

WELCOME

Customer Education and Participation

Session 4

*Equitable Outreach and Access
to Utility Programs and Offerings*



August 25, 2021

1:00 – 4:00 PM (EST)





WELCOME



Kayla Gibbs

Resource Optimization and Certification
Michigan Public Service Commission

BEFORE WE BEGIN



Meeting will
be recorded



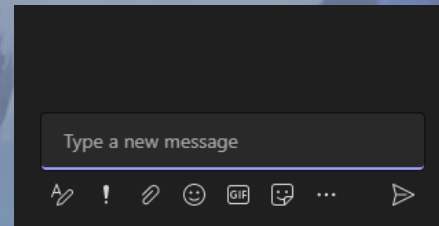
All audience
members will
be muted



Please type
questions into
the chat box



To unmute:
Phone: Press *6
Teams: Click
mic button



AGENDA

- 1:00 Welcome
Kayla Gibbs, MPSC Staff
- 1:05 The Energy Equity Project: Creating A Framework For Measuring Equity In The Energy Transition
Justin Schott, Energy Equity Project
- 1:45 MPSC's DEI Policy and Regulation Subcommittee
Sarah Mullkoff, MPSC Staff
- 2:00 Customer Engagement and Access: A Utility Perspective
Lauren Youngdahl Snyder, Consumers Energy
Michael Rivet, DTE
Nick Elkins, I&M
Rachel Johnson, Cherryland Electric Co-Op

- 2:55 BREAK
- 3:00 Intentional Outreach and Engagement – A Community and Advocacy Organization Perspective
Moderator: Commissioner Tremaine Phillips, MPSC
Zach Waas Smith, City of Ann Arbor
Gibran Washington, Ecoworks
Kasey McNeally, Superior Watershed Partnership
Sergio Cira-Reyes, Urban Core Collective
- 3:50 Closing Statements
Danielle Rogers, MPSC Staff
- 4:00 Adjourn





THE ENERGY EQUITY PROJECT: CREATING A FRAMEWORK FOR MEASURING EQUITY IN THE ENERGY TRANSITION

JUSTIN SCHOTT

Project Manager



Justin Schott serves as Project Manager of the Energy Equity Project. He is honored to work in a field full of creative, savvy justice-minded colleagues and allies and is fascinated by conversations about how to drive and measure equity in clean energy investments.

Prior to coming to EEP, Schott was Executive Director of EcoWorks, a Detroit non-profit, from 2015-2020. He is an avid social entrepreneur and a recognized sustainability leader in Detroit. Prior to becoming Executive Director, Schott designed and managed the launch and operations of numerous community programs, including the Youth Energy Squad (founder), which grew from a summer pilot employing four students in 2009 to a city-wide partnership with Detroit Public Schools Community District. Schott has also worked closely on the creation of utility programs, including the Home Energy Consultation Program, which provided in-home energy efficient installations and education to 10,500 households in its first 7 months. Schott has chaired the Coalition to Keep Michigan Warm and is a member of steering committees of the Detroit Environmental Agenda; Housing, Health and Heatwaves project; and Southeast Michigan Stewardship Coalition and continues to serve as project manager of the Detroit Climate Strategy.



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August 25, 2021
1:00 – 4:00 p.m.

MI Power Grid: Customer Engagement Workshop

8.25.21

Justin Schott
University of Michigan – Urban Energy Justice Lab
jbschott@umich.edu | www.energyequityproject.com



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Agenda

- Goals for the session
- EEP overview
- Why a standardized equity measurement framework?
- Current state of equity measurement
- Creating a framework
- Case studies
- Discussion



Energy Equity Project



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Energy Equity Project Overview



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Vision:

- 1. The presence of an equity measurement framework for clean energy programs will improve outcomes for BIPOC, lower-income and frontline environmental justice communities.** These communities have historically borne the brunt of environmental harms without partaking in the benefits of more efficient, less polluting, and more affordable forms of energy.



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1. The presence of an equity measurement framework for clean energy programs will improve outcomes for BIPOC, lower-income and frontline environmental justice communities. These communities have historically borne the brunt of environmental harms without partaking in the benefits of more efficient, less polluting, and more affordable forms of energy.
2. **The framework will be universally applicable--to any program, any utility, and any municipality. [but should be tailored to local priorities and context]**



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1. **The presence of an equity measurement framework for clean energy programs will improve outcomes for BIPOC, lower-income and frontline environmental justice communities.** These communities have historically borne the brunt of environmental harms without partaking in the benefits of more efficient, less polluting, and more affordable forms of energy.
2. **The framework will be universally applicable--to any program, any utility, and any municipality.**
3. **The framework will use a standard *process* to assess four forms of equity: i) Recognition, ii) Procedural, iii) Distributive, iv) Restorative**



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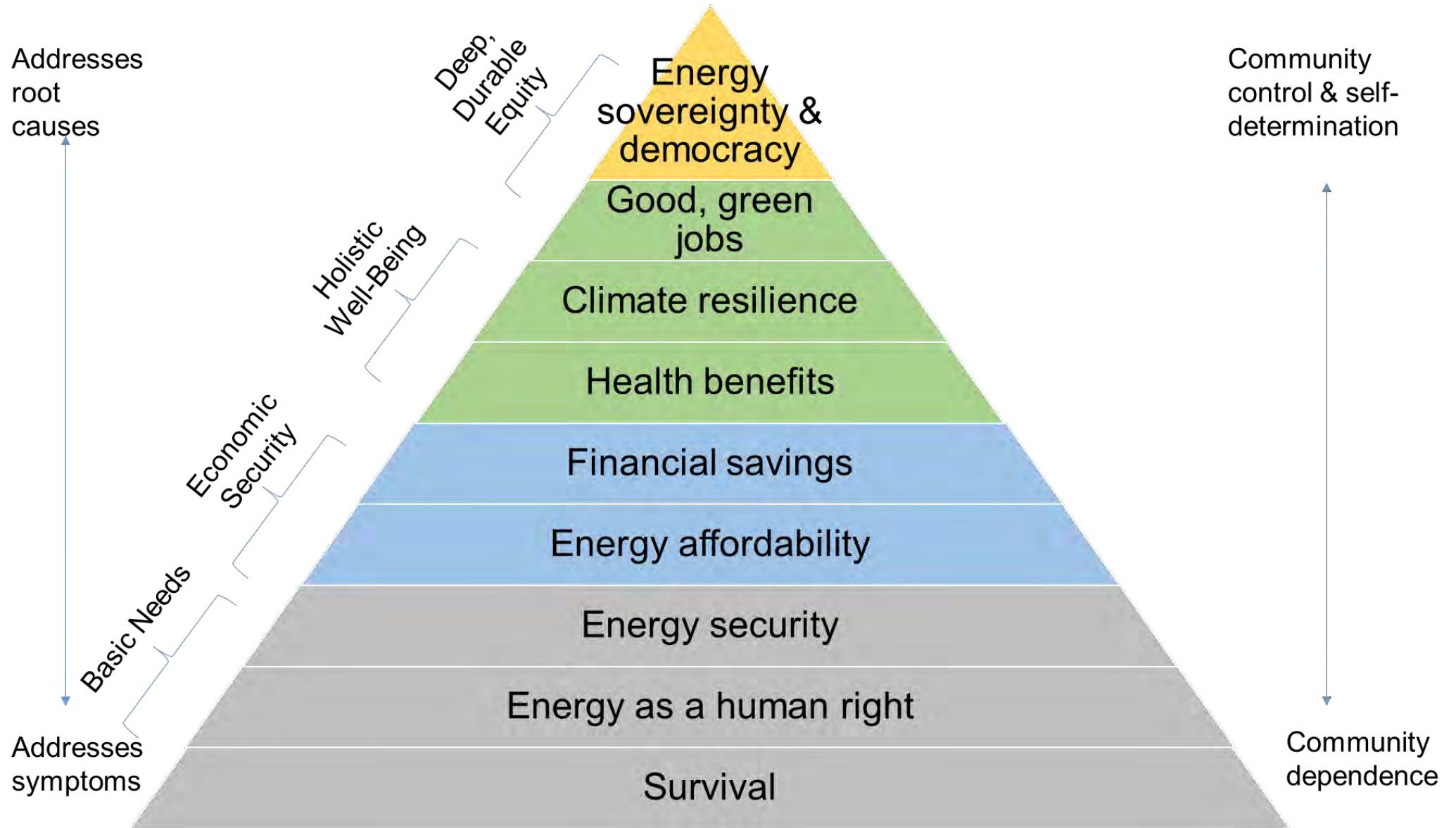


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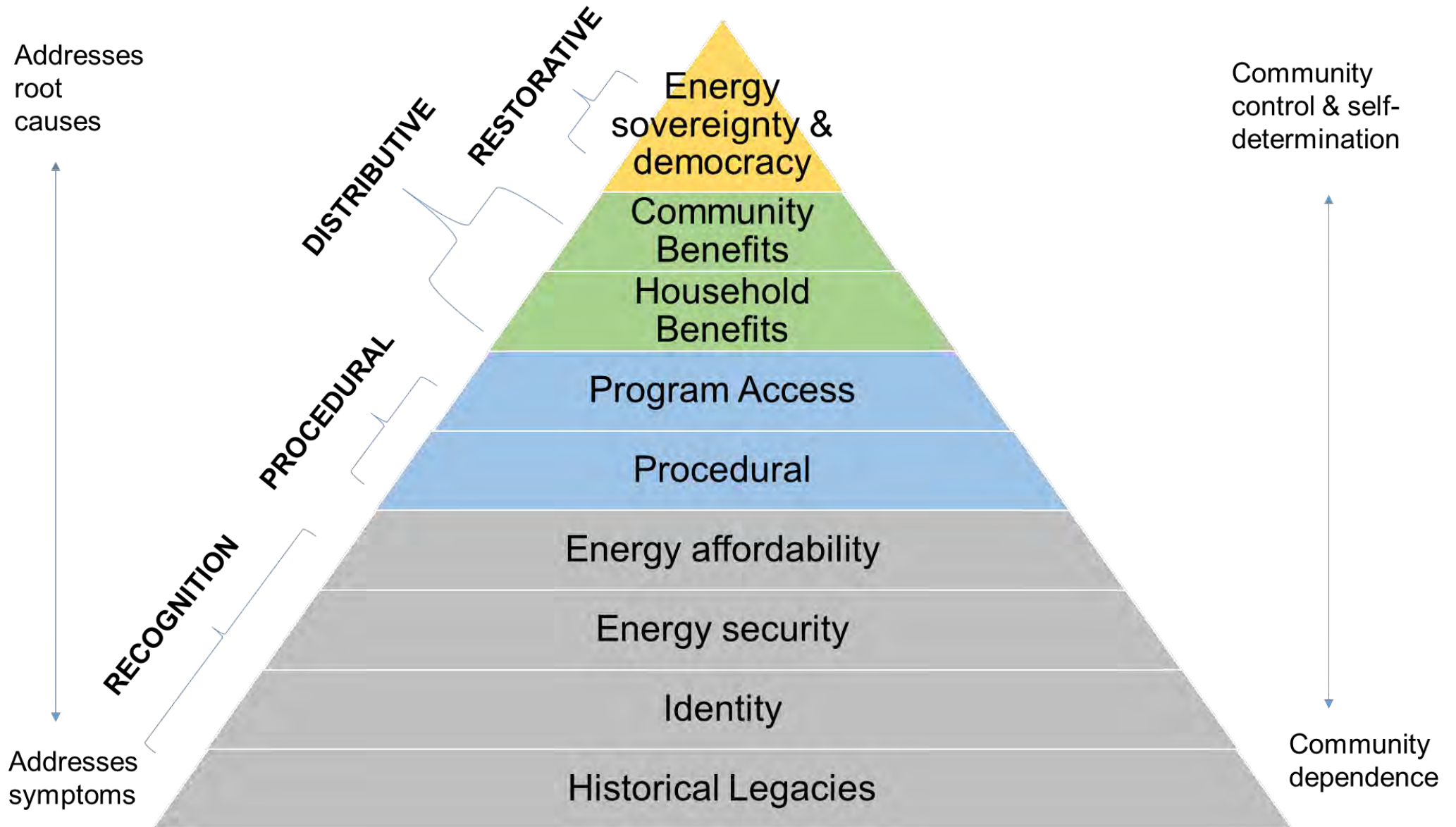


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EQUITY DIMENSION	INDEX	DESCRIPTION	SAMPLE METRICS
Recognition	Historical	Captures historic disinvestment, discrimination, disenfranchisement, and environmental justice burdens that continue to impact present circumstances.	<ul style="list-style-type: none"> - Proportionate disparities in historic program spending and savings by race, income - Historic presence of toxic facilities / superfund sites / cancer clusters - Anti-equity / anti-clean energy lobbying expenditures - Redlining and housing discrimination
	Identity	Captures demographic, social-economic, and geographic variables that are closely correlated with energy and climate vulnerability and disproportionately high burdens and low benefits from the energy system	<ul style="list-style-type: none"> - Climate vulnerability score - Housing access / stress - Demographics - Pollution burden - Health measures (e.g. asthma rates) - Economic indicators (e.g. % HH below 50% AMI)
	Security	Captures data that indicate how continuously, safely, and reliably one has access to energy without interruption or compromising other basic needs or comfort.	<ul style="list-style-type: none"> - Power outage frequency and disparities - Shutoffs / shutoff policies - Arrearages - Energy as human right declarations
	Affordability	Considers rate structures, payment plans, financial assistance, household financial benefits from clean energy programs, and disparities in energy costs among different demographic groups.	<ul style="list-style-type: none"> - Presence of progressive / lifeline rate structures - Maximum limits on energy burdens - Rate disparities between residential, commercial, industrial - Size of overall safety net (per capita) - % of safety net spent on longterm affordability, vs bill assistance
Procedural	Procedural	To what extent are BIPOC, frontline, and low-income residents able to engage in PUC cases, decarbonization planning, and have a meaningful voice in how plan and policies are created and designed. To what extent are they the architects of their energy future?	<ul style="list-style-type: none"> - Presence / extent of intervenor funding and resources - PUC commissioner selection process and representation - Mandatory equity training for PUC (and utility?) staff - Data disclosure requirements - Utility performance incentives and penalties tied to equity targets
	Access	How easy is it for people to learn about, qualify for, and enroll in programs?	<ul style="list-style-type: none"> - Multi-lingual ads, program materials, enrollment, and participation - Marketing representing and to BIPOC, frontline audiences - Disparities in participation rates - Financing availability and eligibility requirements - Access for renters - Auto- and co-enrollments, ease of enrollment
Distributive	Household benefits	Captures immediate financial and health benefits that participating households receive	<ul style="list-style-type: none"> - Proportion of high impact programs received by BIPOC, LI, frontline households - % BIPOC households achieving >25% energy savings - Reduction in unhealthy / unsafe housing conditions among BIPOC; improved indoor air quality - Reductions in negative health conditions among BIPOC
	Community benefits	Captures medium- and long-term community level or indirect benefits including health, wealth-building, jobs, and environment	<ul style="list-style-type: none"> - % of new jobs held by BIPOC, frontline, low-income - % of work for BIPOC-owned businesses; supportive policies - Wages and job quality for BIPOC, disparities - Reduction in heat islands, localized flooding - Improved outdoor air quality - Community health outcomes
Restorative	Democracy	Who owns clean energy? Who designs the systems? Who are the ultimate decision-makers?	<ul style="list-style-type: none"> - Reparations - Favorable policies and incentives for net metering / community solar / community choice aggregation - % BIPOC ownership of solar, storage, EVs - % microgrid and resilience investments in BIPOC, LI, frontline communities - Business incentives and supports for BIPOC and frontline communities



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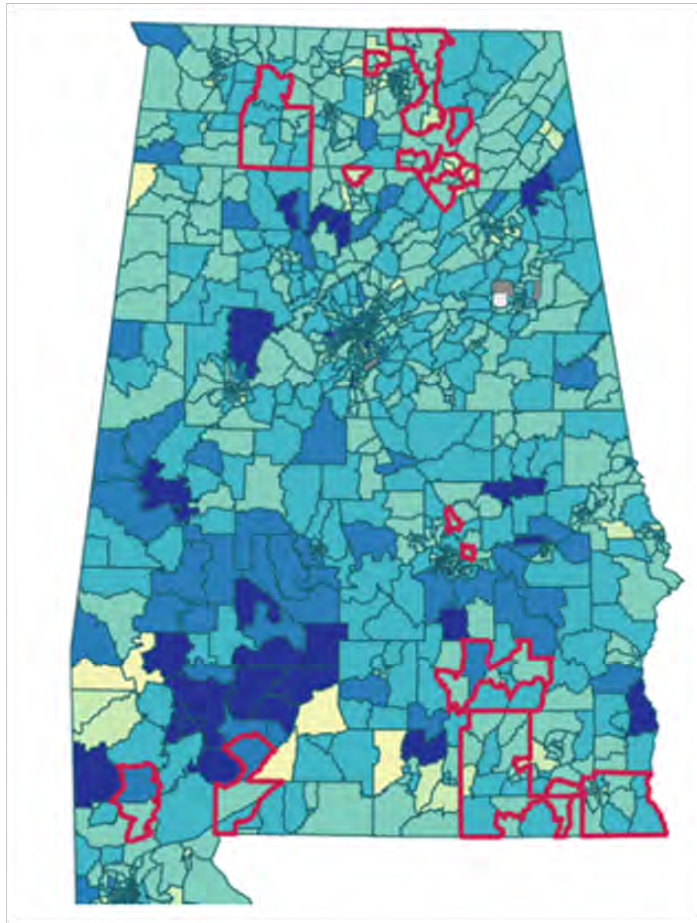
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Sample Equity Report



Level of Analysis: State
Comparison National

Weighted Composite: 51.87

INDEX	WEIGHT	2022 SCORE	CHANGE	NATL AVG	VS NATL
1 Historical	8%	45	0	37	8
2 Demographics	10%	38	-2	52	-14
3 Security	10%	81	11	69	12
4 Affordability	15%	33	-4	41	-8
5 Access	8%	66	5	57	9
6 Procedural	12%	85	24	44	41
7 Household	15%	70	16	63	7
8 Community	12%	32	3	56	-24
9 Democracy	10%	16	1	23	-7
TOTALS	100%	51.8	6	49.1	2.7

INDEX DETAIL: ACCESS
Level of Analysis: State
Comparison National

Weighted Composite: 65.58

INDEX	WEIGHT	2022 SCORE	CHANGE	NATL AVG	VS NATL
1 Easy of qualifying	8%	84	0	79	5
2 Effective marketing to BIPOC HH	12%	54	-2	64	-10
3 Access in multiple languages	12%	68	11	72	-4
4 Multiple enrollments in all eligible	8%	84	-4	69	15
5 Auto-enrollment notification	8%	89	5	44	45
6 Access for renters	20%	51	24	45	6
7 Caps on participation	5%	70	16	63	7
8 Financing availability & support	15%	72	3	55	17
9 Financing Access	12%	49	1	37	12
TOTALS	100%	69.0	6	58.7	10.3



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Meeting stakeholder needs

Can you help
us define
disadvantaged
communities?

How are other
states developing
procedures for
integrating equity
in utility clean
energy programs?

How can we
measure
procedural
equity?

What do we know
about who is taking
advantage of electric
vehicle incentives?



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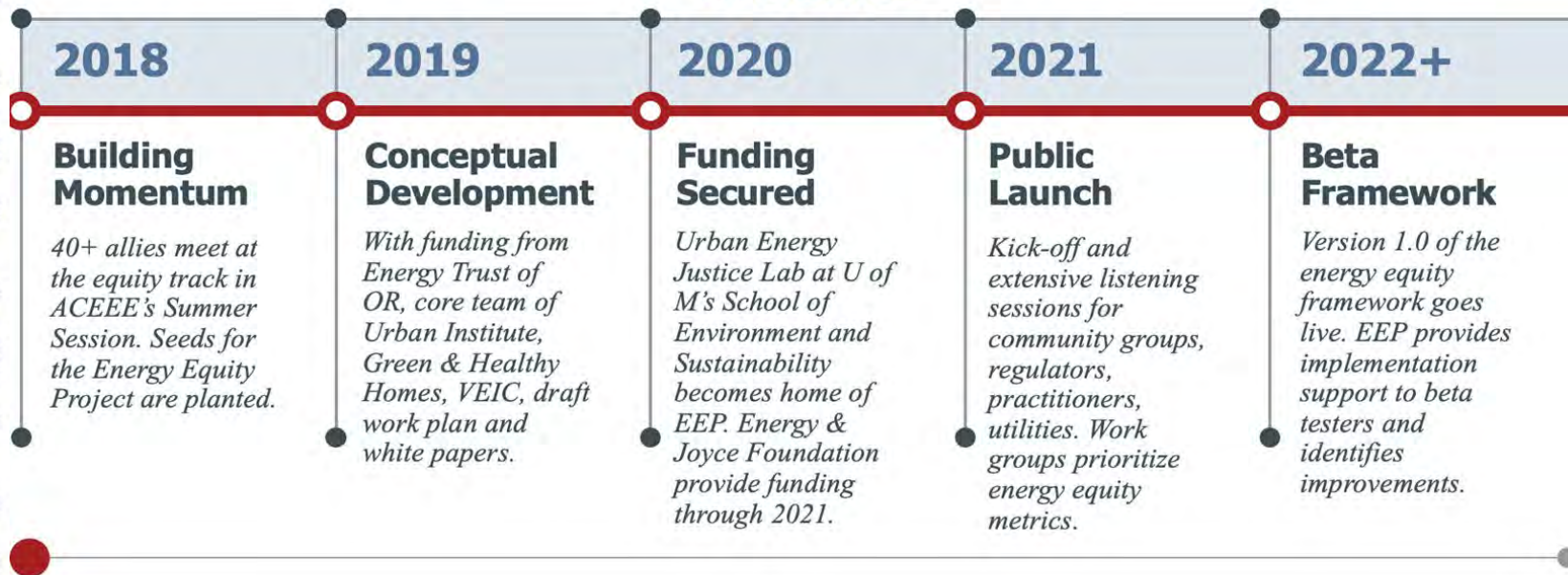
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Timeline





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Why do we need a Standardized equity measurement framework?



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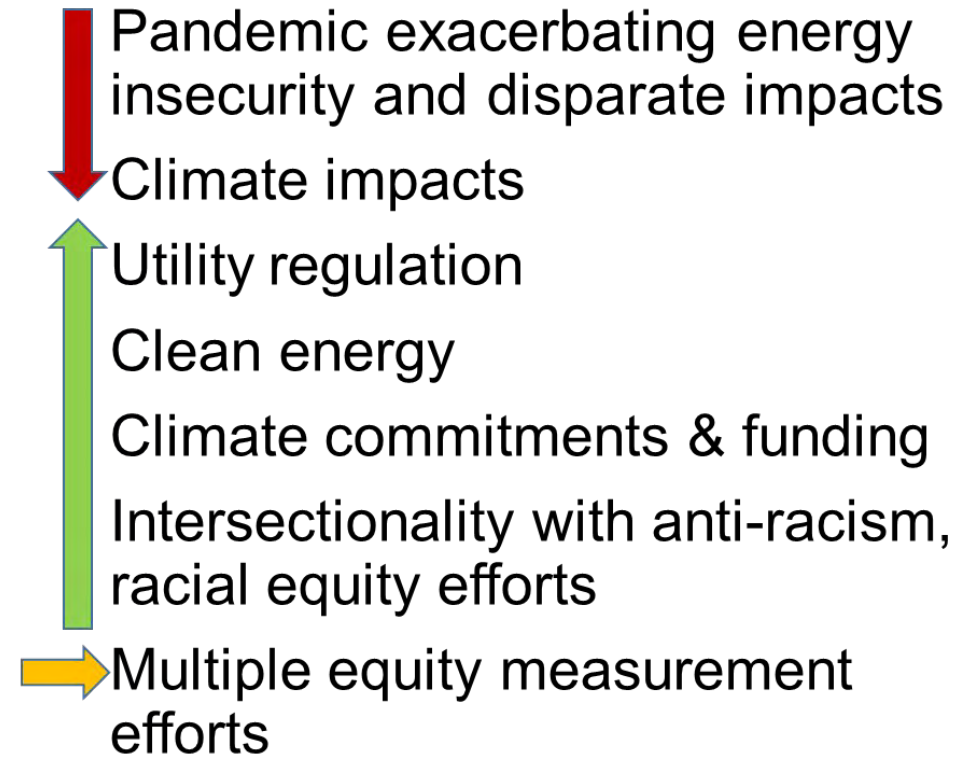
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A new landscape





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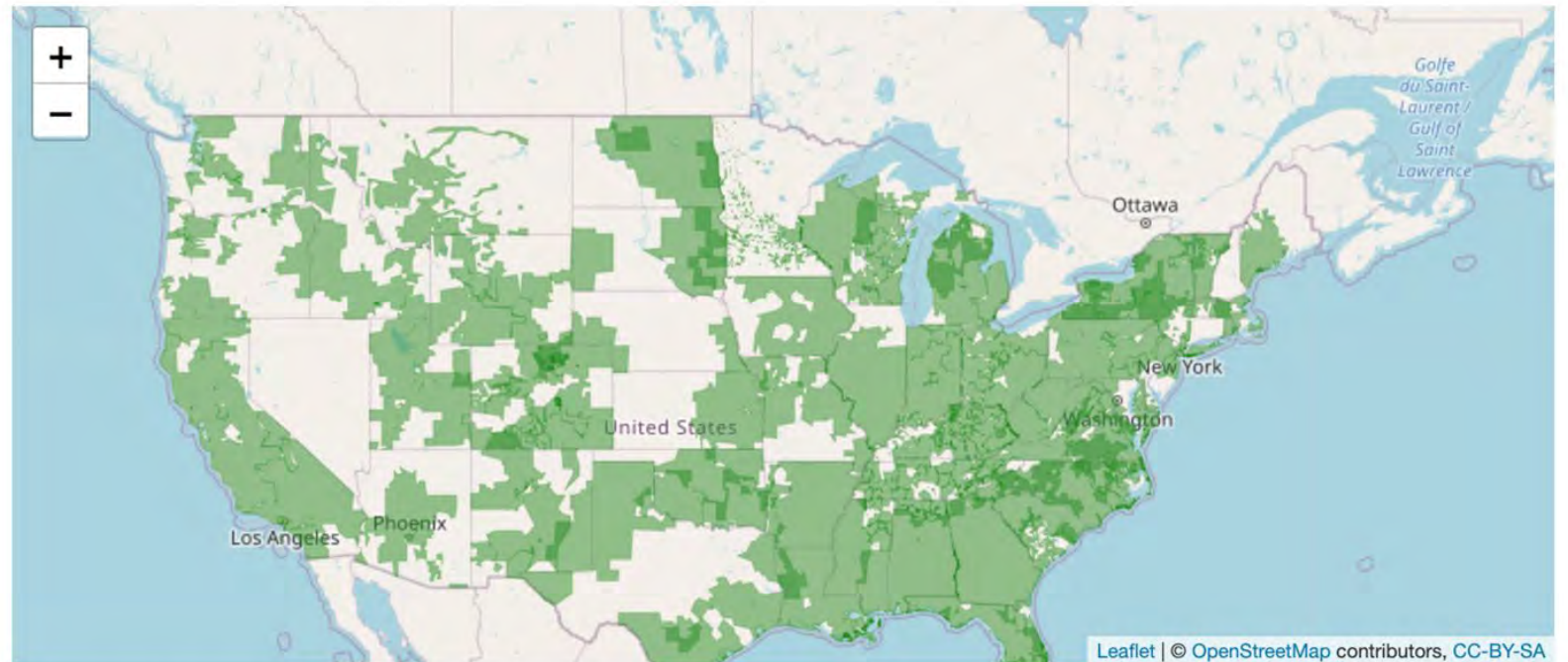
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Utilities' path to a carbon-free energy system by 2050

We are continually updating this database. Please check back frequently for updates.

Click on a service territory for details, click and drag to move map around, use tooltip at left to zoom in and out.



The Utility Carbon Reduction Tracker above displays publicly announced utility commitments to emission reduction. Credits: Electric utility territories were produced by Oak Ridge National Laboratory (ORNL) Geographic Information Science and Technology (GIST) Group.



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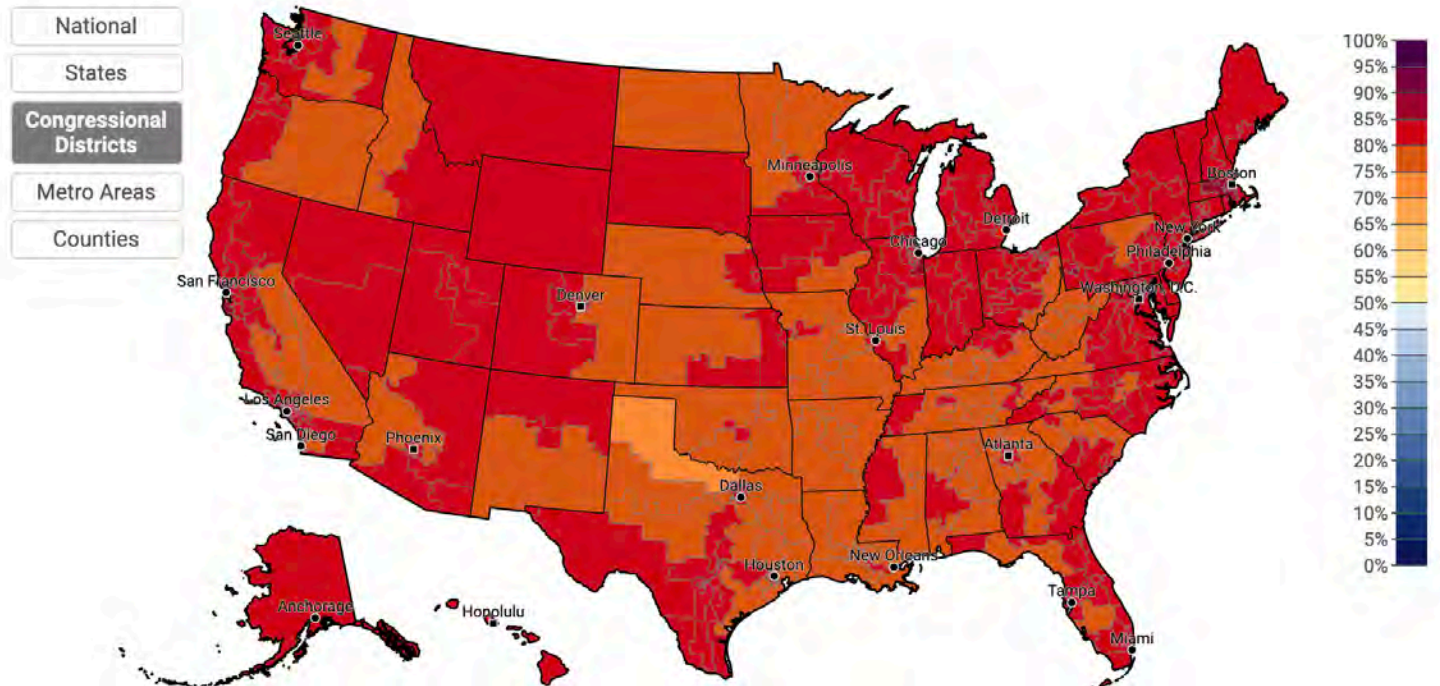
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Public perceptions about climate change

Estimated % of adults who support tax rebates for people who purchase energy-efficient vehicles or solar panels (82%), 2020

Select Question:

Click on map to select geography, or:





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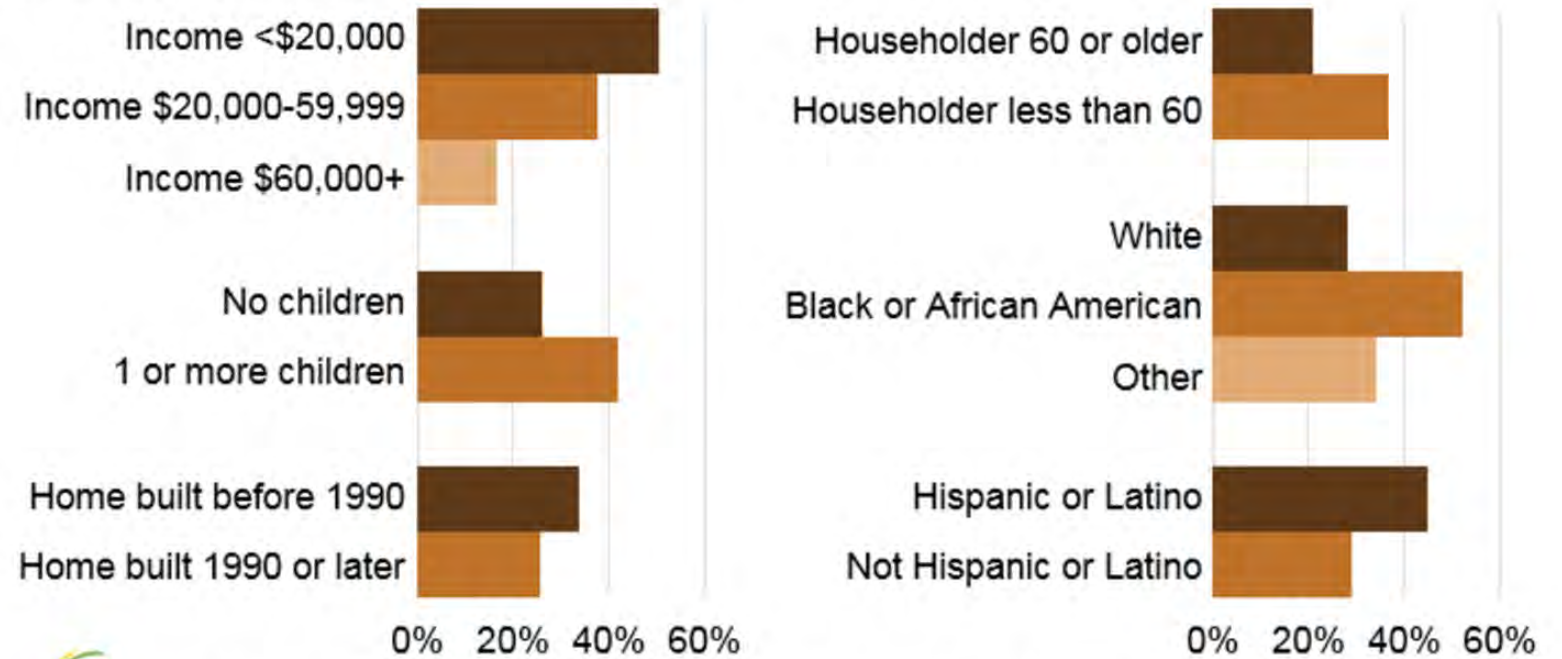
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Half of Black & Brown households experience energy insecurity

Household energy insecurity by household characteristics, 2015
percent of households



Source: U.S. Energy Information Administration, Residential Energy Consumption Survey 2015



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118,200,000 - # of Americans experiencing energy insecurity annually

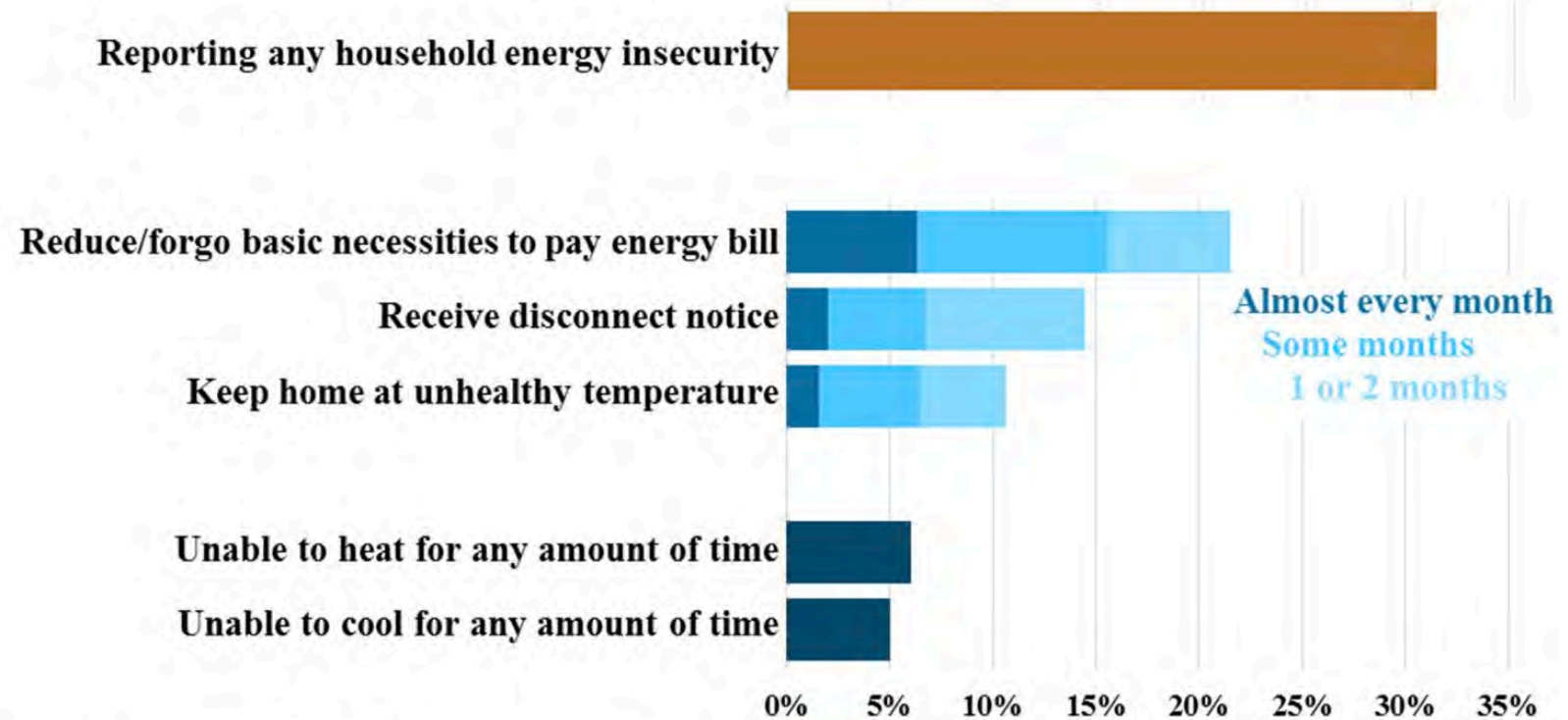


Figure 2. U. S households experiencing energy insecurity (percentage of homes). *Source:* EIA 2017.



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CalEnviroScreen – Racial Impact Analysis



Figure 3. Racial Makeup of Each Decile of the Draft CalEnviroScreen 4.0 Score.



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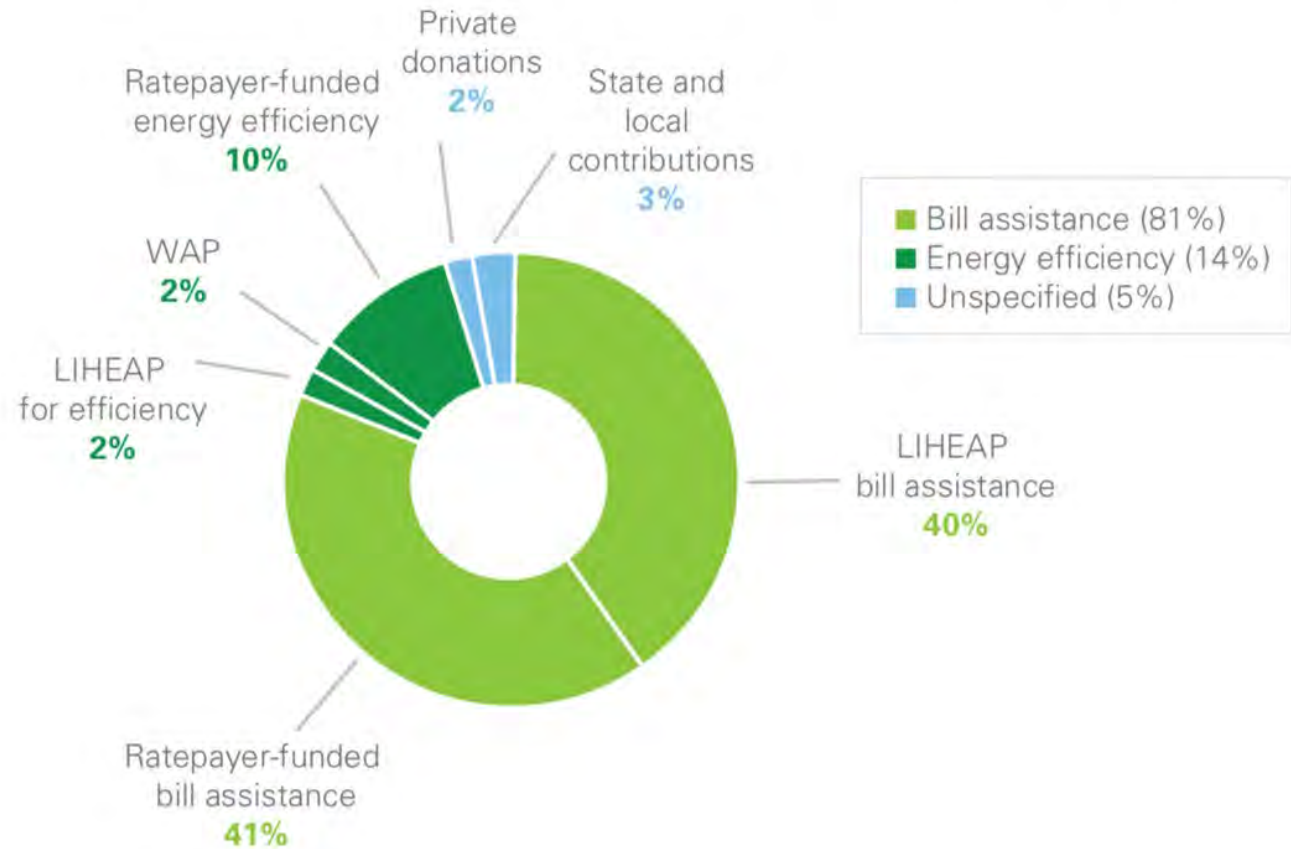
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FIGURE 6. Support for low-income energy needs. Data on ratepayer-funded bill assistance, ratepayer-funded energy efficiency, WAP, and LIHEAP assistance are from 2013. LIHEAP spending on efficiency is approximated based on 6% of LIHEAP funds spent on efficiency in 2006. Data on state and local contributions and private donations are from 2010. Data collected from the LIHEAP Clearinghouse in 2016. *Source: Cluett, Amann, and Ou 2016.*





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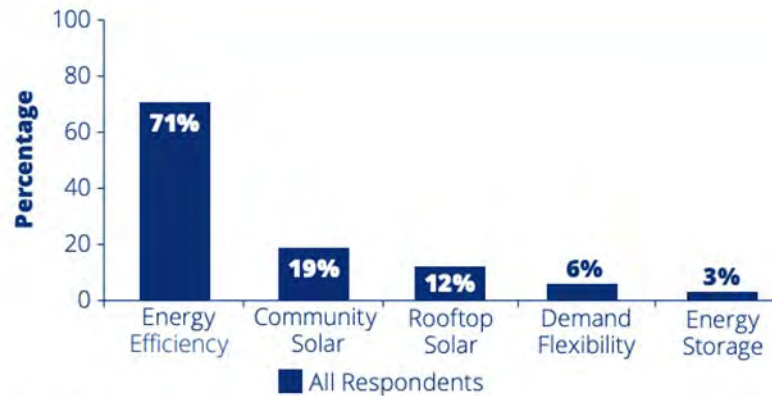
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Yes to EE, but no to other clean energy options

The survey findings show that programs specifically targeting low- and moderate-income (LMI) customers are common, with 80% of all respondents offering at least one such program. The majority of these programs focus on EE and do not support other options:

Figure 31: EE Programs Targeting LMI Customers Dominate Utility Offerings



Source: Smart Electric Power Alliance, 2021

LMI households represent 43% of the U.S. population,²⁸ and many face high energy burdens, especially low-income customers. Utilities play a vital role in ensuring that LMI customers can access options, opportunities and benefits that arise from the transformation.



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Current State of Energy Equity Measurement



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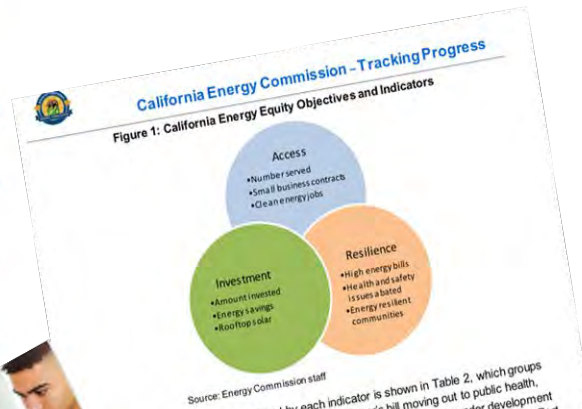
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Landscape of energy equity indicators



Other view of the objectives advanced by each indicator is shown in Table 2, which groups indicators by energy resource starting with a consumer's bill moving out to public health, and innovation. Further information on clean energy transportation is under development in the California Air Resources Board's (CARB) SB 350 Low-Income Barriers Study, Part B: Overcoming Barriers to Clean Transportation Access for Low-Income Residents Final.

2: Clean Energy Equity Indicators Relationships to Energy Equity Objectives

	Access	Investment	Resilience
Energy bills	✓	✓	✓
Energy savings, amount	✓	✓	✓
Number served	✓	✓	✓
Health issues abated	✓	✓	✓
Small business contracts	✓	✓	✓
Innovation	✓	✓	✓

Energy Justice Scorecard: California Enhanced Community Renewables Program

Scoring Key: 1 (No), 2 (A little bit), 3 (Somewhat), 4 (Mostly), 5 (Yes)

Question	Score	Explanation	Reference
(1) Process: Have marginalized communities participated meaningfully in the policymaking process with sufficient support?	2	A little bit; more indirectly through a state-wide advocacy group than directly.	A record of all party comments can be found here . ¹⁶
(2) Restoration: Does the policy aim to remedy prior and present harms faced by energy system?	1	A little bit theoretically, but not at all in practice. The policy was supposed to create projects in environmental justice communities, but implementation failed.	
(3) Decision-making: Does the policy center the decision-making of marginalized communities?	2	Mostly a little bit. There is no incentive for community governance, but there are community interest requirements.	
(4) Benefits: Does the policy center economic, social, or health benefits for marginalized communities?	1	No. The policy does not focus on economic, social, or health benefits for traditionally marginalized populations.	
(5) Access: Does the policy make energy more accessible and affordable to marginalized communities?	1	No. The ECR program is both hard to navigate and costs more than standard electricity rates, or affordable.	
Score	7/25		

Justice in 100 Metrics
Tools for Measuring Equity in 100% Renewable Energy Policy Implementation

By Talia Lanckton and Subin Devar
January 2021

EQUITY IN A CLEAN ENERGY ECONOMY

- The Launch of the "Equity in a Clean Energy Economy Collaborative"**
- This new collaborative will include a wide range of stakeholders in order to give voice to many perspectives. An ongoing stream of research will facilitate discussion.
- Analytical framework and systemic considerations
 - Voice-of-the-customer surveys and research
 - Case studies of innovation and best practices
 - New utility program designs
 - Regulatory issues and considerations
 - Meta-analysis of policy positions

Lifting the High Energy Burden in America's Largest Cities: How Energy Efficiency Can Improve Low Income and Underserved Communities

by Neil Drehoti and Laurin Roggs

ENERGY EFFICIENCY FOR ALL

ACEEE
American Council on Energy Efficiency



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Low-Income Energy Affordability Data (LEAD) Tool

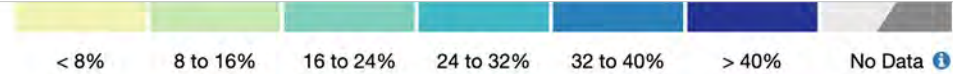
Data (housing only) comes from the U.S. Census Bureau's American Community Survey 2018 Public Use Microdata Samples.

Avg. Energy Burden (% income) for Census Tracts in Alabama ?

Avg. Energy Burden (% income)

Avg. Annual Energy Cost (\$)

Housing Counts



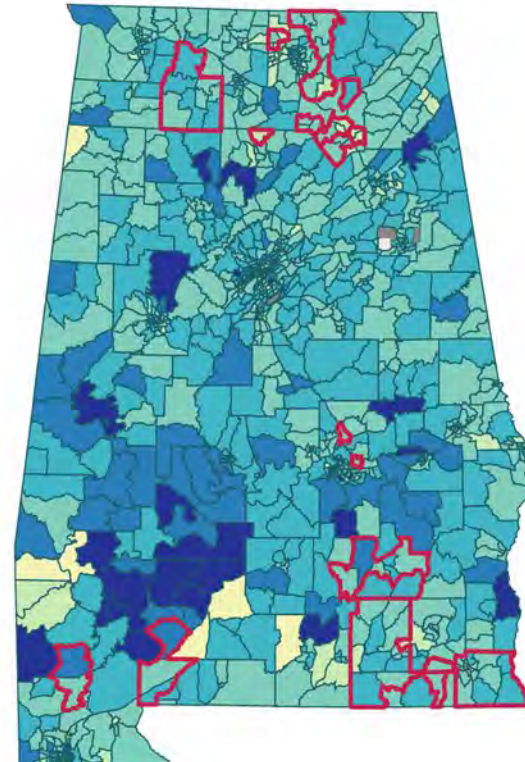
United States > Alabama > Census Tracts

([View Counties](#) [View Cities](#))

Avg. Energy Burden (% income) for Alabama: **23%**

Show borders: Tribal Areas* Counties None

* Tribal area borders may extend across multiple states.





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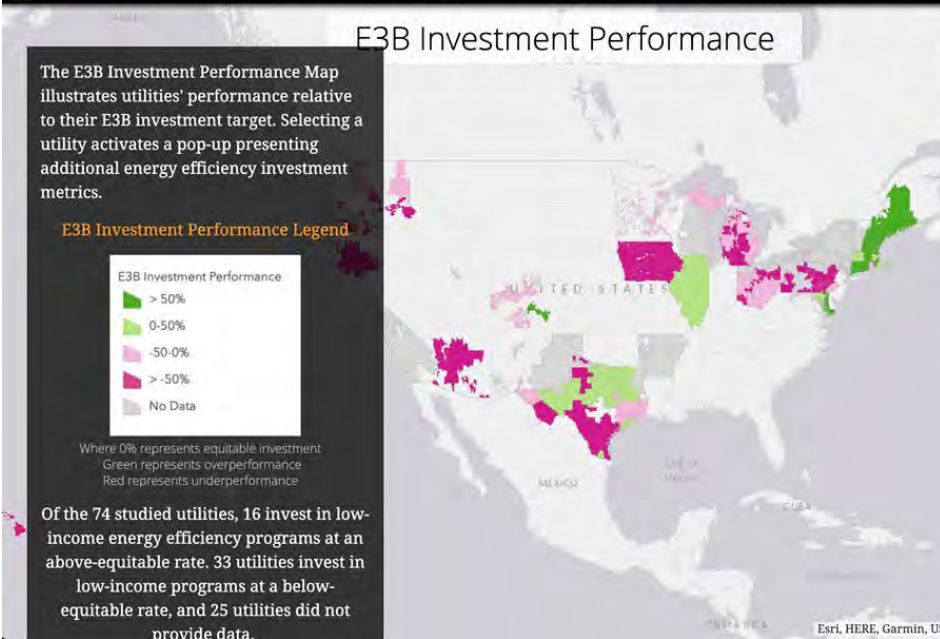
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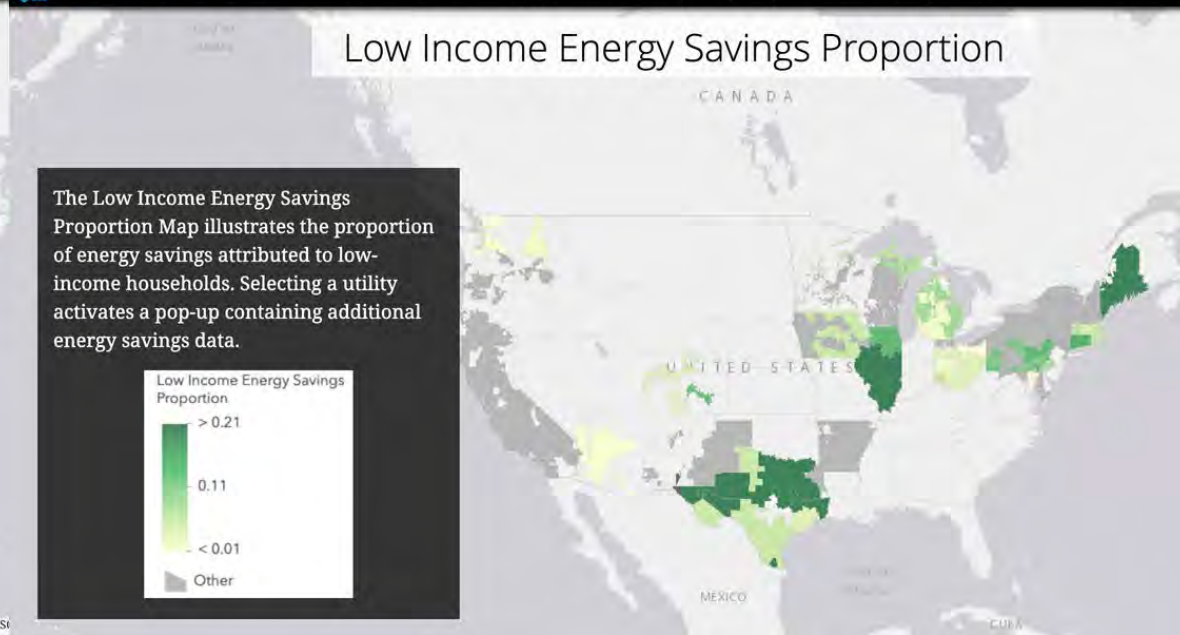
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Current energy equity measurement

Welcome to the Interactive Energy Efficiency Equity Baseline (E3B...)



Welcome to the Interactive Energy Efficiency Equity Baseline (E3B...)





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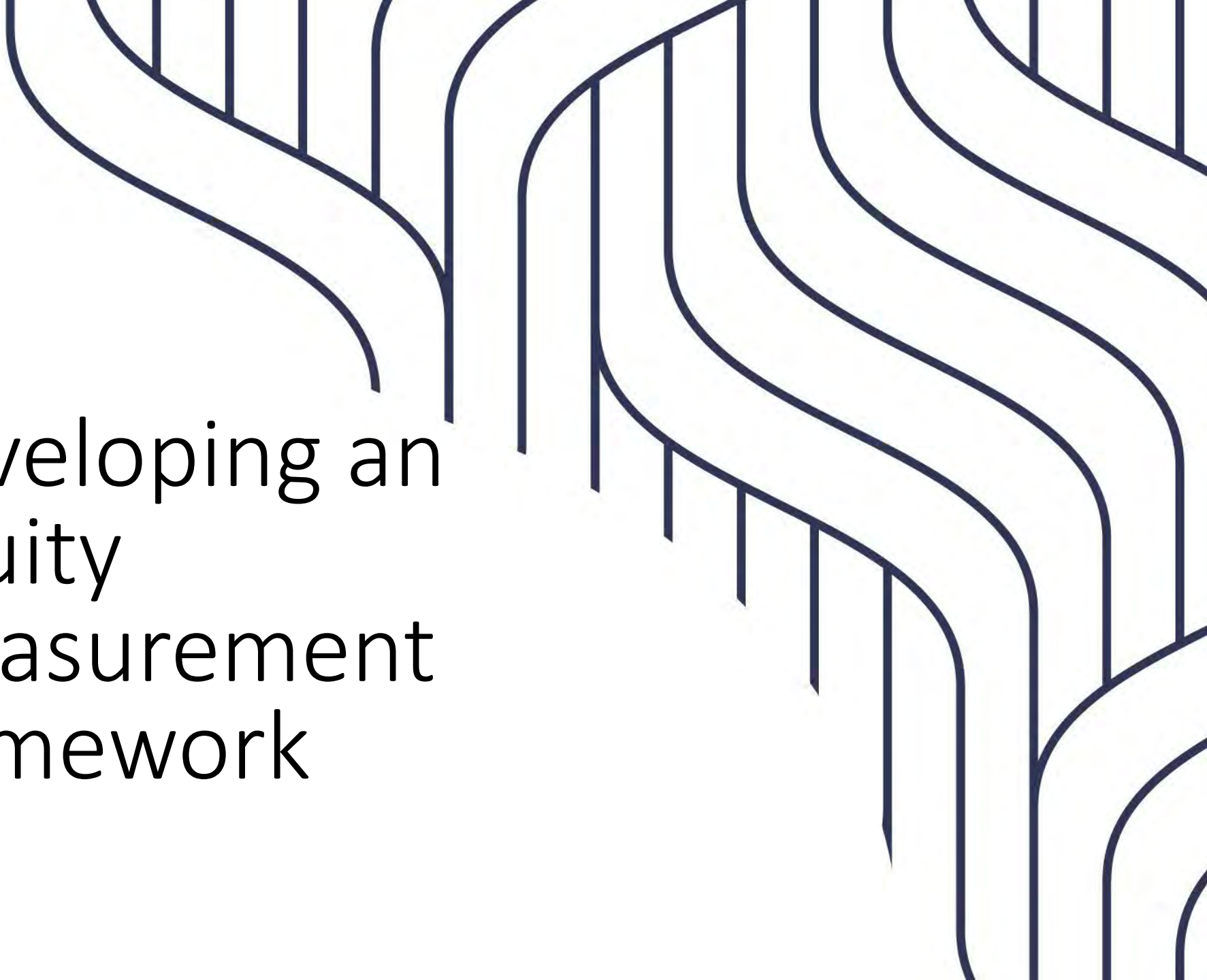
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1:00 – 4:00 p.m.

Developing an equity measurement framework





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Energy Equity Project

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Customer Education &
Participation

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*The Energy Equity
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1:00 – 4:00 p.m.

What equity measurement should LOOK LIKE

EXHIBIT 1

Theoretical Background for Equity Dimensions

Dimension	Concept	Theoretical sources
Historical legacies	<i>Equity is measured cumulatively.</i> Current perceptions of equity implicate past disparities, discriminatory practices, and exclusion.	Sociology and psychology of race, ethnicity, and gender; legal, regulatory, and industrial history; science, technology and society studies; developmental education and psychology
Awareness of populations	<i>Equity is measured for relevant populations.</i> Measurers should identify and focus on both the demographic or behavioral groups in a region that have been historically treated unequally, and those who may be at a unique disadvantage in relation to the service or institution in question.	Public health; public policy analysis; government and political science theory; gender, race, and queer studies
Inclusion of other voices	<i>Equity is measured at different points in an intervention's life, starting with design and staffing.</i> Equity is inclusion during the conceptualization, design, and monitoring of a program, service, or institution. This "procedural fairness" includes full and sustained engagement with community members as well as leadership and employment that is representative of the community.	Public administration; organizational management; social welfare; participatory planning and engagement (urban planning)
Access discrimination	<i>Equity is measured by the ability of different groups of interest to become aware of, apply for or request, and access a service.</i> Services must be available and practically tenable to all groups equally, or specifically targeted at one group that suffers from other inequitable actions.	Legal and regulatory theory; civil rights history; communications and marketing
Output differences	<i>Equity is measured by the quality and completion of a service.</i> In many cases, different groups receive disparate treatment consciously and unconsciously. For example, the quality of service, customer satisfaction, or basic completion or performance may vary.	Housing discrimination history and sociology; social determinants of health (public health); educational finance and teacher quality; environmental justice scholarship
Disparate impacts	<i>Equity is measured by disparities in the desired outcomes across groups of interest.</i> Most services are intended to produce a specific social, financial, or physical outcome.	Sociology and anthropology of segregation; Public policy analysis



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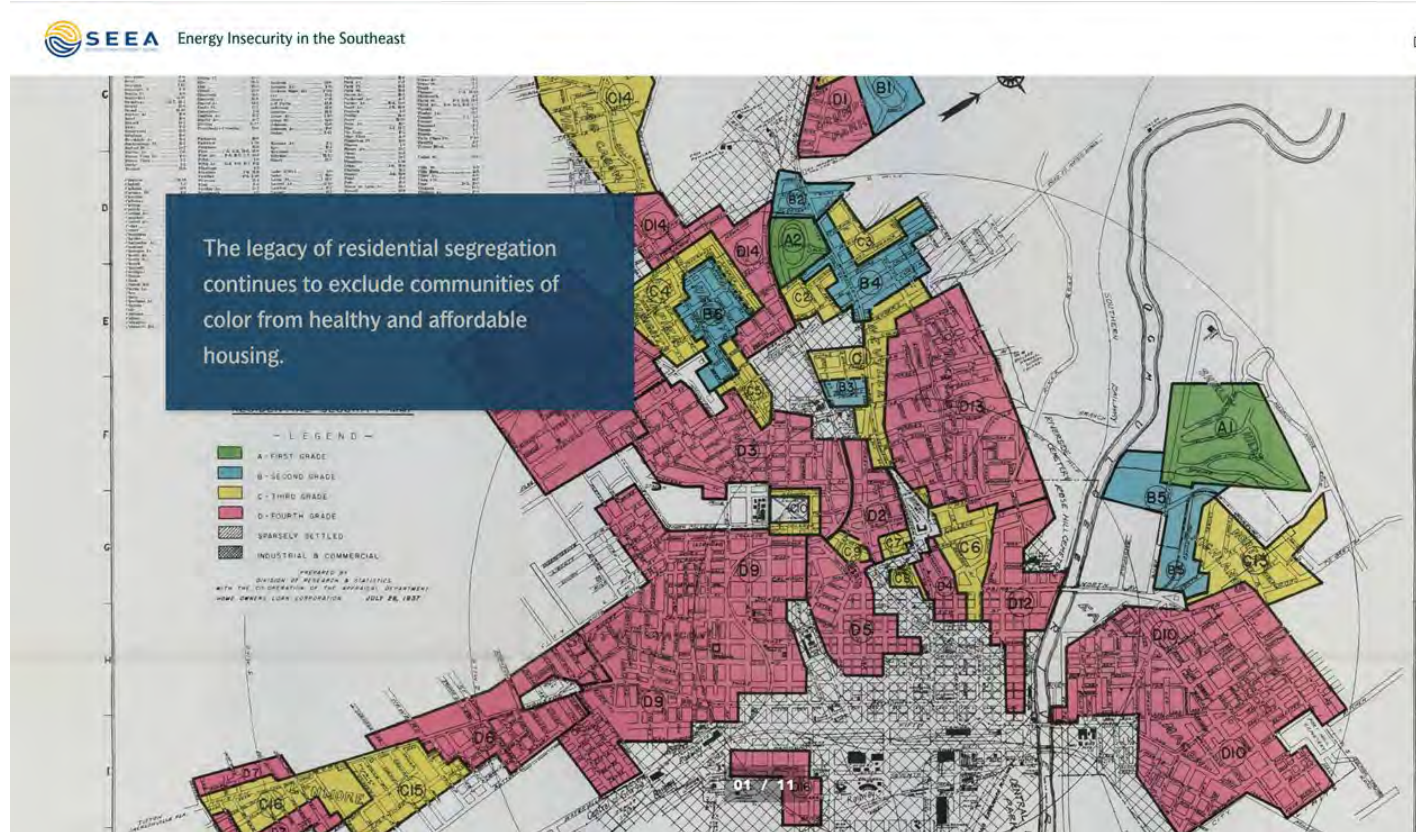
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Historical Legacies Index

Summary:
Captures historic disinvestment, discrimination, disenfranchisement, and environmental justice burdens that continue to impact present circumstances. May be quantitative and qualitative.





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Identity Index

Summary:
Captures demographic, social-economic, and geographic variables that are closely correlated with energy and climate vulnerability and disproportionately high burdens and low benefits from the energy system.

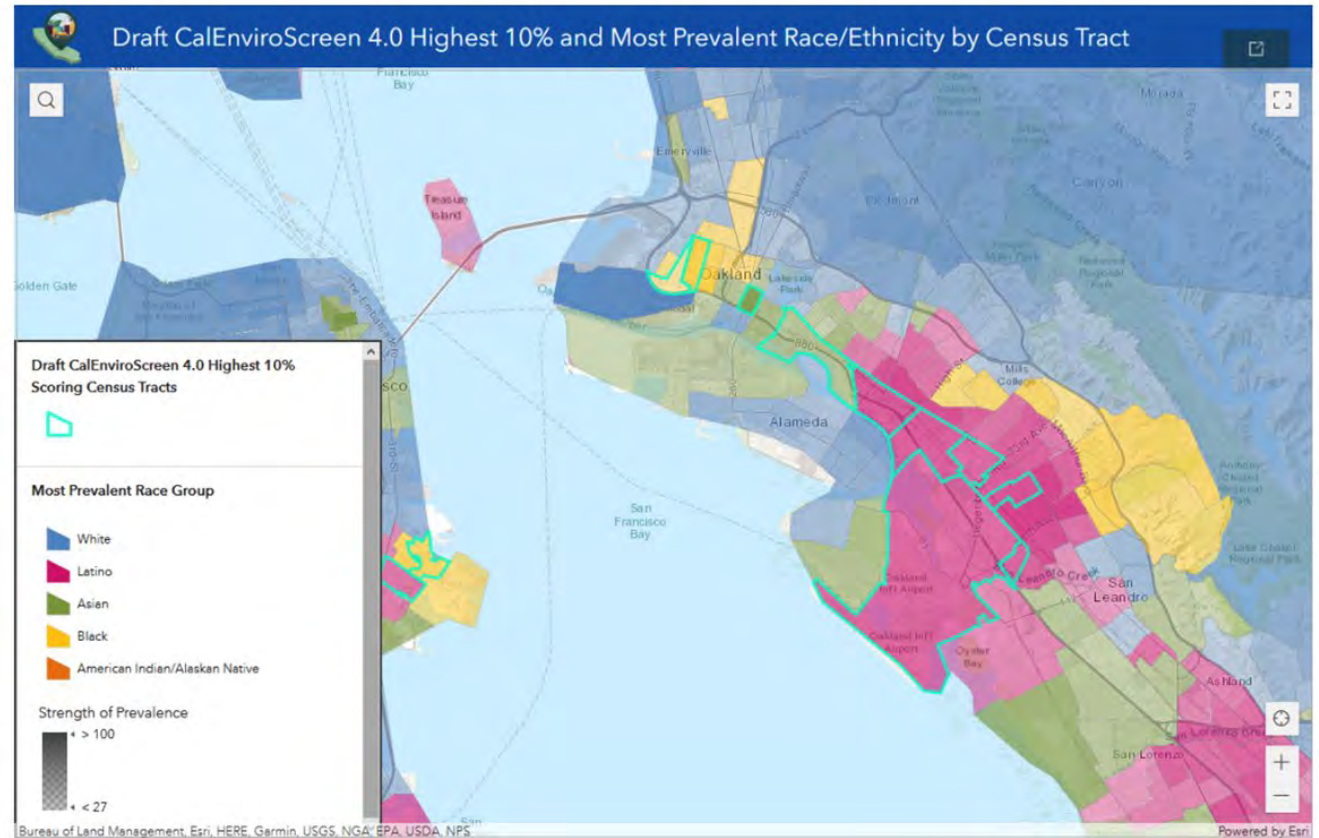


Figure 5. Map of the most prevalent race/ethnicity overlaid with outlines of the census tracts in the highest 10% of the draft CalEnviroScreen 4.0 scores. Web map available [here](#).



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ENERGY SECURITY Index

Summary:

Captures data that indicate insecure access to safe and reliable energy.

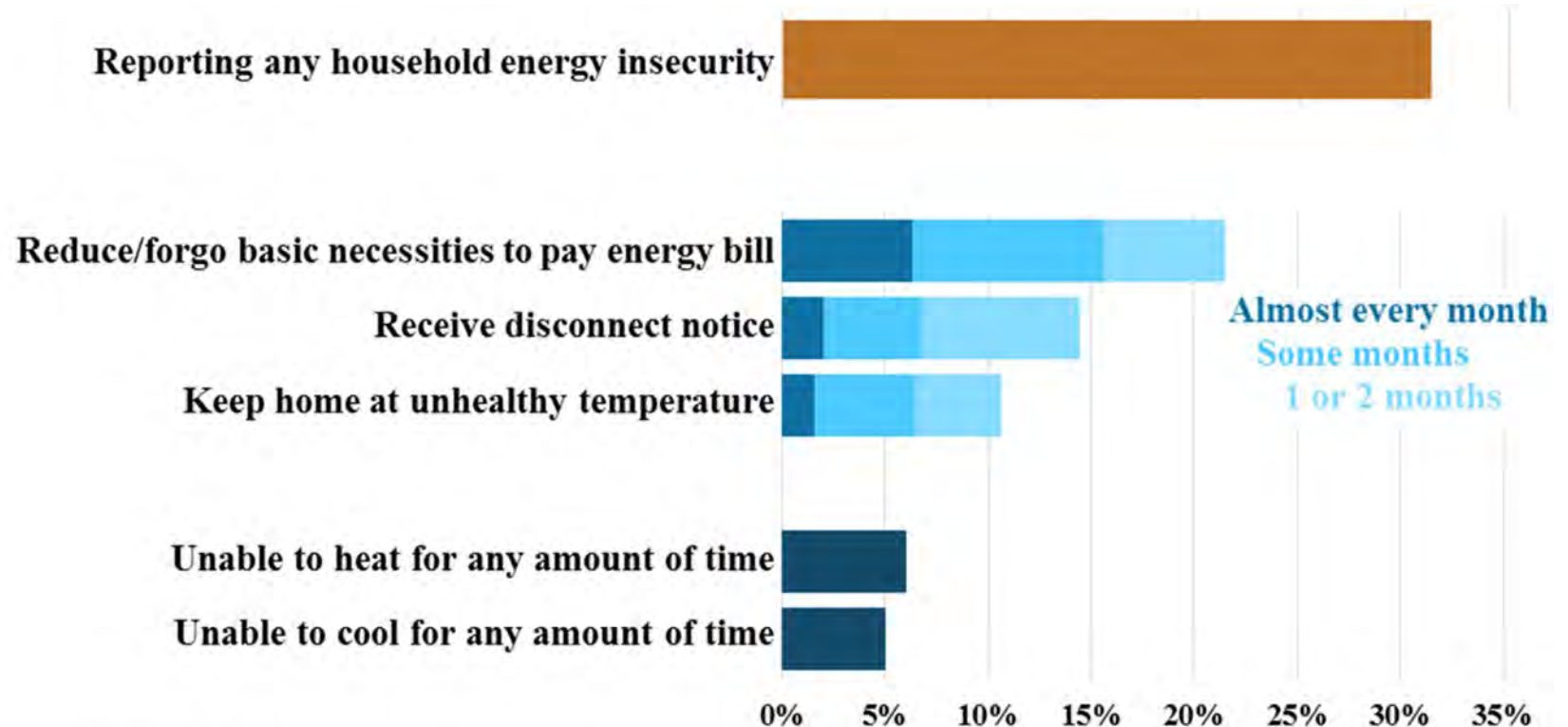


Figure 2. U. S households experiencing energy insecurity (percentage of homes). *Source:* EIA 2017.



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ENERGY AFFORDABILITY INDEX

Summary:

How affordable is energy and how does it vary by household characteristics?

Low-Income Energy Affordability Data (LEAD) Tool

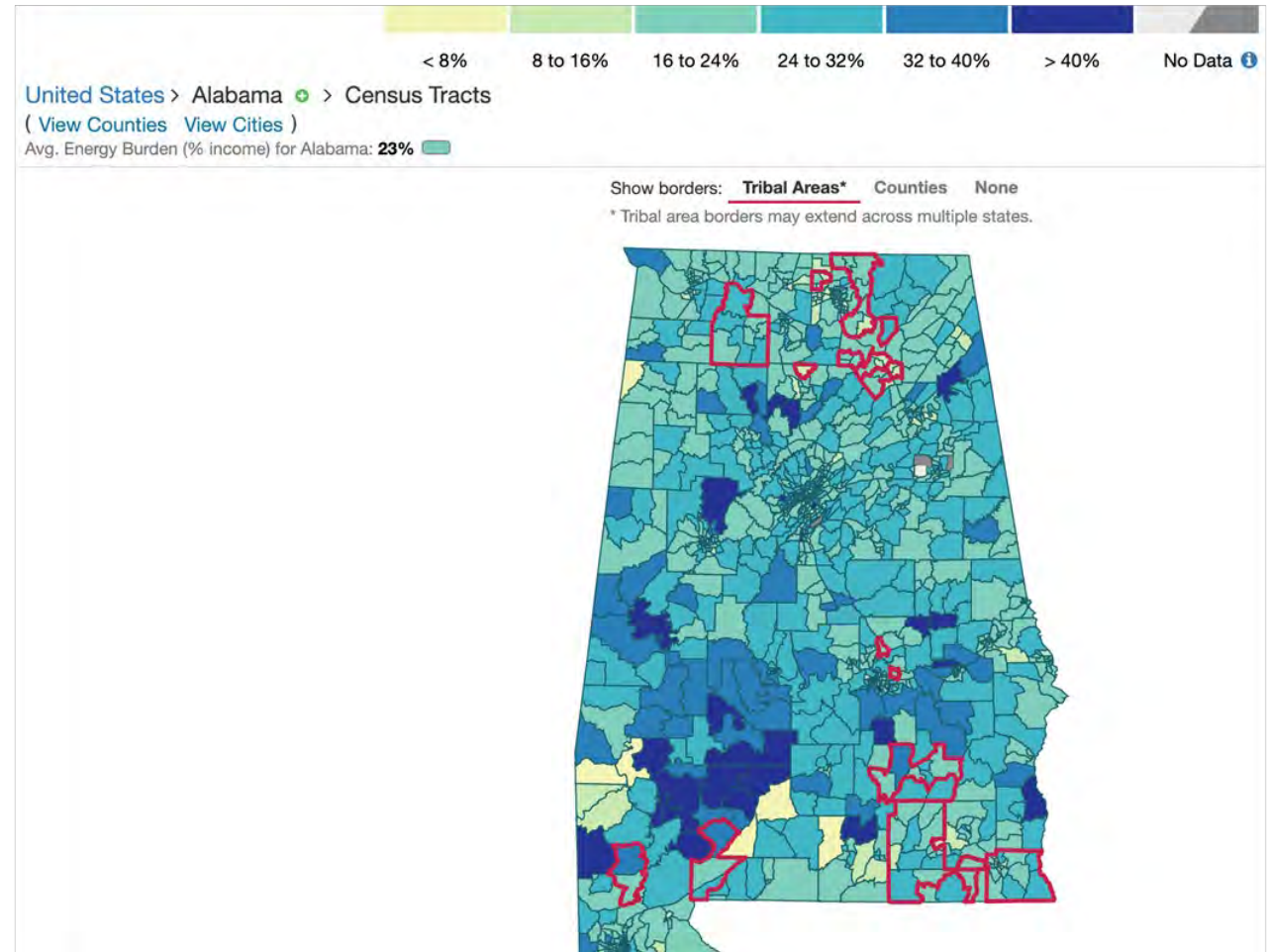
Data (housing only) comes from the U.S. Census Bureau's American Community Survey 2018 Public Use Microdata Samples.

Avg. Energy Burden (% income) for Census Tracts in Alabama

Avg. Energy Burden (% income)

Avg. Annual Energy Cost (\$)

Housing Counts





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Procedural equity Index

Summary:

To what extent are BIPOC, frontline, and low-income residents able to engage in PUC cases, decarbonization planning, and have a meaningful voice in how plan and policies are created and designed. To what extent are they the architects of their energy future?

The People's PSC added an event.
December 13, 2020 · 🌐

ENER-TEA
THE SEQUEL: #LETSDOITAGAIN

EVERYTHING YOU NEED TO KNOW ABOUT THE PUBLIC SERVICE COMMISSION RUNOFF ELECTION.

THU, DEC 17, 2020

#LetsDoltAgain: Spilling the Ener-TEA on Georgia's Public Service Commission

13 people interested

☆ Interested



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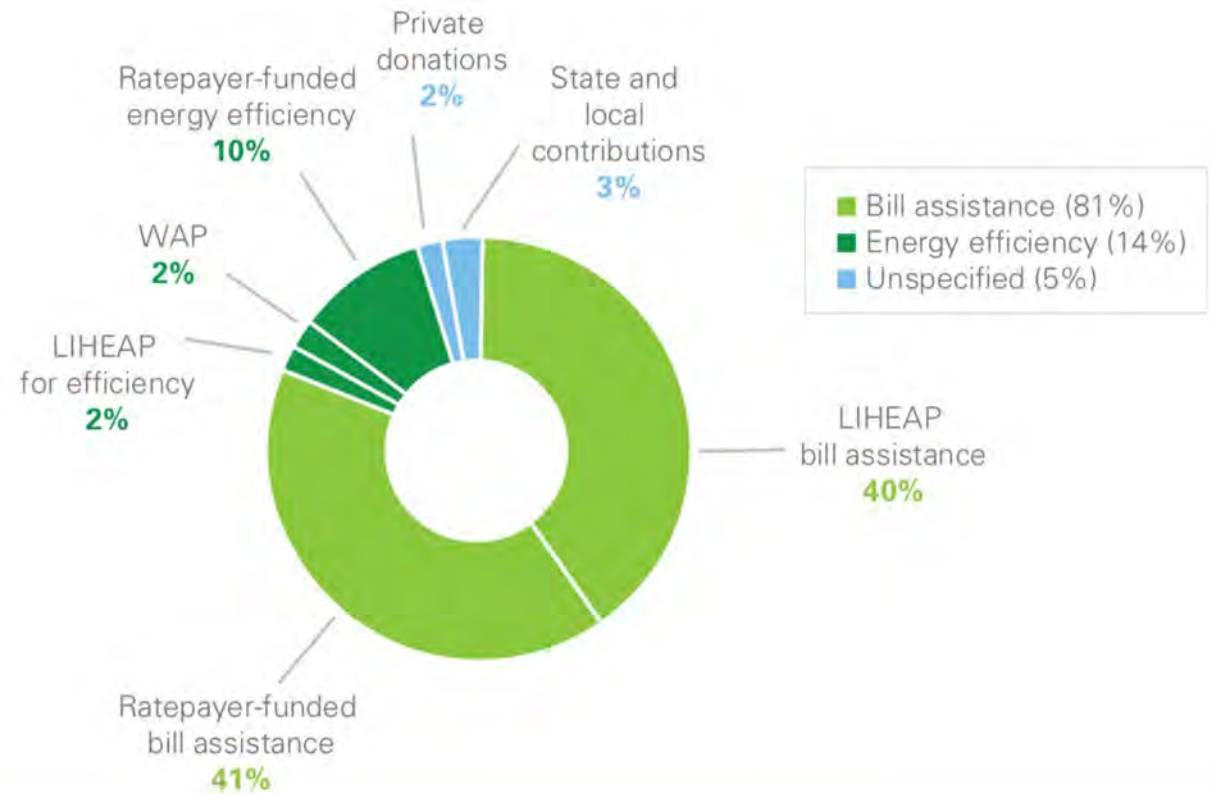
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1:00 – 4:00 p.m.

PRoGRAM ACCESS Index

Summary:
How easy is it for
people to learn
about, qualify for, and
enroll in programs?

FIGURE 6. Support for low-income energy needs. Data on ratepayer-funded bill assistance, ratepayer-funded energy efficiency, WAP, and LIHEAP assistance are from 2013. LIHEAP spending on efficiency is approximated based on 6% of LIHEAP funds spent on efficiency in 2006. Data on state and local contributions and private donations are from 2010. Data collected from the LIHEAP Clearinghouse in 2016. *Source: Cluett, Amann, and Ou 2016.*





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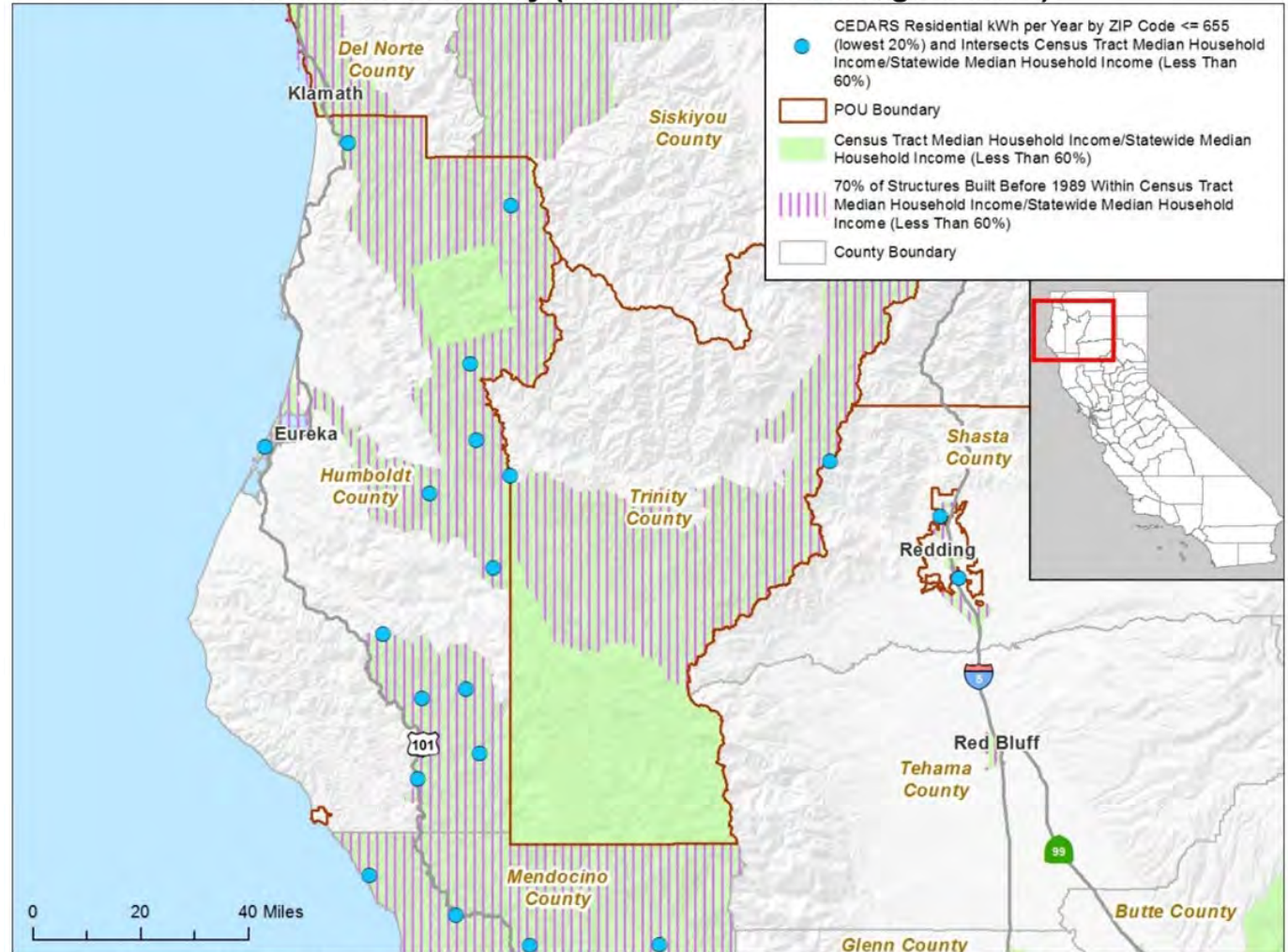
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Household benefits Index

Summary:
Captures immediate
financial and health
benefits that
participating
households receive

Figure 9: Low-Income Areas With Low Residential Energy Savings (Net Reported GWh) for Humboldt County (PG&E 2016-2017 Rolling Portfolio)



Sources: CPUC – California Energy Data and Reporting System (CEDARS), May 18, 2018; U.S. Census Bureau 2010 census tract boundaries; 2011-2015 American Community Survey (ACS) five-year estimates



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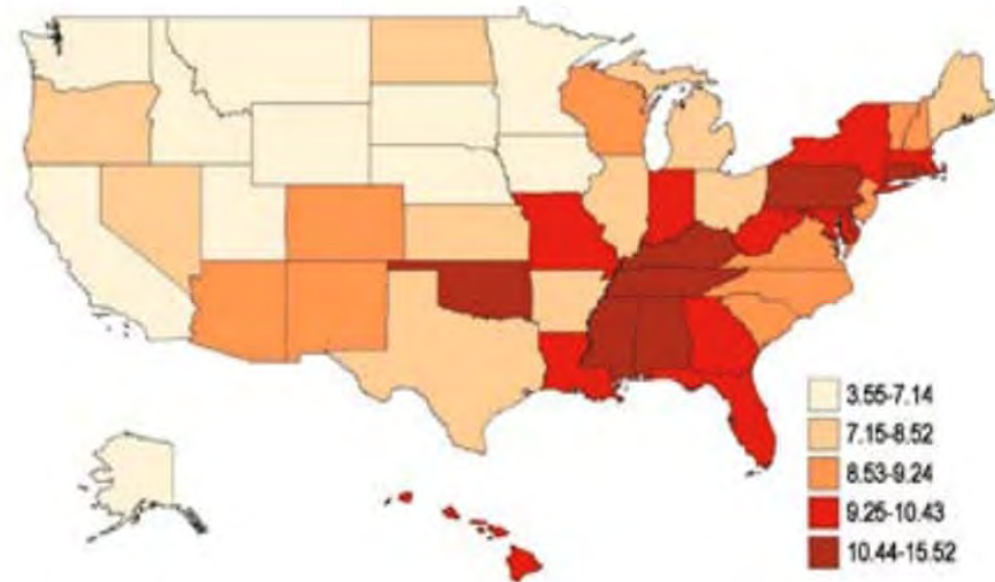
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Community benefits Index

Summary:
Captures
community level
or indirect benefits
including health,
wealth-building,
jobs, and
environment

Figure 2.11: State Variation in Prevalence of Current Asthma Among US Children and Adolescents Aged Under 18 Years, 2011-2012 National Survey of Children's Health

Prevalence of Current Childhood Asthma (United States = 8.78%)
Alaska - Lowest Rate (3.55%); DC - Highest Rate (15.52%)





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Energy Equity Project

Energy Sovereignty & Democracy

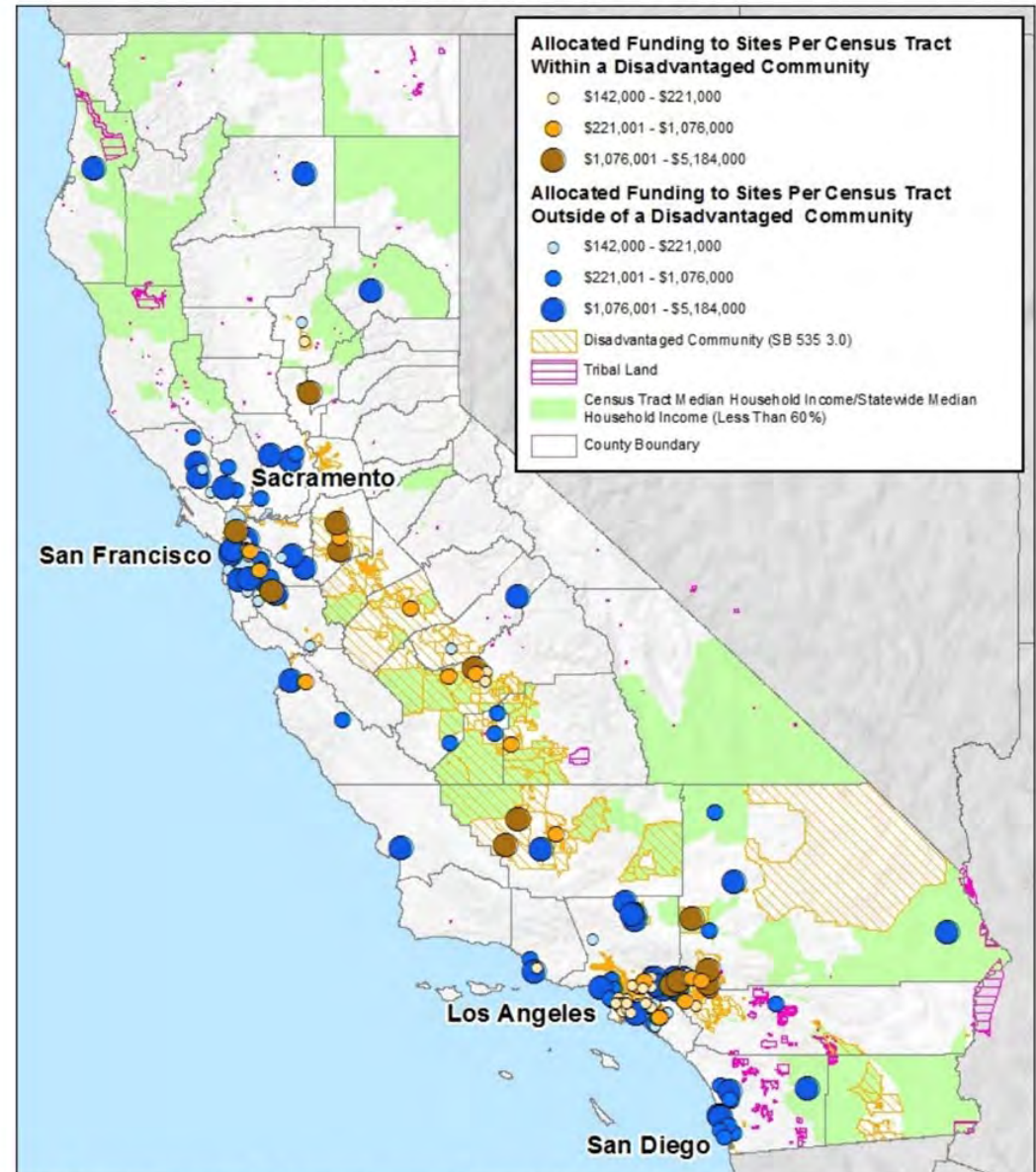
Summary:
Who owns clean energy?
Who designs the systems?

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1:00 – 4:00 p.m.

Figure 30: Energy Commission EPIC Technology Demonstration and Deployment Funding Through December 2017



Source: Energy Commission; U.S. Census Bureau; Bureau of Indian Affairs Pacific Regional Office 2017; CalEnviroScreen 3.0, 2017



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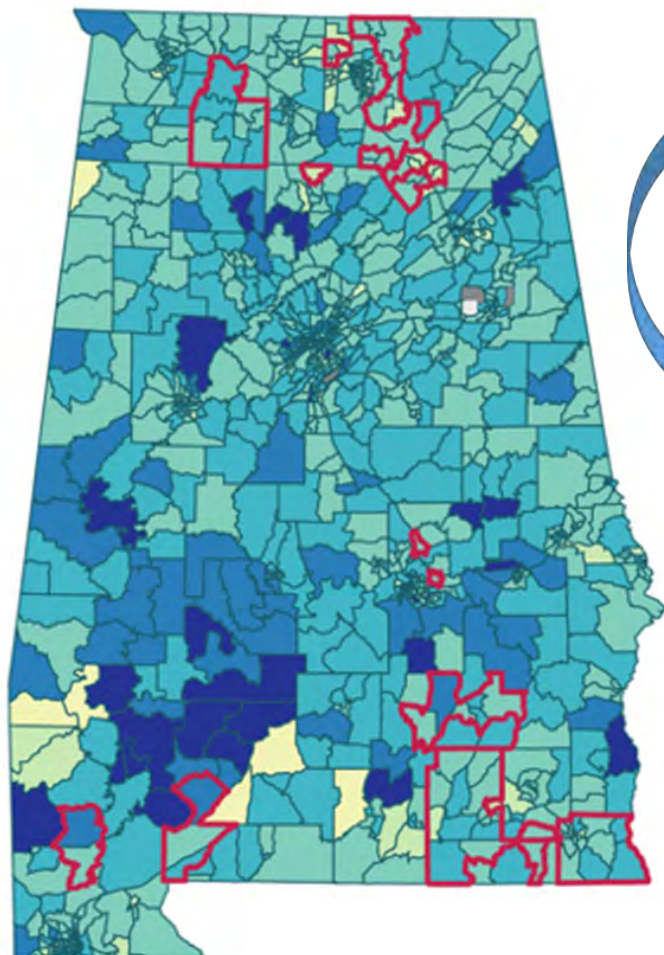
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1:00 – 4:00 p.m.

Sample Equity Report



Level of Analysis: State
Comparison National
Weighted Composite: 51.87

INDEX	WEIGHT	2022 SCORE	CHANGE	NATL AVG	VS NATL
1 Historical	8%	45	0	37	8
2 Demographics	10%	38	-2	52	-14
3 Security	10%	81	11	69	12
4 Affordability	15%	33	-4	41	-8
5 Access	8%	66	5	57	9
6 Procedural	12%	85	24	44	41
7 Household	15%	70	16	63	7
8 Community	12%	32	3	56	-24
9 Democracy	10%	16	1	23	-7
TOTALS	100%	51.8	6	49.1	2.7

INDEX DETAIL: ACCESS
Level of Analysis: State
Comparison National
Weighted Composite: 65.58

INDEX	WEIGHT	2022 SCORE	CHANGE	NATL AVG	VS NATL
1 Easy of qualifying	8%	84	0	79	5
2 Effective marketing to BIPOC HH	12%	54	-2	64	-10
3 Access in multiple languages	12%	68	11	72	-4
4 Multiple enrollments in all eligible	8%	84	-4	69	15
5 Auto-enrollment notification	8%	89	5	44	45
6 Access for renters	20%	51	24	45	6
7 Caps on participation	5%	70	16	63	7
8 Financing availability & support	15%	72	3	55	17
9 Financing Access	12%	49	1	37	12
TOTALS	100%	69.0	6	58.7	10.3



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BEST PRACTICES: USING EQUITY DATA



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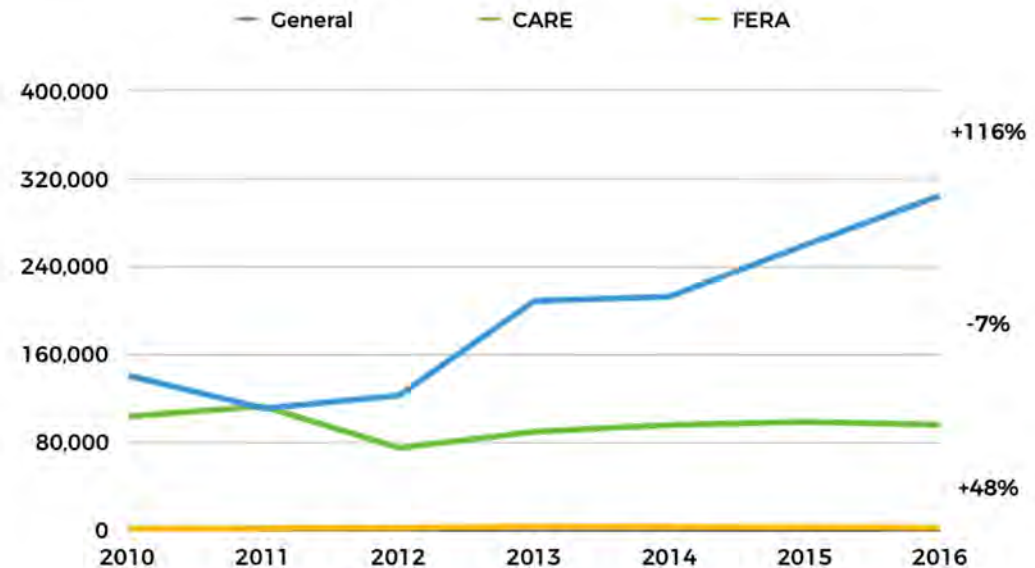
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1:00 – 4:00 p.m.

WHO IS MOST VULNERABLE?

Southern California Edison

Edison's CARE customers experienced a 7% drop in shutoffs from 2010 to 2016. Shutoffs among FERA customers increased by 48%. General customers experienced a 116% rise in shutoffs, doubling from 140,717 shutoffs in 2010 to over 300,000 shutoffs in 2016.

Shutoff Trends by Customer Type: Edison



Source: Disconnections Rulemaking Data



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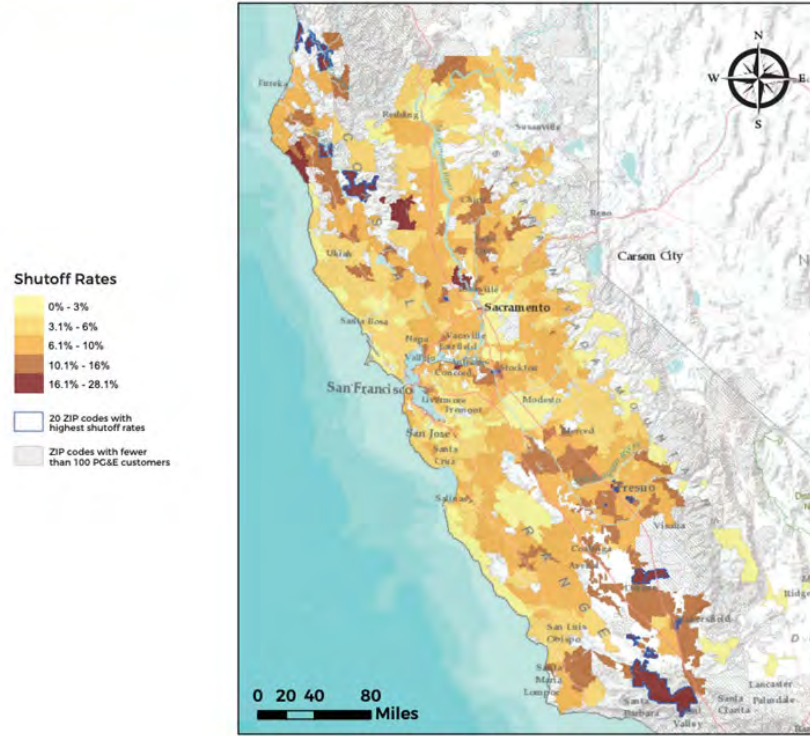
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1:00 – 4:00 p.m.

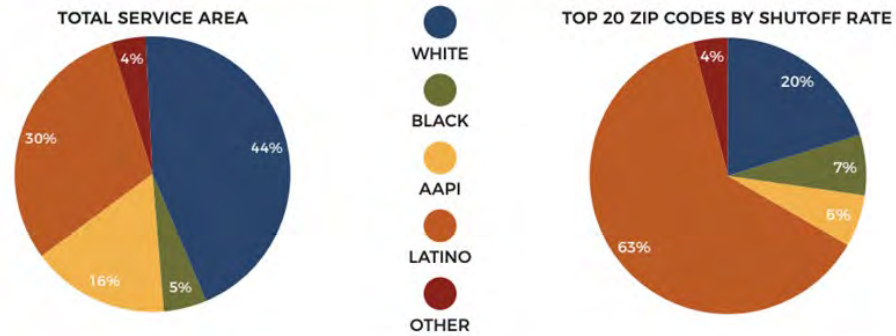


2016 PG&E Shutoff Rates by ZIP Code



Source: PG&E ZIP Code Data. Shutoff rates show the number of shutoffs per total customers, not the percentage of customers experiencing disconnection. Only ZIP codes with over 100 PG&E customers in 2016 are displayed.

Racial Demographics: PG&E





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1:00 – 4:00 p.m.

Identifying outliers

	Total Disconnections	Reconnections	Never Reconnected	% Never Reconnected
PG&E	312,007	275,059	36,948	12%
Edison	402,761	358,403	44,358	11%
SoCal Gas	129,545	89170	40,375	31%
SDG&E	40,067	35,628	4,439	11%

	Average total customers	Unique 48-hour disconnection notices	Percent of customers receiving notices	Customers 60+ days in arrears in Dec 2016	Percent of customers 60+ days in arrears in Dec 2016	Total shutoffs	Shutoff rate
PG&E	5,451,347	785,004	14%	528,230	10%	312,007	5.7%
Edison	4,353,680	1,234,601	28%	495,726	11%	402,761	9.2%
SoCal Gas	5,496,386	609,960	11%	758,239	14%	129,545	2.3%
SDG&E	1,350,527	78,915	6%	255,240	19%	40,067	2.9%

Source: Disconnections Rulemaking Data. Shutoff rates show the number of shutoffs per total customers, not the percentage of customers experiencing disconnection.



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1:00 – 4:00 p.m.

Data Driving action:

Rolling Methodology for the Disconnection Cap

Target Date	PG&E	SDG&E	SCE	SoCalGas
07/01/2020	4%	3%	8%	2%
01/01/2021	4%	3%	7%	2%
01/01/2022	4%	3%	6%	2%
01/01/2023	3.5%	3%	5%	2%
01/01/2024	3.5%	3%	4%	2%

In 2020, this led to [significant new rules](#):

1. A cap on all residential disconnections as a percentage of their customers.
2. A requirement to have received **an offer for all** programs (discount rates, EE, etc) to avoid disconnection for which the customer is eligible (but is not required to actually receive them... boo!)
3. Prior to disconnection, the customer must be put on a 12-month payment plan.
4. Customer cannot be disconnected if they have a LIHEAP application pending.
5. Customer cannot be disconnected during 72 hour periods of extreme heat or cold.
6. These orders will become relevant immediately after COVID protections (which are more comprehensive) expire.



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What could EEP achieve?

- Redirecting \$trillions in decarbonization investments?
- Millions of clean energy jobs for frontline & BIPOC communities?
- Resilience to climate impacts in the most vulnerable communities?
- A model of reparations?
A cornerstone of racial & economic justice that ripples to housing, education, health care?





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DISCUSSION:





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1:00 – 4:00 p.m.

Engagement opportunities

- Workgroups
 - Stipends available
- Partner with us
 - Sister efforts
 - Share resources, ideas, questions
 - Timely opportunities to embed equity measures
- Stay connected
 - Slack
 - Listserv / social media
 - Urban Energy Justice Lab /
U of M School of Environment & Sustainability



MPSC's DEI POLICY AND REGULATION SUBCOMMITTEE

SARAH MULLKOFF

Commissioner Advisor



Sarah Mullkoff is a Commissioner Advisor to the Commissioners at the MPSC. During prior roles in state government, she has worked as a senior analyst in the Resource Optimization and Certification Section at the MPSC and as a grant manager in the Michigan Energy Office.

Prior to working for the state, she spent eight years working for environmental non-governmental organizations on energy and climate policy and program implementation. She holds a Bachelors Degree in International Relations with a specialization in Environmental Policy from Michigan State University, and attained a Master's Degree in Energy Regulation and Law from the Vermont Law School.



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DEI Policy & Regulatory Committee Update

Presented by Sarah Mullkoff
August 25, 2021

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DEI MISSION STATEMENT



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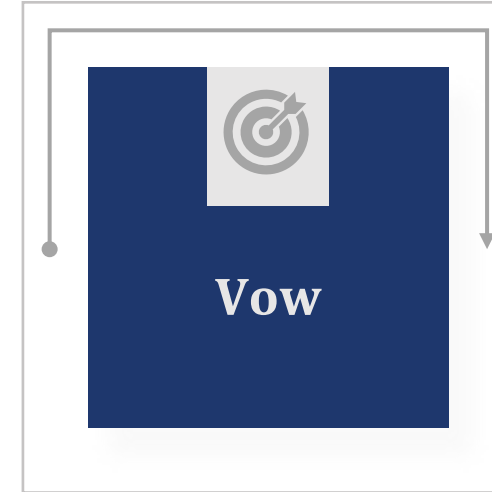
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August 25, 2021
1:00 – 4:00 p.m.



We are committed to developing action-oriented strategies that reinforce the Michigan Public Service Commission as a safe, welcoming work environment and an organization that serves all Michiganders equitably as we fulfill our mission as utility regulators.



We are vowing to change how we approach our work and end systemic and overt racism, both internally and externally, stop discrimination, and adjust how the resources support the development and implementation of this effort, and to address institutional or cultural barriers that have historically inhibited or may inhibit progress over these goals

STAFF-LED ENGAGEMENT



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KEY DEFINITIONS



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1:00 – 4:00 p.m.

Environmental Justice: the **equitable treatment** and **meaningful involvement** of all people, regardless of race, color, national origin, ability, or income and is critical to the development and application of laws, regulations, and policies that affect the environment, as well as the places people live, work, play, worship, and learn.

Source: Michigan Office of Environmental Justice

KEY DEFINITIONS



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Equitable Treatment

- No group of people bears a disproportionate share of the negative consequences resulting from governmental, industrial, or commercial operations and policies
- All people benefit from the application of laws and regulations
- Eliminating barriers such as poverty and lack of access, as well as repairing systemic injustices

Meaningful Involvement

- People have an opportunity to participate in decisions that affect their environment and/or health
- Decision makers seek out and facilitate the involvement of those potentially affected
- People's concerns are considered in decision-making processes
- People can influence state decisions

Source: Michigan Office of Environmental Justice

POLICY & REGULATORY SUBGROUP



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1:00 – 4:00 p.m.

"Examine the MPSC's role in addressing the impact of systemic racism and other forms of discrimination on energy and telecommunications infrastructure, investments, services, and in addressing the needs of impacted customers and communities."

This group is principally organized around a key goal identified in the MPSC's 2021-2025 Strategic Plan under the goal of 'Assure accessible and affordable utility services throughout regulatory oversight'

KEY ACTIVITIES



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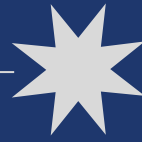
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1:00 – 4:00 p.m.

- Encouraged additional use of granular data, including racial, ethnic, and geographic data to be included in Rate Case Filing Requirements (Case No. [U-18238](#))
- Developing equity-related questions in audit and discovery data requests
- Meeting with key stakeholders and inviting feedback
- Researching and engaging in other national initiatives

ENGAGEMENT & EDUCATION



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1:00 – 4:00 p.m.

National Collaboratives



States Leading By Example



WHAT'S AHEAD



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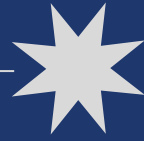
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August 25, 2021
1:00 – 4:00 p.m.

- Looking inward- exploring ways which our regulatory casework and collaboratives have equity implications (*Preliminary list includes types of examples*)
 - Integrated Resource Plans
 - Rate Case Filing Requirements
 - Reliability Metrics
 - Funding of pilots and low-income programs
 - Accessibility of services including broadband deployment
- Developing common terminology and principles
- Staff training and education throughout MPSC

WELCOMING YOUR INPUT



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Questions and Discussion



Thank you.
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For MPSC DEI Questions
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Al Freeman (FreemanA5@michigan.gov)

CUSTOMER ENGAGEMENT AND ACCESS: A UTILITY PERSPECTIVE



**Lauren
Youngdahl
Snyder**

Consumers Energy



**Michael
Rivet**

DTE



**Nick
Elkins**

I & M



**Rachel
Johnson**

Cherryland Electric
Co-Op

MEET THE SPEAKERS

LAUREN YOUNGDAHL SNYDER

Vice President of
Customer Experience



Lauren Youngdahl Snyder is vice president of customer experience at Consumers Energy. She has responsibility for the development and execution of customer programs (Demand-Side Management, Renewable Energy, and Electric Vehicles), marketing, sales/B2B client relations, communications, experience design, and economic development. She and her team are at the core of engaging customers to participate in programs that will enable the company's Clean Energy Plan to be coal free by 2025, and carbon free by 2040. Since joining the company in 2004, she's held leadership roles across the Company from operations to regulatory affairs to strategy – all with the underlining theme of customer.

She's MSU through and through having earned two bachelor's degrees and a master's degree from there. She resides in Grand Rapids, MI with her husband Blake and three young children.



**Lauren
Youngdahl Snyder**

VP of Customer
Experience

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Session 4 Speaker
*Customer Engagement &
Access: A Utility
Perspective*

August 25, 2021
1:00 – 4:00 p.m.

MI Power Grid

Lauren Youngdahl Snyder
Vice President of Customer Experience
Consumers Energy





Lauren Youngdahl Snyder

VP of Customer Experience

lauren.youngdahlsnyder@cmsenergy.com



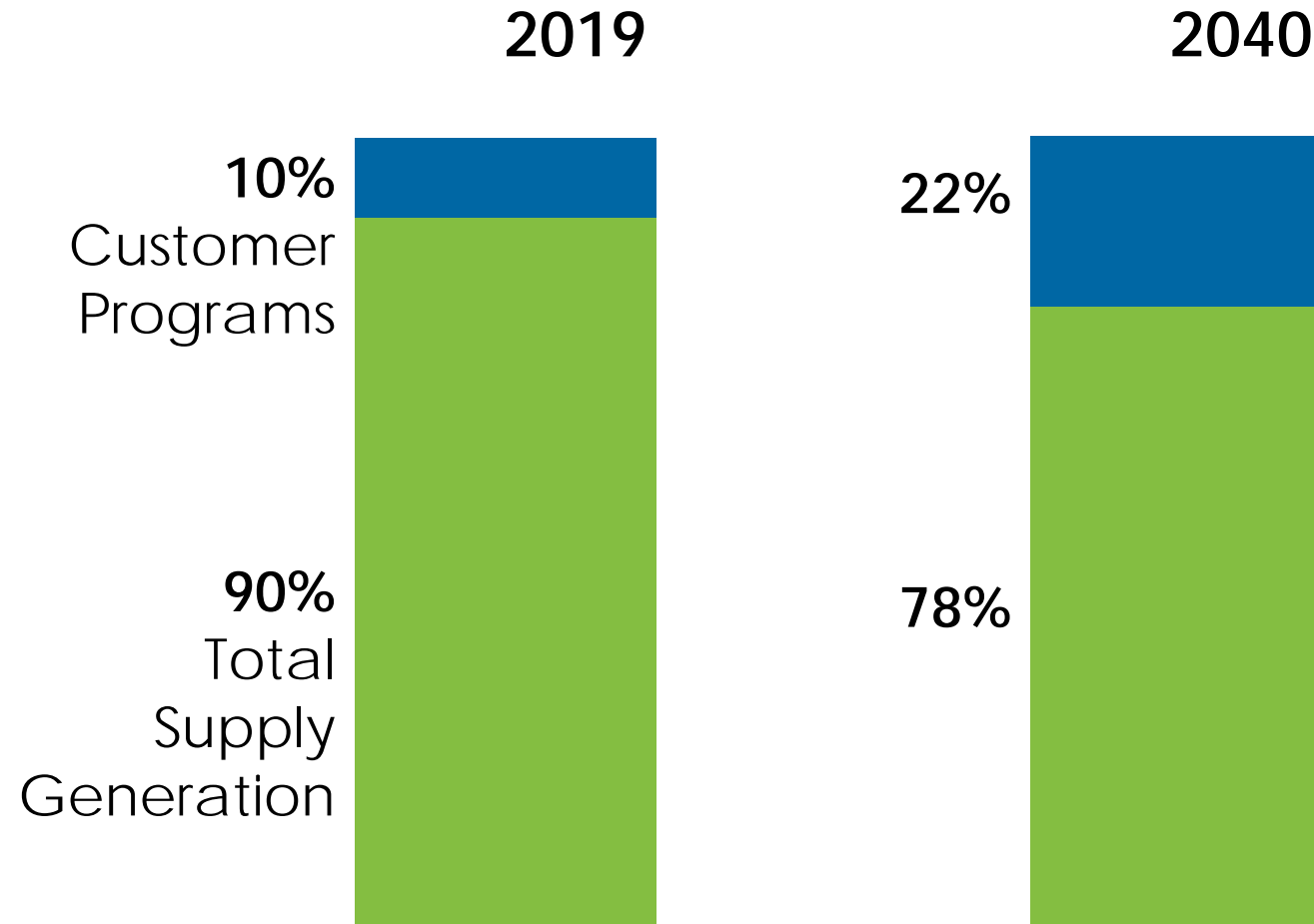
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Customer Education & Participation

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August 25, 2021
1:00 – 4:00 p.m.



Our Clean Energy Plan Depends on Our Customers



Customer Engagement Strategy



Lauren Youngdahl Snyder

VP of Customer Experience

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Customer Education & Participation

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Effortless Experience
as measured by Customer Experience Index (CXi)

Excel at the Basics

Fast & Simple

delivers customer satisfaction

Trusted Brand

Customer Culture

Strategic Branding
as measured by Ipsos Brand Closeness

Clean Energy Success
as measured by Program Enrollments



delivers customer & company value



Lauren Youngdahl Snyder
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Using Summer Peak Rate as a Programmatic Opportunity



June 1 - Sept 30
Monday-Friday Only

2:00-7:00 p.m.

Why Summer Peak Rate?

- Result of the 2018 Electric Rate Case to move residential customers to a time of use rate
- First utility in the nation to move to a time-of-use rate for all 1.8M residential customers

What The Change Means

- Each year, June 1 – September 30, on-peak pricing will be in effect for residential customers from Monday-Friday from 2 to 7 p.m. – when use and the cost of energy are at their highest
- If customers don't make any changes to their energy use, most people will see less than a \$2/month increase to their summer bills

Implementation Timeline

- Leveraged it as an opportunity to engage customers in the Clean Energy Plan
- Performed a 47K customer pilot in summer of 2019
- Initial full-scale implementation was planned for summer 2020, but we delayed for a year due to COVID
- Full-scale implementation occurred on June 1, 2021

Customers shifted usage due to education, tools, and product offerings



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Engaging Customers Through the Summer Peak Rate

RATE RETAIL CAPABILITIES PRODUCT BUNDLE

ANALYTICS • CUSTOMER RESEARCH • EXPERIENCE DESIGN • DIGITAL • CUSTOMER ACTIVATION

Approach

- Built awareness on bill impact
- Targeted outreach to vulnerable customers
- Created personalized experiences
- Provided tools (e.g., Energy Dashboard)
- Enrolled customers in programs

What We're Seeing

- Actual bill increase: \$1.60 (vs. \$2)
- Negative media headlines & social media
- Minimal customer defects (e.g., calls, complaints, billing errors)
- Significant increase in clean energy program enrollments

The collage features several key documents and graphics:

- Updating our Standard Electric Rate:** A document explaining the transition to a new Summer Peak Rate, including a 'YOUR BILL IMPACT' section showing an estimated bill increase from \$1.60 to \$2.00.
- Personalized Program Suggestion:** Three versions of personalized emails offering programs like 'Peak Power Savers Smart Thermostat Program' and 'Peak Time Rewards'.
- 6 Tips To Lower Your Energy Use:** A graphic with six numbered tips: 1. Adjust Your AC, 2. Postpone Your Chores, 3. Plug Into a Smart Strip, 4. Install a Smart Thermostat, 5. Defrost Your AC Filters, and 6. Swap Out Your Lights.
- Summer Peak Rate:** A graphic explaining the new rate structure, including 'What's New', 'What to Expect' (rates from 11 a.m. to 7 p.m. on weekdays), 'Why the Change', and 'We're Here to Help'.

Our first "pricing as a product" opportunity using Retail capabilities



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Spotlight: Keeping Vulnerable Customers Top of Mind



- Intentional strategies aimed at educating vulnerable customers throughout the process
- Transparency from first communication through follow-up regarding potential bill impacts, programmatic options for savings, and availability of year-round resources
- Continuous collaboration across all vulnerable customer support channels (engaging non-profits, MPSC, internal Customer Care, etc.)

Summer Peak Rate – Outreach Example #1



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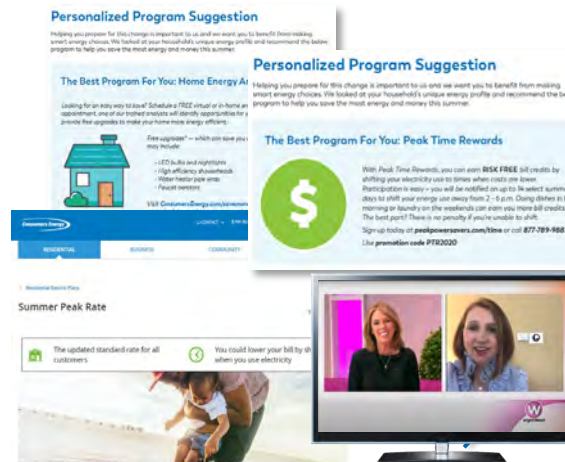


Spotlight: Driving Enrollments in Demand Response

Change in Behavior



Omni-Channel Marketing



ENROLLMENT FLOW



INSTALLATION CAMPAIGN



WELCOME EMAIL



Home Energy Report



Since June, more than 3,000 enrollments in Demand Response Programs



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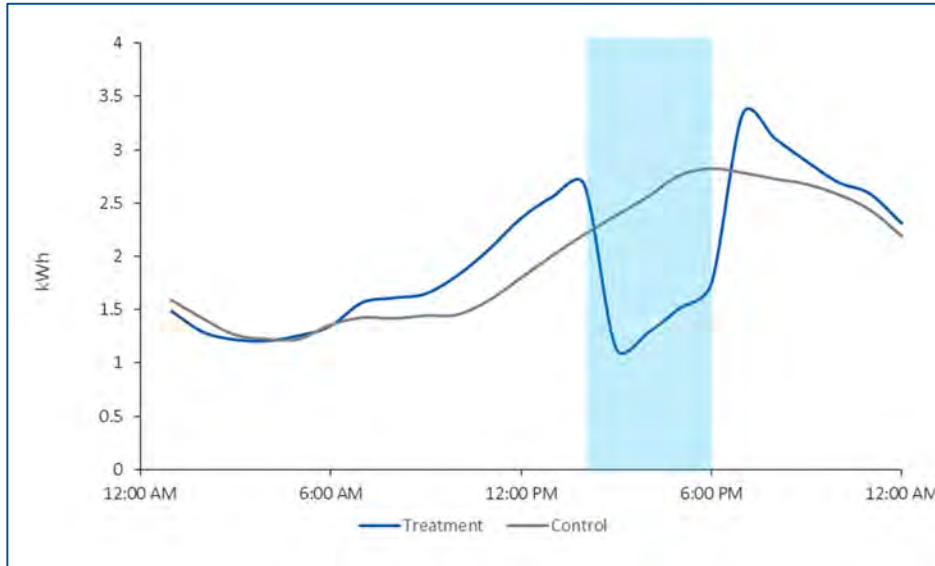
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Customer Engagement Is Critical To The Achievement Of Our Clean Energy Plan



Residential smart thermostat customer load shift curve during event

- Customers who engage with us through our programs experience a greater level of satisfaction with the Company, however ...
- Engaging customers in programs requires a different mindset than traditional utility
- The Clean Energy Plan requires the development and execution of new capabilities including analytics, experience design, digital, marketing, and sales.

Customers show their propensity to shift when armed with the right awareness, knowledge and resources.

MICHAEL RIVET

Manager of
Product Development



Michael Rivet is the Manager of Product Development within DTE Energy's Renewable Solutions team. Michael's team is responsible for research, development, operations, and sustainment of DTE's voluntary renewable energy product suite, MIGreenPower. Prior to this role, Michael was a Senior Strategist in DTE's Electric Strategy team, with responsibilities ranging from facilitating the company's annual planning process to chief of staff work for DTE Electric's President.

Michael has a Bachelor's of Science degree in Mechanical Engineering from the University of Toledo and an MBA from the McDonough School of Business at Georgetown University. Prior to working at DTE, Michael served seven years in various positions within the U.S. Government's Intelligence Community, with responsibilities ranging from technical product development to project management.



Michael Rivet
Manager
Renewable Energy

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Low-Income Solar Pilot

Customer Engagement and Access Panel

Michael Rivet
Manager, Renewable Energy
August 25th, 2021



Michael Rivet
Manager
Renewable Energy

michael.rivet@dteenergy.com



MI Power Grid
Customer Education &
Participation

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DTE partnered with numerous policy-level stakeholders to identify opportunities to help low-income customers and communities of need further participate in the clean energy transformation

- DTE engaged MPSC Staff and a variety of stakeholders to develop two pilots
 - MEIBC, 5 Lakes Energy, MEC, ELPC, Vote Solar, NRDC, Soulardarity

MI GreenPower Low-Income Pilot

- Leverages contributions from MI GreenPower customers and third-parties to provide subsidized subscriptions to low-income customers
- Participating customers will be subscribed to 100% renewable energy and will receive a bill reduction from the energy and capacity credit¹

Low-Income Solar Pilot

- Develop three solar arrays in communities of need and subscribe community residents to the production from the solar arrays
- Participating customers will be subscribed to 100% renewable energy and will receive a bill reduction from the energy and capacity credit, as well as participate in EWR initiatives^{1,2}



1. Subscriptions will be fully subsidized for both programs, resulting in a net benefit from the energy and capacity credits
2. Energy Waste Reduction (EWR) initiatives will vary by project



Michael Rivet
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Renewable Energy

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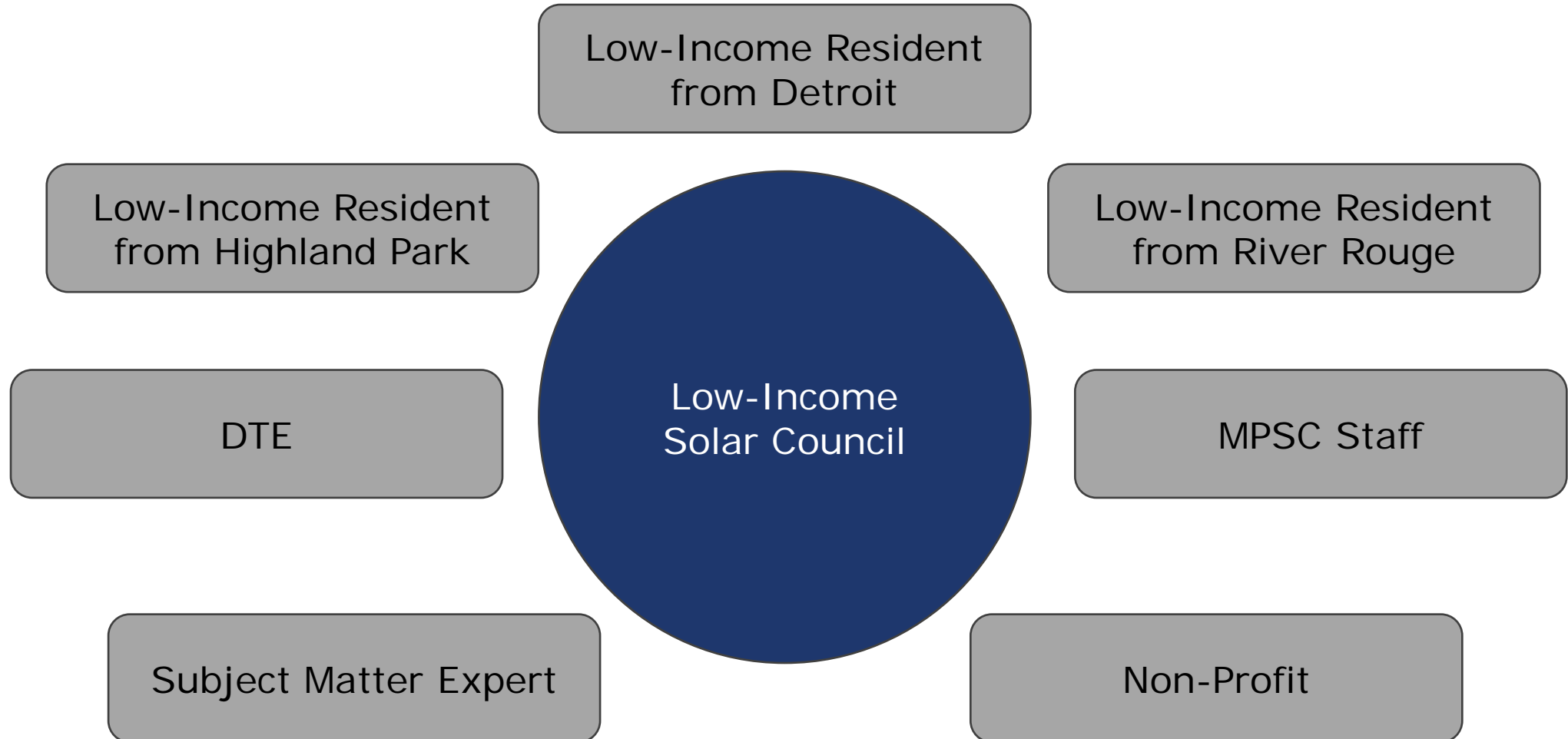
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As part of the Low-Income Solar Pilot, a Solar Council will be developed to serve as a cross-functional team leading the pilot engagement, outreach, and project identification initiatives





Michael Rivet

Manager
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1:00 – 4:00 p.m.

The Low-Income Solar Council will be responsible for further developing the pilot framework and carrying out pilot efforts

Low-Income Residents on Council

- Will be selected with input from their respective communities
- Compensated at \$50 per hour for their services to the council
- Will provide insight into effective community engagement strategies, facilitate townhalls, create budget plans, draft funding proposals, etc.
- Members will not only drive pilot success, but will gain valuable professional experience through their participation on the council

Council Responsibilities

- Interfacing with municipalities and communities
- Hosting community education and information events
- Raising funds in addition to the 30% funding provided by DTE for the projects
- Soliciting project locations and vetting solar array concepts/designs
- Finalizing project and selection criteria
- Reviewing, ranking, and recommending projects for DTE to develop





Michael Rivet

Manager
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1:00 – 4:00 p.m.

The Low-Income Solar Pilot offers a unique opportunity to authentically engage with communities in the development and implementation of a utility solar program

Pilot goals:

- Develop three solar arrays in communities of need and provide hundreds of community residents with 100% renewable energy and bill credits
- Provide long-term benefits to the communities of need through the development and siting of the solar arrays
- Increase education around renewable energy programs and associated benefits
- Address community perceptions around community solar, renewable energy, and utility offered programs
- Further understanding of issues and challenges of our low-income customers in relation to the clean energy transformation of the grid

[Low-Income Solar Pilot - Empowering Michigan](#)



NICK ELKINS

Director Customer Services &
Business Development



Nicholas Elkins is the Director of Customer Services and Business Development for Indiana Michigan Power (I&M). He oversees residential, commercial and industrial accounts and is responsible for the energy efficiency and demand side management programs that help customers reduce their energy usage.

Prior to his Director level appointment in 2016, he managed the construction, maintenance and operation of the Fort Wayne, Ind., area electric distribution system, ensuring safe and reliable service to customers.

He holds a Bachelor's of Science degree from The Ohio State University and a Master of Business Administration degree from Franklin University. He resides in Fort Wayne with his wife and three children.





Nick Elkins

Director Customer
Services & Business
Development

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1:00 – 4:00 p.m.



An **AEP** Company

Demand Response Pilots

- Nick Elkins – Indiana & Michigan Power



BOUNDLESS ENERGYSM



Nick Elkins

Director Customer Services & Business Development

nmelkins@aep.com



I&M Overview

More than 2,000 employees

Serve more than 600,000 customers in 30 counties in Indiana and Michigan

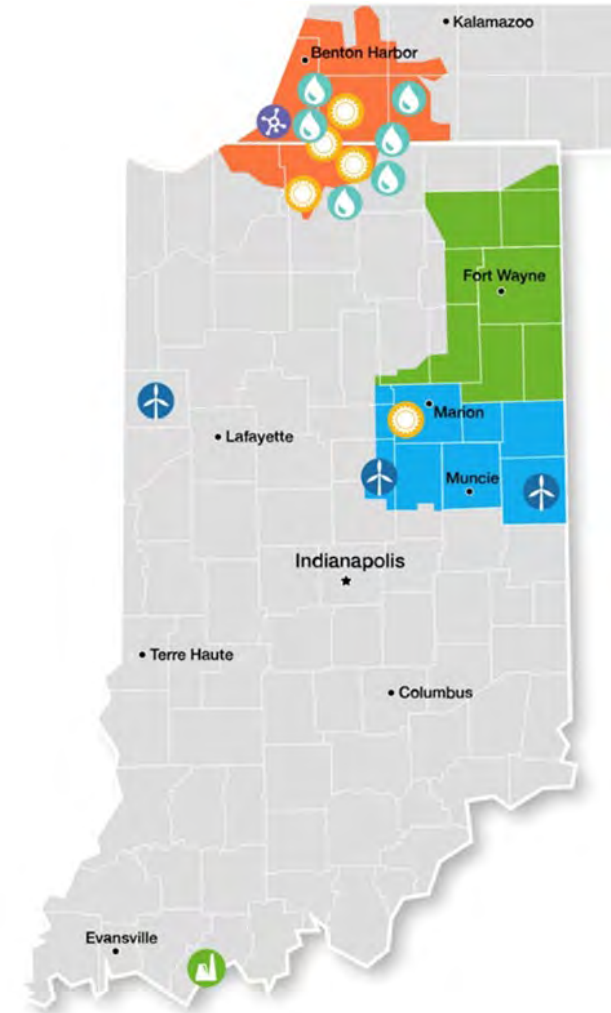
- Indiana: ~470,000 customers
- Michigan: ~130,000 customers

More than 25,000 miles of power lines

Enough to wrap around the world

Energy from 14 renewable plants and one nuclear plant.

More than 85% of the energy we delivered in 2020 was emission-free.



MI Power Grid

Customer Education & Participation

Session 4 Speaker

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1:00 – 4:00 p.m.



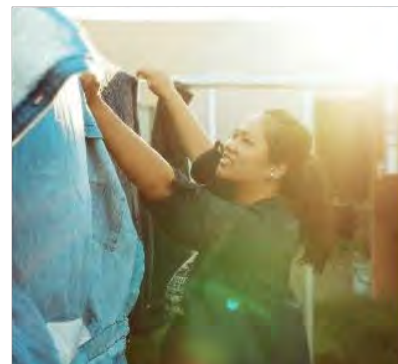
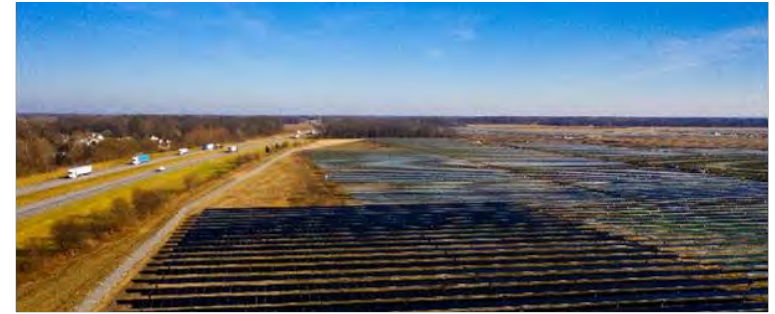
Nick Elkins

Director Customer Services & Business Development

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Residential Customer HVAC & Water Heater Pilots



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RACHEL JOHNSON

Member Relations Manager



Rachel Johnson is the Member Relations Manager at Cherryland Electric Cooperative. She manages the cooperative's communications, member services, energy use services, and consumer advocacy programs. She holds a master's degree in political communications from Pepperdine University and a bachelor's degree in business and communications from Augustana University.

She is actively engaged in the Grand Traverse community, serving as Vice-Chair of the Northwestern Michigan College Board of Trustees, Vice-Chair of Commongrounds Cooperative, and on the Board of Directors of Traverse Connect. She is also a member of Impact 100 TC.



Rachel Johnson
Member Relations
Manager

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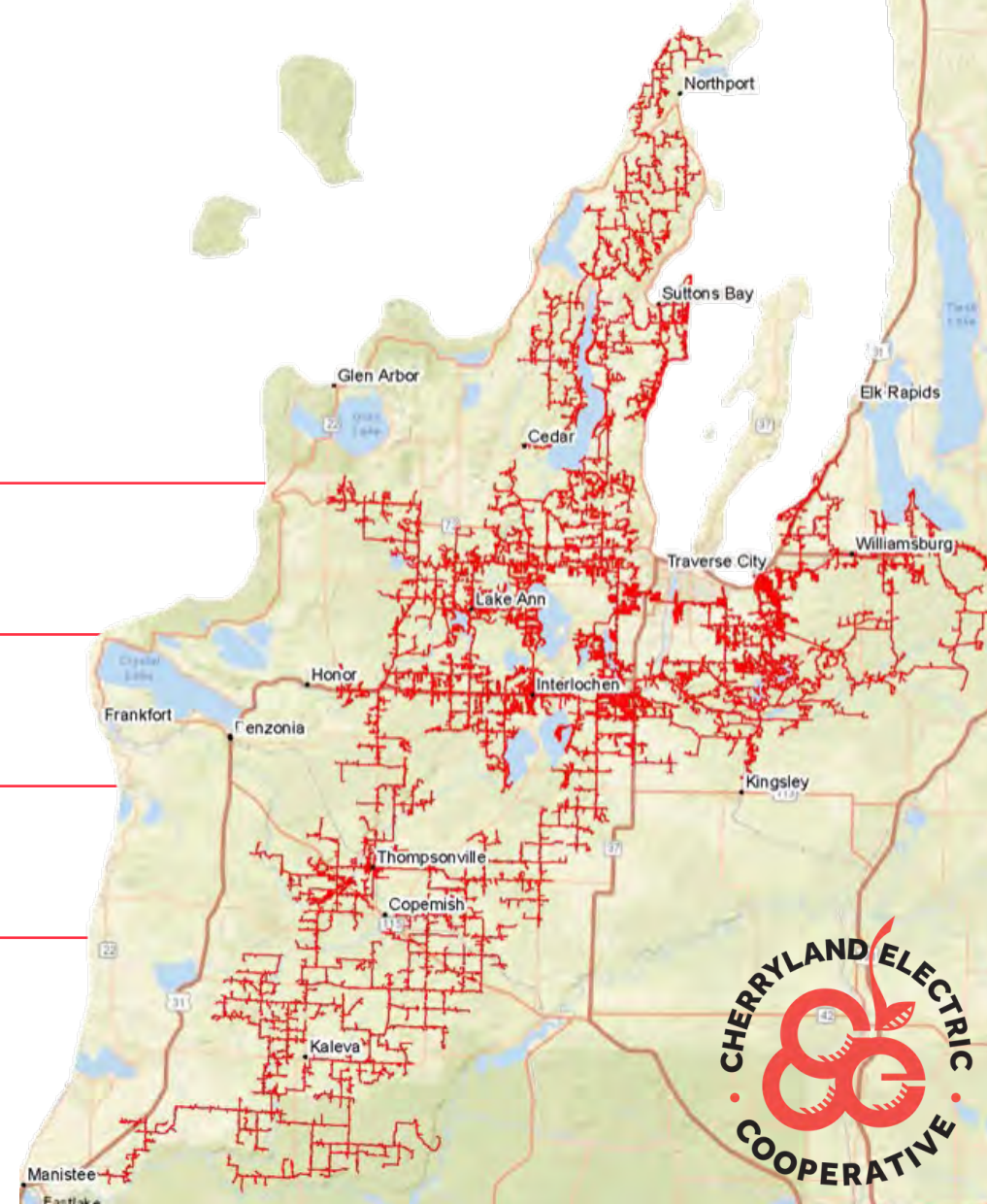
about **Cherryland**

Founded in 1938

36,000 Consumer-Members

Serve 6 Northern Michigan Counties

95% Residential Load



Low Income Community Solar Pilot - 2018

Michigan Agency for Energy

Cherryland Electric
Cooperative

Northwest Michigan
Community Action Agency



Rachel Johnson
Member Relations
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Eligibility Requirements



Rachel Johnson
Member Relations
Manager

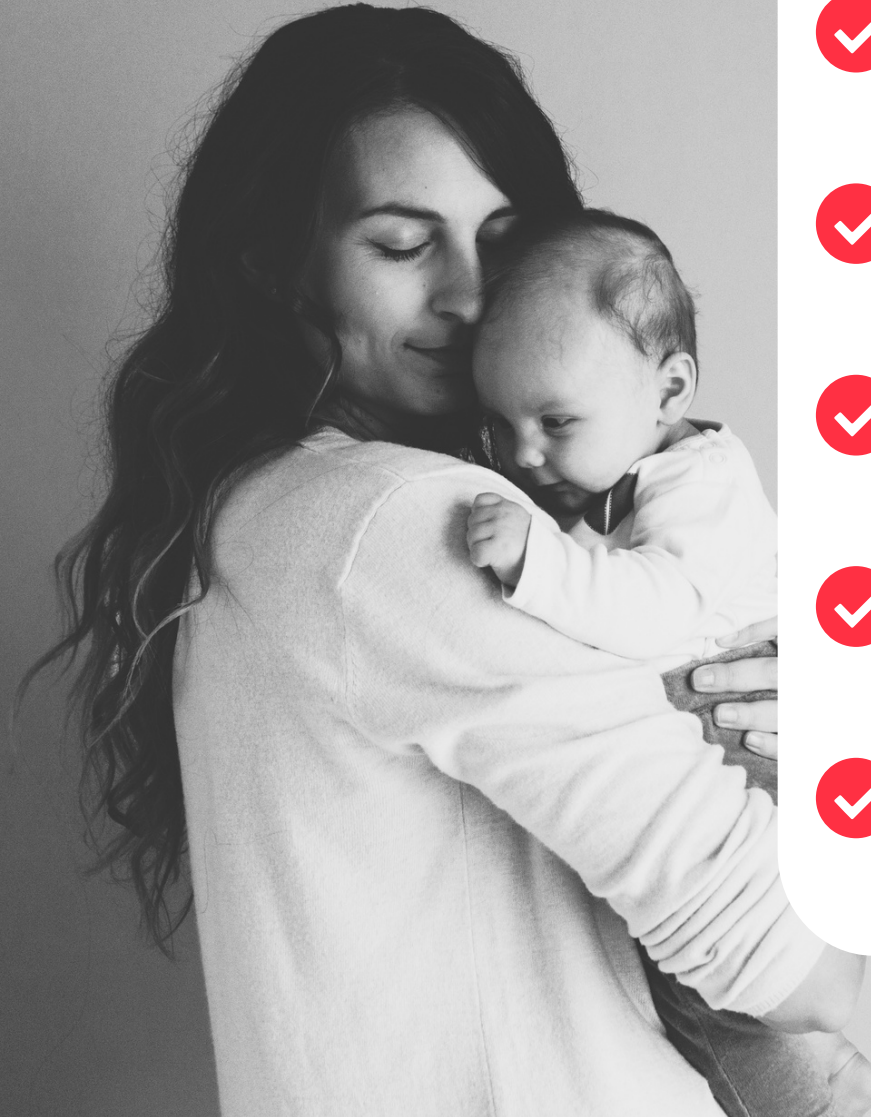
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1:00 – 4:00 p.m.



- ✓ Income qualified - 200% FPL
- ✓ Complete weatherization
- ✓ Own or rent single-family home
- ✓ Consent to data-tracking
- ✓ 15 year non-transferable contract



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50

Participants

9

Community Solar Shares
per Participant

\$360

Ave. Annual Solar Credit
per Participant





Rachel Johnson
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Manager

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1:00 – 4:00 p.m.

Housing Stock Inspection - 2019

30% mobile homes, 70% stick built

6% need repairs to provide adequate shelter

6% need weatherization for energy efficiency

4,000 homes in need of envelope improvements





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August 25, 2021
1:00 – 4:00 p.m.

A construction worker wearing a white hard hat, a dark long-sleeved shirt, and safety gloves is using a power tool on a window frame. The worker is wearing a tool belt with various tools. The background is a light-colored wall with a window frame. The entire image has a red overlay.

Habitat for Humanity

Priority Home Repair Program 2020 - 2022



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2023 and beyond

Explore opportunities to match community solar with weatherization
and home repair outreach efforts



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BREAK



INTENTIONAL OUTREACH & ENGAGEMENT: A COMMUNITY & ADVOCACY ORGANIZATION PERSPECTIVE



**Commissioner
Tremaine
Phillips**

MPSC



**Zach
Waas Smith**

City of Ann Arbor



**Gibran
Washington**

Ecoworks



**Kasey
McNeally**

Superior Watershed
Partnership



**Sergio
Cira-Reyes**

Urban Core Collective

MEET THE SPEAKERS

COMMISSIONER TREMAINE PHILLIPS

Michigan Public
Service Commission



Tremaine L. Phillips was appointed by Governor Gretchen Whitmer to the Michigan Public Service Commission on September 9, 2019. His term ends on July 2, 2025.

Prior to his appointment, Commissioner Phillips worked in the public and private sectors to accelerate the nation's transition to clean, renewable, and reliable energy resources. Most recently, he served as the Director of Cincinnati 2030 District, leading the organization to become one of the largest and most engaged 2030 Districts in the country. As Vice President of Strategic Initiatives for EmpowerSaves, a Columbus-based energy efficiency data analytics and marketing company, he was recognized in 2016 as an emerging clean energy leader through the Midwest Energy News's "40 Under 40" award. He previously worked for the Prima Civitas Foundation, the State of Michigan's Department of Energy, Labor, & Economic Growth, and the Michigan Environmental Council. He also spent a summer in Washington D.C. as an intern with the Obama Administration's White House Council on Environmental Quality, working to advance climate and clean energy policies, including the Clean Power Plan.

ZACH WAAS SMITH

Office of Sustainability &
Innovation



An Ann Arbor area native, Zach focuses on incorporating sustainability into our City's Building Department and beyond. With degrees in Environmental Sustainability and Urban Planning from Western Michigan University, and currently working towards Living Future Institute Accreditation, Zach works to collaboratively engage landlords, tenants, contractors, developers, and City Inspectors on the most sustainable practices available today.

His prior work experience includes private contracting, community organizing, general maintenance, and the City's Rental Housing Department. When not at work, Zach enjoys amateur woodworking, bicycle commuting, various house projects, meditating, and spending time connecting with the natural environment.



Zach Waas Smith

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*Intentional Outreach
& Engagement:*

*A Community & Advocacy
Organization Perspective*

August 25, 2021

1:00 – 4:00 p.m.

MI Power Grid

Equitable Outreach and Access to Utility
Programs and Offerings

Zach Waas Smith

City of Ann Arbor

Office of Sustainability & Innovation

ZWaasSmith@a2gov.org

August 25, 2021

A2ZERO





Zach Waas Smith

Office of
Sustainability &
Innovation

ZWaasSmith@a2gov.org



The Core Values



Equitable

- Transparent
- Community-Led
- Inclusive



Sustainable

- Living / Iterative
- Holistic
- 3 E's



Transformative

- Okay to Fail
- Diversified
- Prioritizes Frontline Populations

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Organization Perspective*

August 25, 2021
1:00 – 4:00 p.m.

Aging in Place *Efficiently*



Zach Waas Smith

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Ensuring that climate resiliency is accessible to all communities, including those who are traditionally underserved, overlooked, and under-resourced.

This pilot program offers **FREE** home upgrades to up to 25 qualified older adults who wish to remain in their homes for as long as possible.



Reduced actual and projected costs of living - Energy efficiency upgrades reduce heating and cooling costs. Mobility, safety, and ease-of-use upgrades delay the need for cost-prohibitive nursing and assisted living care.

Community connections - By identifying current and potential community resources available to participants, improved cognitive, psychological, physical, and emotional benefits are expected.

Aging in Place *Efficiently*



Zach Waas Smith

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Innovation

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Improvements focus on three areas: **Qualifiers include:**

- comfort
 - lower energy bills
 - home safety
- 60+ years of age
 - single-family home within Ann Arbor
 - monthly income of less than 80% area median income (AMI)

Leveraged resources:

- Partner expertise in health assessments, environmental efficiencies, and construction
- Partner services that may be offered in conjunction with or independent of AIP
- Grant funding to ensure no cost to participants



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Bryant Whole Home Assessment

- McKnight Foundation grant
- Partnership with CAN, City, and residents
- Create whole home health, safety, comfort, and decarbonization assessment
- Transferable and scalable





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LMI Solar Access Working Group

OSI is working to develop a low-to-moderate income (LMI) solar program. So far, we have:

- Held biweekly meetings with city staff, solar installers, the financial industry, the community, and equity advocates
- Drafted a plan to unlock solar potential in Ann Arbor to benefit the LMI population
- Won an NCSP technical assistance grant for work on legal and structural analysis





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Energy Reduction as a Community-Wide Effort



Public, Commercial
and Multifamily

Rentals

Single Family
Housing



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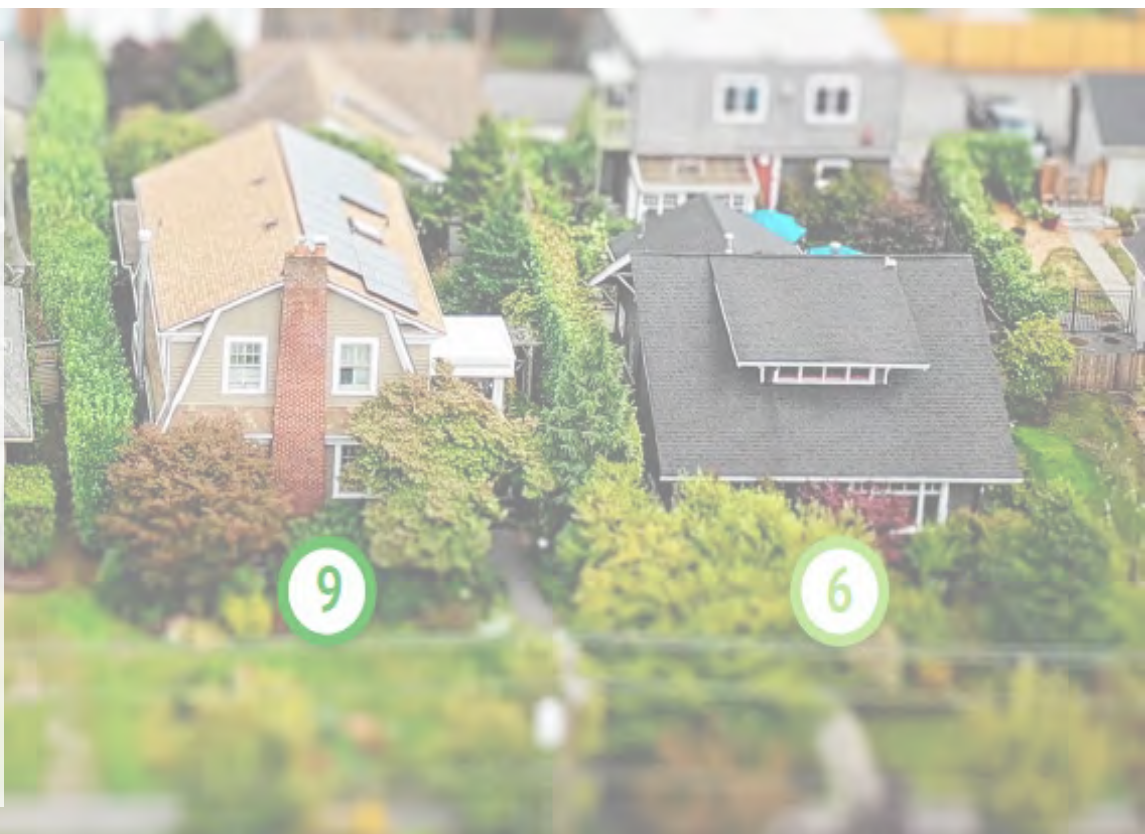
Energy Transparency and Disclosure

Commercial and Multifamily Buildings:

Energy and Water Benchmarking and
Transparency
Green Rental Requirements

Single Family Homes:

Home Energy Labeling / Audit
Disclosure
Green Rental Requirements





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Thank You!

sustainability@a2gov.org
www.a2gov.org/sustainability

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A2ZERO

EQUITABLE • SUSTAINABLE • TRANSFORMATIVE

GIBRAN WASHINGTON

Manager/Director for
Eco-D Department



Gibran Washington is a manager/director for the Eco-D department at EcoWorks where he is responsible for community-centered and led sustainability, energy efficiency education, and services for residents. He holds a Masters of Science in Geology from Wayne State University and a Bachelor of Science in Geology from Wayne State University. His research experience focused on geochemistry, mineral resource exploration, GIS and data analysis has taken him throughout North America from northern Ontario to Nevada.

His previous roles include serving as a National Science Foundation Graduate Fellow with Detroit Public Schools in STEM education, team leader for the Student Conservation Association, and Youth Energy Squad coordinator. Outside interests include cooking, reading, eating good food, listening to music, gardening, all things sci-fi, and spending time with his daughter, Gabrielle, a junior at Cass Tech High School.



Gibran Washington
Manager/Director for
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gwashington@ecoworksdetroit.org



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Residents

**Education
knowledge Gaps -
Connection
between: State
Emergency Relief +
Weatherization +
LIHEAP + Energy
Efficiency
Assistance**

**Education
Knowledge Gaps -
Alternative
technologies + Cost
of technologies +
Service/Contractor
Professionals**

Energy Producer & EE
Services Ecosystem

Contractors

**New technologies
readily available
Training/Tech service
gaps
Cost/Service
challenges for shifting
Willingness to
promote/shift client
selection or choices**

MPSC & Utilities

**How Providers are
funded and their
roles in EE &
Weatherization
services?**

**Differences in a
energy assistance
grant based model
and rebate based
model. Why are
services hard or
easy to come by for
specific things?**

KASEY MCNEALLY

Assistant Program Manager



Kasey McNeally holds a BA from Guilford College and an MFA from the University of Southern Maine. She has extensive experience in education, municipal government, and social services.

Kasey serves as Assistant Program Manager for the Energy and Climate Office at the Superior Watershed Partnership, which distributes Michigan Energy Assistance Program funds and provides energy efficiency education, home weatherization, and solar installations to low-income clients all over the Upper Peninsula. She is a passionate advocate for equity, accessibility, and energy security.

SERGIO CIRA-REYES

Climate Justice Catalyst
Urban Core Collective



Sergio Cira-Reyes grew up in Los Angeles as a Mexican immigrant before settling in Grand Rapids. Sergio serves as Climate Justice Catalyst with the Urban Core Collective where he is working to increase BIPOC leadership in the fight against climate change in Grand Rapids.

His work and a dormant passion recently intersected when he started a local chapter of Latino Outdoors GR to bring Latinos from all walks of life to the outdoors.



CLOSING STATEMENTS

Danielle Rogers

Smart Grid

Michigan Public Service Commission



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THANK YOU

For questions or concerns, please email



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