



MEMORANDUM

TO: Resource Management Commission and Community Stakeholders

FROM: Debbie Kimberly, Vice President, Distributed Energy Services

DATE: July 12, 2013

SUBJECT: Update on the August 3rd Energy Efficiency Stakeholder Meeting

We are excited to convene our next Energy Efficiency Stakeholder meeting on Saturday, August 3, 2013 from noon to 3:00 p.m. This is the third in our series of stakeholder meetings. The format for this meeting is a Resource Fair. We have partnered with the Customer Assistance Program of AE and the Conservation Programs of the Austin Water Utility and Austin Resource Recovery to create an event where the community can not only learn more about our programs, but share their ideas regarding energy efficiency in concentrated brainstorming sessions. These sessions will focus on specific customer groups and will allow citizens to provide input ideas about new programs and measures to move us toward our 800 MW by 2020 goal. The purpose of our event is to:

- Gather new program ideas
- Promote and offer education on conservation programs
- Capture feedback on current program marketing materials

To best capture new ideas, our brainstorming sessions will be guided by the following questions:

- What program ideas can you recommend for Austin Energy to investigate?
 - What energy efficiency or customer needs will this program meet?
 - How does this program fit within the current program structure?
 - Would this program require a customer rebate or some other form of incentive?
 - What are your recommendations for marketing this program?
- Do you have suggestions for eliminating, revamping or revitalizing current programs?
 - Do you have ideas on how to better execute our programs – based on personal experience or that of others?

The goal of the brainstorming sessions is to allow the community to provide input and ideas for programs and program changes as we proceed to the 800 MW goal by 2020.

The Resource Fair will be held at Austin Recreation Center, 1301 Shoal Creek Blvd (Shoal Creek & Lamar) from 12-3 pm. The community will be invited to share their ideas with the various programs as well as learn about current programs. The public will be able to interact with various energy efficiency, water conservation, and recycling and compost programs will be on display. Brainstorming sessions, in which participants can provide energy efficiency ideas, will be held at the following times:

- Residential 12:15-12:45
- Limited Income 1:00-1:30
- Multifamily 1:45-2:15
- Commercial 2:30-3:00

We look forward to engaging interaction and discussion of ideas. To emphasize the fun and family aspects of energy efficiency, we will be providing ice cream, face painting, and weatherization kits.

To increase awareness of our event, we will have ads in various publications including:

- Austin American Statesman Sunday Show World Insert
- Nokoa the Observer
- Arriba
- The Villager
- El Mundo

We will also be utilizing social media, our payment centers, and emails to neighborhood associations to reach as much of the community as possible.