

LIHEAP Performance Management Project Vulnerable Household Targeting Study

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Study Design

- Literature Search and Review
 - Search: Federal Program Websites, Policy Websites, On-Line Sources, Direct Contact with Program Managers, Report References
 - Review: Summary Review for Relevance (about 75 studies), Detailed Review for Findings (about 25 studies)
- State LIHEAP Program Surveys
 - Interviews: 9 States – Stratified by Elderly Reciprocity Targeting Performance; 8 States Stratified by Young Child Targeting Performance
 - Analysis: Compared Outreach and Intake Strategies to Elderly and Young Child Targeting Performance

Literature Review Findings

Relevant Research Studies

- GAO, 2005
 - *“Means Tested Programs: Information on Program Access Can Be an Important Management Tool”*
- Food Stamps Program
 - Food Stamp Access Study (Bartlett, 2004) [Analysis of 109 Local FSP Offices]
 - Food Stamp Outreach Grant Study (Zedlewski, 2005) – [Review of 19 FSP Office Experiences]
 - Elderly Nutrition Demonstration Study (Cody and Ohls, 2005) [Six Demonstration Projects]
 - Senior Views of the Food Stamp Program (Gator, 2002) [Focus Groups]

Relevant Research Studies

- Medicaid
 - Medicaid Barriers Study (Stuber *et al.*, 2000) [Participant and Nonparticipant Community Health Center Survey]
 - Medicaid Study of Families (Perry *et al.*, 2000) [Telephone Survey of Low-Income Households]
- Medicare Savings Program
 - QMB / SLMB Program Evaluation (Haber *et al.*, 2003) [Surveys, Focus Groups, Administrative Interviews]
- SCHIP
 - SCHIP Evaluation Study (Woolridge *et al.*, 2005), [Study in of CHIP Programs in 10 States]
 - Focus Group Study (Perry and Paradise, 2007)

Barriers to Enrollment

Barrier	Elderly	Young Child
Perception about Household Status	Programs for households with children	Legal immigrants are not eligible for program benefits
Perceptions about Income Status	Households not eligible when working are not eligible when retired	Working households are not eligible
Perceptions about Assets	Households with assets not eligible	Households with assets not eligible
Physical Barriers	Difficulty reaching or using intake sites	Getting time off work / daycare for children
Application Barriers	Confusion about forms / procedures	Language barriers / required documentation

Effective Strategies

Strategy	Elderly	Young Child
Simplify / Clarify Program Rules	Clarify that households without children and with assets are eligible.	Clarify that working households and legal immigrants are eligible.
Reduce Stigma and Increase Awareness with Outreach Tailored to Groups	Special outreach literature for elderly distributed by elderly service organizations	Outreach literature for working distributed by organizations used by nonPA households
Reduce Application Barriers	Application assistance / special applications for fixed income households	Evening hours / special intake sites / childcare at offices / translation services
	Offer special application period	
Increase Value	Higher benefits	Higher benefits

LIHEAP Survey Findings

Elderly Targeting Procedures

Outreach and Intake Procedures	States Using	States Not Using
Outreach through elderly service agencies	11	6
Outreach materials target elderly households	5	12
Direct mail to elderly program participants	2	15
Special application period for elderly	6	11
Alternate intake sites for elderly households	14	3
Application assistance for elderly households	6	11
Higher benefits for elderly households	8	9

Targeting Outcomes

Elderly Service Agency Outreach

State Elderly Reciprocity Targeting Outcome	States Using	States Not Using
High Elderly Targeting	4	3
Moderate Elderly Targeting	3	2
Low Elderly Targeting	4	1
All Interviewed States	11	6

Young Child Targeting Procedures

Outreach and Intake Procedures	States Using	States Not Using
Outreach through child service agencies	6	11
Outreach materials target working families	4	13
Outreach materials target immigrant families	1	16
Outreach to participants of other programs	5	12
Special application period for young child households	2	15
Special intake locations for young child households	7	10
Higher benefit for young child households	4	13

Targeting Outcomes Young Child Application Sites

State Young Child Reciprocity Targeting Outcome	States Using	States Not Using
High Young Child Targeting	3	5
Moderate Young Child Targeting	1	3
Low Young Child Targeting	3	2
All Interviewed States	7	10

Design / Outcome Linkage

- Example #1
 - Special Elderly Application Period with Outreach
 - 55% of Funds Allocation before General Enrollment
 - High Elderly Targeting / Low Young Child Targeting
- Example #2
 - Review all *NEW* PA Applications for Eligibility
 - High Young Child Targeting / Low Elderly Targeting
- Example #3
 - All Applications Sent to State for Processing
 - Applications Prepared by Many Types of Agencies
 - High Elderly Targeting / High Young Child Targeting

Impact of Outreach

- Example #1
 - Low Elderly Targeting Index
 - New Ratepayer Program Linked to LIHEAP
 - Extensive Outreach to Elderly Households
 - Increase in Elderly Targeting Index (?? in 2003 / 71 in 2006 / 79 in 2007)
 - Decrease in Young Child Targeting Index (?? In 2003 / 119 in 2006 / 112 in 2007)

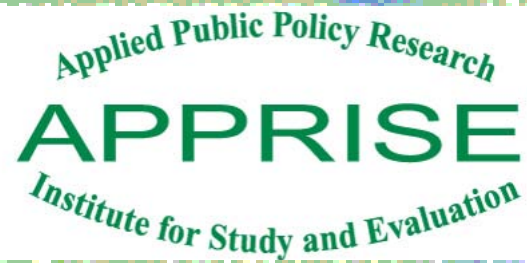
Recommendations

To Increase Targeting ...

- Review Targeting Indexes
 - OCS Furnished Targeting Indexes in IM
 - Check Data Quality (Reports to OCS)
 - Check for Special Circumstances (e.g., Ohio/TANF)
- Examine Program Design
 - Design Elements that Target Elderly
 - Design Elements that Target Children
 - Design Elements that Target NonVulnerable
- Establish Priorities
 - Vulnerable Household Targeting vs. Other Issues

To Increase Targeting ...

- Inventory Outreach Procedures
 - Outreach Materials / Outreach Methods
- Assess Intake Procedures
 - State Requirements / Agency Practices
- Develop Strategy
 - Program Design / Outreach Procedures / Intake Procedures
- Assess Results
 - Change in number of targeted households
 - Change in % of recipients that are targeted households
 - Feedback from agencies / clients / advocates



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