STRATEGIES FOR EQUITABLE ENERGY EFFICIENCY PROGRAM DESIGN

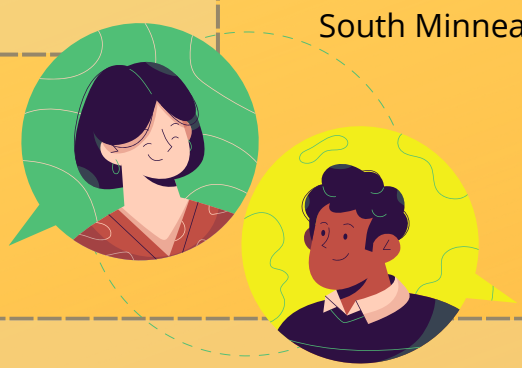
A toolkit for two focus communities in the Twin Cities

There is a growing recognition that disparities in residential energy efficiency are as large and widespread as disparities in other aspects of life. Less studied, and not yet fully understood, are the causes of these disparities and the policies and programs that can address them.

This research project addresses these questions through direct engagement with members of two culturally specific populations (the "focus communities") whose energy burdens are nearly double that of the Twin Cities overall.

FOCUS COMMUNITIES

- Black homeowners in North Minneapolis and surrounding suburbs.
- Latinx renters in East St. Paul and South Minneapolis.



STUDY APPROACH

Identification

Six high priority communities were identified and two were selected with input from a Steering Committee.

Engagement

Surveys fielded in partnership with community-based organizations, interviews, and focus groups.

Toolkits

Guidance on how energy efficiency programs can address the needs of each community.

TOOLKITS INCLUDE

- **Community profiles** describing the demographics, big-picture concerns, and attitudes toward energy efficiency.
- **Program design ideas** that offer guidance for modifying existing programs, or developing new programs, tailored to the specific needs of the target community.
- **Implementation tactics**, including outreach, marketing, processes, costs, and financing, that address the expressed needs of each community.

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UTILITY PROGRAM IDEAS FOR EACH FOCUSED COMMUNITY

Black homeowners in North Minneapolis and surrounding suburbs	Owners of rental properties in East St. Paul and South Minneapolis
Leverage enrollment in CenterPoint Energy's equipment service plan, Home Service Plus.	Target emergency replacements by focusing outreach on contractors and other trade allies.
Build on Home Energy Squad and Energy Advisory Service to launch an integrated energy efficiency advisor service.	Encourage discretionary upgrades in rental properties by offering generous incentives and make it easy for the owners.
Provide personalized, customized equipment replacement support.	

FURTHER RESEARCH, PILOTS, AND POLICY INNOVATION

- How can utility programs collect and share participant demographic data sufficient to support disaggregated program performance assessment?
- Can the suggested approaches be funded under current utility program regulatory rules and, if not, what policy alterations may be needed?

Engagement with focus communities highlighted the importance of decisions about efficiency improvements on whether the purchase is **an emergency decision**, necessitated by equipment failure, or whether it is a **non-emergency**, discretionary upgrade.



- What are the potential impacts on the targeted communities of implementing the equitable program design recommendations?
- What are the culturally specific efficiency needs for the other four high priority communities identified, but not studied?

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For more detailed results, see Final Report