

# WRAP Workgroup Discussion

## January 23, 2019



Wayne Metropolitan  
Community Action Agency  
Established 1971



LHSA  
A Community Action Agency



# Mission & Vision

WRAP's mission is to administer the distribution of WRAP funding to eligible, low-income households in the GLWA service areas with a vision to create a **transformative** water utility assistance program focusing on the **core values of self-sustainability, social responsibility and affordability.**



# WRAP Program Overview

- **Direct Assistance**

- Residency & Income
  - Have income at or below 150% of poverty threshold
  - Provide proof of residency, water bill payment responsibility & income
- Remain current on monthly bill payment

- **Conservation**

- Usage at or above 120%
- Home-owner

## PROGRAM BENEFITS

- Assistance up to **\$300** per household (**\$25 per month x 12 months**)
- Arrearage payment assistance **up to \$700 per household**
- Home water audit & minor plumbing repairs **up to \$1,000** for homeowners **above 120%** of average usage
- Water savings kits and consumer training
- Supportive wrap around services

# Enrollments & Participation

- **14,000+** enrolled.
- ✓ **9,000+** are Detroiters
- ✓ **265** are Flint Residents (October – December 2018)
- **75 municipalities** community participation rate within the **104** eligible municipalities (including **Flint**):
- **\$11.7** total funding has been committed
- ✓ **\$7.5** GLWA Funding
- ✓ **\$4.2** Supplemental Funding





# 2018 Water Conservation Impact



LIVE SMART Workshops, Home Water Audits & Minor Plumbing Repairs



# Discussion Topic 1

**Eliminate or extend two-year time limitation for participation**

## RECOMMENDATION

Extend the two-year time limitation  
to provide monthly bill credit \$25  
for:

- I. Senior Citizens
- II. Disabled Citizens

Participants served:  
**1,504 households**

Estimated cost:  
**\$451,200**

(see table 2)

## Discussion Topic 2

**Increase amount of monthly bill assistance for participants without an arrearage.**

### **CHALLENGES:**

- Funding is fully committed in some communities which means serving less clients.

## **RECOMMENDATION**

Maintain our current monthly bill credit assistance for participants without arrearages up to \$25.

Participants served:  
**N/A**

Estimated cost:  
**N/A**

# Discussion Topic 3

## Reduce complexities for community participants

### CUSTOMER CHALLENGES

- Arrearages:
- ✓ **34 %** Customers have arrears of less than **\$350**
- ✓ **37%** Customers have arrears of **1050** or less
- ✓ **29 %** Customers have arrears of **1050** or **more**

### MUNICIPALITY CHALLENGES

- Local ordinances that require to roll water bill to tax roll.
- Administrative burden

## RECOMMENDATION

- Provide arrearage assistance upfront
  - Up to \$350.00 at beginning of program and balance (up to \$350) at the one year mark.
  - At **year two re-enrollment**
    - Provide the arrearage assistance upfront up to \$350.
- Provide additional technical support to Municipalities.

### Program Outcomes:

- **34% reduction in clients with arrears at month 1**
- **71% reduction in clients with arrears at month 13**



# Discussion Topic 4

## Allocate funding for direct outreach & marketing

### **CUSTOMER CHALLENGE:**

- Residents of participating communities are unaware of the WRAP program.

### **MUNICIPALITY CHALLENGE:**

- Low customer participation rate (exception: Detroit & Flint)

## **RECOMMENDATION**

### **Expand outreach & marketing to include:**

- Direct Marketing
- Social Media
- Increase Outreach Events & Forums

Estimated cost:  
**\$341,000**

## Discussion Topic 5

# Provide water conservation audits and repairs without landlord approval

### CHALLENGES:

- Landlords do not qualify for WRAP.

## RECOMMENDATION

### Provide Energy Conservation Education & Supplies to include:

- ✓ Low-flow shower heads & faucets aerators
- ✓ Leak repair supplies
- ✓ Toilet gut/repair supplies
- ✓ **Does not include installation**

Estimated Cost:  
**\$40 per household**

# Discussion Topic 6

## Change definition of poverty level to 200% to increase program eligibility

### CHALLENGES

- Does not align with WRAP mission.
- Deviates from other like utility and basic need benefit programs.
- Substantially increases eligibility in communities that funds are already fully committed.

### RECOMMENDATION

- Maintain current program income eligibility requirement.
- Optimize Outreach efforts.

Participants served:  
**N/A**

Estimated cost:  
**N/A**

# Discussion Topic 7

**Conditional waiver of two-year limitation or increase in monthly bill support on completion of conservation audit and necessary repairs.**

## CHALLENGES

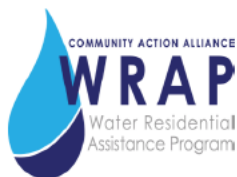
- Presents program complexities
- Increases eligibility pool exponentially.
- Decreased funding available for direct assistance.

## RECOMMENDATION

Revisit this after other program changes are explored.

Participants served:  
**N/A**

Estimated cost:  
**N/A**



## Summary of Recommendations

County/City	Topic 1		Topic 2	Topic 3	Topic 4	Topic 5	Topic 6	Topic 7	Total Cost
	Client #	Cost							
City of Detroit	1,080	\$ 324,000	N/R	R	N/A	N/A	N/R	N/R	\$ 324,000
Out-Wayne County	234	\$ 70,200	N/R	R	N/A	N/A	N/R	N/R	\$ 70,200
Oakland County	86	\$ 25,800	N/R	R	N/A	N/A	N/R	N/R	\$ 25,800
Macomb County	33	\$ 9,900	N/R	R	N/A	N/A	N/R	N/R	\$ 9,900
Genesee County	0	\$ -	N/R	R	N/A	N/A	N/R	N/R	\$ -
Washtenaw County	2	\$ 600	N/R	R	N/A	N/A	N/R	N/R	\$ 600
Lapeer County	0	\$ -	N/R	R	N/A	N/A	N/R	N/R	\$ -
Monroe County	0	\$ -	N/R	R	N/A	N/A	N/R	N/R	\$ -
St. Clair County	0	\$ -	N/R	R	N/A	N/A	N/R	N/R	\$ -
City of Flint	69	\$ 20,700	N/R	R	N/A	N/A	N/R	N/R	\$ 20,700

Other	Topic 1		Topic 2	Topic 3	Topic 4	Topic 5	Topic 6	Topic 7	Total Cost
Outreach/Marketing	N/A	N/A	N/A	N/A	\$ 341,000	N/A	N/A	N/A	\$ 341,000
Renter Conservation	N/A	N/A	N/A	N/A	N/A	\$ 350,000	N/A	N/A	\$ 350,000

<b>Total Cost</b>	N/A	\$ 451,200	N/A	N/A	\$ 341,000	\$ 350,000	N/A	N/A	\$ 1,142,200
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Legend
N/R = Not Recommended
R = Recommended with No Cost Implications
N/A = Not Applicable to Topic





# Program Design & Innovation



WAYNE METRO COMMUNITY ACTION AGENCY

L  V E S M  R T

ENERGY. WATER. FINANCES.



# Civilla WRAP Project

## WHO IS CIVILLA?

Tech-Town based design firm that re-designed MDHHS Application. Working with Flint MDHHS to streamline benefit application, eligibility, & enrollment

## WAYNE METRO'S WORK WITH CIVILLA:

Partner on a WRAP Detroit research project to generate user insights and measure the effects of simplifying and scaling a digital application & enrollment process

- Philanthropic funding will support three phases of work: research, design and product development, and pilot.
- Will span multiple iterations of the technology development and will focus on measuring benefits for both clients and agencies.

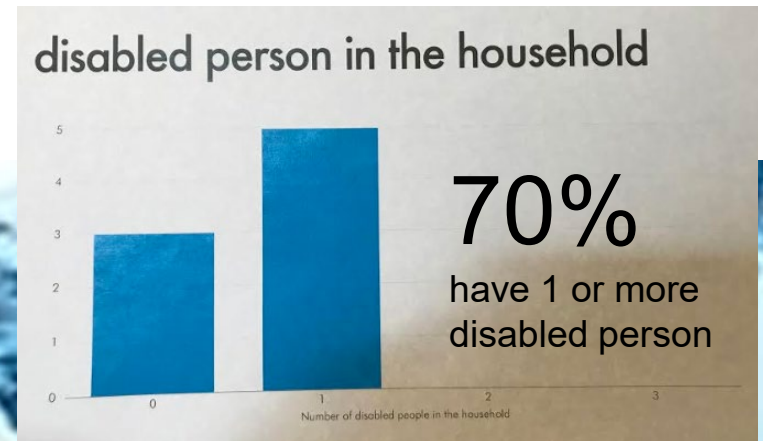
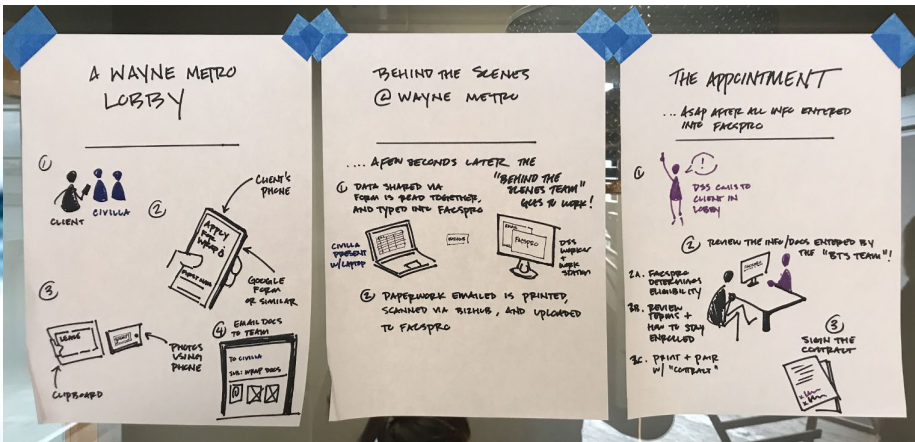


# Civilla WRAP Project Status

- **EXPERIMENT #1** - Complete digital application, upload photo ID, wrap around service referral - **COMPLETED**
- **EXPERIMENT #2** - Complete digital application, submit photos of all documentation, determine eligibility virtually - **COMPLETED**
- **EXPERIMENT #3** - Pursue an application design & process that is simple, scalable, and efficient - **NOT STARTED**

WRAP APPLICANTS  
BETWEEN THE  
AGES OF 18-44

WEAP HOUSEHOLDS  
OF 1-4 PEOPLE





# Customer Satisfaction & Feedback

Multiple Choice Question 1:  
***Would you recommend Wayne Metro to a friend or family member?***

2.17 said Never  
1.09 said Rarely  
3.76 said Sometimes  
8.70 said Often  
84.78 said Always

**Weighted Score: 4.73 out of 5**

Open ended question 1:

**What is Wayne Metro good at?**

**Response 1:**

*Assisting people in need with the economy and water crisis especially in Flint Area.*

**Response 2:**

*Helping to find solutions to utility problems whether it be financial help or informative help.*

**Response 3:**

*Jobs, helping people find homes, gaining confidence, resumes and interviewing skills, so much more*



# Customer Satisfaction & Feedback

Multiple Choice Question 2:

***Overall how well as Wayne Metro met your needs?***

3.30 said Very Poor

1.01 said Poor

4.40 said Fair

9.89 said Good

81.32 said Great

**Weighted Score: 4.65 out of 5**

Open ended question 2:

**What could Wayne Metro do better?**

**Response 1:**

*Negotiate better grace periods with the water company.*

**Response 2:**

*Be more lenient with clients in regards to second chance reschedules.*

**Response 3:**

*Maybe they could keep a list of good plumbers so you would know who to trust. And help pay to fix the problem when it comes to bad plumbing.*

# Questions & Path Forward Discussion

