



ADDRESSING AFFORDABILITY THROUGH WORKFORCE & COMMUNITY ENGAGEMENT

PS2G | SOUTHERN COMPANY INITIATIVE

Addressing Affordability Introduction



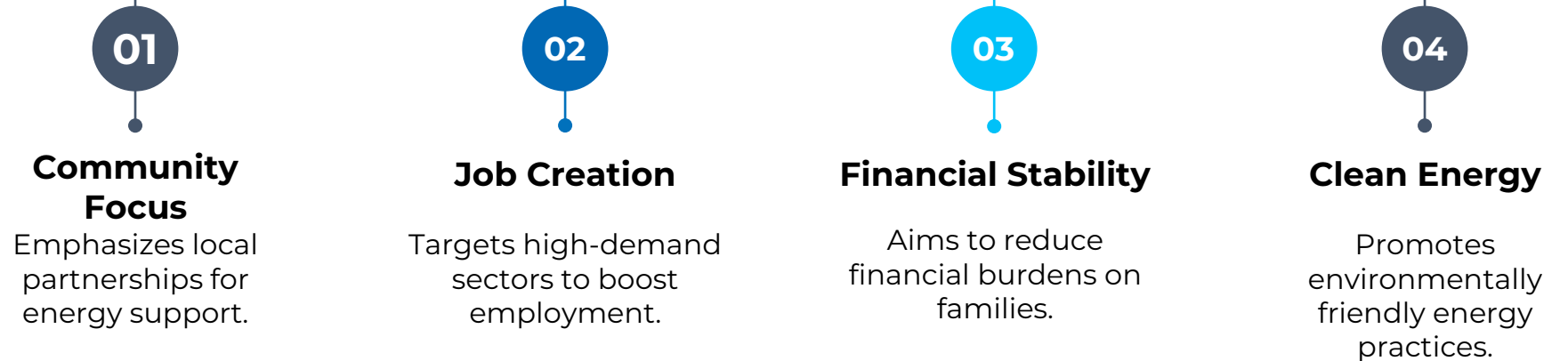
- 01 Empowerment**
Creating job opportunities in high-demand sectors to boost household income and stability.
- 02 Support Services**
Offering financial assistance programs to aid families facing difficulty in paying energy bills.
- 03 Community Engagement**
Fostering partnerships with local organizations to reach underserved populations effectively.
- 04 Data Analysis**
Utilizing analytics to identify low-income households and tailor support programs to their needs.

Objectives of PS2G Initiative



Key Points

Overview



Affordability Challenge Uncovered



Problem 1

Low-Income Families Face High Energy Costs

Energy expenses consume a large part of income

Families struggle to meet their basic needs



Problem 2

Limited Access to Financial Support Services

Many customers unaware of available programs

Application processes can be complicated and lengthy



Problem 3

Job Opportunities are Often Unequal and Scarce

Underrepresented groups face significant barriers

Economic mobility remains a challenge for many



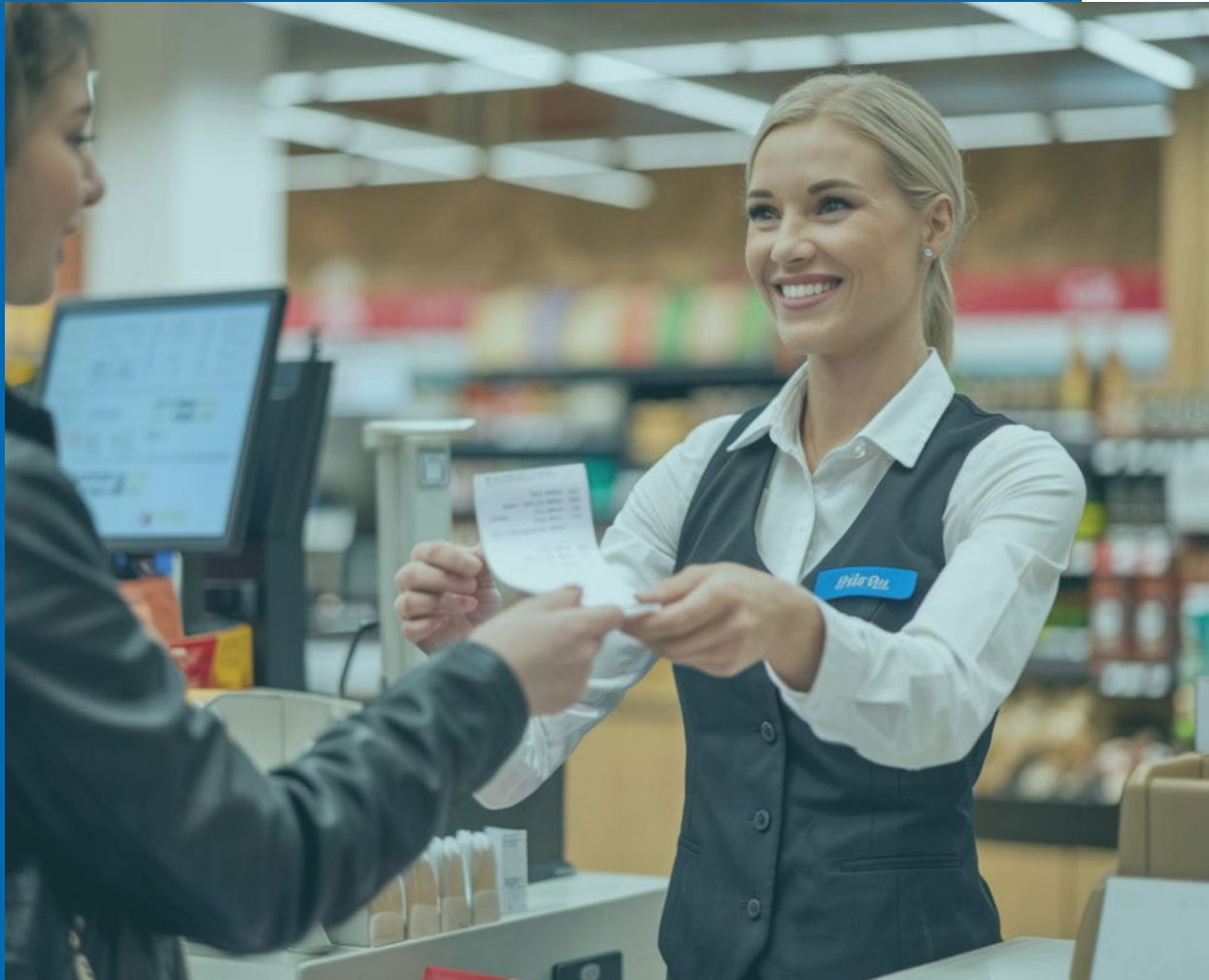
Problem 4

Increasing Energy Rates Make Affordability Harder

Rising costs put pressure on household budgets

Many families face potential service disconnections

Proactive Strategy: Customer Support



Engagement

Identify customers in financial distress through proactive outreach.

Cultural Competence

Train teams on effective communication and empathetic engagement.

Support Programs

Connect customers with available financial relief and support options.

Risk Reduction

Implement strategies to lower disconnection risks for vulnerable customers.

Data Collaboration

Work with analytics teams to enhance customer outreach efforts.

Support Programs: Comprehensive Overview

Budget Billing

Offers predictable monthly payments based on average energy usage.

01

Weatherization Assistance

Provides home energy efficiency upgrades to reduce energy costs.

02

LIHEAP

Helps low-income households manage energy bills during emergencies.

03

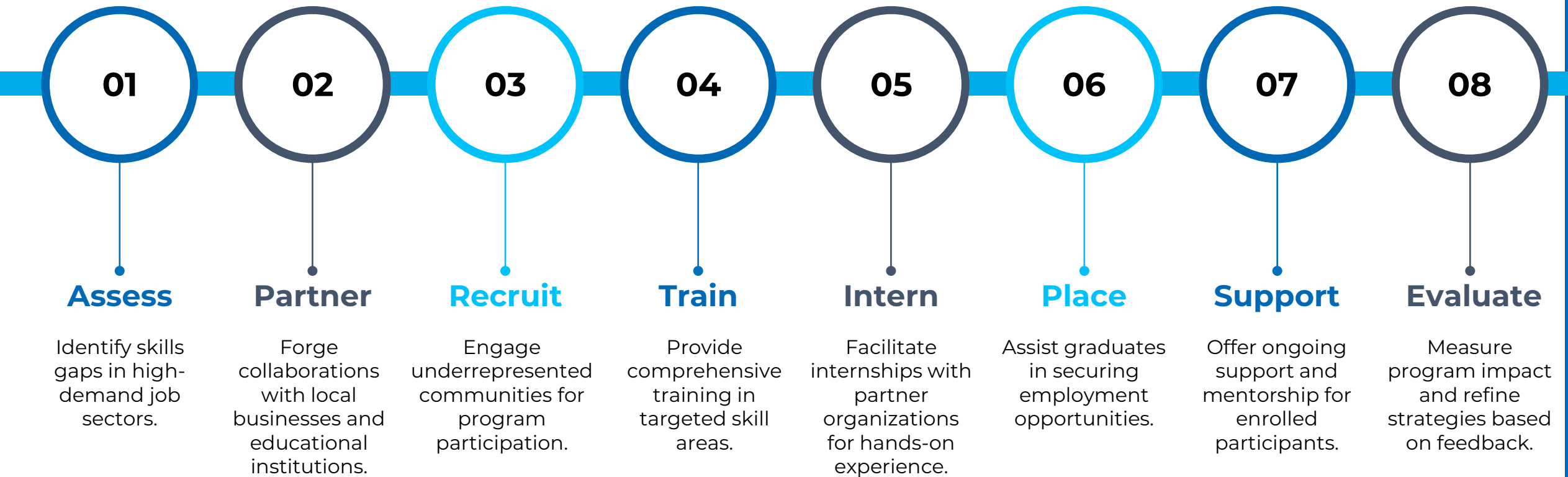
Arrearage Forgiveness

Offers incentives to settle overdue accounts, preventing disconnection.

04



Reactive Strategy: Workforce Development



Introduction to Walter Reed Infrastructure Academy (WRIA)



01

Job Training

Provides targeted training programs that equip participants with skills for high-demand industries.

02

Community Engagement

Fosters partnerships between local businesses and participants, enhancing community connections and opportunities.

03

Career Placement

Facilitates job placements by connecting graduates with potential employers in various sectors.

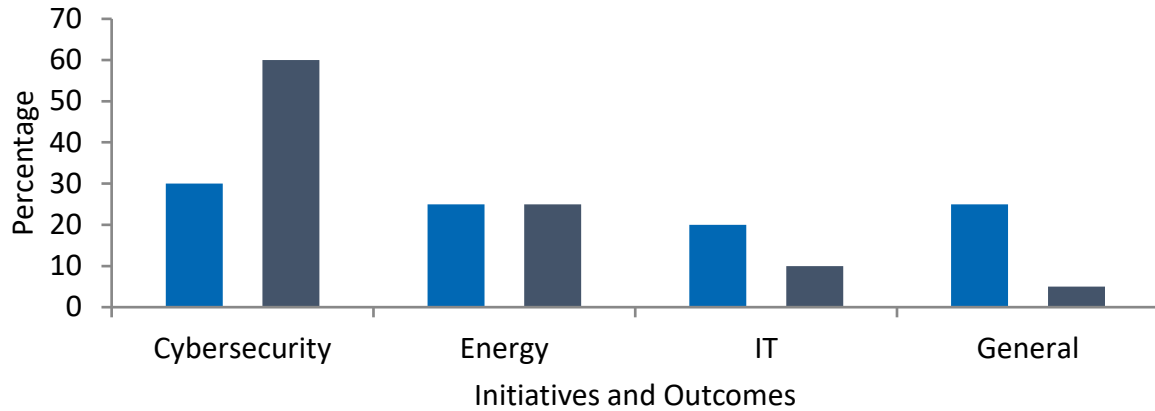
04

Income Growth

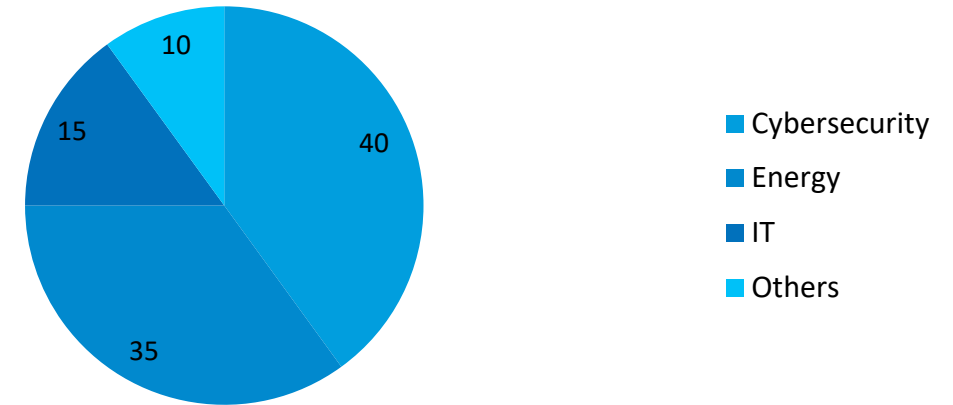
Aims to increase average participant incomes through skill development and employment opportunities.

Success Metrics of WRIA

WRIA Program Effectiveness



Employment Sector Breakdown



Employment Performance



Income Growth Performance



Employment Rate

75%



Income Increase

25%



Retention Rate

90%



Job Placement

80%



Aligning with Southern Company's Mission

Energy Equity

Focus on addressing energy inequities by improving access to affordable energy solutions for marginalized communities, ultimately fostering equity and sustainability.

Customer Trust

Build stronger relationships with customers through transparent communication and effective support systems that prioritize their needs and concerns regarding energy affordability.

Sustainable Partnerships

Develop community partnerships with local organizations to leverage resources and expertise in workforce development, enhancing job opportunities and economic stability.



Enhancing Energy Equity and Access

01

Energy Access

Improving energy access for marginalized communities and households.

02

Text Here

Engaging local stakeholders for broader impact on affordability.

03

Financial Support

Providing financial assistance programs to ease energy burdens.

04

Workforce Development

Establishing programs to create sustainable job opportunities.

Workflow Path

Program Outreach

Identifying potential participants through community engagement efforts.

Financial Assessment

Evaluating households for eligibility in assistance programs.

Training Sessions

Conducting workshops focused on energy efficiency practices.

Impact Evaluation

Measuring the effectiveness of programs on community well-being.

Fostering Trust and Customer Satisfaction

01

75%

Graduates securing employment within three months period.

02

\$1,000

Average savings achieved through energy assistance programs.

03

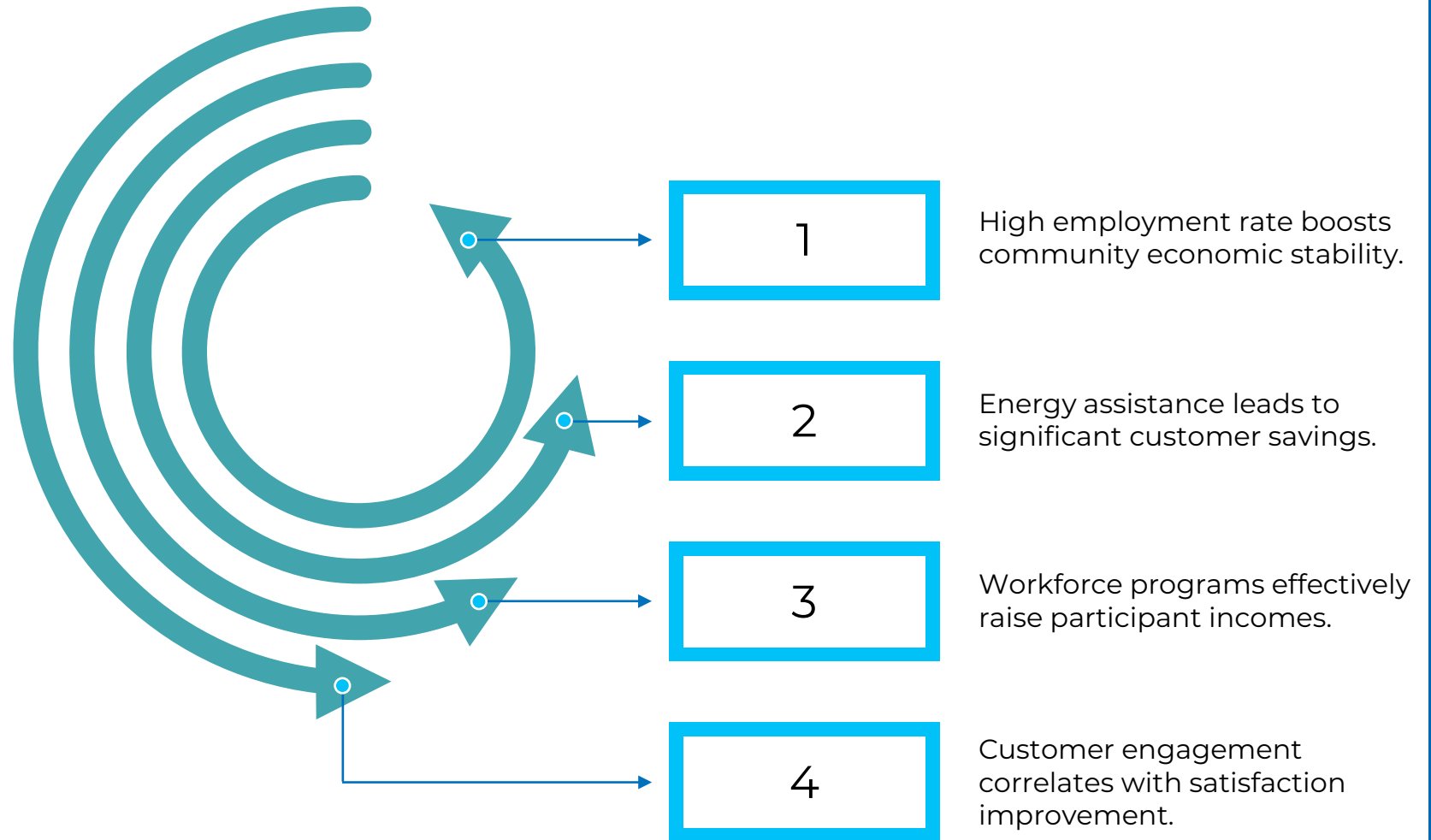
25%

Average income increase among workforce program participants.

04

90%

Engaged customers reporting improved satisfaction levels.



Sustainable Community Partnerships

Innovation

Implement unique programs that cater to specific community energy needs.

Support

Offer targeted financial assistance to low-income households during crises.

Training

Provide workshops to develop community members' job skills and resources.

Awareness

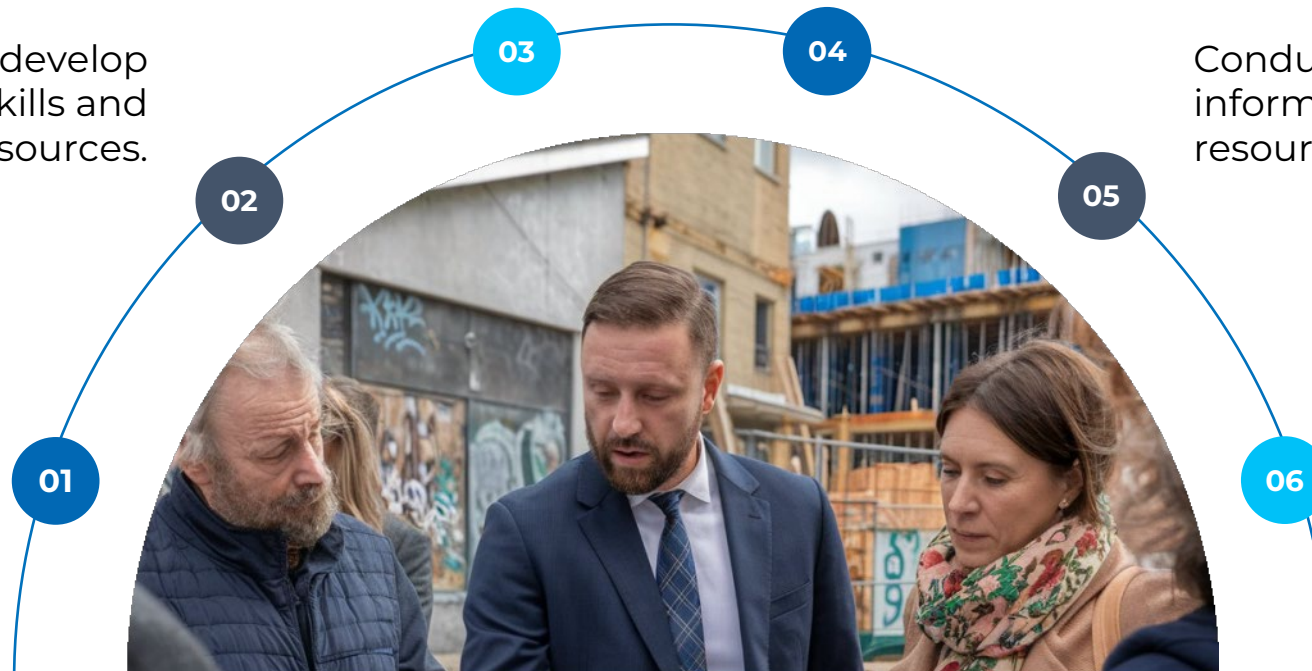
Conduct outreach campaigns to inform residents about available resources.

Engagement





Foster collaborative relationships with local organizations and stakeholders.

Evaluation

Regularly assess program effectiveness and community impact to adjust initiatives.



Next Steps

	Action Steps	Timeline	Impact	Status
Conduct Affordability Study	Identify high-burden ratepayers	TBD	Improved service targeting	
Pilot Program Launch	Start service area pilot	TBD	Test initiative effectiveness	
Analytics Collaboration	Optimize outreach efforts	TBD	Enhance engagement rates	
Integrate Workforce Models	Develop integrated models	TBD	Streamlined processes	

Tools Needed



Concluding Thoughts on Energy Affordability



Promote Workforce Development

Investing in community programs increases job opportunities and income levels.

Address Customer Needs

Proactive engagement helps identify and support customers facing financial hardship.

Enhance Energy Equity

Ensuring equitable access to affordable energy benefits marginalized communities.

Strategic Partnerships Matter

Collaboration with utilities can amplify support for disadvantaged households.

THANK YOU



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