

Low Income Recruitment Report – April 2021



The monthly recruitment report highlights cumulative recruitment statistics for the Low-Income Facilitator (LIF) and Project Managers (PMs) through the month of April 2021, along with corresponding goals and percent completed. Moving forward, more in-depth program updates, such as outreach activities, program developments, and the equity snapshot, will be provided on a quarterly basis in lieu of the monthly reports.

Low-Income Facilitator Recruitment Statistics

The Low-Income Facilitator (LIF) recruits low-income customers for Project Managers (PMs) that have asked for assistance. The goal number of participants is an estimate for each utility territory that is based on the recruitment needs of each project. *This chart includes those projects currently open to recruitment/assignment.* Numbers will change frequently based on subscription size adjustments, added/cancelled projects, recruitment delays, and extensions.

Current Participants: LI customers who have completed intake, recruited by both LIF and PMs and are still participating in the program.

Recruited: Customers recruited by the LIF that have completed intake and are still participating in the program. After 90 days of no response, participants are removed from the list.

Assigned: LIF-recruited customers that have been connected with a Project Manager. CEP is currently assigning participants from the waitlist.

Goal: Total number of participants LIF is responsible for recruiting across projects actively recruiting/ready for assignment in the reporting month, and the percentage completed toward that goal.

All numbers are cumulative with a start date of March 1, 2020.

Current LIF Participant Management					
	Current Participants 4/30/2021	Recruited 4/30/2021	Assigned 4/30/2021	Goal and % completed	
PGE	193	122	36	263	46%
PPL	40	37	0	40	93%
IDP	1	1	0	0	

Project Manager Recruitment

Many Project Managers are also conducting recruitment for their projects. This table represents all projects that have been pre-certified and are conducting recruitment this month. Goals will change if projects are delayed and anticipated certification dates are updated. Numbers are cumulative.

Leads: Potential participants sent to the LIF for intake and assignment.

Assigned: PM-generated leads are assigned to their project once intake is completed. This is counted toward the goal. Assigned does not mean that the participant has signed a contract with their assigned project. If a participant does not sign a contract within 30 days of intake, they are removed from the active participant list

Goal: The total number of LI participants the PM's need to reach their share of 10% of their project, and their current percentage completed.

Current PM Recruitment				
	Leads* 4/30/2021	Assigned* 4/30/2021	Goal and % completed	
PGE	96	71	1195	8%
PPL	4	3	48	8%
IDP	0	0	0	

*PMs provide leads to the LIF for intake. People may change their mind before or during intake, or may be unreachable, so leads will be higher than the “assigned” number. Once customers have completed intake, they are assigned to the project.

Recruitment Projections 2021

Recruitment goals for all projects, including those doing active recruitment and those that have been pre-certified but are not yet ready for recruitment through 2021. LIF and PM recruitment goals may change month to month if and/or when project timelines get pushed out to 2022.

Total Recruitment Goals		
	LIF Recruitment	PM Recruitment
PGE	908	1195
PPL	405	133
IDP	60	76