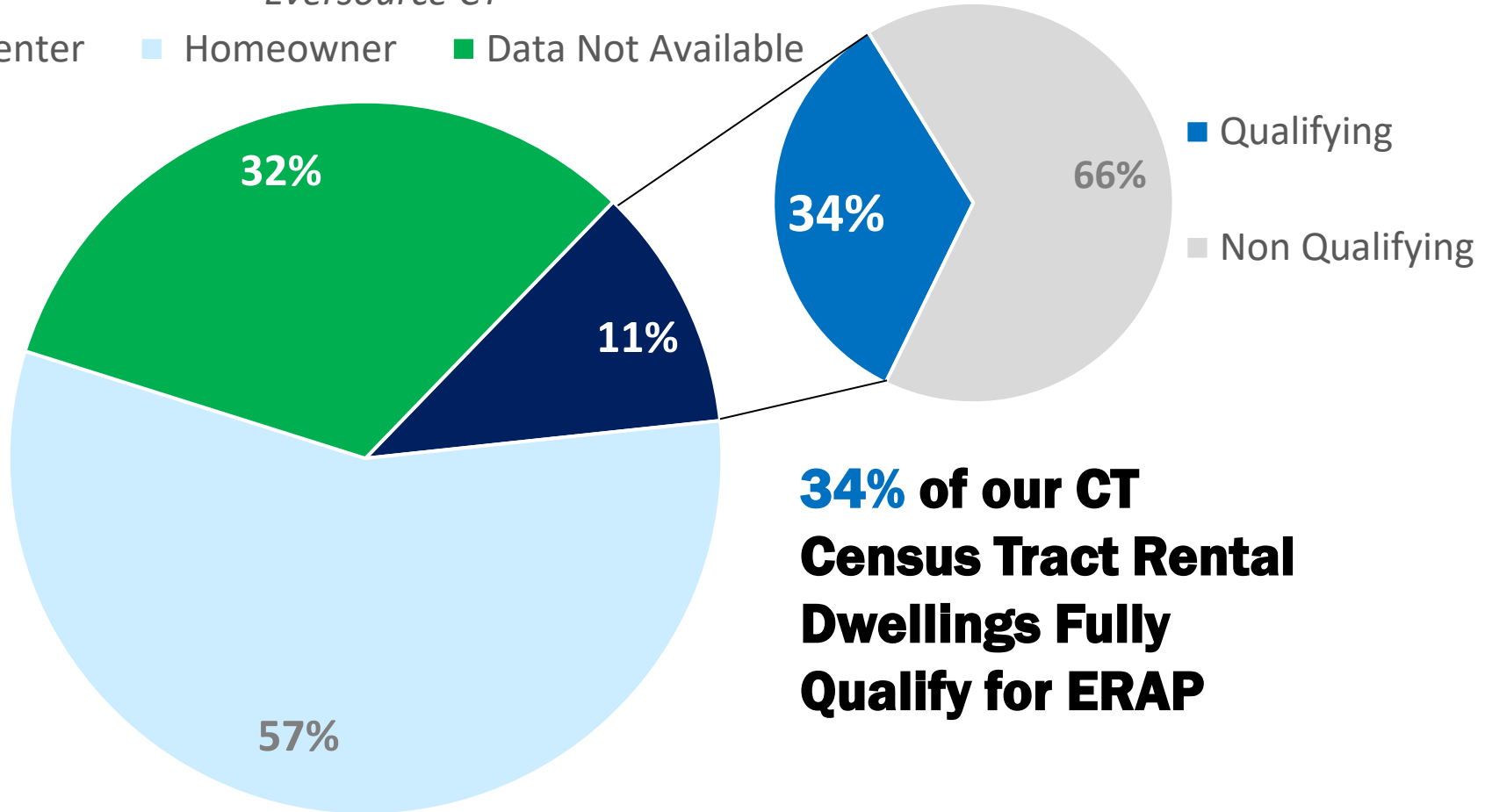
- ✓ Verified Low Income Residents, including those receiving government assistance

# Who's an Income-Eligible Renter?

## Experian Dwelling Breakdown

*Eversource CT*

■ Renter ■ Homeowner ■ Data Not Available



**34% of our CT  
Census Tract Rental  
Dwellings Fully  
Qualify for ERAP**

# Utility Outreach for Customer Confirmation

GOAL:



Customer Confirms:

- Renter?
- Household/Income?
- Consent?

# Questions?

## Appendix:

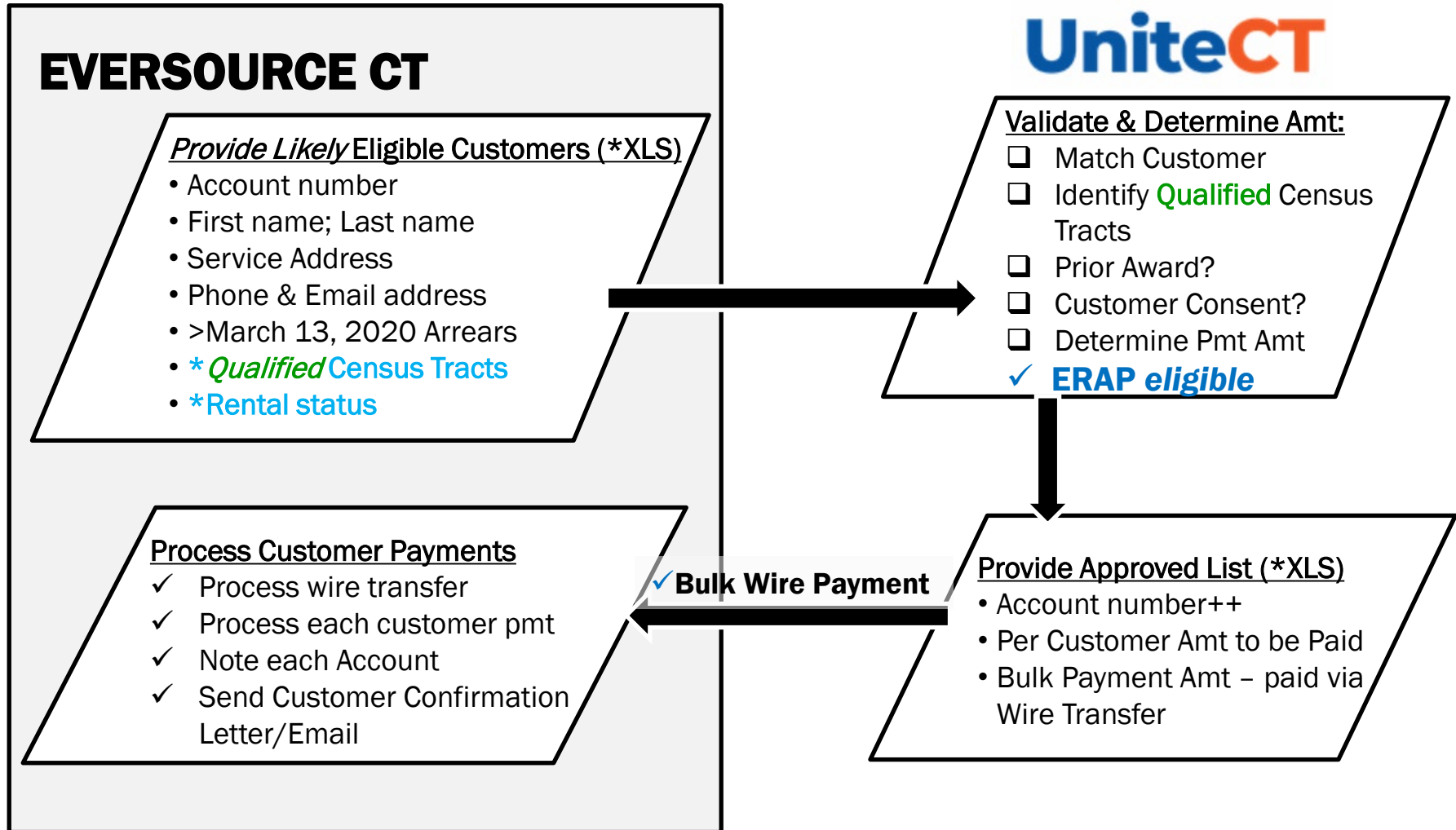
- State & Utility ERAP Checklist
- Utility Data Sharing Details with State ERAP Agencies
- CT Targeted Outreach via Email & Calls Insight
- Connecticut Dept of Housing UniteCT Dashboard on web
- Deputy Treasury Secretary Wally Adeyemo's CT visit & Comments



## Utility ERAP “Booster Shot” Checklist

1. Use (or Buy) 3<sup>rd</sup> Party “marketing” data about your customers
2. Engage State ERAP Agency Lead to Sponsor
3. Get Legal Data-Sharing Agreement Routing
4. Gain IT Cyber-Support for Secure Manual File Sharing
5. Prepare process to take Bulk Payments for incoming customer lists
6. Engage Trusted Leaders to Contribute their Voice so *customers know outreach is not a Scam*

## Eversource Data-Sharing with UniteCT



\*Data Source = Experian Marketing Data Purchased by the Company

# Targeted Outreach via Email & Calls...

## Email with Survey

**EVERSOURCE**

Hello \${m://FirstName},

*THIS EMAIL IS SPECIFIC TO A BENEFIT FOR YOUR EVERSOURCE ACCOUNT*

You may be eligible for federal funds that can be applied to reduce your past-due Eversource electric account balance that has accrued since April 2020.

Eversource has partnered with UniteCT, a program administered by the Connecticut Department of Housing (DOH), to help income-eligible renters in Connecticut receive Emergency Rental Assistance Program Funds (ERAP) for outstanding balances on their electric bill.

To be eligible for this assistance and receive funds towards your past-due balance on your Eversource electric account, the only thing you need to do is confirm that you're a renter with a household income that meets eligibility requirements in your area.

To confirm your eligibility to receive federal ERAP funds through UniteCT and have those funds applied to your past-due Eversource balance, please click the link below:

**Follow this link to take the survey:**  
[\\${!://SurveyLink?d=Take the Survey}](#)

Thank you,

Eversource Customer Service

## Outbound Call Campaign

Voice Recordings from:  
**CT Governor Lamont**  
**+ DOH Commissioner Seila**  
**Mosquera-Bruno**

The transcript of the robocall as delivered by Governor Lamont is as follows:

"Hi, this is Governor Ned Lamont. It's been a tough 17 months, and we're doing everything we can to help. I want to let you know that you're more than likely eligible for our support in paying your past-due electric bills. The process is easy. All you need to do is confirm that you're a renter with a household income that meets eligibility requirements in your area. Please press 1 to speak with a representative and confirm your eligibility now."

For information on UniteCT, visit [portal.ct.gov/DOH/DOH/Programs/UniteCT](https://portal.ct.gov/DOH/DOH/Programs/UniteCT).

# CT is one of the leaders in this area



MIDDLETOWN — Deputy Treasury Secretary Wally Adeyemo on Thursday praised Gov. Ned Lamont for overcoming obstacles in the initial development of pandemic landlord and tenant assistance program, which has now become a national model.

## Deputy Treasury Secretary Wally Adeyemo:

*“I’ll walk away from today realizing that here in Connecticut you have found a way to use the flexibility provided by the federal government in a way that assures people get the resources they need...”*

*“There is clearly more we need to do. **I will be referring people to the state of Connecticut when they ask me how can we do this**, when I’m talking to other governors, when I’m talking to other mayors, when I’m talking to housing commissioners.”*