

# Low Income Needs Assessments in California

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# LINA Overview

## LINA = Low Income Needs Assessment

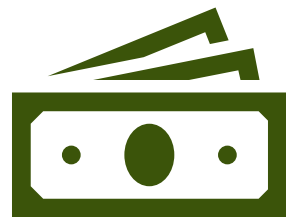
- Conducted every three years with a different focus area
- Focus on how to more efficiently and effectively offer ESA
  - 2013 & 2016 LINAs: CARE and ESA used the same income threshold of <200% FPL
  - 2022 & 2025 LINAs: CARE threshold stayed at <200% FPL, ESA increased to <250% FPL
- Conducted on behalf of the joint CA IOUs and the Energy Division of the CPUC

## LINA Focus Through the Years



**2013**

CARE and ESA  
perceptions &  
accessibility



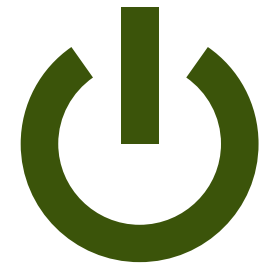
**2016**

Energy  
affordability  
and burden



**2022**

Renter  
households



**2025**

Low- and high-  
energy usage  
households

## Common Evaluation Methodologies

### Customer Surveys

Offered in multiple languages, formats, and outreach methods

### Interviews

With program staff, CBOs, contractors, specific customer populations, etc.

### Literature Reviews

Review of relevant context and program information

### Secondary Data Analysis

Analysis of sources such as the Census, RASS, and Athens

# 2013 LINA – CARE and ESA Accessibility

## Higher ESA Participation Rates Among:

- Hispanic households
- Lower-income households
- Households with one or more disabled member(s)
- Lower education
- Longer tenure

The ESA program has done a good job reaching households in the following populations.

There are no statistically significant differences in home ownership, home age, population density, building type, presence of children, number of members in the household, language spoken and employment status.

# 2013 LINA – CARE and ESA Accessibility

## Modeling Results on Drivers and Barriers to ESA Participation

Barrier

Trusting a contractor

Barrier

Getting landlord approval

Barrier

Being home for appointments

Driver / Barrier

Needing something the program offers

Estimate that the willingness to participate in ESA among non-participants is 52%.

# 2016 LINA – Energy Affordability

## Average and Maximum Energy Burden by Income Category

Income Category	Average Energy Burden	Maximum Energy Burden
Low Income 1 (up to 100% FPL)	8.2%	41%
Low Income 2 (101-200% FPL)	3.5%	17%
Moderate Income 1 (201-300% FPL)	2.8%	14%
Moderate Income 2 (301-400% FPL)	1.4%	8%
High Income (over 400% FPL)	1.3%	6%
<b>Total Average</b>	<b>3.7%</b>	<b>NA</b>

Low-income households (<200% FPL) had an average energy burden of 5.6%.

Modified energy burden (including non-cash benefits) of 4.1%.

# 2016 LINA – Energy Affordability

## Energy Insecurity:

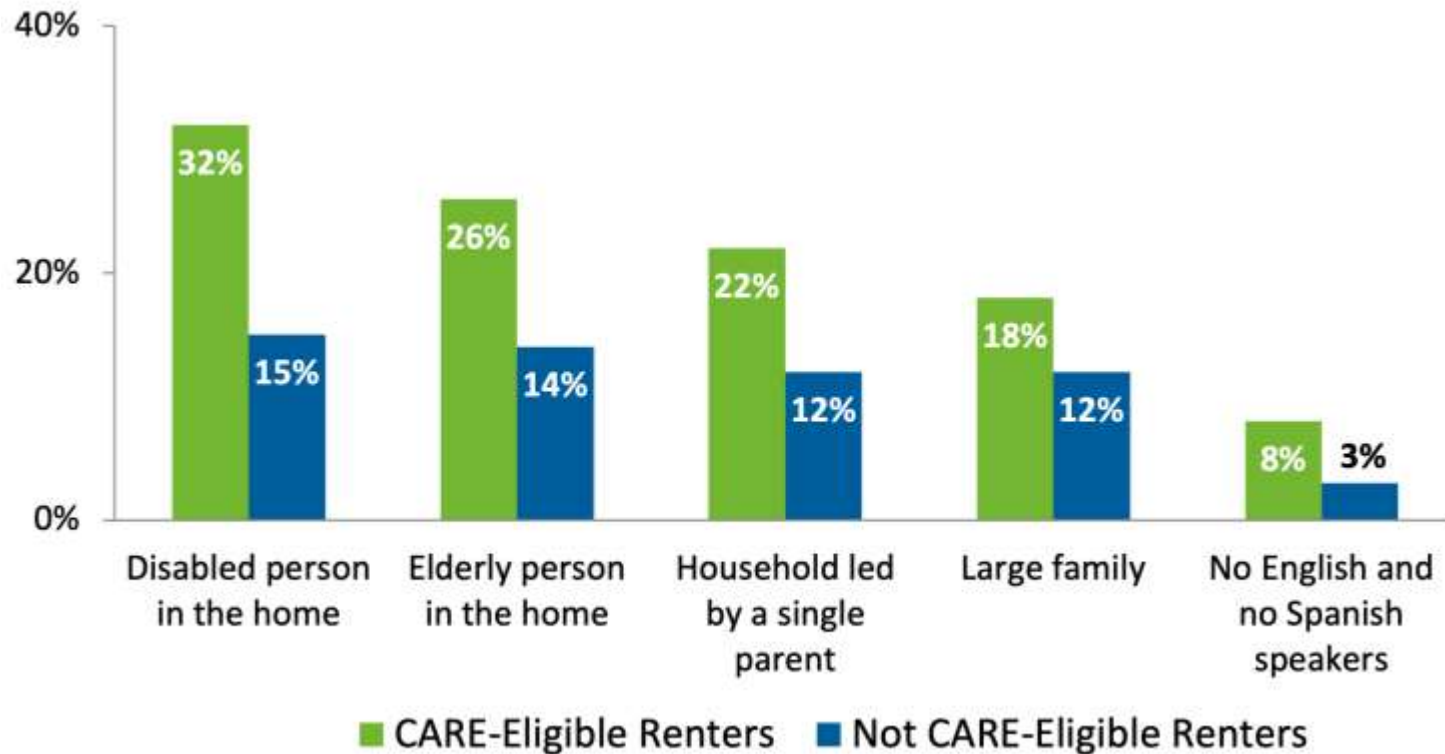
- 30% of low-income households indicated they struggle with energy bills either often or constantly
  - 43% say they consistently follow basic energy conservation practices
  - 53% say they could not **heat** any less without impacting their household's health
  - 55% say they could not **cool** any less without health impacts

Opportunity for energy education to teach households how to save energy safely and effectively.

Households already using unsafe methods should receive targeted help (advice, referrals, energy aid).

# 2022 LINA – Renters

## Concentrations of Subgroups Among California Renters



Renter households eligible for ESA are more likely to have potentially vulnerable household members.

These households express more interest in ESA and report a greater need for either heating, cooling, or ventilation for health reasons.

# 2022 LINA – Renters

## Barriers to ESA Participation

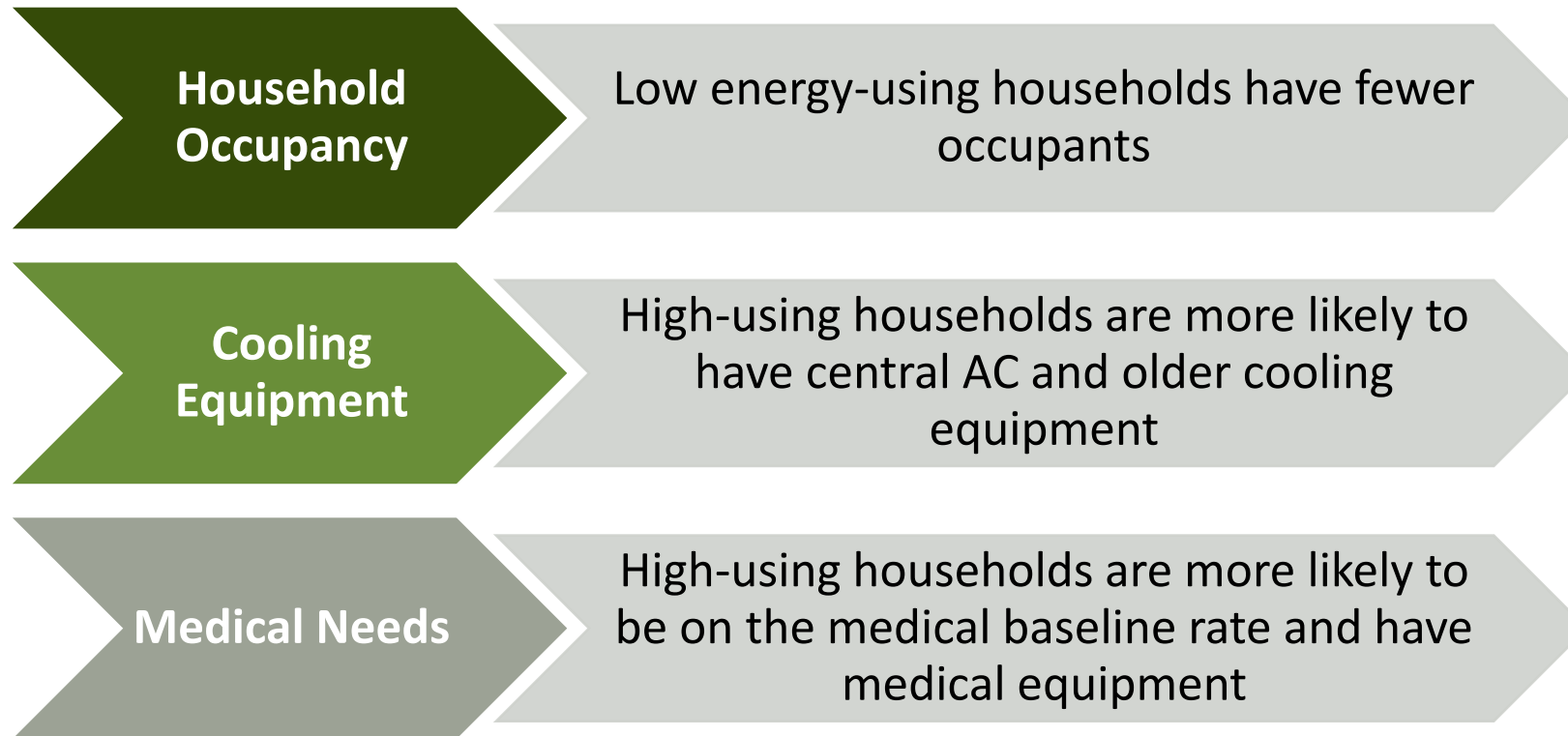
Reason	% of Population
We already have energy efficient appliances	66%
There is little we can do to save energy beyond what we are already doing	60%
It's too much trouble to get approval from the landlord	47%
The program doesn't appear to offer much that would help us save energy	45%
We don't want strangers in our home	44%
We don't want to provide the personal information required to participate	42%
Our bills are low already	41%
We are afraid our rent will go up if upgrades are made	39%
We are skeptical that it is really free	36%
We move often	18%

Forty-eight percent of ESA-eligible households are “not at all interested” in participating in the program.

Top reasons for lack of interest point to lack of need (real or perceived) for the program and apprehension getting landlord approval.

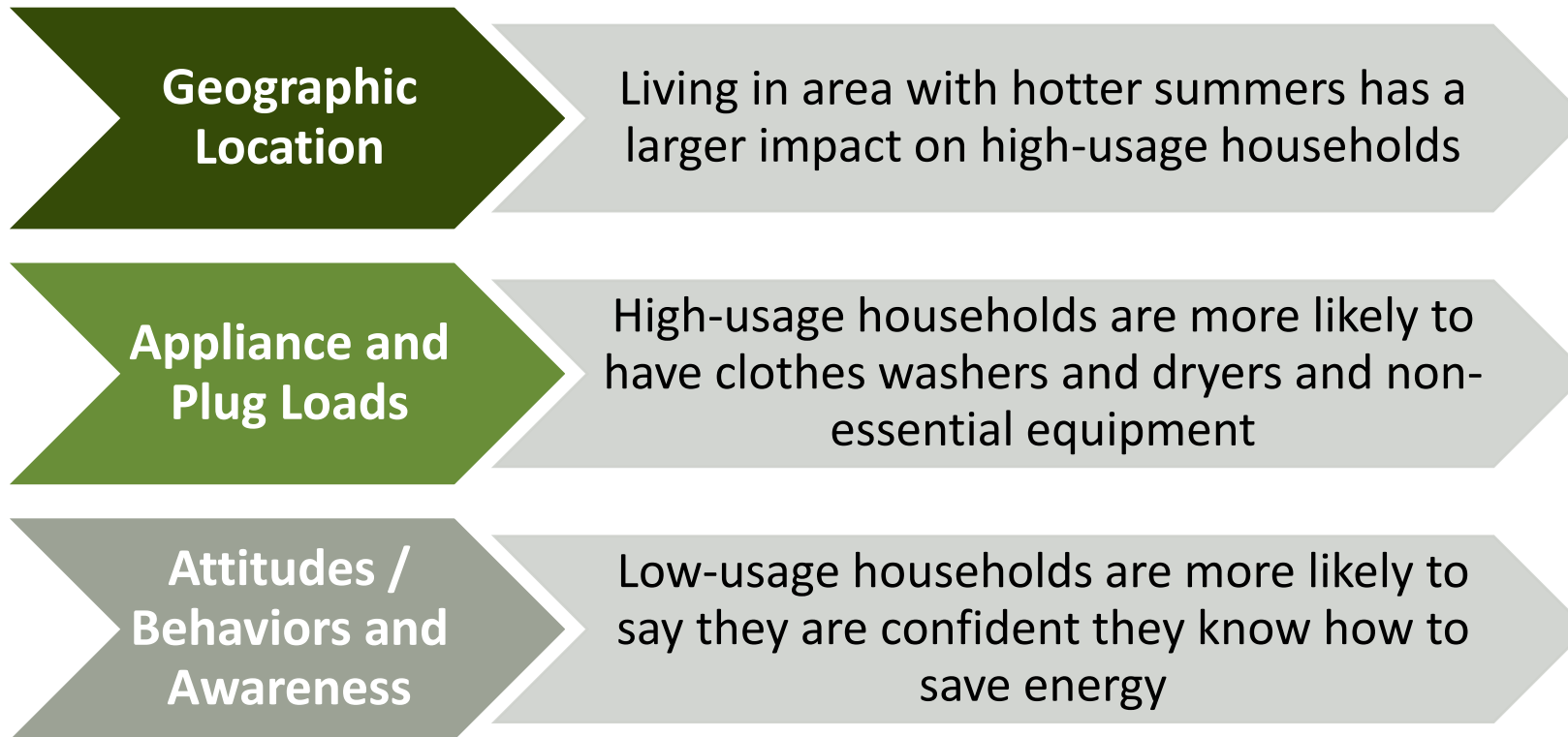
# 2025 LINA – High and Low Energy Users

## Key Drivers of Low and High Usage



# 2025 LINA – High and Low Energy Users

## Key Drivers of Low and High Usage Cont.



# Summary of Key Findings

- Useful as a resource to dive into information about population segments as programmatic goals change
- There are many reasons to segment eligible customers and serve them differently based on:

