



Poverty & the Public Utility: Building Shareholder Value Through Low-Income Initiatives

Kevin Monte De Ramos

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The low-income population represents a valuable market segment within the utility service territory. Forty-seven million individuals live near poverty, occupying over 35 million households. Together, these households represent 28 per cent of the \$159 billion U.S. home energy market. This book illuminates the interaction between poverty and the public utility. Building upon established approaches, Kevin trips the alarm by asking industry participants to carefully consider fresh perspectives. Social workers, regulators, program managers, corporate executives, and even the general public will find common ground within the content of this work. This book lets you: speak the language of corporate executives; raise shareholder value through charitable giving; reduce operating expenses through community-based outsourcing; spur targeted growth within your service territory; and, realize success by funding for your initiatives.

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