



## MEMORANDUM

**TO:** Resource Management Commission

**THRU:** Toye Goodson-Collins

**FROM:** Debbie Kimberly

**DATE:** November 15, 2013

**SUBJECT:** City Council Resolution No. 20120927-083 and Rebate Austin!

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As part of our ongoing effort to carry out City Council Resolution No. 20120927-08 that directs Austin Energy to report on a year-long stakeholder process that provides an opportunity for the community to offer recommendations regarding energy efficiency goals and strategies, we are participating with the Austin Public Library (APL) in their “Rebate Austin!” event. Our participation in this program concludes our year-long stakeholder process.

As of this memo, we have participated in one of two “Rebate Austin” events. The first event was Saturday, November 9, 2013, 11am-1pm, at North Village Branch Library. The event was well attended, with approximately 60 attendees over the 2-hour period. Citizens were very interested in the web app as well as our electric vehicle program. Ideas shared by the attendees included time of use rates, combining electric and water rebates, and incentivizing projects for “do it yourselves.”

The second event for “Rebate Austin!” will be Monday, November 18, 2013, 6 pm – 8 pm, at Manchaca Road Branch Library. According to APL staff, with a larger venue we should expect more attendees.

“Rebate Austin!” was created in response to the expressed needs of citizens who call into the library requesting for Austin rebate information. APL wanted to provide an opportunity for Austin citizens to learn about all the rebates available to them. The “fair” style program allows each City department to make a short presentation on the rebates available through their department. Afterwards, each City representative will staff a table where attendees can speak to them one-on-one about their rebate programs. In addition, the departments will distribute rebate information on their respective programs. The focus will be on residential programs and the Austin Public Library’s plan is to host this program twice a year.

The APL team reached out and presented to neighborhood associations. They developed a webpage up that lists the different rebates. The program was posted on local event calendars and a media release was sent out.

With the success of the first event and the anticipated successful of the second, AE plans to participate in future “Rebate Austin!” events.