

Los Angeles Department of Water and Power CARES Utility Grant Assistance Program

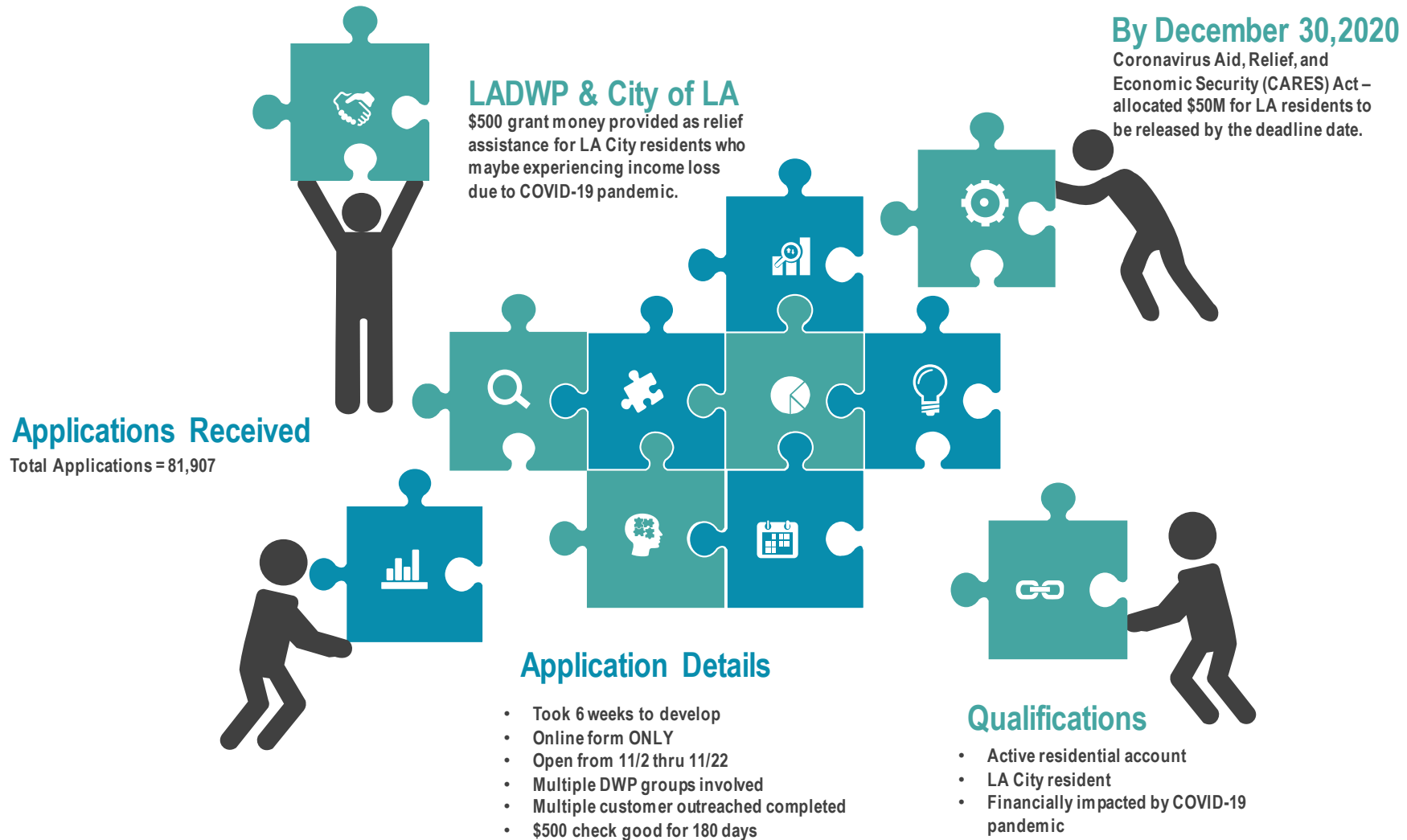
Program Summary

- March 25, 2021

Agenda

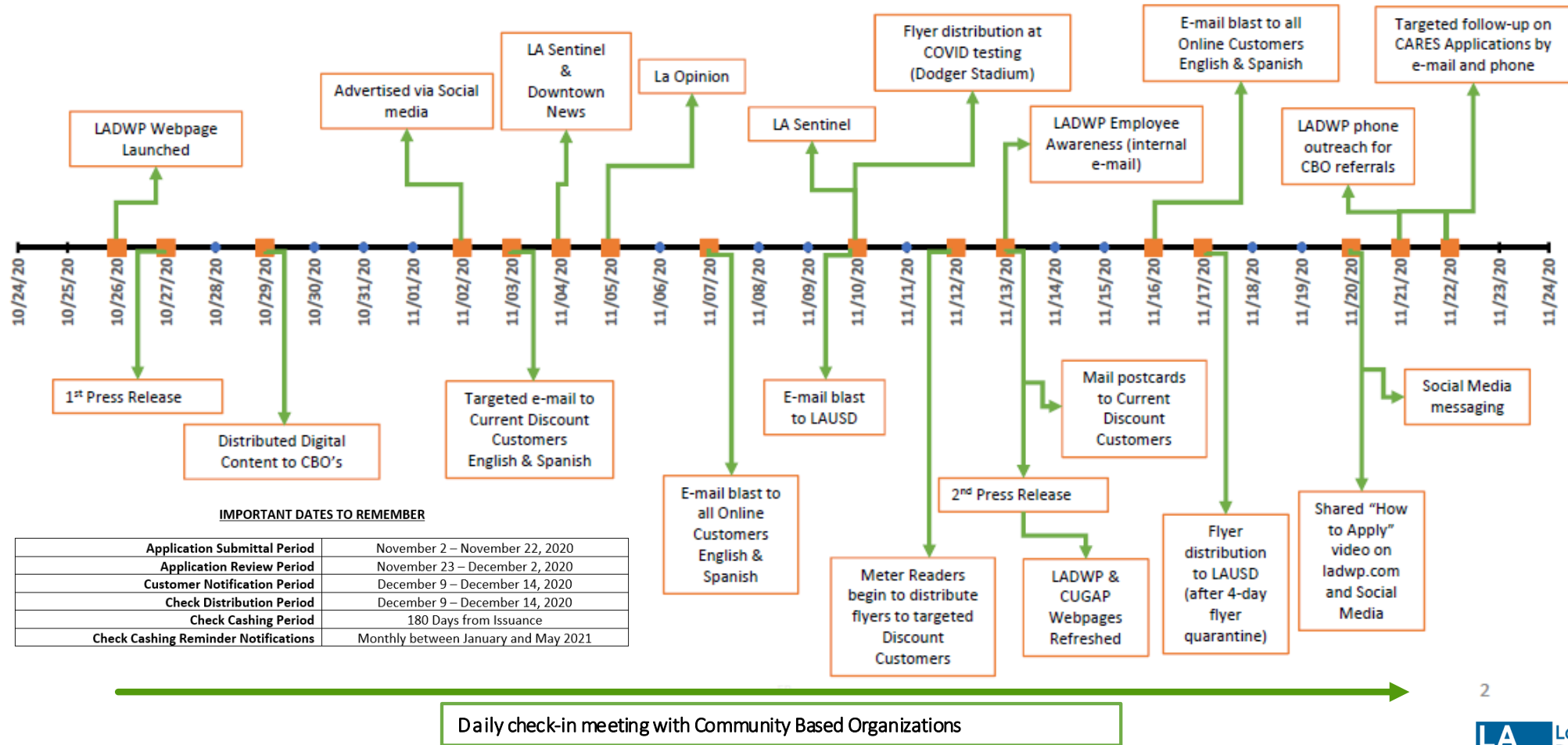
- Program Overview
- Customer Outreach
- Community Based Organization Engagement
- Customer Participation
- Program Results

Program Overview



Outreach Summary

LADWP C.A.R.E.S. Utility Grant Program Outreach Timeline



Customer Outreach

- Earned Media Coverage
- Community-based partners
- LADWP Employee, City PIOs
- Social Media
 - Paid & Organic
- Paid Advertising
 - Multilingual Radio
 - Multilingual Print
 - Digital Advertising
 - Media Emails
 - Direct Mail



Customer Outreach

LADWP @LADWP · 8m
 Are you or a member of your household experiencing income loss due to COVID-19? You may qualify for a \$500 grant! Applications are being accepted now through Nov. 15. Apply today! ladwp.com/UtilityCARES

LADWP CARES
 Need help paying utility bills?
 Apply for a \$500 grant

Los Angeles Department of Water & Power
 Sponsored · 11

¿Tiene bajos ingresos o fue afectado por Covid-19? Solicite una subvención de \$500. www.ladwp.com/UtilityCares

LADWP CARES
 ¿Necesita ayuda para pagar facturas de servicios públicos?
 Solicite una subvención de \$500

LADWP
 LADWP.COM
www.ladwp.com **APPLY NOW**

Los Angeles Department of Water and Power
 Community Affairs Lourdes Rodriguez · 2 days ago

DEADLINE EXTENDED! APPLY BY NOV 22.
\$500 for Low-Income Angelenos!

EXTENDED to NOV. 22: Receive \$500 to pay utility bills!
 The City of Los Angeles are offering a one-time \$500 check to the City of Los Angeles residents whose household has been impacted by COVID-19. To see if you qualify and to apply, visit ladwp.com/UtilityCARES

Subscribers of Los Angeles Department of Water and Power
 Comment · 11 · 8480 Impressions

Los Angeles Department of Water and Power
 as Rodriguez · 22 hr ago

LADWP CARES
 Need help paying utility bills?
 Apply for a \$500 grant

LADWP

\$500 Grants Available to LA City Residents. Are you or a member of your household experiencing income loss due to COVID-19? You may qualify for a \$500 grant! Don't delay. Applications are being accepted for a limited time. Visit www.ladwp.com/UtilityCARES to learn more today!

LADWP
 ladwp.com

Posted to **Subscribers of Los Angeles Department of Water and Power**

DEADLINE EXTENDED! APPLY BY NOV 22.
\$500 for Low-Income Angelenos!
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\$500 Grants for Low-Income Angelenos Apply Now!
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Community Based Organization Engagement

- Program Briefing and Feedback Session for 40 Grant Participants
- Weekly Status Check-in's with Participants
- Daily Support Check-in Sessions
- Program Summary Debrief

Customer Participation

• Program Goal	100,000 participating customers	\$50,000,000
• Applications Submitted	81,907	
• Assistance Program Participants	37,706	
• Self-Certified	43,201	
• Duplicate Applications	5,421	
• Applications Not Approved	9,171	
• Applications Approved	67,315	
• Checks Cashed (3/11/21)	66,062	
• Checks Reissued (2/19/21)	71	

Program Results

67,315 Checks Issued

\$33,657,500 Relief Assistance sent to qualified LA City residents

9,171 Non-selected Applicants

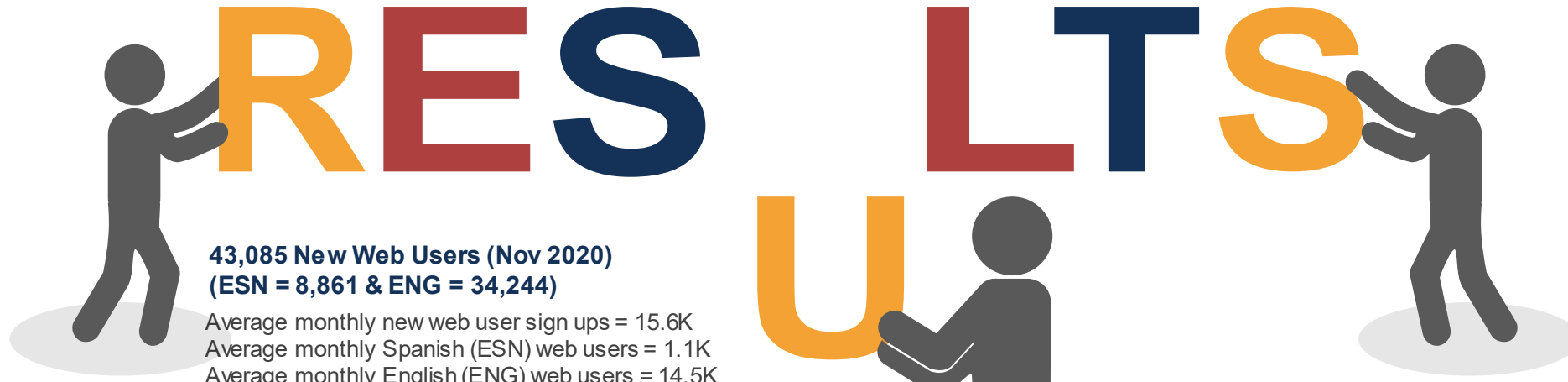
About 39% (3,633) were contacted to help resubmit applications

Improved File Upload for ALL Online Applications

Stable file upload process for customers for all online applications

More Stable Website

Increased web servers, storage, and login sessions



43,085 New Web Users (Nov 2020) (ESN = 8,861 & ENG = 34,244)

Average monthly new web user sign ups = 15.6K
Average monthly Spanish (ESN) web users = 1.1K
Average monthly English (ENG) web users = 14.5K

46,677 Discount Applications Sent

Low income qualified customers who were sent letters

5,875 Total Customer Emails (Nov 2020)

Customer eMail Nov 2020 Inbox = 4.5 K
Customer eMail Monthly Average = 3.1K
Comments Nov 2020 Inbox = 1.4 K
Comments Inbox Monthly Average = 0.3 K

Program Results

- Website Easy to Understand 88%
- Application Steps Acceptable 84%
- Satisfied with Sign-Up Process 87%
- Recommend to Others 91%

- Encountered Issues 19%
- Prefer Spanish Communications 11%

- Initial Program Awareness from
 - LADWP 56%
 - Friend/Family and Social Media 23%
 - Community Based Organization 5%
 - Unsure and Other 16%

Program Results

Reasons for Not Applying – Qualifying Customers Did Not Apply

