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CUSTOMERS FIRST

# Equity Metrics Data Initiative (EMDI) Update

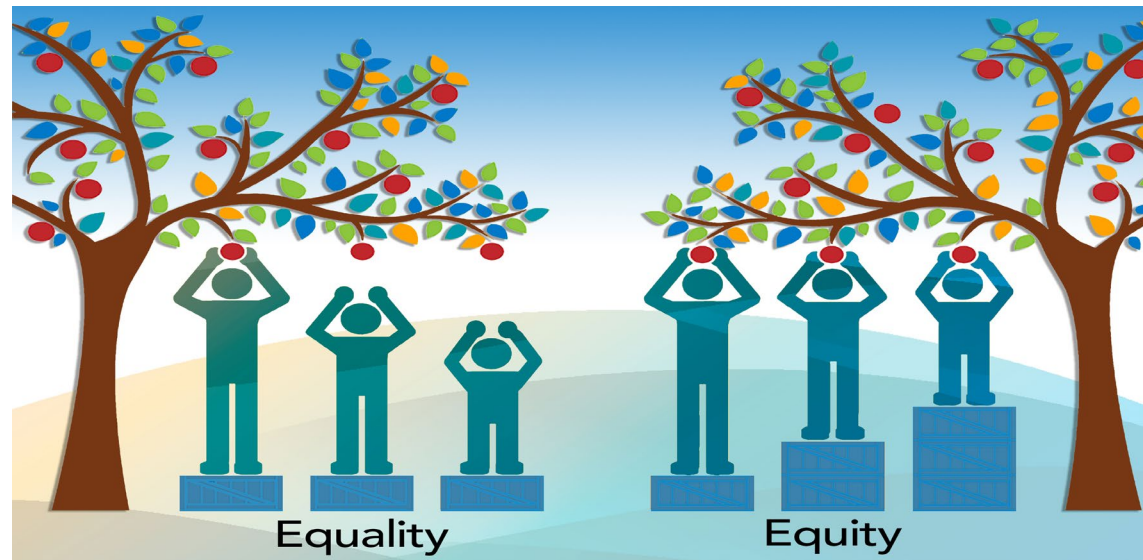
## February 09, 2021



# What is Equity?

Our services are currently distributed equally to all customers but each customer has different needs.

Equity, for a utility, is offering services and programs that consider all customer needs, ensuring just, fair and impartial service.



# LADWP Equity Metrics Data Initiative

- LADWP Board approved Resolution No. 017036 adopting the LADWP's Equity Metrics Data Initiative (EMDI) in August 2016
  1. Track, measure and report on how LADWP programs are provided to all LADWP customers
  2. Establishes a framework that helps ensure LADWP provides fair services to all ratepayers
- LADWP Board reaffirmed LADWP's commitment to equity by approving an additional Board Resolution in October 2020
  1. Enhance equity metrics through working with internal and external stakeholders to ensure programs are reviewed for unintended disparate impacts between groups despite purported equal access and treatment
  2. Review and expand the current metrics with specific strategies as they related to baseline, short-term, mid-term, and long-term performance goals

# Current Equity Metrics Data Initiative

Equity Core Category	Metric
Water & Power Infrastructure Investment	<ol style="list-style-type: none"> <li>1. Water Quality Complaints</li> <li>2. Water System Probability of Failure &amp; Planned Replacements</li> <li>3. SAIDI &amp; SAIFI</li> <li>4. Power System Reliability Program (PSRP) – Pole, Transformer, Cable Replacements</li> </ol>
Customer Incentive Programs/Services	<ol style="list-style-type: none"> <li>5. Rain Barrel/Cistern/Water Tank Rebates</li> <li>6. Turf Removal Rebates</li> <li>7. Tree Canopy Program</li> <li>8. Commercial Direct Install Program</li> <li>9. Home Energy Improvement Program</li> <li>10. Refrigerator Exchange Program</li> <li>11. Consumer Rebate Program</li> <li>12. Electric Vehicle Infrastructure</li> <li>13. Low Income &amp; Lifeline Programs</li> </ol>
Procurement	14. LADWP SBE/DVBE Program
Employment	15. New Hire/Promotion Demographics

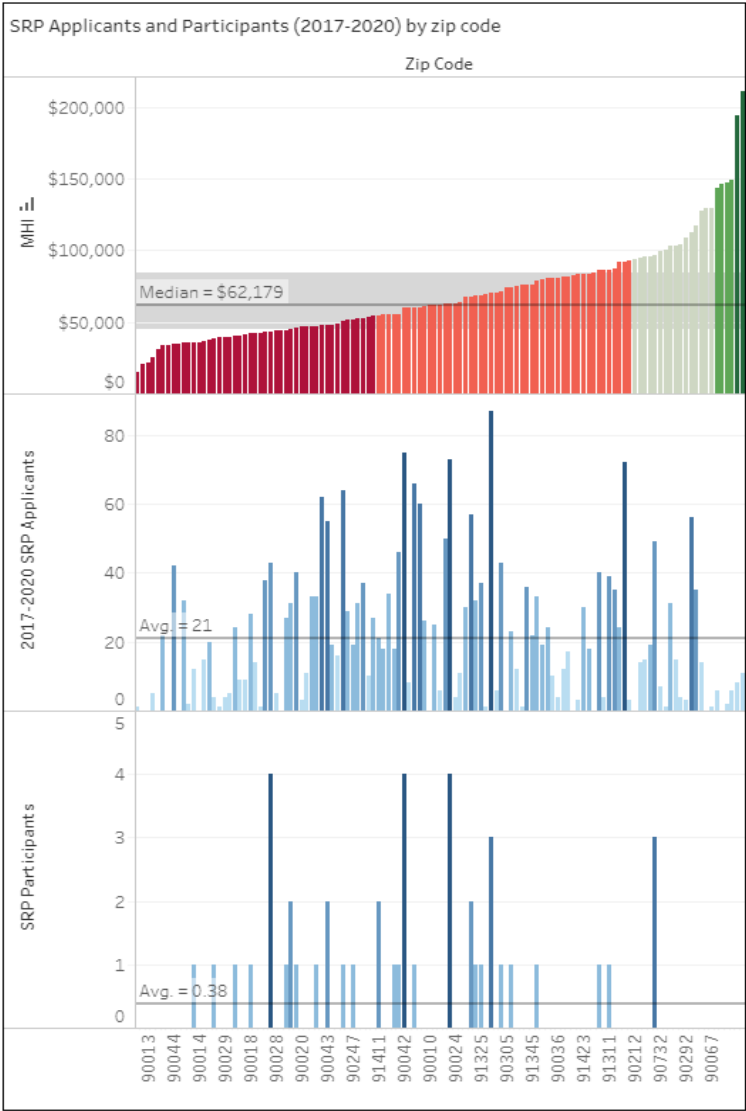
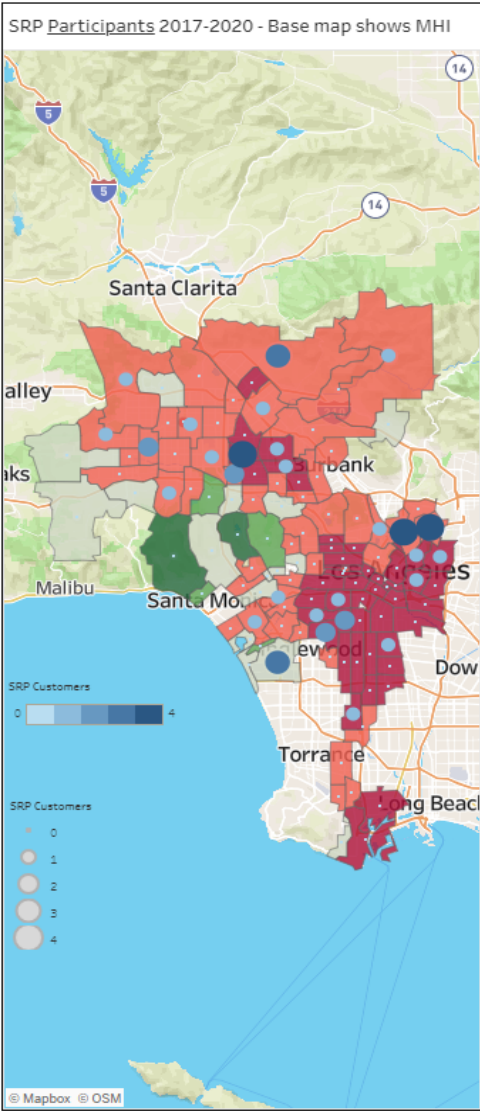
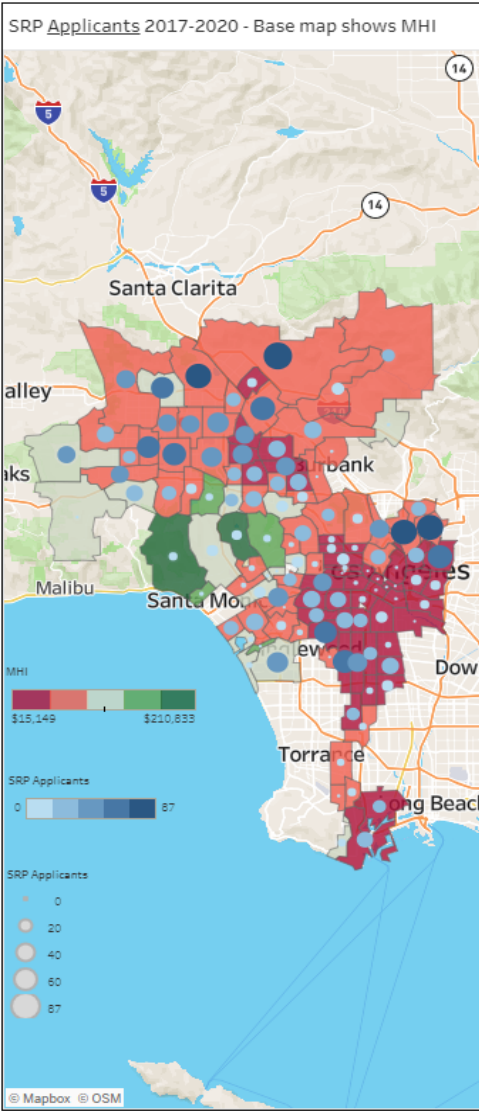


# EMDI Stakeholders Meeting Plan

- LADWP Board of Commissioners Vice President Susana Reyes spearheaded the interactive EMDI Stakeholders Workshops
  - Over thirty organizations were invited and 21 attended
  - Meetings were held on January 15<sup>th</sup> and January 22<sup>nd</sup>
  - Participants were asked to review the current EMDI reports in advance of the meeting
  - During the meeting an interactive Equity Metrics reporting platform was demonstrated

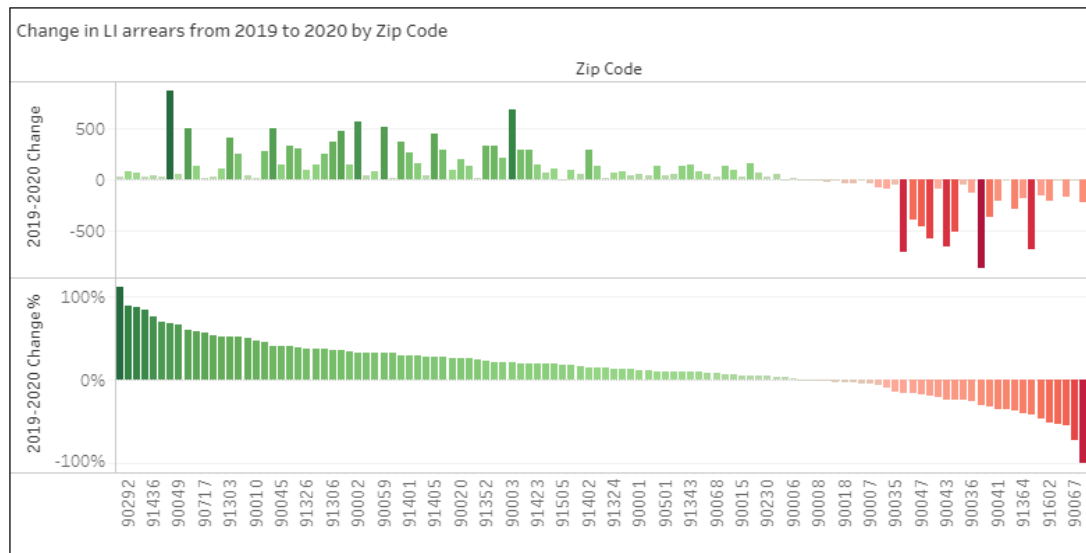
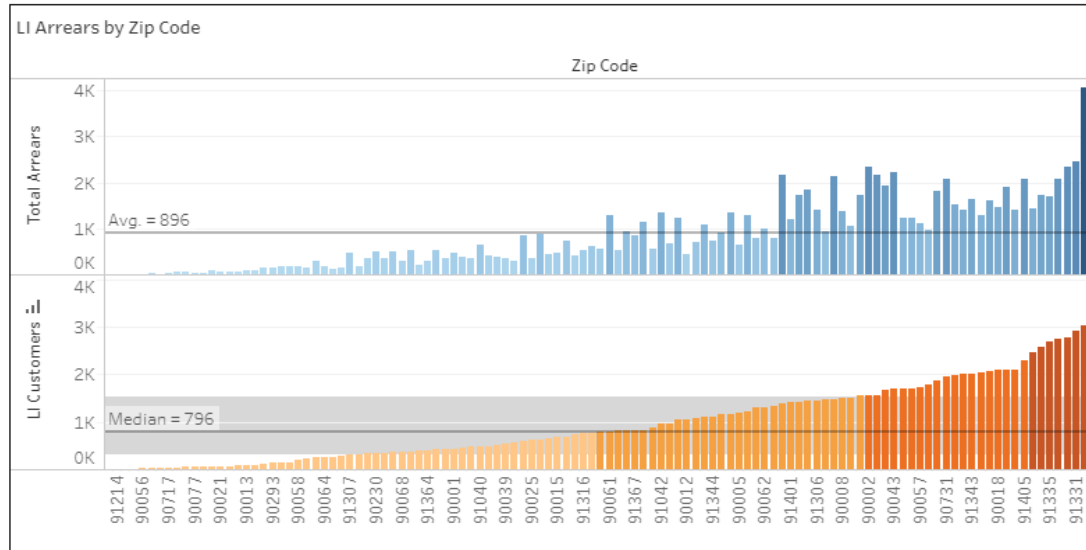
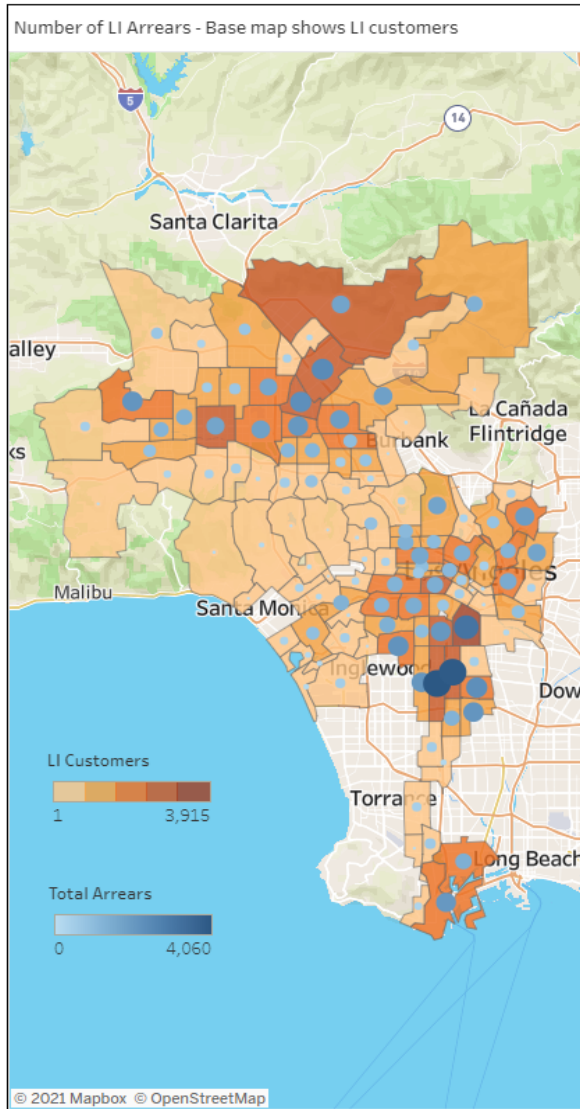
# EMDI Interactive Maps Platform Demo

## Applicants Versus Participants



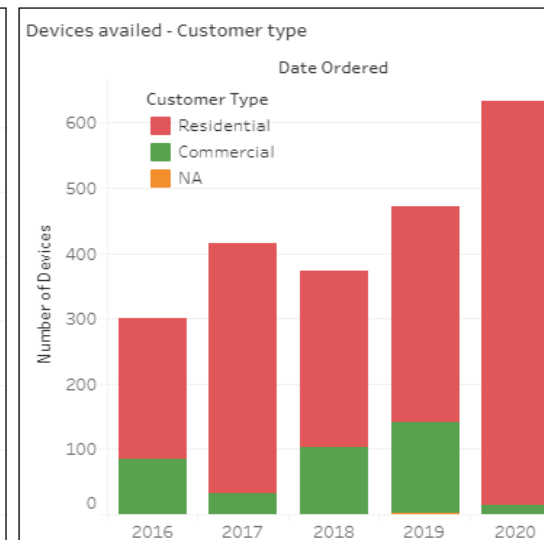
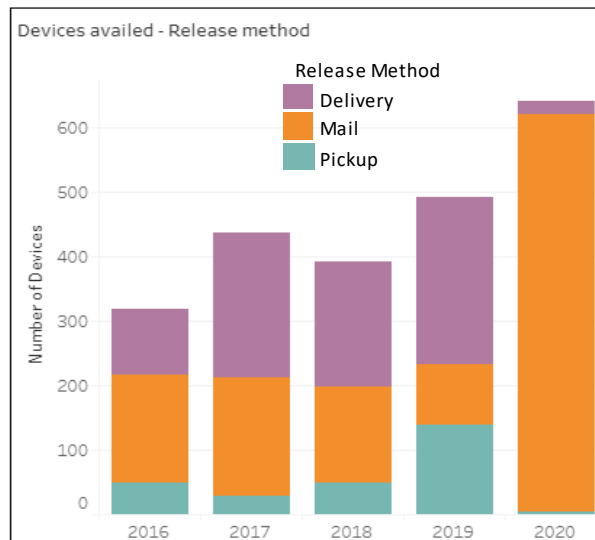
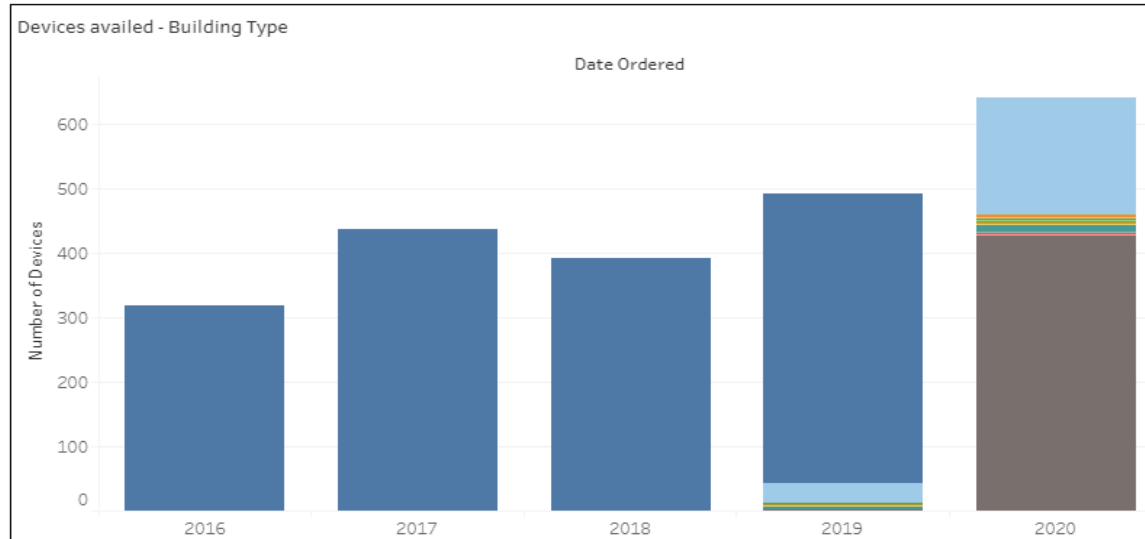
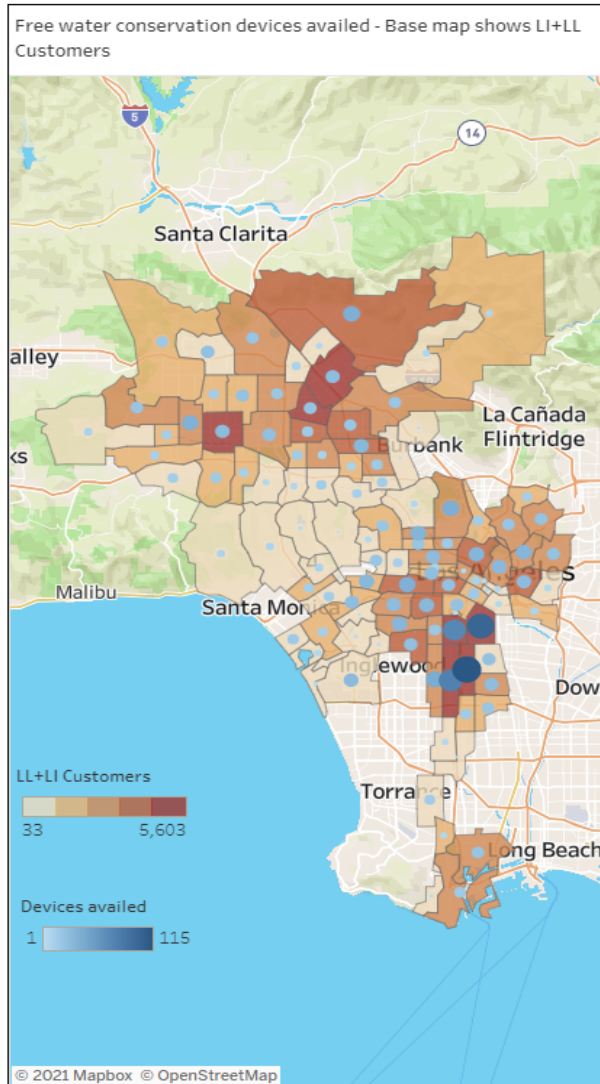
# EMDI Interactive Maps Platform Demo

## Low Income Customers in Arrears



# EMDI Interactive Maps Platform Demo

## Water Conservation Devices Delivery Method





# EMDI Stakeholders Breakout Sessions – Questions


- In preparation for the workshops, participants were provided questions in advance
  - **Questions for First Workshop**
    - Do the current programs and metrics resonate with you – are these the right metrics?
    - What changes could be added to make the equity metrics more meaningful in assessing LADWP programs that are provided to all customers and residents of Los Angeles in a fair and equitable manner?
  - **Question for Second Workshop**
    - What are the challenges and opportunities for effective community engagement? What metrics can be applied to measure communications and community engagement related to the EMDI? Please be specific.

# EMDI Stakeholders Breakout Sessions – Gather Feedback

- Attendees were divided into smaller working groups to facilitate meaningful conversation
- Each working group had a facilitator and a spokesperson to take notes. Group feedback was recorded in Miro (an online visual collaboration whiteboard)
- Feedback from each group was collected and summarized
- Notes from each working group was shared with all attendees

# Sample EMDI Breakout Group Discussions and Notes on Miro

**GROUP 1 - Wayne/Shaswat**



Equity Core Category	Metric
Water & Power Infrastructure Investment	1. Water Quality Complaints
	2. Water System Probability of Failure & Planned Replacements
	3. SAIDI & SAIFI
	4. Power System Reliability Program (PSRP) – Pole, Transformer, Cable Replacements
Customer Incentive Programs/Services	5. Rain Barrel/Cistern/Water Tank Rebates
	6. Turf Removal Rebates
	7. Tree Canopy Program
	8. Commercial Direct Install Program
	9. Home Energy Improvement Program
	10. Refrigerator Exchange Program
	11. Consumer Rebate Program
	12. Electric Vehicle Infrastructure
	13. Low Income & Lifeline Programs
Procurement	14. LADWP SBE/DVBE Program
Employment	15. New Hire/Promotion Demographics

**Question 1**  
 What are the challenges and opportunities for effective community engagement? What metrics can be applied to measure communications and community engagement related to the EMDI? Please be specific.

How folks are involved in design of programs? - Tracking number of CBOs present in initial prog design discussions

Consistency of who is representing various CBOs in the long term is a big challenge - To have trustworthy communications - LADWP can offer support on these lines.

Past success with partnering with CBOs to reach out to several specific communities - need to be improved more

Presentations/events/other forums to work together with CBOs - Clarity on next steps can be a challenge at times - feedback to comments necessary

Access to technology is a major challenge along with complexity of process Try to involve LAUSD ? for outreach efforts - involve libraries to provide digital access; also schools

Passive and active community engagement Ads in magazines and newspapers, bulletin boards, radio ads; Selecting an outreach advisory council to focus on outreach activities

One of the metrics in terms of accessibility could be the number of languages in which outreach activities are done

Focus on community outreach taskforce to have a focus on this area

What can be done to reach out to high schools and colleges for environmental jobs? - Maybe the outreach taskforce can help with this

How to find out about a job opening? and other nuances that shall help people learn more about jobs

Team Spokesperson:

Stephanie/Curtis

**Team Members:**

1. Mark Sedlacek
2. Megan Ross
3. Michael Buck
4. Camden Collins
5. Winfred Yancy
6. Stephanie Tsai
7. Fernanda Zuin
8. Erin Henning
9. Morgan Goodwin
10. Curtis Silvers

**Discussion Notes:**


Jolie from TRUST wanted to comment on Curtis' point around outreach w/eg of completing outreach said thank you for CBOs (file here) to assist in handouts of flyers. Said it's important to engage other CBOs who have access to housing with a large amount of tenants, could help with further outreach


1. community engagements needs to be active and not passive  
 2. need tech friendly outreach (flyers, radio, PSAs, etc)  
 3. Form a community outreach council (mid-level executives from CBOs, as well as CBOs who aren't part of the LADWP family)

Metrics by zip code and language (ex: 50% spanish, 40% english, 10% other) - zip code allows to focus on customers in specific regions

Commissioner Reyes asked the group's opinion on census tract. Stephanie Tsai said yes, good to have a way to track with granularity for a geographic region

Engage CBOs in the process as early as possible when designing a program





# EMDI Stakeholders Recommendation (Areas of Focus)

- Stakeholder input was summarized into the following major areas of focus:
  - Improve EMDI Communications
  - Enhance EMDI Metrics, Tracking, and Reporting
- Evaluate the Existing Fifteen (15) Equity Metrics and the Four (4) EMDI Categories for Possible Modifications
- Formation of the EMDI Working Group

# Stakeholder Recommendations to improve EMDI Communications and Engagement

- Establishment of an ongoing EMDI Working Group consisting of the following stakeholders
  - Community Stakeholders
  - LADWP Program Managers
  - LADWP Corporate Performance
- Improve the tracking, branding, and marketing of Equity Metrics
  - Purpose of Equity Metrics
  - Impacts on community
- Be mindful of the digital divide
  - Selection of communication channels
  - Selection of communication languages
  - Publish information materials in several languages
  - Partner with community organizations who know constituents best

# Electric Vehicle Metric Dashboard

## LADWP EQUITY METRIC – Electric Vehicle Infrastructure (Power)

RESPONSIBLE MANAGER: Scott Briasco *Scott Briasco*  
 Power Planning, Development, and Engineering Division  
 EQUITY CORE CATEGORY: Customer Incentive Programs/Services

REPORTING PERIOD: October 2020

### 1. NARRATIVE / BACKGROUND

Source data: Jobs M5014, M5015, M5020, M5021, and P6059 (KPI No. 05.03.03.04)

- In support of LA's Sustainable City pLAN 2019 and the Los Angeles Department of Water and Power's (LADWP) Clean GRID LA plan, the Electric Transportation Program seeks to promote the adoption of electric vehicles (EV) in the City of Los Angeles and to ensure EV charging infrastructure is distributed equitably throughout the City of Los Angeles in collaboration with other City departments and state agencies.
- This program will facilitate EV adoption and usage to support LADWP's Integrated Resource Plan (IRP). According to LADWP's IRP, accelerating transportation electrification is the most impactful component of reducing overall Green House Gas (GHG) emissions.
- Infrastructure Goal: 10,000 commercial chargers in the City of Los Angeles by 2022 through the LADWP *Charge-Up LA!* Rebate Program. This includes public, workplace, and multi-unit dwelling (MUD) chargers. Of those chargers, 4,000 will be on City property.
- Off-peak charging is encouraged through Time of Use (TOU) rates. LADWP is planning to develop a residential smart EV charging pilot to incentivize customers not on the TOU rate to charge at off-peak times. However, priority was given to launching new DC Fast Charging and Medium/Heavy-Duty Rebates, delaying the development of the smart charging pilot. Third party options are being explored to launch a smart charging rewards pilot by Q4 2020.
- Promote EV adoption through incentives, customer education, outreach, and "ride and drive" events.

- Provide positive customer experience to encourage purchasing an EV through a seamless and positive process.
- Minimize impact to the Distribution System.

### 2. CRITERIA

- Install or support the installation of EV charging stations, including public, workplace, and fleet chargers at City and LADWP locations using a combination of rebates and funds from the sale of Low Carbon Fuel Standard (LCFS) credits.
- Residential: LADWP's residential EV charger rebate program provides residential customers up to \$500 per installed charger and an extra \$250 for a dedicated TOU meter.
- Commercial: LADWP's commercial Level 2 EV charger rebate program provides commercial customers up to \$4,000 per installed charger for up to 40 chargers per property. Starting Q4 2020, LADWP will offer an additional \$1,000 rebate per Level 2 charging stations installed in Disadvantaged Communities in order to increase access to charging in these underserved communities. This applies to public, workplace, and MUDs. In August 2019, LADWP launched DC Fast Charging rebates for light-duty EVs up to \$75,000 depending on the power output of the charging station. Medium/Heavy-Duty rebates were also launched for equipment to charge Class 3 through Class 8 EVs, providing up to \$125,000 depending on the power output of the charging station. Rebate Terms and Conditions determine eligibility.
- Used EV: LADWP's Used EV rebate pilot program provides residents in LADWP service territory up to \$1,500 towards the purchase of a qualifying used electric vehicle or plug-in hybrid electric vehicle.
- Collaborate with all LA City agencies, creating partnerships which enable the

installation of more EV chargers through a combination of grants, rebates, and LCFS funds.

- Administer agreements between third party EV Supply Equipment (EVSE) service providers and LADWP properties.
- Site selection for the installation of new EV chargers are made based on an evaluation of electrical capacity, available parking, and operational considerations. Sites located in CalEnviroScreen which are designated as disadvantaged communities are given greater priority where possible.

### 3. ACHIEVEMENTS

Charger Installations\*:

FYTD as of:	Target	Actual	Variance		Re-Estimate
			Unit	%	
20-Jul	300	246	-54	-18%	
20-Aug	600	652	52	9%	
20-Sep	900	934	34	4%	
20-Oct	1200	1439	239	20%	
20-Nov	1500				
20-Dec	1800				
21-Jan	2100				
21-Feb	2400				
21-Mar	2700				
21-Apr	3000				
21-May	3300				
21-Jun	3600				

\*This table counts charger installations that LADWP has supported either through direct installs or incentives. It is the sum of installations that were completed by LADWP crews and those that were incentivized by LADWP EV charging station rebates (Residential and Commercial) this Fiscal Year.

Rebates Issued\*\*:

FYTD as of:	Used EV	Residential	Commercial	Total
20-Jul	43	0	230	273
20-Aug	81	95	541	717
20-Sep	204	95	818	1117
20-Oct	204	267	1138	1609
20-Nov				
20-Dec				
21-Jan				
21-Feb				
21-Mar				
21-Apr				
21-May				
21-Jun				

\*\* Attachment A indicates the quantity of rebates issued and total charging stations rebated per zip code.

### 4. ISSUES

- The EV program was approved for seventeen (17) positions in FY 18/19. Fourteen (14) positions have been filled.
- An electronic application was launched for the Used EV Rebate Program in November 2019 to improve customer experience in applying for the Used EV rebate. Due to the success of this, an electronic application for the Residential EV Charging Station Rebate was in development to be launched in July 2020. However, this has been postponed to the 3<sup>rd</sup> quarter of calendar year 2021. In addition, new upgrades to website content and flow for customer ease of use are in development for December 2020.
- Some LA City departments do not budget for EV maintenance, resulting in neglected faulty chargers. This creates a negative EV experience.
- Some customers cannot afford to front the initial cost of charger installations.
- Vandalism remains an issue in some areas.
- Used EV rebate program has had limited participation at \$450 and was increased to \$1,500 in November 2019 to encourage participation. Additionally LADWP is working on revising the program to have a rebate adder of \$1,000 for customers that are currently on the low income rate.

### 5. OUTREACH STRATEGY / PLAN

- Outreach efforts include print collateral in customer centers, website content, social media posts, ride and drives and community events.
- EV program information will continue to be presented at neighborhood council meetings and at various community and business events.
- LADWP participates in a minimum of 4 major EV Events including the National Drive Electric Week, LA Auto Show, and various other ride and drive events.
- LADWP will continue to participate at various community events to promote electric transportation.
- The in-person outreach events have been put on hold in compliance with the COVID-19 stay at home orders. The program staff

- are exploring other avenues for outreach, such as virtual engagements and webinars with various community groups.
- Membership in CalETC, CalStart, and Veloz to develop and implement critical incentives for our customers such as state EV rebates, and HOV lane access.
- Support legislation and policy through CalETC, CalStart, and Veloz to promote EV adoption.
- Customers can access LADWP's EV Rebate Program through LADWP.com/EV. Website improvements to be developed for an improved user experience.
- Improve outreach/public education portion of the Program through targeted marketing and a regional website working with other utilities and Original Equipment Manufacturers (OEMs). Outreach is done partially with the regional effort, and partially with LADWP Communications, Marketing & Community Affairs.
- Work with agencies to market Air Quality Management District's (AQMD) modified Rule 2202 to support EV charging.
- Participate in the LA City EV Task Force to promote charging infrastructure installations on other City properties.
- Develop a marketing and educational outreach plan by Q4 2020 to increase participation in disadvantaged communities (DACs) for the Used EV Rebate program.
- The Electric Transportation Group is developing a revised Residential EV charging station rebate program to include an additional rebate amount to cover the installation costs of the charger and an increase to the incentive amount for installing a dedicated meter.



# Stakeholders Recommendations to Enhance the EMDI

- Addition of Racial Equity Category for the EMDI Initiative
- Improve the Purpose and Impact Description of each Equity Metric
- Report on the End-to-End Application Processing Timeline
  - Report the total time from application submission to delivery
  - Report on the backlog at the various stages of the application process
- Report on Target Market Penetration Levels for Each Program or Service
- Report the dollar value of the program for each community based on Zip Codes
- Cross market programs
  - Identify if applicant qualifies for more than one program –one stop shop
  - Work with other utilities for cross promotion
  - Identify areas where CBOs can assist in the customer issue areas for resolution (e.g. rebates, late payments, low-income discounts) and for outreach/marketing and delivery of the programs

# Next Steps

- Evaluate and recommend the modification, addition, or deletion of Equity Metrics to the Board based on stakeholder input and feedback within 90 days
  - Evaluate feasibility of adding new Equity Metrics
  - Determine the Availability of Data Sources with Program Manager(s)
  - Seek input from OPA and Stakeholders
  - Make formal recommendations
- Formation of the EMDI Working Group with in 90 days
  - Establish the structure and goals of the working group
  - Determine the participants, scope of work, process, and frequency of the meetings



# Appendix

# Stakeholder Outreach Meeting Process

- Stakeholder Outreach by Commissioners Vice President Reyes
  - Survey to determine the best time for meeting
  - Email from Commissioner Reyes to inform everyone of the upcoming meeting
  - Phone calls from Corporate Performance to remind everyone of the meeting
- List of people – invited and attended
  - Stakeholders that were invited
  - Stakeholders that attended
  - LADWP Directors and program managers
  - Mayor’s Office
  - Office of Ratepayer Advocate
  - Corporate Performance
- Summary and Notes from First Meeting
- Summary and Notes from Second Meeting

# Organizations Invited to the January 15 and January 22, 2021 Stakeholders Working Group Meeting

1. Asian Americans Advancing Justice Los Angeles
2. Asian Pacific Policy and Planning Council (A3PCon)
3. CA Environmental Justice Alliance
4. CA Housing Partnership
5. California Workforce Development Board
6. Climate Resolve
7. Coalition for Clean Air
8. Community Coalition
9. Community for a Better Environment
10. East L.A. Community Corporation
11. Food and Water Action
12. Greenlining Institute
13. KIWA
14. L.A. Waterkeeper
15. LAANE and RePower L.A.
16. Liberty Hill
17. Mayor's Office
18. Little Tokyo Service Center
19. Los Angeles Brotherhood Crusade
20. MARAVILLA Foundation
21. Mobility Development Group
22. Natural Resources Defense Council
23. Neighborhood Council Sustainability Alliance
24. Pacific Asian Consortium in Employment
25. Pacoima Beautiful
26. Pilipino Workers Center
27. Salvadorean American Leadership & Educational Fund (SALEF)
28. Sierra Club
29. Strategic Actions for a Just Economy
30. T.R.U.S.T. South L.A.
31. The Greenling Institute
32. U.S. Green Building Council
33. WeTap
34. LADWP Directors and Program Managers
35. Office of Public Accountability



# Attendees of the Stakeholder Working Group Meetings Held on January 15 and January 22, 2021

1. Brotherhood Crusade
2. California Housing Partnership
3. City of Los Angeles
4. Climate Resolve
5. Coalition for Clean Air
6. CWDB (California Workforce Development Board)
7. Greenlining
8. LAANE (Los Angeles Alliance for a New Economy)
9. Liberty Hill
10. NCSA (Neighborhood Council Sustainability Alliance)
11. NRDC (Natural Resources Defense Council)
12. PACE LA (Pacific Asian Consortium in Employment)
13. Pacoima Beautiful
14. SAJE - Strategic Actions For a Just Economy
15. Salvadoran American Leadership and Educational Fund
16. Scope LA
17. Sierra Club
18. Trust South LA
19. Mayor's Office, OPA, and LADWP Directors and Program Managers
20. Office of Public Accountability
21. T.R.U.S.T. South L.A.

# High Level Summary from First Meeting

- Better segmentation of customers to understand the characteristics of customers who have trouble accessing the various programs and to understand the reasons behind the low participation in those programs.
- Track application processing timeline for rebates and discounts.
- Cross market LADWP Programs and Services and report on market penetration levels.
- More transparency and easy data/visual access for stakeholders on the following fronts – Procurement projects, GHG savings, COVID impact on communities, single vs. multi family households, identification of missing customers from various programs and their characteristics, workforce details (levels, geographic distribution, ethnic background etc.)
- More detail on impact of tracked metrics, beyond uptake and operational elements.
- Digital divide – differences in how communities are accessing information and registering for programs.
- Promotion of programs in more languages.
- Special focus on programs geared towards disadvantaged communities and transparency on what is being done to identify the potential customers who miss out. Total amount of rebates provided in each zip codes. Collaborate with other programs in Southern California (with other CBO's and utilities)
- Focus on equity among various ethnic and racial diverse groups in procurement and employment opportunities – first step being understanding the existing challenges and lower representation of these groups. Promote local hires.

# EMDI Breakout Group Notes on Miro – Group 1

## GROUP 1 - John/Aditya



Equity Core Category	Metric
Water & Power Infrastructure Investment	1. Water Quality Complaints
	2. Water System Probability of Failure & Planned Replacements
	3. SAIDI & SAIFI
	4. Power System Reliability Program (PSRP) – Pole, Transformer, Cable Replacements
Customer Incentive Programs/Services	5. Rain Barrel/Cistern/Water Tank Rebates
	6. Turf Removal Rebates
	7. Tree Canopy Program
	8. Commercial Direct Install Program
	9. Home Energy Improvement Program
	10. Refrigerator Exchange Program
	11. Consumer Rebate Program
	12. Electric Vehicle Infrastructure
	13. Low Income & Lifeline Programs
Procurement	14. LADWP SBE/DVBE Program
Employment	15. New Hire/Promotion Demographics

### Parking Lot



### Question 1

Do the current programs and metrics resonate – are these the right metrics?

Do we track entry level employees demographics?

Including MWBE's in procurement?

Does this reflect all the right incentive programs?

Dollar Value of rebates

Are we tracking water quality in real time via sensors?

Are we tracking power quality, such as brown or black outs, system outages?

How much investment in marketing is being done for rebates in these zip codes / communities?

Are we getting multiple program uptake?

Are we spending enough money time and effort in marketing towards the groups who need it.

Need to be aware of the amount of customers within zip codes who are taking advantage of multiple programs vs. one program.

### Question 2

What changes could be made to make the equity metrics more meaningful in assessing LADWP programs and how they are provided to all customers and residents of the City of Los Angeles in a fair and equitable manner?

Ensuring equal language access

Ensuring equal access to training prep programs

Do we have equal technology access?

We should also track pilot programs, such as shared solar or future low-income programs, to measure their success.

Need to take into consideration the demographics and housing that not everybody has the same opportunities, so we need to be aware.

Team Spokesperson:

Ben Stapleton

### Group 1

**Facilitator:** John Chen & Aditya Sharma (LADWP)

1. Vurtis Silvers – Brotherhood Crusade
2. Aida Cardenas – CWDB
3. Yeshi Lemma – LAANE
4. Bryan Minor – Scope LA
5. Ben Stapleton – US Green Building Council

# EMDI Breakout Group Notes on Miro – Group 2

## GROUP 2 - Stephanie



Equity Core Category	Metric
Water & Power Infrastructure Investment	1. Water Quality Complaints
	2. Water System Probability of Failure & Planned Replacements
	3. SAIDI & SAIFI
	4. Power System Reliability Program (PSRP) – Pole, Transformer, Cable Replacements
Customer Incentive Programs/Services	5. Rain Barrel/Cistern/Water Tank Rebates
	6. Turf Removal Rebates
	7. Tree Canopy Program
	8. Commercial Direct Install Program
	9. Home Energy Improvement Program
	10. Refrigerator Exchange Program
	11. Consumer Rebate Program
	12. Electric Vehicle Infrastructure
	13. Low Income & Lifeline Programs
	Procurement
Employment	15. New Hire/Promotion Demographics

### Question 1

Do the current programs and metrics resonate - are these the right metrics?

- enrollment in Energy Eff. programs
- CARES program sign ups, Fresh Start (COVID)
- installation, not just signups (follow thru, ie. HEIP)
- hiring is not accessible (better tracking, raise capacity)
- Adding that installation is considered in equity, and not just programs, things that some folks are worried that not enough being tracked, so want to do more there.
- Discussed adding equity metric who signed up for cares program.
- How many new hires are coming from the local community?
- Digital divide - IT metric in low income communities (technological barriers)
- Solar programs: include in evaluation, correlate with EQ metrics

### Question 2

What changes could be made to make the equity metrics more meaningful in assessing LADWP programs and how they are provided to all customers and residents of the City of Los Angeles in a fair and equitable manner?

- Tie in enrollment with distribution
- low general knowledge about EDMI (more PR needed)
- Add metrics on FIT for small business
- Prioritizing enrollment to low income to help bridge gap
- Impact of COVID moving forward in future
- LADWP should share and have more PR done to local communities that they are addressing equity.
- Better identification of hard to reach groups
- Expand EQ lens to more areas at LADWP
- Accountability: repercussions if metrics not met
- Prioritize communities historically ignored for balance
- Relate PSRP to low income communities
- Identify communities where PSRP upgrades have been made
- Create submetrics (PSRP break down high level to specific)
- Break down data/metrics in easier ways for more transparency to community
- Low income weatherization coming
- Ramp up enrollment once in-person opens

### Parking Lot



Team Spokesperson:

Andres Ramirez

### Group 2

**Facilitator:** Stephanie Spicer / Deborah Hong (LADWP)

1. Andres Ramirez - Pacoima Beautiful
2. David Jacot - LADWP
3. Joseph Romallo - LADWP



# EMDI Breakout Group Notes on Miro – Group 3

## GROUP 3 - Lili



Equity Core Category	Metric
Water & Power Infrastructure Investment	1. Water Quality Complaints
	2. Water System Probability of Failure & Planned Replacements
	3. SAIDI & SAIFI
	4. Power System Reliability Program (PSRP) – Pole, Transformer, Cable Replacements
Customer Incentive Programs/Services	5. Rain Barrel/Cistern/Water Tank Rebates
	6. Turf Removal Rebates
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	11. Consumer Rebate Program
	12. Electric Vehicle Infrastructure
	13. Low Income & Lifeline Programs
Procurement	14. LADWP SBE/DVBE Program
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are water quality complaints coming from certain parts of the city?

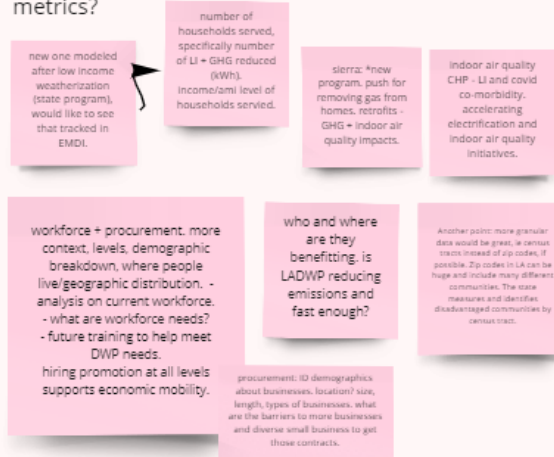
adding DACs to EV metric.

### Parking Lot



### Question 1

Do the current programs and metrics resonate – are these the right metrics?



### Question 2

What changes could be made to make the equity metrics more meaningful in assessing LADWP programs and how they are provided to all customers and residents of the City of Los Angeles in a fair and equitable manner?



Team Spokesperson:

Stephanie Tsai

### Group 3

Facilitator: Lili Gao (PA Consulting)

1. Michael Claproth - California Housing Partnership
2. Morgan Goodwin - Sierra Club
3. Stephanie Tsai - CWDB
4. Megan Ross - City of LA
5. Rachel Armendariz-Ortiz - LADWP
6. Michael Buck - LADWP
7. Yamen Nanne - LADWP





# EMDI Breakout Group Notes on Miro – Group 4

## GROUP 4 - Wayne/Shaswat



Equity Core Category	Metric
Water & Power Infrastructure Investment	1. Water Quality Complaints
	2. Water System Probability of Failure & Planned Replacements
	3. SAIDI & SAIFI
	4. Power System Reliability Program (PSRP) – Pole, Transformer, Cable Replacements
Customer Incentive Programs/Services	5. Rain Barrel/Cistern/Water Tank Rebates
	6. Turf Removal Rebates
	7. Tree Canopy Program
	8. Commercial Direct Install Program
	9. Home Energy Improvement Program
	10. Refrigerator Exchange Program
	11. Consumer Rebate Program
	12. Electric Vehicle Infrastructure
	13. Low Income & Lifeline Programs
Procurement	14. LADWP SBE/DVBE Program
Employment	15. New Hire/Promotion Demographics

### Parking Lot



### Question 1

Do the current programs and metrics resonate – are these the right metrics?



### Question 2

What changes could be made to make the equity metrics more meaningful in assessing LADWP programs and how they are provided to all customers and residents of the City of Los Angeles in a fair and equitable manner?



Team Spokesperson:

Nick

### Group 4

**Facilitator:** Wayne Lafferty & Shaswat Anand (PA Consulting)

1. Michele Knab Hasson - NRDC
2. Nick Ryu - Mayor's Office (City of LA)
3. Joseph Koh - LADWP

# EMDI Breakout Group Notes on Miro – Group 5

## GROUP 5 - Winifred/Ty



Equity Core Category	Metric
Water & Power Infrastructure Investment	1. Water Quality Complaints
	2. Water System Probability of Failure & Planned Replacements
	3. SAIDI & SAIFI
	4. Power System Reliability Program (PSRP) – Pole, Transformer, Cable Replacements
Customer Incentive Programs/Services	5. Rain Barrel/Cistern/Water Tank Rebates
	6. Turf Removal Rebates
	7. Tree Canopy Program
	8. Commercial Direct Install Program
	9. Home Energy Improvement Program
	10. Refrigerator Exchange Program
	11. Consumer Rebate Program
	12. Electric Vehicle Infrastructure
	13. Low Income & Lifeline Programs
	14. LADWP SBE/DVBE Program
Procurement	15. New Hire/Promotion Demographics
Employment	

### Parking Lot



### Question 1

Do the current programs and metrics resonate – are these the right metrics?

Ok from PACE WUGS/1512 regarding water rebates and averaging low income DWP customer on rebate program (logged next week)

Turf removal: NCSA toolkit for LA's Green New Deal; tracking how long it takes regarding turnaround

medium infrastructure support; making sure we have more equity

Want to track the timeline for rebates and discounts

### Question 2

What changes could be made to make the equity metrics more meaningful in assessing LADWP programs and how they are provided to all customers and residents of the City of Los Angeles in a fair and equitable manner?

Tracking used vehicle rebate program (\$1,500) problem for low-income individuals was increased to \$1,000; working to get more staff to speed up the process; DWP understands the situation regarding delay

Like difficulty and barriers regarding rebates; streamline the qualification procedures (more people could participate if we encourage more low-income if we make it more streamlined)

Lisa: used vehicle rebate; based on income level and zip code tracking; is this being tracked?

Chris Chavez: what other programs already exist in the State (ADMS, Liberty Hill/So. Cal. Library how can DWP rebate program make more with other programs)

What low are the metrics used in a meaningful manner? (search effort); understand how can we account usage customer knowledge of program; deep dive into the effectiveness of delivery and an evaluation to determine which one to concentrate and devote more resources to

Call: being able to reach out to all of your customers (beyond getting the information and) however, CDS is only available in 2 languages only; must be more to be Spanish/Chinese/Korean/American/Russian/Tagalog/Hindi

Celia: low-income communities have more propensity to accept hard paper copies/flyers;

Lisa/Chris: getting information is still more effective; expanding in-person events; good pandemic; highly visible; good penetration in the local community; tangible events

Community orgs don't have the granular information available that LADWP may have; if LADWP could provide this data to community based organizations, it could help them in targeted marketing.

Team Spokesperson:

Celia V. Andrade

**Group 5**  
**Facilitator:** Winifred Yancy, Ty Washington (LADWP)

1. Ben Russak - Liberty Hill
2. Celia V. Andrade - PACE LA (Pacific Asian Consortium in Employment)
3. Chris Chavez - Coalition for Clean Air
4. Lisa Hart - NCSA (Neighborhood Council Sustainability Alliance)



# High Level Summary from Second Meeting

## Customer Engagement

- Expand channels and languages, communications and engagements - both passive and active means, e.g. ads in magazines, newspapers, bulletin boards, flyers, radio advertisement, Facebook, Whatsapp
- Streamline application process – self-verification or auto-enrollment
- Customers should have the ease of reaching out at hours other than their normal working hours. There are also tactical issues for those who move around often and perhaps account ownership was not transferred (e.g. for multi-family residences)
- One of the metrics can be the number of contacts it takes to get a customer from contact to enrollment; new enrollments should be mapped out geographically.
- Other but important: Prop 28 (water cost-based rates) and 26 (power) pose fairness questions and should be discussed.
- Technology access: partner with libraries and schools. Education on applications and accounts, also reduce program/process complexity.

## CBO Engagement

- Community outreach taskforce should be created that shall consist of members from various CBOs. This shall help keep grantees separate from the outreach team and shall help increase participation.
- More involvement of CBOs in initial program design discussion  
Leverage strong ties between CBOs and community to improve program delivery; also helps to dispel mistrust especially in communities of color
- Workshops have been great avenues to get feedback; Should have workshops on a semi-annual basis before changes are implemented presentation to the board.
- Open access to program data can be very useful for CBOs and help improve program performance in the long run; Tableau dashboards should be shared more publicly.
- Dispel mistrust in communities of color which could present communication challenges, this is where CBOs can be an asset as they are in a position of trust and can be on the ground (e.g. those with

## Workforce Development

- Outreach to schools and colleges to inform and educate about environmental jobs; Also educate on the nuances of job search, application process and other details to help communities with finding jobs & advance gender equity.

# EMDI Breakout Group Notes on Miro – Group 1

## GROUP 1 - Wayne/Shaswat



Equity Core Category	Metric
Water & Power Infrastructure Investment	1. Water Quality Complaints
	2. Water System Probability of Failure & Planned Replacements
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	6. Turf Removal Rebates
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	9. Home Energy Improvement Program
	10. Refrigerator Exchange Program
	11. Consumer Rebate Program
	12. Electric Vehicle Infrastructure
	13. Low Income & Lifeline Programs
Procurement	14. LADWP SBE/DVBE Program
Employment	15. New Hire/Promotion Demographics

### Parking Lot



### Question 1

What are the challenges and opportunities for effective community engagement? What metrics can be applied to measure communications and community engagement related to the EMDI? Please be specific.

How folks are involved in design of programs? - Tracking number of CBOs present in initial prog design discussions

Consistency of who is representing various CBOs in the long term is a big challenge - To have trustworthy communications - LADWP can offer support on these lines.

Past success with partnering with CBOs to reach out to several specific communities - need to be improved more

Presentations/events/other forums to work together with CBOs - Clarity on next steps can be a challenge at times - feedback to comments necessary

Access to technology is a major challenge along with complexity of process Try to involve LAUSD ? for outreach efforts - involve libraries to provide digital access; also schools

Team Spokesperson:

Stephanie/Curtis

Passive and active community engagement Ads in magazines and newspapers, bulletin boards, radio ads; Selecting an outreach advisory council to focus on outreach activities

One of the metrics in terms of accessibility could be the number of languages in which outreach activities are done

Focus on community outreach taskforce to have a focus on this area

What can be done to reach out to high schools and colleges for environmental jobs? - Maybe the outreach taskforce can help with this

How to find out about a job opening? and other nuances that shall help people learn more about jobs

### Team Members:

1. Mark Sedlacek
2. Megan Ross
3. Michael Buck
4. Camden Collins
5. Winfred Yancy
6. Stephanie Tsai
7. Fernanda Zuin
8. Erin Henning
9. Morgan Goodwin
10. Curtis Silvers

### Discussion Notes:

John from TRUST wanted to comment on Curtis' point around low-tech ways of completing outreach; said there's room for CBOs (like being) to assist in handouts of flyers. Said it's important to engage other CBOs who have access to housing with a large amount of tenants, could help with further outreach

1. community engagements needs to be active and not passive
2. need tech friendly outreach (flyers, radio, PSAs, etc)
3. Form a community outreach council (mid-level executives from CBOs, as well as CBOs who aren't apart of the LADWP family

Metrics by zip code and language (ex: 50% spanish, 40% english, 10% other) - zip code allows to focus on customers in specific regions

Commissioner Reyes asked the group's opinion on census tract: Stephanie Tsai said yes, good to have a way to track with granularity for a geographic region

Engage CBOs in the process as early as possible when designing a program



# EMDI Breakout Group Notes on Miro – Group 2

## GROUP 2 - Lili



Equity Core Category	Metric
Water & Power Infrastructure Investment	1. Water Quality Complaints
	2. Water System Probability of Failure & Planned Replacements
	3. SAIDI & SAIFI
	4. Power System Reliability Program (PSRP) – Pole, Transformer, Cable Replacements
Customer Incentive Programs/Services	5. Rain Barrel/Cistern/Water Tank Rebates
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	11. Consumer Rebate Program
	12. Electric Vehicle Infrastructure
	13. Low Income & Lifeline Programs
	14. LADWP SBE/DVBE Program
Procurement	15. New Hire/Promotion Demographics
Employment	

Parking Lot



### Question 1

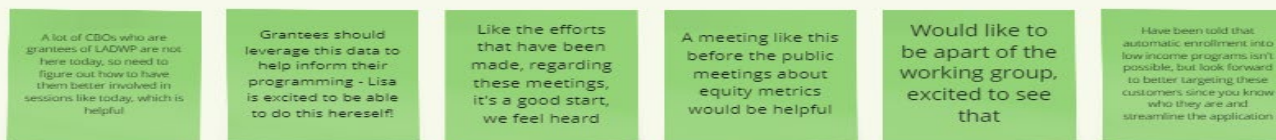
What are the challenges and opportunities for effective community engagement? What metrics can be applied to measure communications and community engagement related to the EMDI? Please be specific.

Team Spokesperson:

Lisa



### Discussion Notes:



# EMDI Breakout Group Notes on Miro – Group 3

## GROUP 3 - Stephanie



EquityCore Category	Metric
Water & Power Infrastructure Investment	1. Water Quality Complaints 2. Water System Probability of Failure & Planned Replacements 3. SAIDI & SAIFI 4. Power System Reliability Program (PSRP) – Pole, Transformer, Cable Replacements
Customer Incentive Programs/Services	5. Rain Barrel/Cistern/Water Tank Rebates 6. Turf Removal Rebates 7. Tree Canopy Program 8. Commercial Direct Install Program 9. Home Energy Improvement Program 10. Refrigerator Exchange Program 11. Consumer Rebate Program 12. Electric Vehicle Infrastructure 13. Low Income & Lifeline Programs
Procurement	14. LADWP SBE/DVBE Program
Employment	15. New Hire/Promotion Demographics

### Question 1

What are the challenges and opportunities for effective community engagement? What metrics can be applied to measure communications and community engagement related to the EMDI? Please be specific.

LADWP structural challenges

Communications, Advertising, Promotion has a big role. LADWP Facebook: mostly in English. Translate to other languages

Some ideas depend on LADWP capacity and capability

Customer Experience - Multiple calls to get assistance. More flexible hours for customer service calls. Customers may not be available during LADWP operating hours

Facebook & WhatsApp SmartPhone access, email access, text messaging

Zoom platform for virtual attendance

Seminars on Customer Service, Customer Account Access

Metrics: How many touches it takes to get customer from initial contact to enrollment (goal)

Diversify communications methods: in-person, digital. Get people familiar to taking action

Map out new enrollments geographically

LADWP currently analyzing where new online account sign ups came from geographically through CARES outreach

Unfairness posed by Prop 28 (water, cost based rates) & 26 (power, fairness standard) to publicly owned utilities vs. privately owned

Lack of ability to change programs quickly in time of crisis

Historical patterns that aren't reflective of people's lived experiences – utilities have a hard time building trust

### Discussion Notes:

Mistrust, particularly in communities of color, which could present communication challenges off the bat.

Most of content on FB is in English, diversifying FB/online post languages would be helpful

Barriers with getting in touch with LADWP during business hours, also some families have a family member who holds the account but moves around to different residences, can be difficult to get the account changed over to a different family member. Particularly a problem in multi-family residences.

### Parking Lot

Customers can't access account info because of name of account



Team Spokesperson:

Josie - TRUST South LA



# QUESTIONS?