



CASTANEDA COMMUNICATIONS



Reaching the “Hard-to-Reach”: Engaging Underserved Communities

CPUC Low Income Oversight Board

The Legislature established a Low-Income Oversight Board (LIOB) to advise the Commission on low-income electric and gas customer issues and to serve as a liaison for the Commission to low-income ratepayers including hard to reach communities and their representatives.

Case Studies on ME&O Programs Serving Hard-to-Reach Communities

Research-Action-Communication-Evaluation-Revision

- The CPUC Low Income Needs Assessment (LINA) Study Reports are published every 3 years to define the low-income market; its needs and how to best meet their energy burden.
- The LINA has taken a special emphasis with the “Hard-to-Reach.” Recommendations as to program approach to better reach and address their needs are inherent within the LINA.

ME&O Program Leveraging – Maximizing Resources

- This effort presents a challenge; ironically even if the low-income households are being serviced by multiple utilities and or state agencies (CSD).
- ME&O Integration with other public assistance programs, e.g. California Lifeline; Cal-Fresh, Covered California and Head Start make sense.

Measurement Evaluation & Verification

- This why the LIOB exists, government oversight better ensuring program efficiencies and public benefit.
- Local government should reach out and develop working relationships with local community based service organizations in their area that are vested in both the outreach and energy program services business.
- These organizations are “trusted” by the community and can greatly assist you in meeting your program goals with the hard-to-reach.

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