



ZERO CITIES

Consumer Survey on
Residential Energy Services Utilization

URBAN
CORE
COLLECTIVE



Overview

1. Understanding End-User Experience
2. Neighborhoods of Focus
3. Methodology
4. Survey Questions
5. Findings
6. Recommendations

FROM POLICY CREATION → TO END USER EXPERIENCE

GOAL: Net zero carbon in an equitable way

Initial Approach:

- A pilot with a cohort of residents
- Participate in a package of services
- Track financial, health, energy savings benefits

Problem: Perpetuating past approach

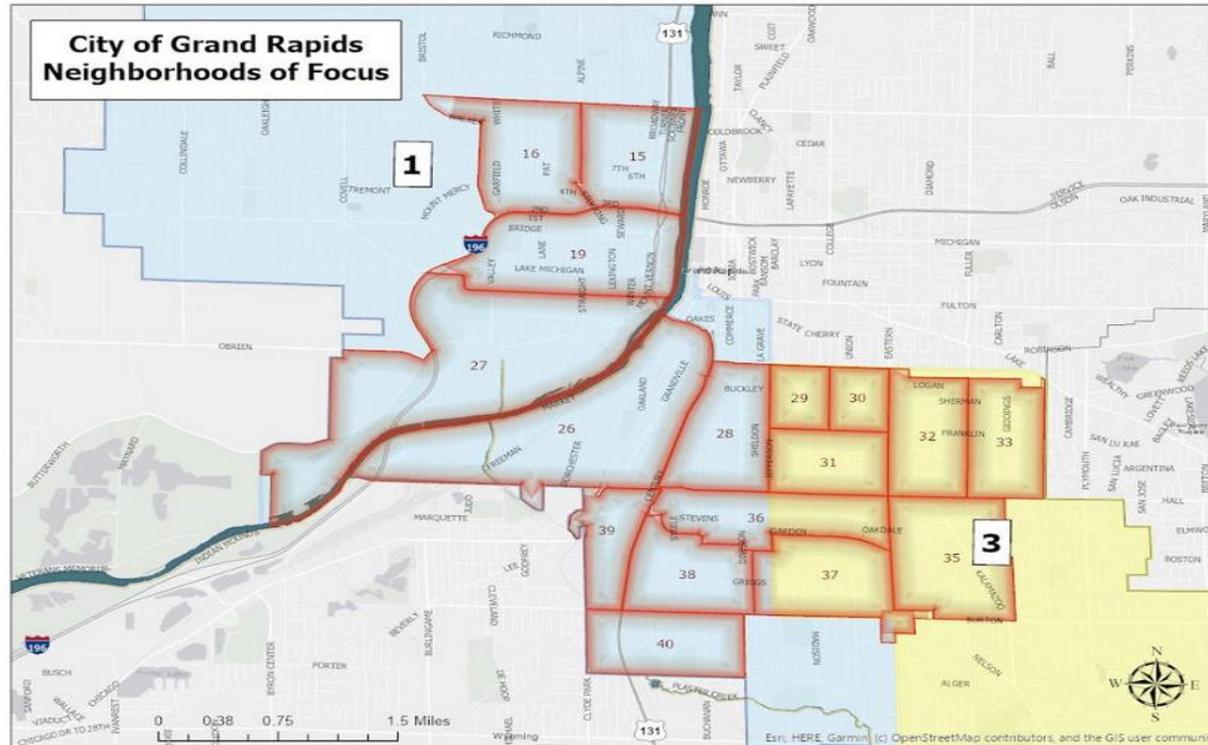
- Push for utilization of services
- Designed with a different population in mind

Shift: to engagement to assess existing programs

- Relevance, barriers, gaps, priorities

FRONTLINE COMMUNITIES AS TARGET AUDIENCE

- * 17 Census Tracts
- * Not exclusive to BIPOC, includes tenants, homeowners, landlords



OUR HOPES PRIOR TO COVID

- **6 mo. plan to listen to resident experience**
 - 100 Surveys
 - 25 1:1 interviews
 - 4/10 Group Conversations
- **Work with trusted partners**
 - As a way to reach target audience in neighborhood of focus
 - To host meetings, administer surveys, provide input on questions
- **Residents as Community Consultants**
 - No extraction without compensation
 - Consultants for capacity also from community
 - surveys, child care

METHODOLOGY -Service Mapping

- Conducted an assessment of available services
 - Meetings and interviews with providers
 - Attempted to sort them in a spreadsheet

****Not exhaustive list of programs**

Provider	Programs	Renter Homeow		Income Requirement				B...
				< 50% AMI	50% AMI	80% AMI	100% AMI	
	<i>Primary</i>							
Healthy Homes Coalition	Get the Lead Out!		X	X	X	X		X
City of Grand Rapids	Housing Rehabilitation Program		X	X	X	X		X
	Home Repair Services		X	X	X			
Habitat For Humanity	Habitat ReStore	X	X					
ACSET								
ACSET	Weatherization Program	X	X	X	X			
	Home Rehabilitation Program		X	X	X	X	X	
Michigan State Housing Develo	Property Improvement Program (PIP)		X	X	X	X	X	
	Seeds of Promise		X					x
DTE Energy	Efficiency Assistance Program	X	X	X	X			
Consumers Energy	Helping Neighbors Program: Energy Efficiency Assistance							
Consumers Energy	Home Energy Analysis							
	Home Rebate and savings							
Consumers Energy								
Consumers Energy	Weatherization Program							
	Michigan Weatherization Assistance Program (WAP)							
Michigan Saves								



Sergio Cirra-R...
6:46 AM Today

Resolve

This program helps single-family, income-eligible Consumers Energy customers to reduce

METHODOLOGY - Partners

- **Engagement Tools Design**

- Created a survey committee to design
 - survey, focus groups, individual interviews
 - Healthy Homes Coalition, Tatiana Bustos, Doctoral Research Student with MI State, The City of Grand Rapids, The Urban Core Collective

- **Implementation With Trusted Partners**

- Healthy Homes Coalition of West Michigan
- Linc-UP
- NAACP
- Hispanic Center
- The Other Way Ministries



METHODOLOGY - The Survey

Qualtrics selected as a platform

- Contained at UCC -resident information confidential
- Available online or hard copy
- \$50 Visa Gift card mailed to participants
 - Covid emergency & NOF hardest hit

35 Questions seeking these target insights

- What residents know
- Feedback on existing programs
- Identify barriers
- Identify gaps in services
- Surface ideas
- How can providers improve services
- What would increase participation
- Who are trusted partners

PRESENTED AT NEIGHBORHOOD SUMMIT

2020



Workshop 3 2:10 PM - 3:10 PM

Teen Track: Money, Money, Money

American Indians' History of Grand Rapids

Project Charter for Community Change (DGR1)

Events + People = Community and Vibrancy!

Zero Cities, Centering Residents Voice in the Design of Energy Efficiency Strategies

Doing Business With The City

- Obtained survey feedback from participants
- Used feedback to improve survey

The Urban Core Collective (UCC) is collaborating with the City of Grand Rapids as an "Equity Partner" in the Zero Cities Project. We are interested in learning more about your experiences as residents using services that help reduce energy consumption in Grand Rapids.

Our project's purpose is to lift power from programs to communities of color. We strongly believe that communities of color should lead the work in energy consumption by helping shape programs to fit their needs.

We want to hear your ideas on how we can create more relevant and responsive ways to meet your needs, values, and priorities. The survey is being used to identify factors that make it harder to access or participate in energy consumption programs and to collect information on any suggestions you have to improve these programs for you and your family.

By completing this survey you have the opportunity to provide feedback to improve the conditions of existing programs that you have used to reduce energy consumption in your household.

To begin, you will be asked to answer a few questions about the types of services you are familiar with and about your experiences using and accessing them as a consumer.

You will receive a \$20 gift card for sharing your experiences in this survey. In the end, please answer all the questions to your best knowledge. Your options will be provided to you to help meet the needs of communities of color in our energy programs to better meet the needs of communities of color in our energy programs.

Zero Cities Participant Survey

Q1. Please select the role that best describes you []

- Tenant
- Landlord
- Homeowner

Q2. Number of people in your household

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 or more

Q3. Please select your household's energy source

- Gas
- Electric
- Other

Q4. Why did you choose this energy source?

SURVEY REACH & DEMOGRAPHICS

- **About 120 completed surveys 159 partial completion**
- **Renters 58%, Homeowners 37%, Landlords 4.5%**
- **82% household income less than \$50,000 (GR Median income)**
- **70.13% AA, 11.04% White, 9.74% Latinx,
7.14% Multiracial, 1.9%Asian or other**
- **74% Female, 26% male**
- **59% of respondents are interested in additional conversations to help improve programs**

SURVEY FINDINGS -Awareness

Service Awareness

- From Memory -
 - Home Repair Services & Get the Lead Out
- Recognized from a list of 20
 - 75 Get The Lead Out
 - 72 Home Repair Services
 - 66 DTE Energy Efficiency Assistance program
 - 60 Habitat ReStore
 - 44 Linc-Up Home Buyers Program
 - 35 Consumers Energy Efficiency Assistance

FINDINGS -Demand

- **Types of programs of interest (6 options)**
 - 69 Financial Assistance
 - 60 Energy Efficiency
 - 56 Home Rehabilitation
- **Most used in previous 10 yrs. (20 options)**
 - 42 DTE Energy Assistance Program
 - 20 Get the Lead Out
 - 19 Home Repair Services
- **Cost Savings - Biggest motivator to participate (Q- 12)**

FINDINGS -Barriers

Barriers to Access Services (9 choices)

- 106 Did not know about existing programs
- 33 Did not meet eligibility requirements
 - 21 Income Requirements
 - 8 Outstanding bills or payments to providers
 - 4 Tax Requirements
- 10 Paperwork too long or difficult to complete

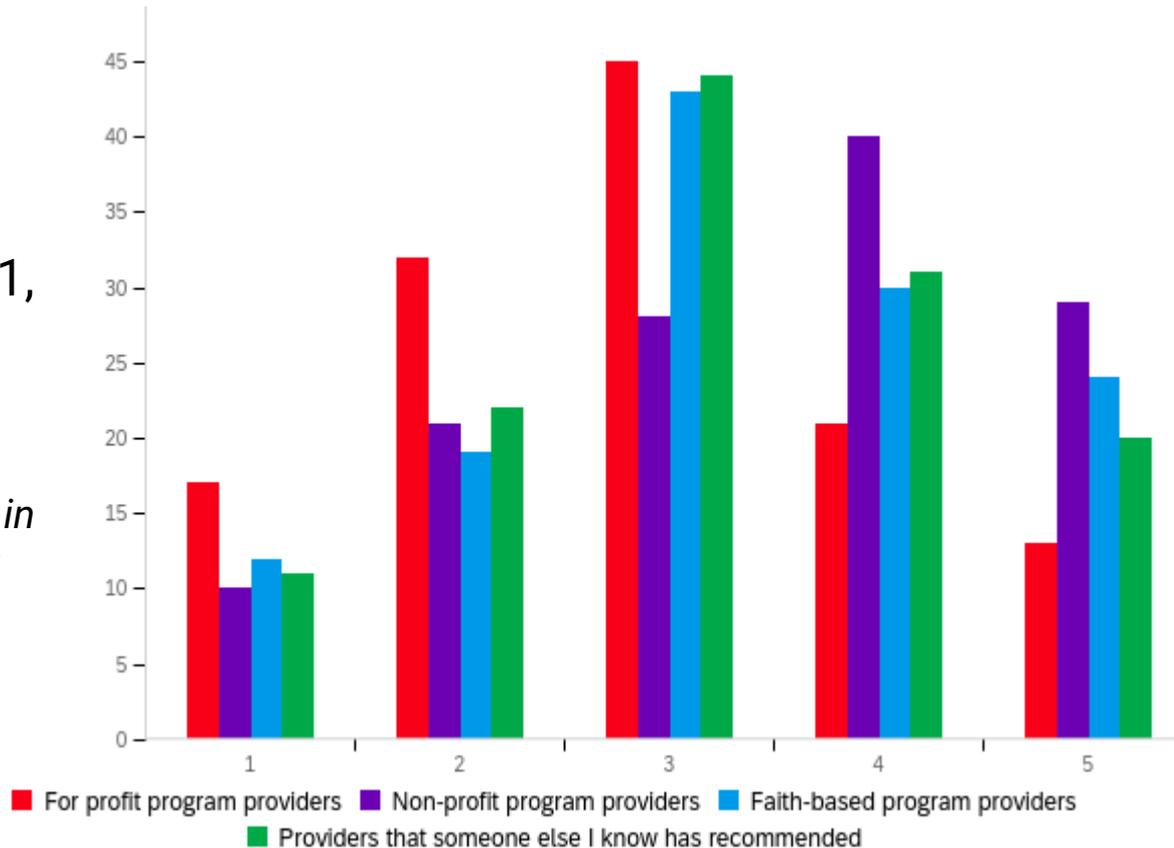
FINDINGS - Improvement

- **Improving Ease of Use**
 - 53% Better **Education/Promotion** - More Community Awareness
 - 10% Better Customer Service/Communication
 - 5.5% Less documentation needed
 - 5.5 % Accessibility in Spanish
- Regarding Quantity of available program
 - Majority were satisfied
 - ** But they do not know what is outthere or what if they qualified?

FINDINGS - Existing Trust

“Rate your level of trust with the following program providers from 1, the lowest and 5 the highest.”

***Notice the inverse correlation in trust between for and non profit providers.*



FINDINGS -Loss of Trust

“What, if anything, has **affected your level of trust** with your providers?”

***Of 116 responses*

Response	Count	Percentage
Nothing	30	25.86%
Poor Customer Service	15	12.93%
Lack of Adequate Communication	11	9.48%
No Outreach/Knowledge of Program	8	6.89%
Not Knowing/Trusting the Organization	7	6.03%
Corrupt Reputation	6	5.17%
Selling Something/Scam	6	5.17%

FINDINGS - Building Trust

Q21 - "What will help **build trust** into the service providers you are currently going to now?"

***Of 11 responses*

Response	Count	Percentage
Greater Honesty & Transparency About Programs	15	13.51%
Better Customer Service that Walks Through the Porcess	12	10.81%
Knowledge of All Programs Available	10	9%
Build Trust By Being Present and Investing in Black/Brown Communities	10	9%
Better Communication	10	9%

FINDINGS- Homeowner/Landlord investment

Q23 - "How much have you invested in maintenance per year? [please write dollar amount]"

Investment Range	Response Count	Percent
\$0 - \$500	11	26.28%
\$501 - \$1,000	6	14.20%
\$1,001 - \$5,000	16	38.09%
\$5,001 - \$10,000	7	16.67%
Over \$10,000	2	4.76%

- Questions:
 - What is the average investment amount required for programs?
 - Is it more than \$10,000, more than most are able to invest?

Findings- Investments

Q25 - "Would you be willing to invest in any of these areas if program assistance existed? [Check all that apply]"

1	Roof	15.19%	24
2	Windows	13.92%	22
3	Lead abatement	7.59%	12
4	Fire safety	9.49%	15
5	Appliances	14.56%	23
8	Other (please specify)	4.43%	7
10	Insulation	15.19%	24
11	Weatherization	15.82%	25
12	I am not interested in investing in any of these.	3.80%	6
			158

RECOMMENDATIONS -Awareness

- ❖ **Insight:** Lack of awareness about programs & services
 - **Recommendation:** Invest in Education
 - **Recommendation:** Find out what Home Repair Services & Get the Lead Out are doing right

- ❖ **Insight:** Cost saving programs are most utilized & of interest
 - **Recommendation:** Be creative. Design programs around savings first and carbon neutrality second. Marketing should reflect that; 80% make less than AMI.

RECOMMENDATIONS -Barriers

- ❖ **Insight:** Income qualification requirements, paperwork & backed provider fees are a barriers
 - **Recommendation:** Revisit requirements, reduce paper work, provide a navigator to help families
 - **Recommendation:** Provide support in other languages
 - **Recommendation:** Create a single point of entry so as to have one application process that connects residents to all programs they qualify for

RECOMMENDATIONS -Trust & Investment

- ❖ **Insight:** Trust is important
 - **Recommendation:** Partner with others to pool resources, adapt same intake process, share best practices
 - **Recommendation:** Be transparent with funds and accountable with data and who you serve.
 - **Recommendation:** Invest in BIPOC communities, especially if the money for programs you provide comes from fees on their bills
- ❖ **Insight:** Homeowners and Landlords are investing in their properties
 - **Recommendation:** Match programs and services they are interested to the budget they can afford. Meet them where they're at.

THANK YOU!

Collaborators

Alex Markham, Healthy Homes Coalition of West Michigan

Jennifer Spiller, Healthy Homes Coalition of West Michigan

Tatiana Bustos, Independent Consultant

Annabelle Wilkinson, City of Grand Rapids

Alison Sutter, City of Grand Rapids

Sergio Cira-Reyes, Urban Core Collective



URBAN
CORE
COLLECTIVE