



Weatherization

- Audience:
 - Residents at or below 200% of the federal poverty income guidelines
- Objective:
 - Weatherize 1,200 households in FY15
- Key Messages:
 - AE provides free home weatherization improvements to help low-income residents reduce energy consumption, lower utility bills and live more comfortably.
- Tactics:
 - Direct Mail, Outreach & Events, Partnerships w/Nonprofits, Social Media, Advertising
- Timing:
 - May through September. Will continue in new fiscal year.



#54





FY15 Integrated Marketing Communications Plan for Low-Income Weatherization Program – Implementation Strategy

Audience	Key Message	High-Level Tactic	Call-to-Action
CAP Customers	As a recipient of the City of Austin Utilities Customer Assistance Discount Program, you benefit from no-cost weatherization assistance, which helps you reduce energy consumption, lower utility bills, and live more comfortably.	Direct Mail (note: Both CAP and EES will use this tactic.) Phone Calls	Call 512-494-9400 or email Austin Energy. Staff will follow up to schedule a weatherization evaluation.
Customers	Austin Energy provides free home weatherization improvements to help low-income residents reduce energy consumption, lower utility bills, and live more comfortably. The weatherization process including testing for natural gas leaks and carbon monoxide, which reduces health and safety hazards.	Direct Mail Targeted Advertising Outreach Events PowerPlus article Media Relations Print collateral Website Social Media Billing Centers	Call 512-482-5346, email or visit (Insert vanity URL) to apply for free home weatherization improvements. Staff will follow up to schedule a weatherization evaluation.
Contractors	Austin Energy has annual goal of weatherizing 1,200 households and is implementing a variety of outreach and marketing strategies to ensure the goal is met in FY15. Tools are available for contractors to share with eligible residents.	Contractor Toolkit (Print collateral, Social Media, Articles, etc.) Contractor Trainings Website	Share tools with eligible residents.
City governance	The Weatherization Program is expanding its reach throughout the community to deliver much-needed services to an underserved population. The program is partnering with other City departments and nonprofits to more efficiently raise awareness about and participation in free programs and services for low-income residents.	Outreach Events PowerPlus article Media Relations Website Social Media	N/A
Advocacy Groups	The Weatherization Program is expanding its reach throughout the community to deliver much-needed services to an underserved population. The program is partnering with other City departments and nonprofits to more efficiently raise awareness about and participation in free programs and services for low-income residents.	Outreach Events PowerPlus article Media Relations Website Social Media	N/A
Partners (other City departments, nonprofits)	The Weatherization Program is expanding its reach throughout the community to deliver much-needed services to an underserved population. The program is partnering with other City departments and nonprofits to more efficiently raise awareness about and participation in free programs and services for low-income residents.	Partner Toolkit (Print collateral, Posters, Social Media, Articles, etc.) Outreach Events Workshops Website	Partner with Austin Energy to help raise awareness and participation in the Low-Income Weatherization Program, which delivers much-needed services to an underserved population.

Education Info Sheet for Low Income Task Force Apr 10/15 Meeting

<p>AISD Title I, At-risk schools we have been to this school year:</p> <p>Allison, Brooke, Cook, Houston, Langford, Odom, Palm, Pleasant Hill, St. Elmo, Sanchez, Walnut Creek, Wooldridge, Fulmore, <i>Pecan Springs</i></p> <p><i>Note: I have reached out to all schools. See list of Title I schools attached</i></p>	<p>AISD Title I, At-risk schools we have been to this school year for the first time:</p> <p>Brooke, Cook, Houston, Palm, Sanchez, Wooldridge</p> <p><i>Note: Handouts for the Light Up Austin presentation are offered in Spanish and promo items include plastic hard hats and pencils</i></p>	<p>AISD Title I, At-risk schools we have been to this school year in the past:</p> <p>Andrews, Barrington, Becker, Black-shear, Blanton, Blazier, Campbell, Dawson, Jordan, Joslin, McBee, Metz, Oak Springs, Ortega, Rodriguez, Sunset Valley, Travis Heights, Wooten, Travis</p>
<p>Science Nights are evening or weekend events that many schools are required to have that feature booths that feature interactive activities related to Science/Technology/Engineering/Math</p> <p><i>Tamera, Russell or Marta attend for AE</i></p>	<p>We usually feature the Van de Graaf Generator or the Energy-Efficiency Light Board for these events. The audience is usually students (all ages), parents and teachers. We give promo items like: safety led lights, mood pencils and mini fans, pens, post-it notes</p>	<p>We usually give out printed info for CAP (Spanish), Free Weatherization (Spanish) and Home Performance (need in Spanish), electrical safety coloring books (need Spanish), "Horton Hears a Who": energy-efficiency tips at home for kids (Spanish)</p>
<p>Community Events are evening or weekend events that are held at schools or community centers. They feature booths that provide helpful info for low income families. Back to School Bash is annual one we participate in</p> <p><i>Tamera, Russell, Jessica or Marta attend for AE</i></p> <p><i>Note: see stats from CAP attached</i></p>	<p>We usually feature the Energy-Efficiency Light Board or Jessica from our CAP program will bring their Van de Graff Generator or Power Town model to keep kids busy while they talk to parents. We give promo items like: Pens, Hand Sanitizers, Mini fans, chip clips, reusable bags, sun glasses, CFL's, AE hard hats (plastic for kids), Home DIY Weatherization Kits, First Aid Kits</p>	<p>We usually give out printed CAP brochures (Spanish), Helpful phone numbers (Spanish) and Ways to conserve energy (Spanish), Refrigerator Recycling (Spanish), Fraud Alert (Spanish), Solar Panel Installation (Spanish), Electrical Safety & Water Conservation coloring books (Spanish)</p> <p><i>Note: We give out about 2,000 school kits at Back to School Bash (costs about \$2,800)</i></p>
<p>Career Fairs are evening or weekend events that are held at schools. They are also required at some schools. They feature booths that provide helpful info to students about various careers</p> <p><i>Ben Ornelas usually assigns someone for AE</i></p>	<p>For career fairs we usually send someone from AE to sit a table or we may get a request for someone to speak about a certain career to a class or coworkers that are parents are asked to speak to their child's class. We give them pencils, school kits or hard hats to promote AE</p>	<p>Career Fairs are events that we give out info about a certain career (for ex a lineworker brochure), We give out general AE info (like fact sheets) or make copies of career info we find online.</p>
<p>Mentor/Tutor Program are evening or weekend events that are held at schools. They are also required at some schools. They feature booths that provide helpful info to students about various careers</p> <p><i>Ben Ornelas usually manages this program</i></p>	<p>The Mentor and Tutor Program assist Non-profit Organizations with volunteers to work with schools that have students who perform low in the areas of reading and math. We recruit Spanish speaking volunteers due to the number of children who have English as a second language. The main area is reading focused with second grade readers. If students do not master the basic skills by the end of second grade, they are in danger of failing in the third grade.</p>	<p>The materials are already translated by the organizations we work with so much of what we do is get our volunteers trained and show up to work with the students. Non-profits have Spanish speaking staff to handle parents who need support. 95% of the schools we work with are low income and at risk which is the prerequisite for the non-profit to be allowed to work with AISD Schools. Printed materials and promo items are coordinated with Marketing Communications each year.</p>
<p>Austin Area Regional Science Festival is an annual event that encourages students in the areas of Science, Technology, Engineering & Math. Students of all ages compete and share knowledge learned through the scientific method.</p> <p><i>Austin Energy sponsors this event</i></p>	<p>This event has been held for 16 years and attracts students from 200 schools from more than 50 AISD campuses and also from surrounding school districts representing another 150 schools in the region. This year we added two Title I schools to the event, Gus Garcia Young Men's Academy & Burnet M.S.</p> <p><i>Note: Every student gets a certificate and a ribbon for participating.</i></p>	<p>This event also features interactive STEM related activities from educational programs are booths in our "Exploring Science Day" area. Students are provided prizes as an incentive to check out each booth and see what they can learn.</p> <p><i>Note: We order about 2,500 promo items and passports for this.</i></p>



Canyon Ridge, Vista Ridge Win Science Festival Sweepstakes 2015 event draws new schools to participate, submit STEM projects

Canyon Ridge Middle School and Vista Ridge High School in Leander Independent School District won the Sweepstakes Award for most winning projects entered by their students at the 16th Annual Austin Energy Regional Science Festival.

The Sweepstakes Award is presented to the school in the junior division — middle schools — and senior division — high schools — earning the most points in the 17 different science categories for this regional competition. Points are awarded for each project placing first, second, third, fourth and fifth.

This year, festival organizers placed special emphasis on recruiting students from at-risk schools. Students from Burnet Middle School and the Gus Garcia Young Men's Leadership Academy rose to the occasion by submitting science projects for the first time in the history of the Austin Energy-sponsored event.

Students from about 200 schools entered more than 2,000 science projects in the festival. Students from more than 50 Austin Independent School District campuses participated, as did students from other school districts representing another 150 schools in the region. Students from charter, home and private schools also entered projects.

The science festival is Austin Energy's largest sponsored annual event as a way to promote science, technology, engineering and math education to increase the skills of the workforce and keep the economy strong and the region competitive.

Visit sciencefest.org for a complete list of awards and photos.



Gus Garcia Young Men's Leadership Academy participated in the 2015 science festival for the first time.



Burnet Middle School participated in the 16th Annual Austin Energy Regional Science Festival for the first time in school history. The school had 22 students participate.

Austin Energy Offers Discount on LED Bulbs

Austin Energy is working with The Home Depot® and lighting manufacturer Cree®, Inc. to offer customers a \$3 discount at select stores on six different types of Cree LED Bulbs. This point-of-sale discount offers savings of up to 40 percent per bulb. The price tag reflects the sale price, so no coupons are needed. Customers can purchase up to 12 Cree bulbs at a time. LEDs can help customers save for years once they install the bulbs in their homes. The discount is available for a limited time at the following five The Home Depot locations:

- **Mueller Airport**
1200 Barbara Jordan Blvd., Suite 100
- **North Austin**
10515 N. MoPac Expressway
- **Sunset Valley**
1200 Home Depot Blvd.
- **Southeast Austin**
3600 S. Interstate Highway 35
- **Slaughter Lane**
8801 S. Interstate Highway 35.



LED bulbs offer more value than incandescent bulbs due to energy savings and much longer life. They use up to 90 percent less energy and last up to 25 times longer. Customers can use LED light bulbs the same way as incandescent bulbs. They offer the same brightness, are dimmable and work in most light fixtures.

To learn more and take advantage of this special offer today, visit austinenergy.com/go/leddiscount.

Cree® is a registered trademark of Cree, Inc.
The Home Depot® is a registered trademark of
Homer TLC, Inc.

We've saved a seat for you!

Join a
local
conversation



Share Your Voice with Conversation Corps

Conversation Corps, a new public engagement program that launched earlier this year, is a unique opportunity for you to share your voice.

"Conversation Corps will help us enable those affected by decisions influence those decisions in a much more comfortable and convenient way," said Larry Schooler, community engagement consultant with the City of Austin. "We know it can be tough to attend public meetings held at inconvenient times or locations, so we're striving to create enough facilitated conversations around our community so everyone lives or works close to one in their district and can easily engage in dialogue with their city, the school district and the transit agency."

The initiative is a collaboration between the City of Austin, Capital Metro and the Austin Independent School District and is being administered in partnership with Leadership Austin. All four agencies are excited about the depth and breadth of input this program will provide.

For more information and for regular updates about host training, conversation locations, topics and participant input, visit atxtalks.org.



Free Household Document Shredding

Saturday, May 16

8 a.m.–1:30 p.m.

NEW LOCATION:

ACC Highland campus

6101 Airport Blvd.

Because the threat of identity theft is a regular concern, it is important to carefully dispose of personal records including credit card statements, checking account records, prescription documents and medical insurance files. The Austin chapter of Association of Records Managers and Administrators, Balcones Shred, Iron Mountain and Shred-It are sponsoring the 12th annual Spring Free Shred Day.

Only dry paper packed in cardboard boxes no larger than 24x24x36 inches with fitting lids will be accepted. Please do not bring hard plastics, plastic bags, electronic media or three-ring binders. All of the shredded material and cardboard boxes are recycled.

Monetary donations will be accepted with half of the donations going to the Capital Area Food Bank.

For additional specifications and information regarding the new "Express Lane" for the event, please visit austinarma.com/shred-day. For more details, contact Debi Tadd by email at Debi.Tadd@BBVA.com or by phone at 512-453-4272, or William Basinger at wtbasinger@gmail.com.

Para una Traducción en Español:

Si gusta recibir este folleto en español, llame a Austin Energy al 512-972-9523.

Customer Service Phone: 512-494-9400

Walk-In Centers: North Austin Utility Customer Service Center — 8716 Research Blvd., Ste. 115;
Rosewood-Zaragosa Neighborhood Center — 2800 Webberville Road, Ste. 110

24-Hour Power Outage Reporting: 512-322-9100

