



Giving Consumers a Voice in Program Design

Helping more people achieve energy affordability

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Improving energy affordability

Find, reach, and enroll limited income customers in the bill assistance and efficiency programs they need to make energy affordable

LMI customers need help

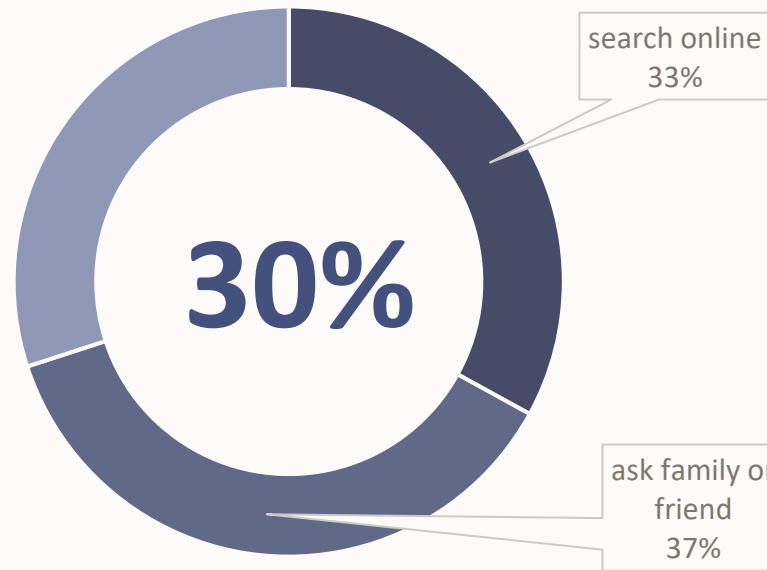
"I ran up a \$500 bill, and got a disconnect notice. I had to borrow money and sell some things... I have a 4 year old. He shouldn't have to go through that, and I'm gonna do anything I can for his sake."



Sarah

Can't find work; on SNAP and LIHEAP

Consumers struggle to pay their utility bills and don't always look to their utility for help initially

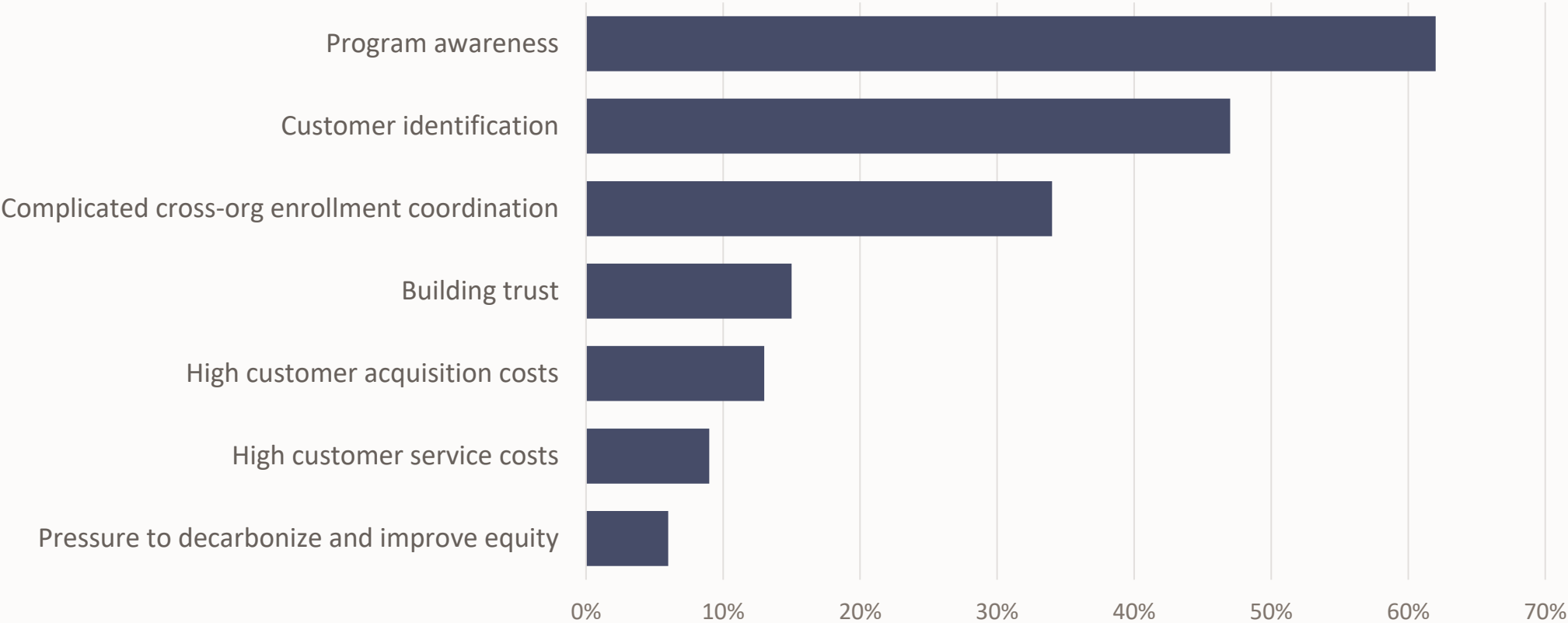


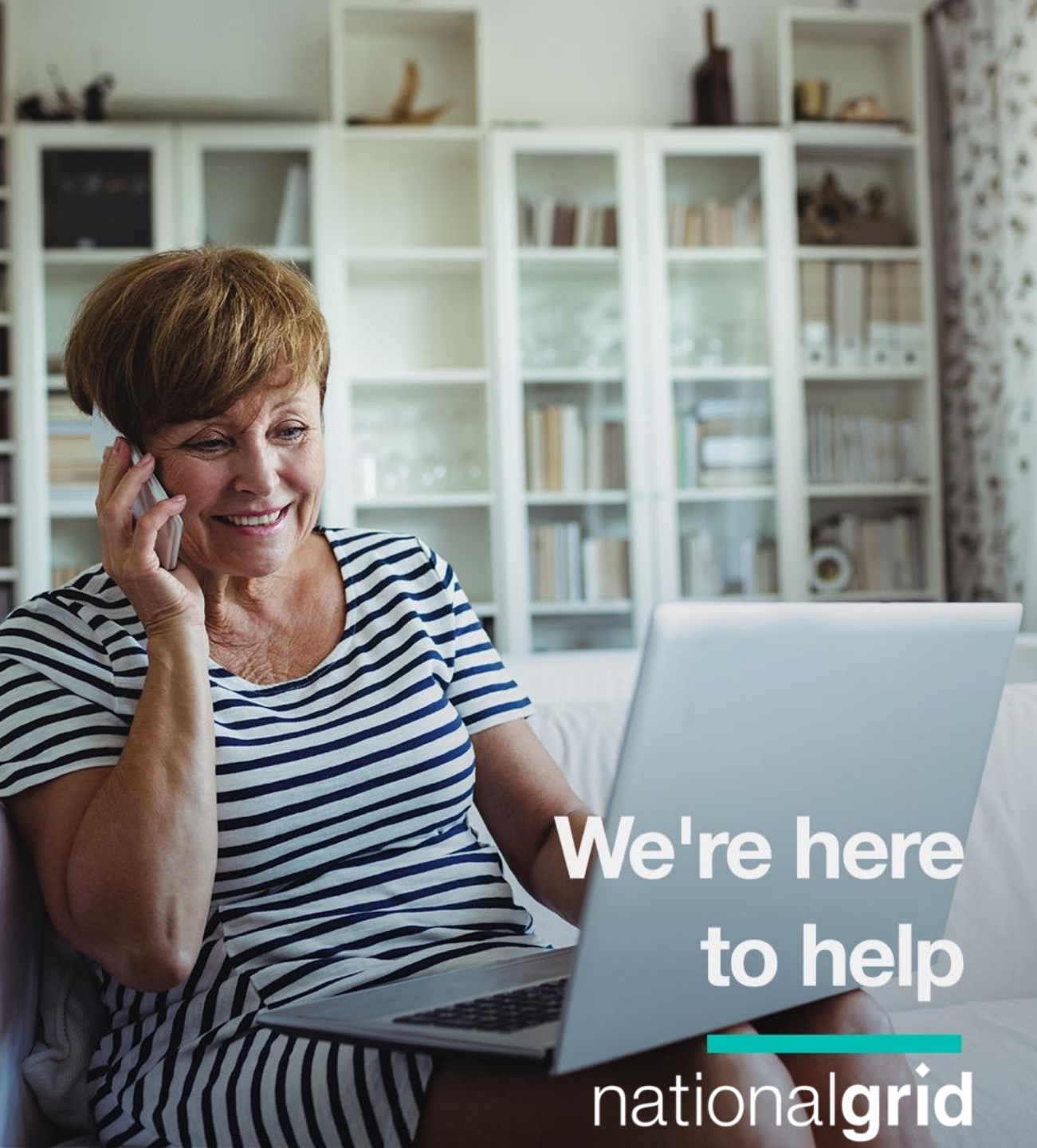
Customers **look other places** for help first

Utilities face challenges serving limited income customers

What are the biggest pain points you experience in serving LMI customers?

(select two multiple choice, n≈100)





We're here
to help

nationalgrid

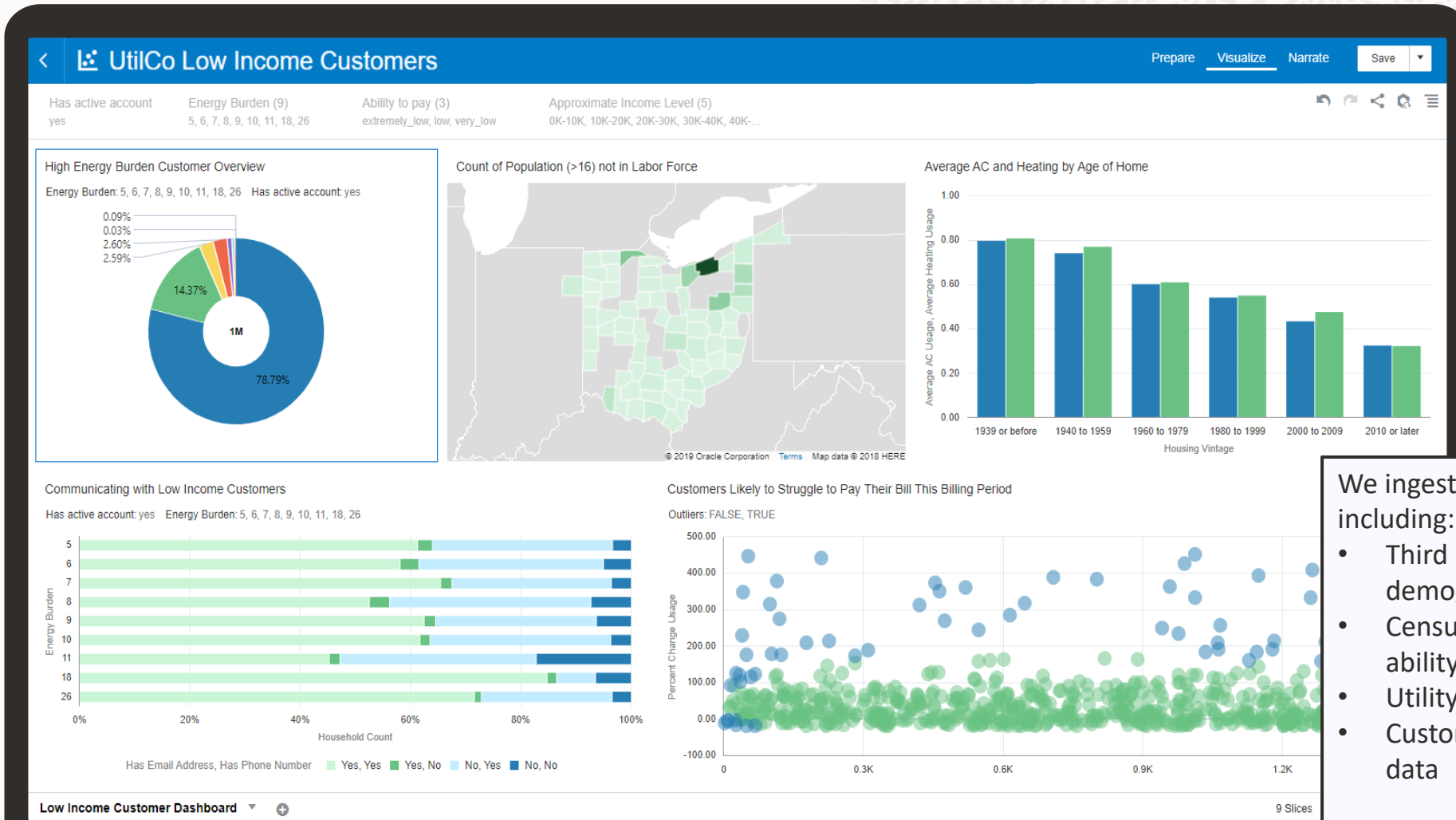
National Grid aimed to empower energy affordability

Metrics that mattered most:

- **Increase awareness** of low-to-moderate income (LMI) programs
- **Boost program adoption** of energy assistance programs
- **Enhance customer satisfaction** with a streamlined customer experience



The first step to reaching limited income customers is to know who they are

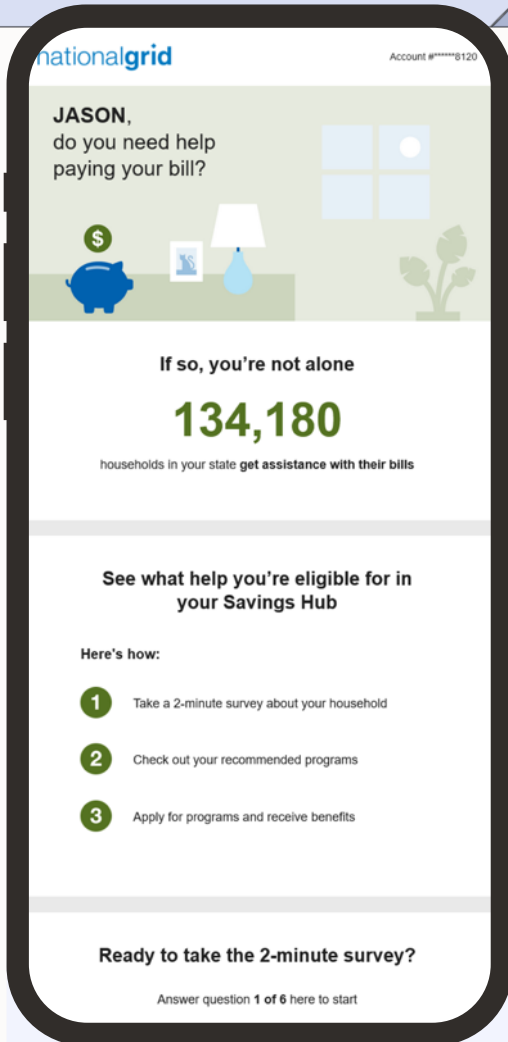


We ingest a wealth of data including:

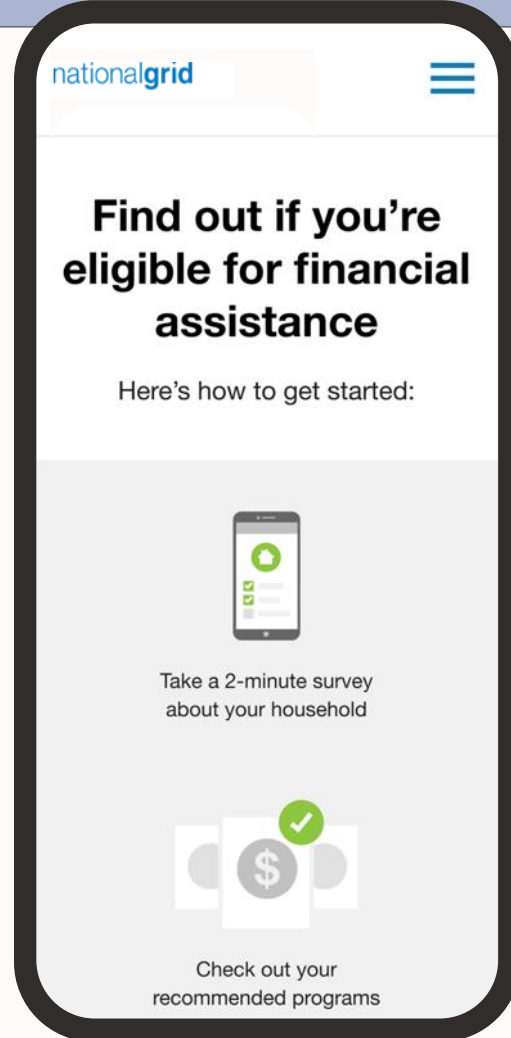
- Third party data (e.g., demographic & parcel)
- Census tract (e.g., ability to pay index)
- Utility data
- Customer provided data

National Grid Customer Journey

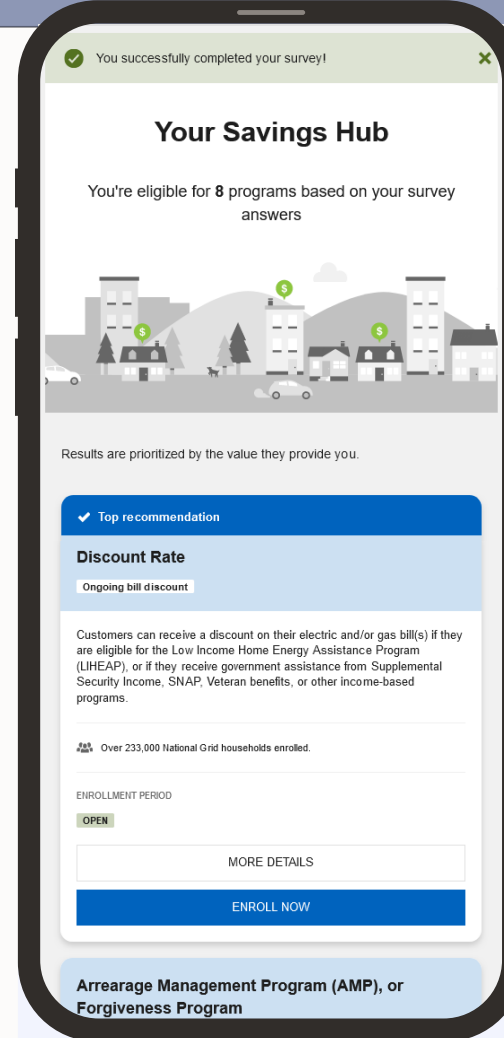
Affordability Alerts



Savings Hubs Survey



Savings Hub

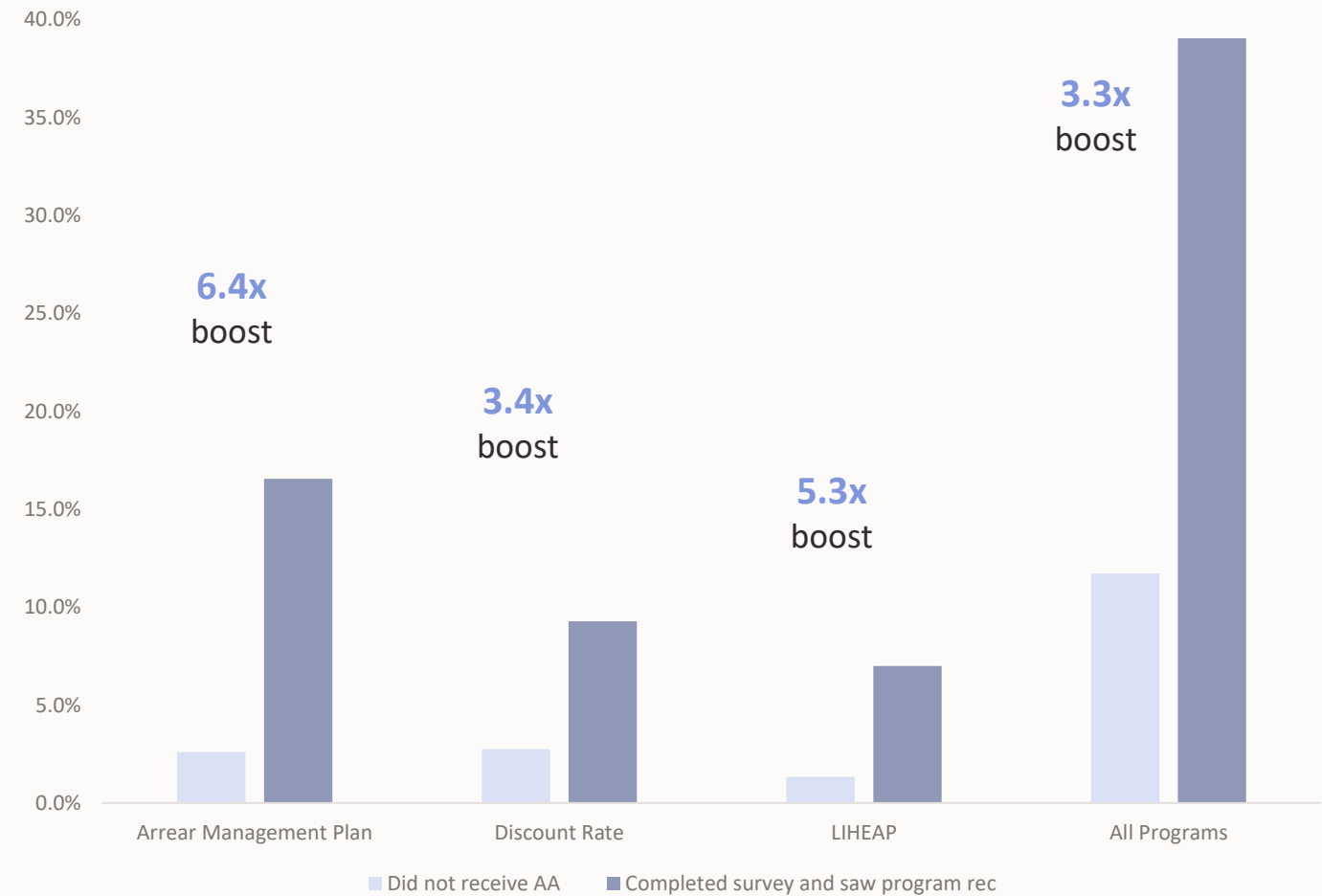


Online one-stop shop serving program recommendations based on survey responses, promoting up to 9 programs to those eligible:

1. Discount rate
2. LIHEAP
3. Arrearage Management
4. Budget Plan
5. More Time to Pay
6. Energy Efficiency Services
7. Enhanced EE Services
8. RAFT
9. Good Neighbor Fund



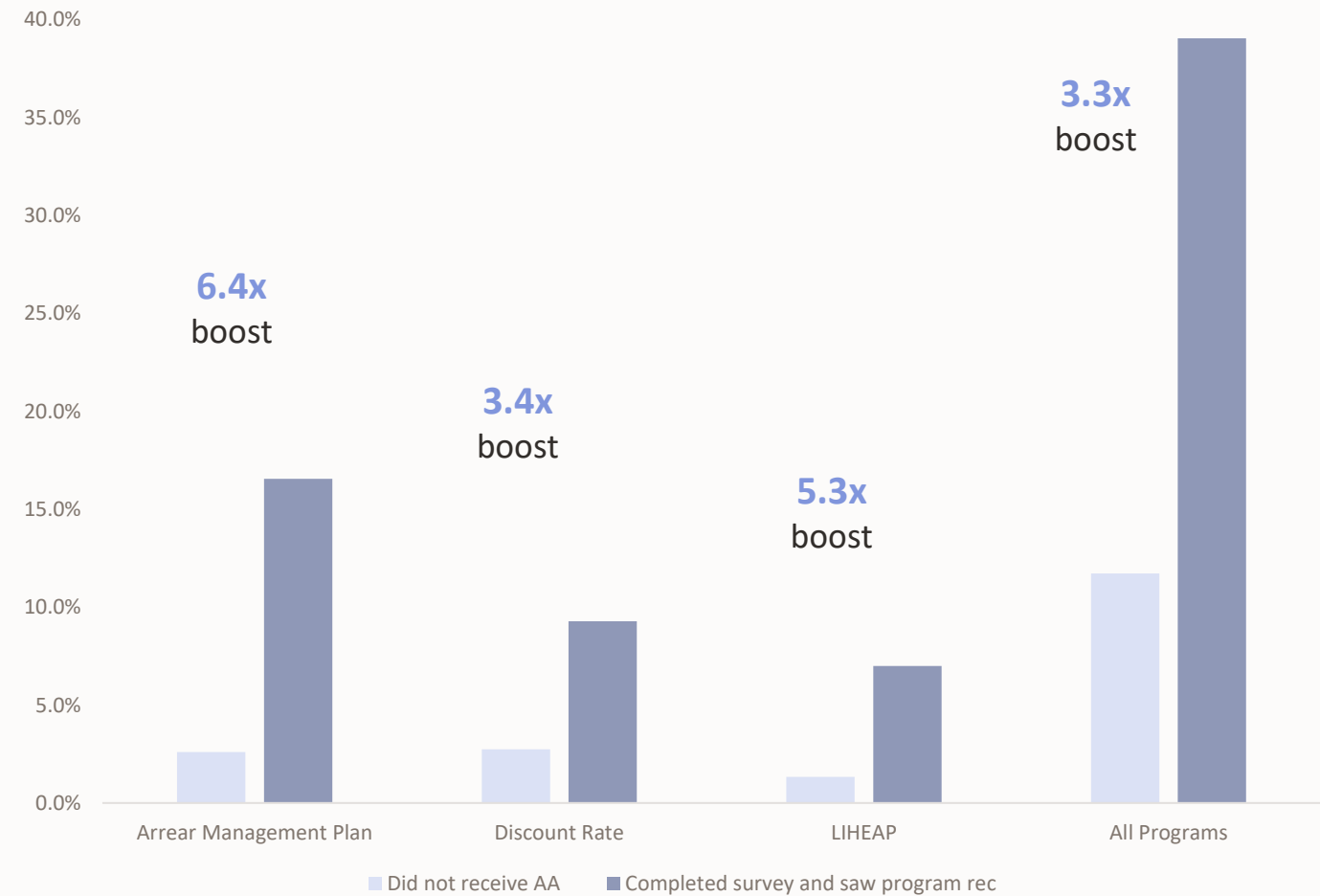
The experience accelerated energy assistance program enrollment



- In just 3 months LIHEAP channeled **\$470,000** in payments to National Grid customers
- **26,000 customers** provided their eligibility info
- We are reaching the right people
 - 73% of survey respondents eligible for LIHEAP



The experience delivered significant consumer benefits



- **LIHEAP** – average \$425/household
- **AMP**- Average \$900 annual forgiveness, up to \$4k/year
- **Discount Rate**- up to \$460/year on gas heating bills and up to \$1,058/year on electric bills

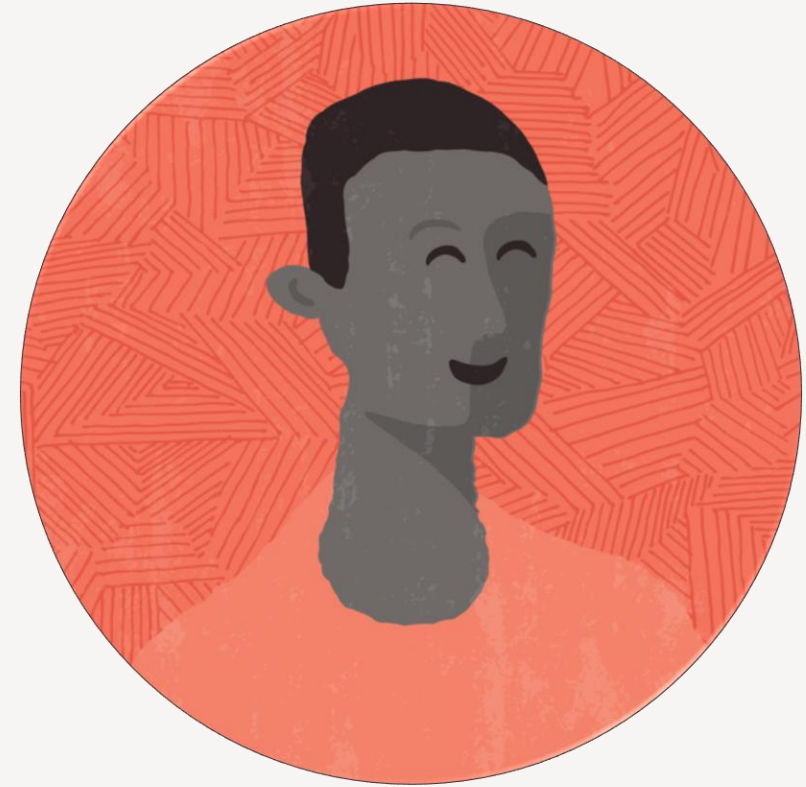


Let's continue to connect more customers to energy programs

“If the utility sent an email with that information, **it would've felt like a lighthouse in the dark night of the ocean.**”

William

Enrolled in LIHEAP, but still having trouble



ORACLE

