

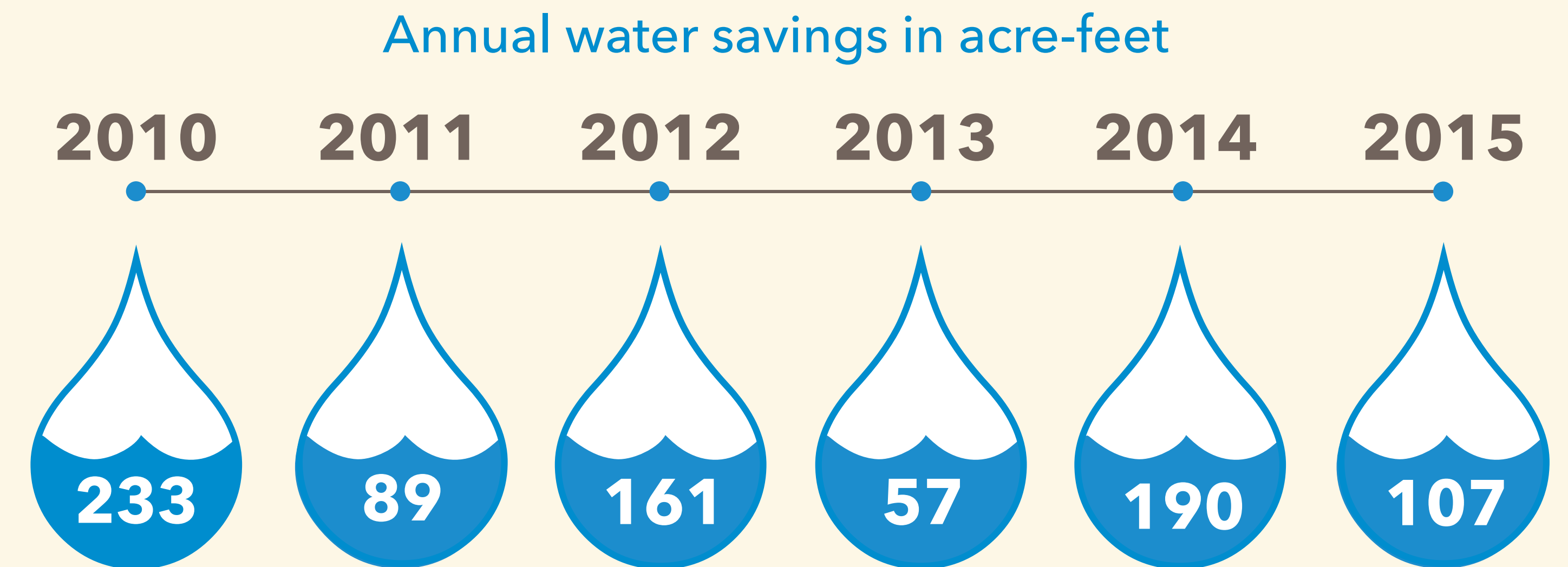
CREATING A WIN-WIN SITUATION FOR CONSERVATION AND LOW-INCOME CUSTOMERS

Current program

Denver Water's Low Income Program assists low-income customers in reducing their water bills by directly installing water-efficient toilets, showerheads and faucet aerators in residents' homes at no cost to the customers. Denver Water partners with Mile High Youth Corps (MHYC) to preform fixture installations, and targets customers through contacting participants in the Colorado state low income energy assistance program. MHYC was established in 1992 to give youth ages 16 to 24 a chance to earn income and learn hands-on job skills while serving in their communities. The program is a win-win for Denver Water, customers and MHYC.



Performance Metrics



Total program savings = 837 acre feet

 = **10,700** Average household savings per year

Challenges with low-income programs

- **Identifying, communicating and scheduling with low-income customers**
 - >> Language barriers
 - >> Time barriers
 - >> Negative perception of utility
- **Building structure issues**
- **High cost conservation program**
- **Neighborhood redevelopment**
- **Exhaustiveness with generating leads**
- **Low participation in incentive programs**

Recommendations for low-income programs

- **Partner with entities that assist low-income**
 - >> State, Federal and other agencies
- **Educate about water supply and conservation during fixture installation**
- **Utilize local youth corps**
 - >> Professional and skill development
- **Address building structure issues**
- **Ensure fixtures are installed (retrofit kits do not often get installed)**
- **Bilingual call center and customer service**