



MEMORANDUM

TO: Low Income Consumer Advisory Task Force

FROM: Liz Jambor, Customer Energy Solutions

DATE: August 24, 2015

SUBJECT: Survey Results per Resolution No. 20140828-158

Pursuant to Resolution No. 20140828-158, a statistically valid survey was conducted with customers participating in energy efficiency programs. The intent of the survey was to measure customer satisfaction in regards to rebate programs and to collect demographic data. Attached are surveys for the residential programs, the commercial programs, and the low income weatherization program.

The surveys were conducted in June of 2015, covering energy efficiency work completed in January-April of 2015. These surveys are conducted on a quarterly basis with program participants from the previous quarter. The surveys allow for high level comparisons as well as program-specific analysis. As with all satisfaction surveys, there should be no expectation of 100% satisfaction. Customers often report not giving top scores to allow for improvement.

The demographics across the three surveys are uniquely different but represent the demographics of the populations to whom the programs are targeted. For example, participants in the residential rebate programs (Home Performance with Energy Star or Appliance Efficiency Program) typically have higher household incomes than those in low income weatherization programs. This difference is to be expected. Additionally, the demographics for the commercial participants are uniquely different than those of the residential customers but are in line with the population and program target.

Table 1 provides the demographics for the residential and low income programs. All residential (excluding low income weatherization) programs are combined into the one category of residential rebates. Moving forward, data will be collected on a program by program basis for reporting purposes.

Table 1 – Residential and Low Income Program Participation Demographics

Demographics	Residential Rebates	Low Income Weatherization
Average Age	47	52
African American	2%	19%
Asian	4%	0%
Caucasian	82%	21%
Hispanic	6%	57%
Other	5%	3%
Primary Marital Status	Married	Married
Primary Education	College grad or higher	Some college or less
Average Income	\$94,500	\$31,100

Table 2 shows the demographics for the commercial programs. The demographics for the commercial participants are reflective of the commercial customer population of Austin Energy. One of the largest sectors of commercial customers is property management (residential and commercial). The demographics reflect that proportionality, indicating commercial programs are reaching the customer population as intended. It should be noted commercial rebates go to building and business owners. Satisfaction levels reported reflect those owners, not building tenants or residents.

Table 2 – Commercial Program Participation Demographics

Demographics	Commercial Rebates
Primary Industry	Property management
Primary Building Size	>30,000 sq ft
Primary Staff Size	50 employees or less
Length of Business in Austin	16 years or more

Despite demographic differences, there are several commonalities across all surveys. Residential and commercial rebate and weatherization program participants are overwhelmingly satisfied with the rebate programs. They report positively on contractors and inspectors (as applicable to the program). These program participants noted that they strongly believe Austin Energy should provide rebates to help defray the costs of energy efficiency upgrades. They also note they themselves would have been unlikely to participate in energy efficiency improvements had rebates not been available.

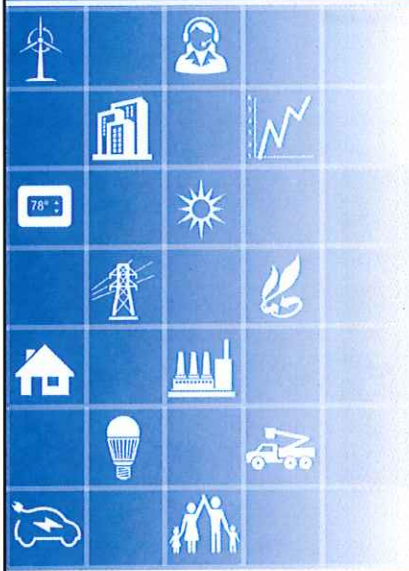

As seen with previous studies, customers who participate in rebate programs are more satisfied with Austin Energy than the general customer population. The value of rebate programs perceived by participants enhances their view of Austin Energy.

Program participants recommend more marketing, advertising and outreach regarding programs and rebate opportunities. Even with their knowledge of the rebates, they believe more information is needed.

Overall, the programs are well-received and valued by customers. Both AE staff and contractors are viewed in a positive light. Program participants see significance in rebate availability to accomplish energy savings.

Surveys and reporting will continue on a quarterly basis.

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Low Income Weatherization Survey

Analysis and Report Provided by:
Data Analytics & Business Intelligence


July 2015

CLEAN, AFFORDABLE, RELIABLE ENERGY AND EXCELLENT CUSTOMER SERVICE

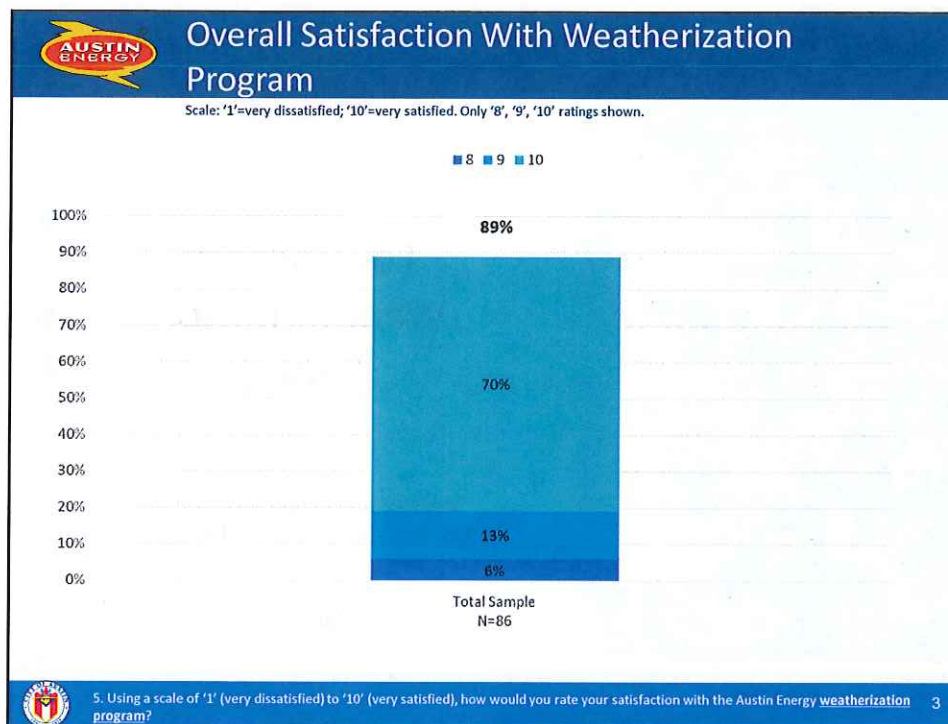


Summary

- 89% of customers were satisfied with the Weatherization program
- AE staff received an average score of 85% for satisfaction
- Weatherization contractors received an average of 81% for satisfaction rating
- Average annual household income for participants was \$31,100



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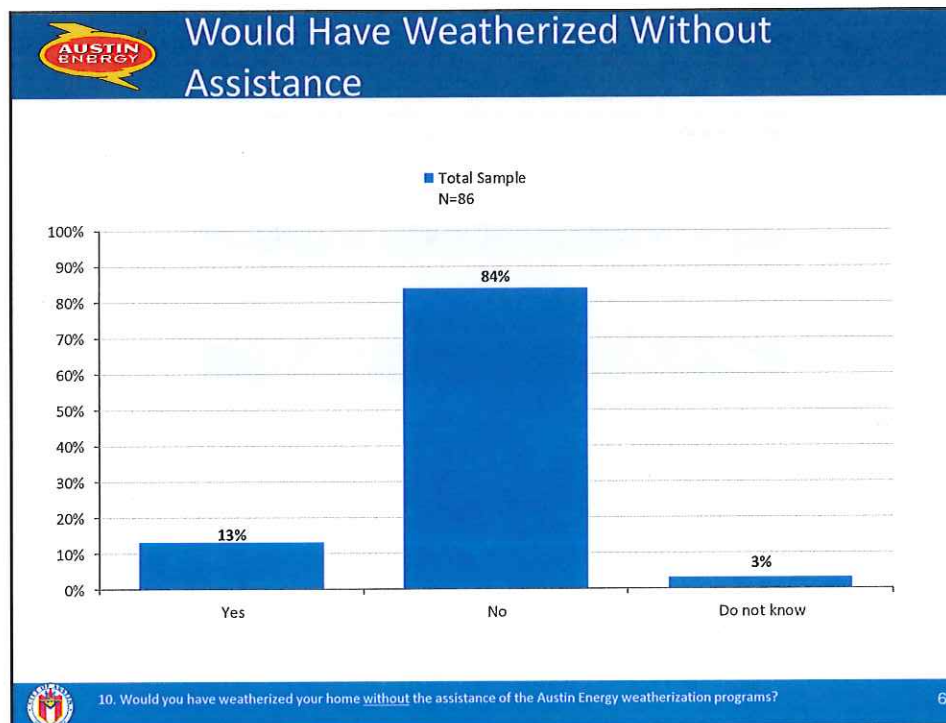
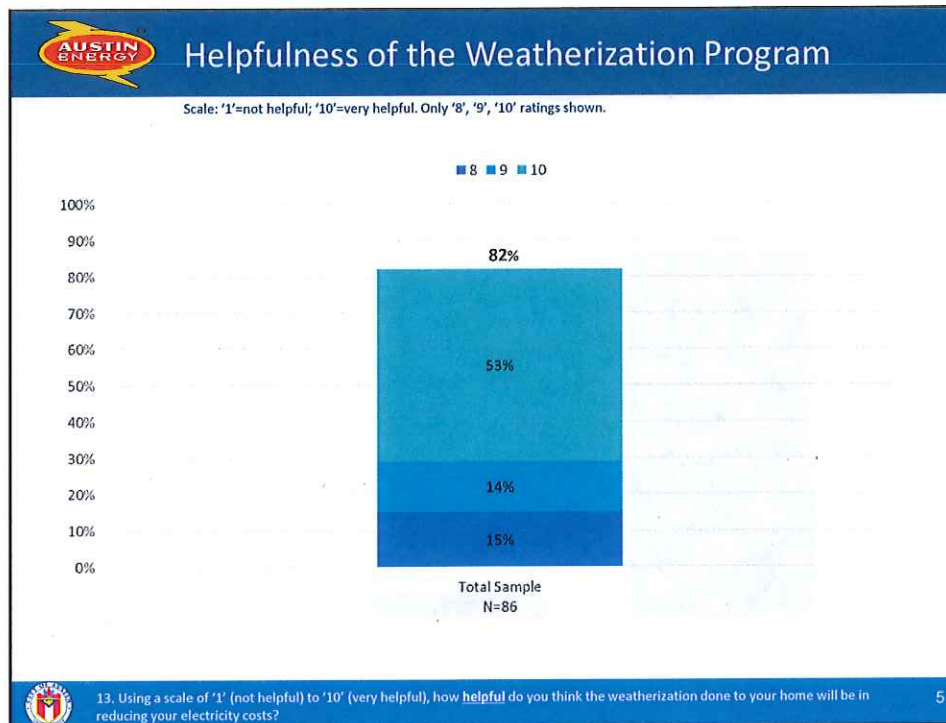


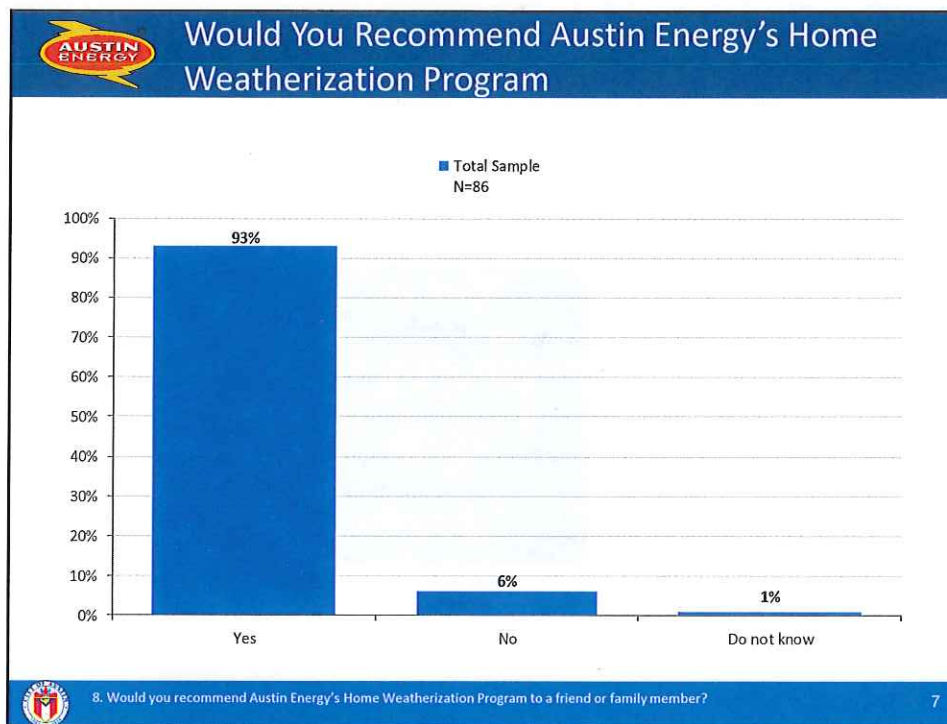
AUSTIN ENERGY Suggestions on Improvements to Increase Satisfaction Ratings

Base: Respondents who rated overall satisfaction with Austin Energy's Weatherization Program less than '8'.
Note: Number of mentions adds up to more than base due to multiple responses.

	2015
Do work correctly the first time	5
Make sure equipment is good	2
Better communication	1
All other	2
Base:	8

6. What could be done for you to be more satisfied with the weatherization program? 4



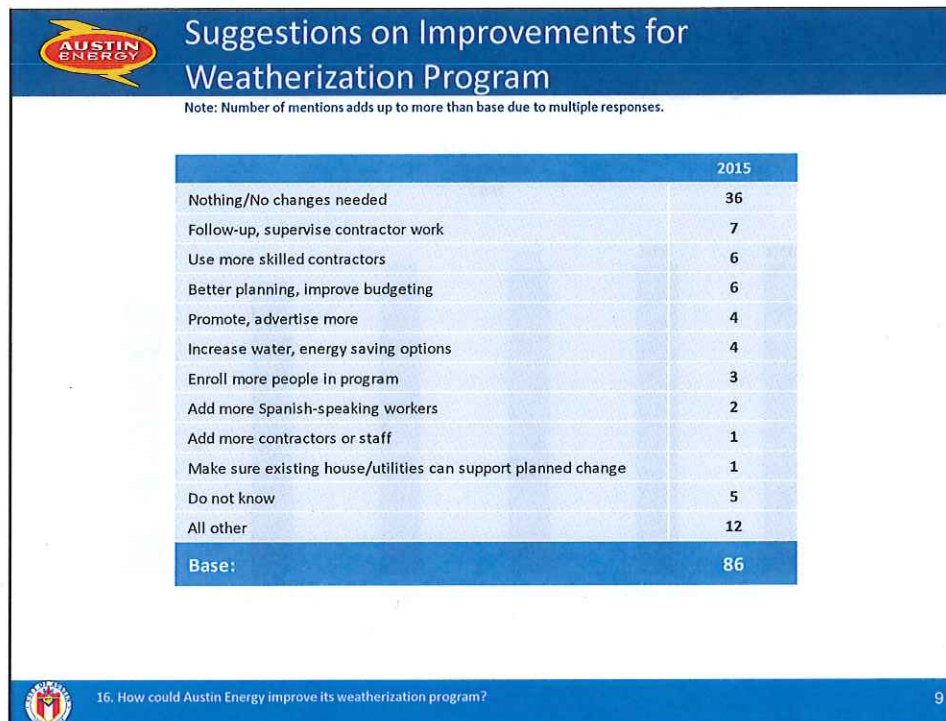


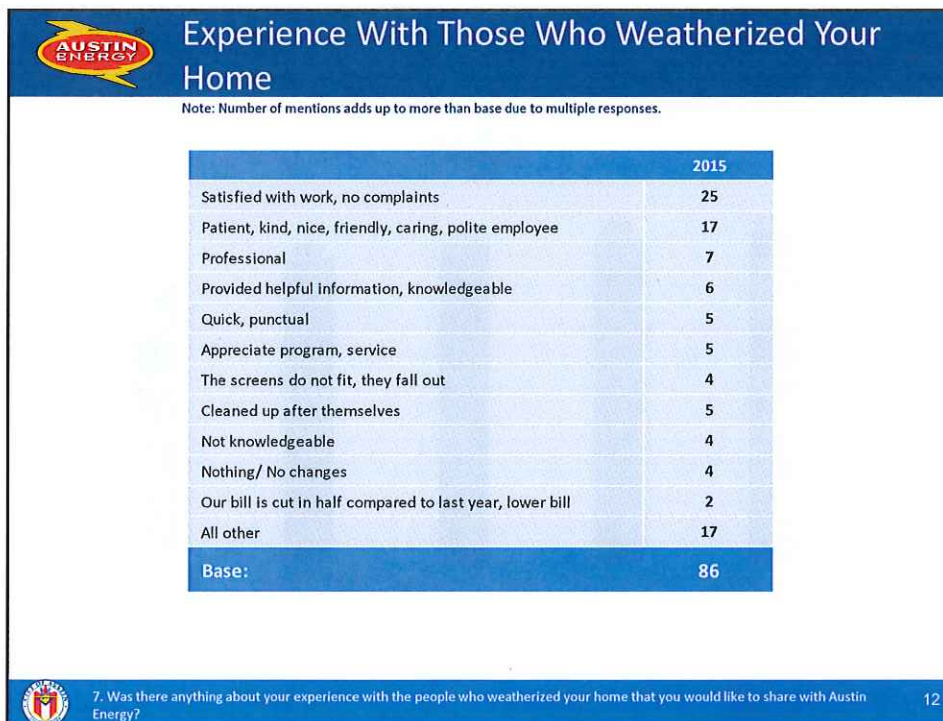
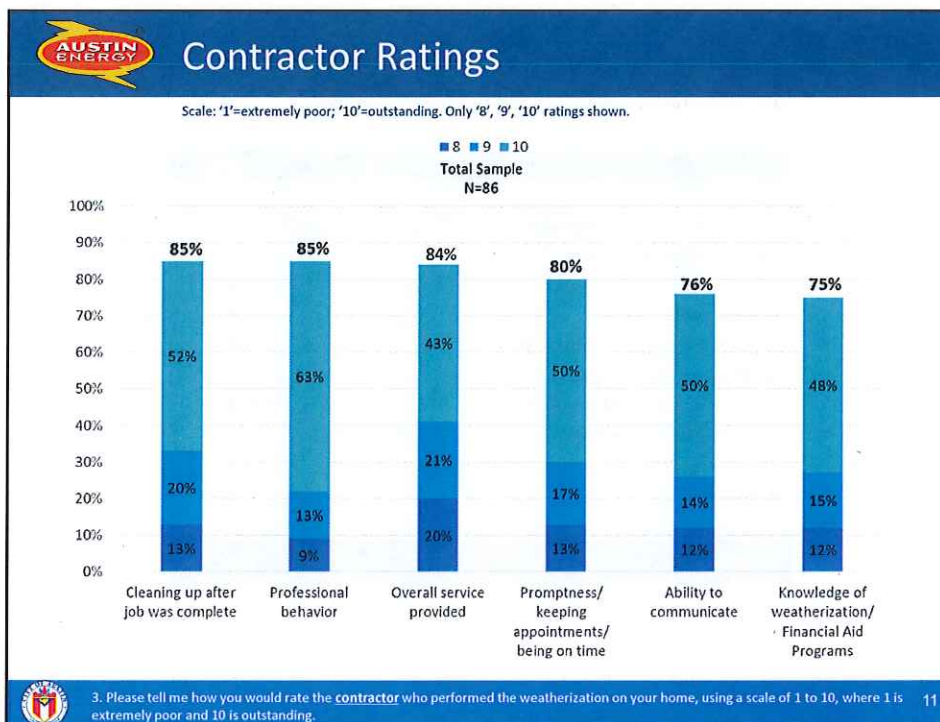
AUSTIN ENERGY Reasons for Not Recommending Austin Energy's Home Weatherization Program

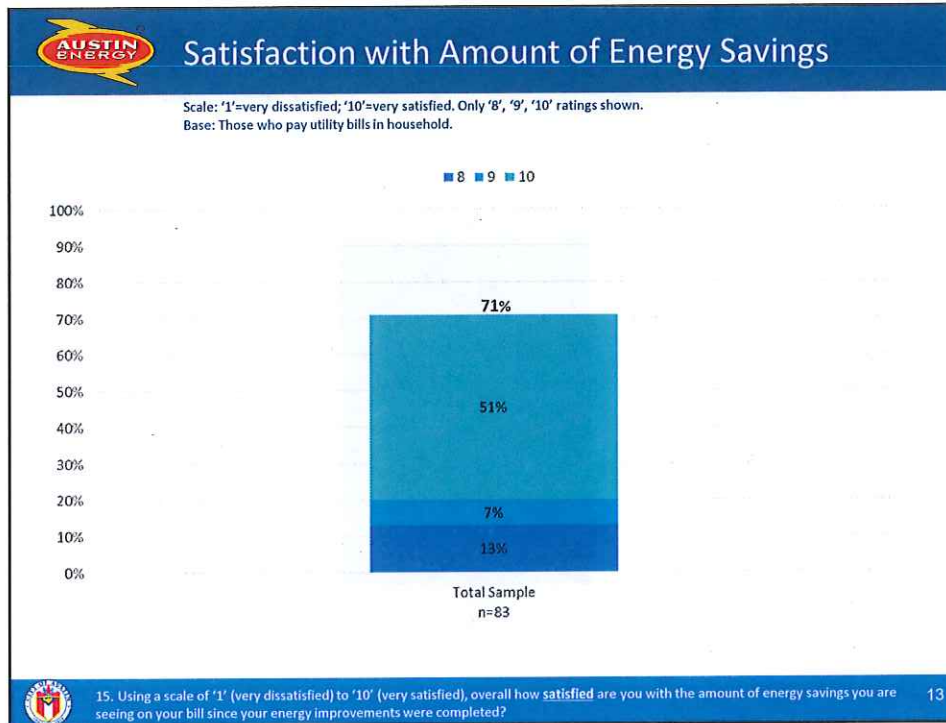
Base: Respondents who would not recommend Austin Energy's Weatherization Program.
Note: Number of mentions adds up to more than base due to multiple responses.

	2015
Dissatisfied with service	3
Dissatisfied with contractor performance	2
Did not perform work, service not what was expected	1
Base:	5

9. Why would you NOT recommend Austin Energy's Home Weatherization Program to a friend or family member?





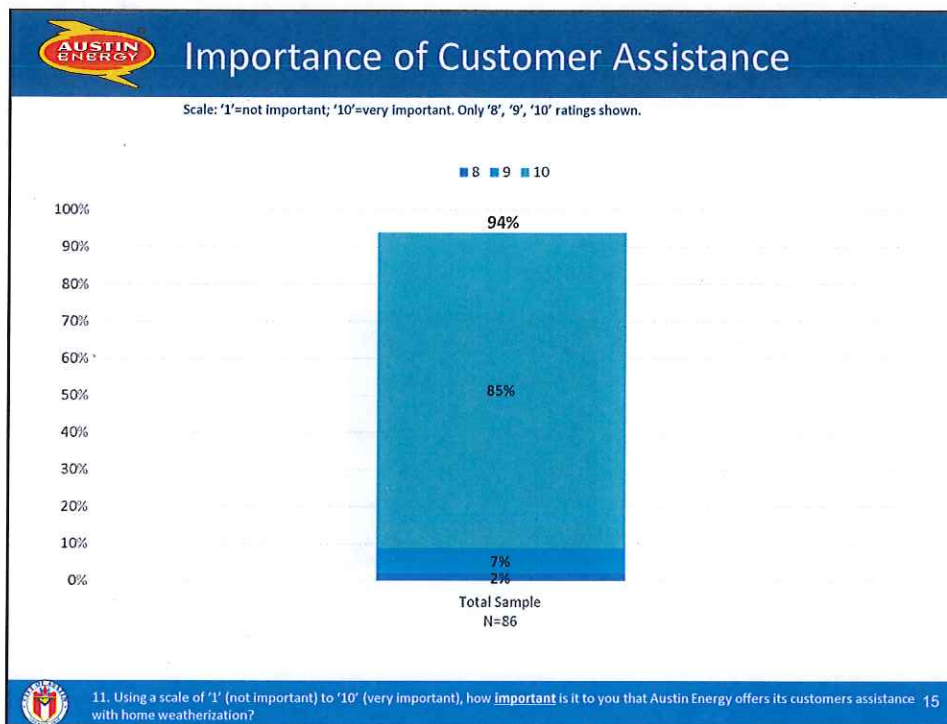


AUSTIN ENERGY Suggested Energy Efficiency Improvement

Note: Number of mentions add up to more than base due to multiple responses.

	2015
Show ways to lower energy costs	26
Nothing / No suggestions	18
Help provide more materials (thermostat, etc.)	15
Better quality materials	4
Better quality workmanship, better quality repair	3
Make sure funds are there before starting	1
Repair non-energy efficiency related issues	1
Do not know, unsure	6
All other	13
Base:	86

17. If there was one single energy efficiency improvement you would suggest, what would it be? 14

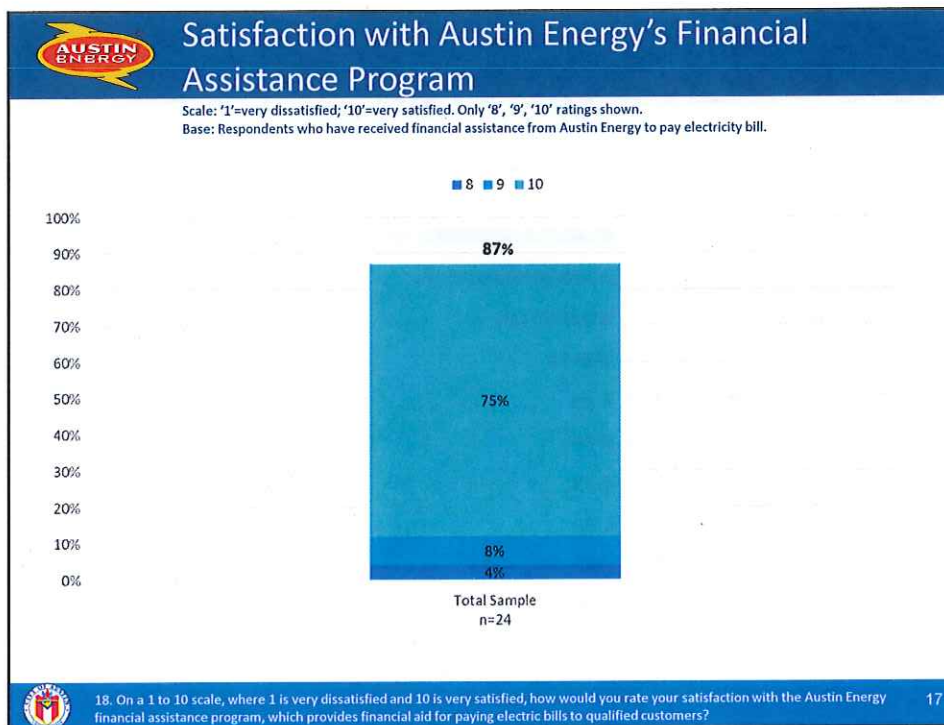


AUSTIN ENERGY Reasons Rated Importance Below an '8'

Base: Respondent who rated importance of offering assistance with home weatherization below '8'.

	2015
Not satisfied with work performance	2
You can call anyone to do the job they did	1
Base:	3

12. Why did you rate the importance below an 8? 16



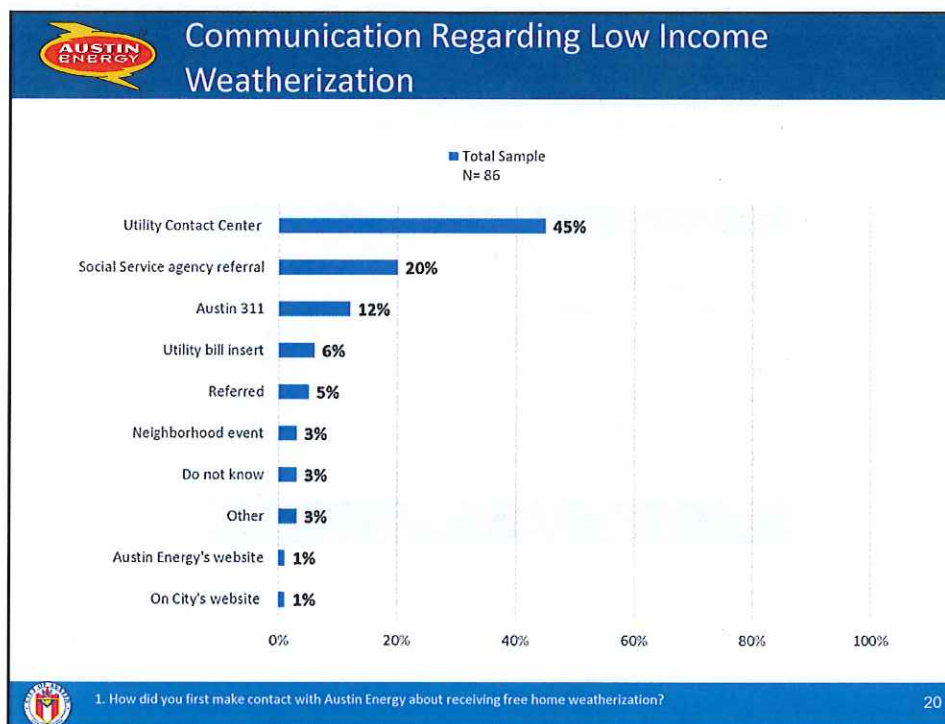
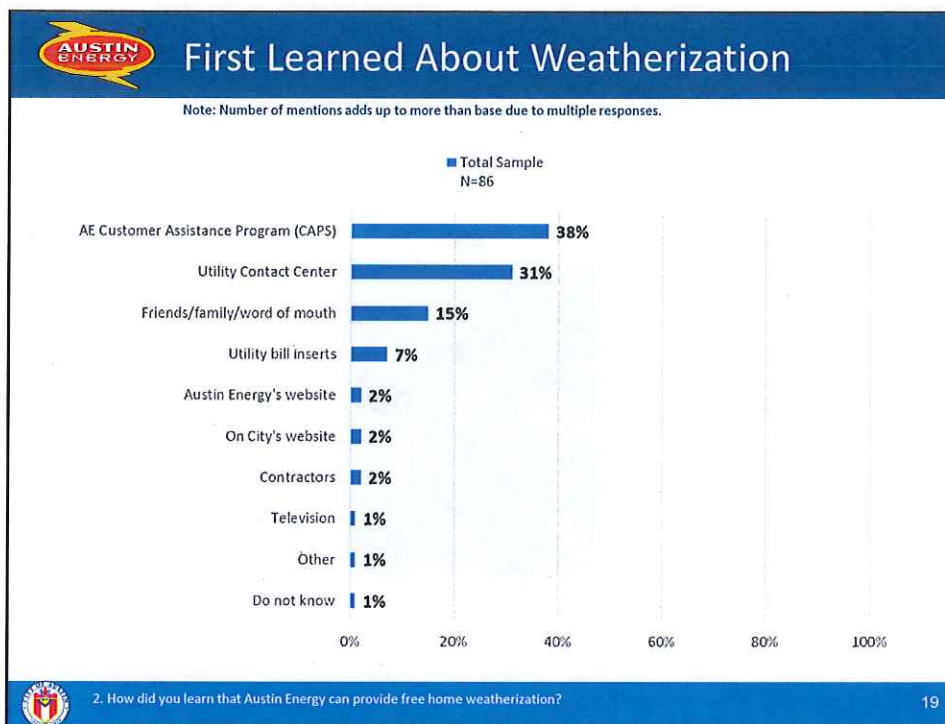
AUSTIN ENERGY

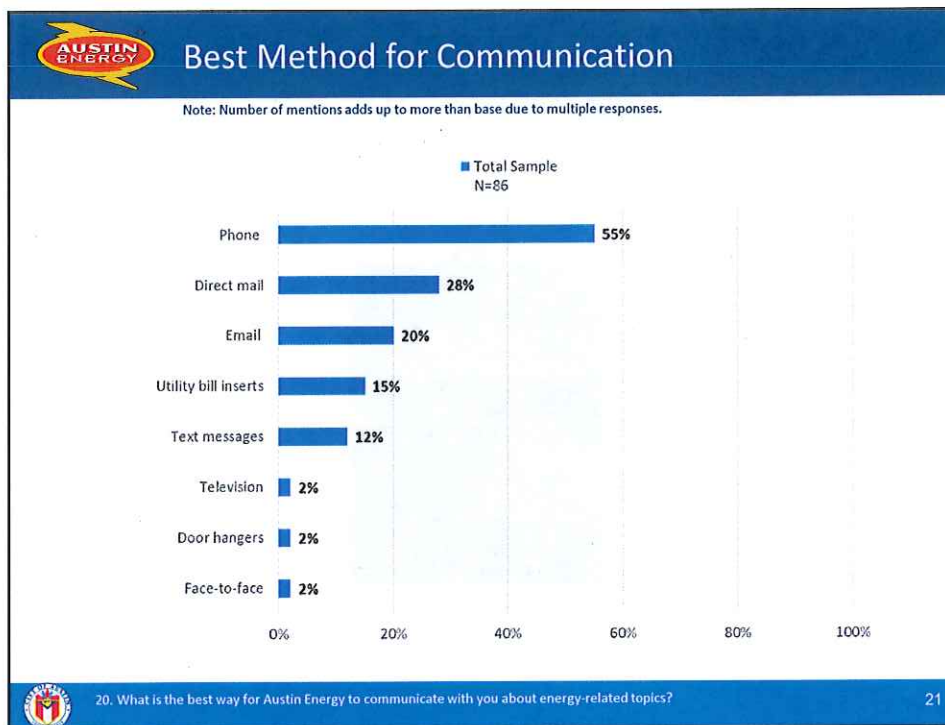
Suggestions on Improvements for Austin Energy's Financial Assistance Program

Base: Those who rated Austin Energy financial assistance less than '8'.
Note: Number of mentions adds up to more than base due to multiple responses.

	2015
Satisfied, no improvements needed	21
Increase energy savings, lower bill	10
Do not know, not familiar with program	9
More communication, more information	7
Complete repairs	7
Assistance with paying bill	2
More communication in Spanish	1
Do follow-ups with the customer	1
All other	8
Base:	63

19. What could be done for you to be more satisfied with the Austin Energy financial assistance program? 18





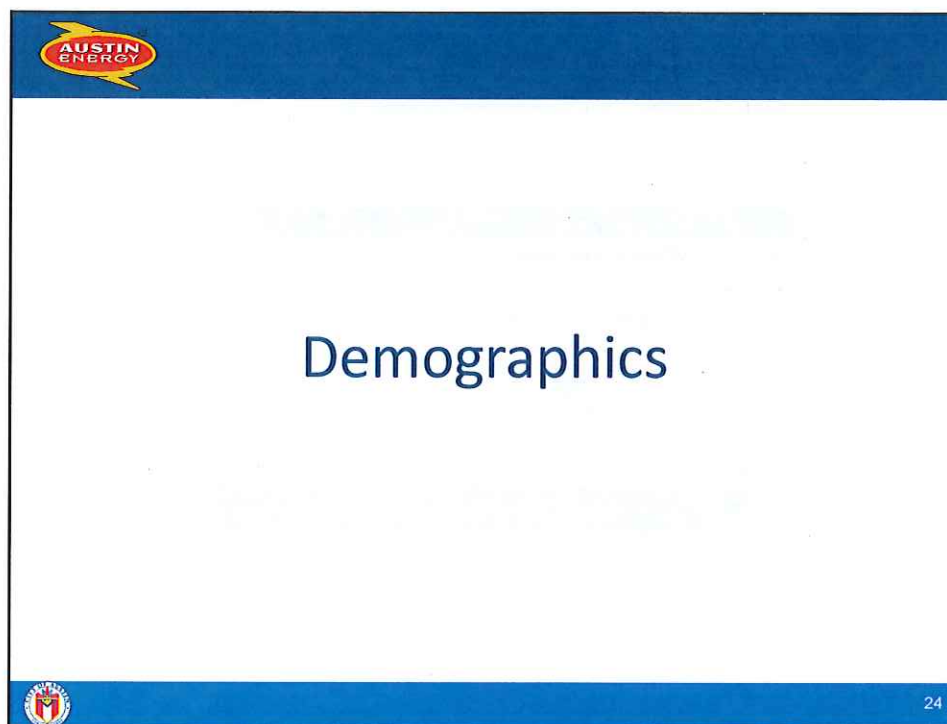
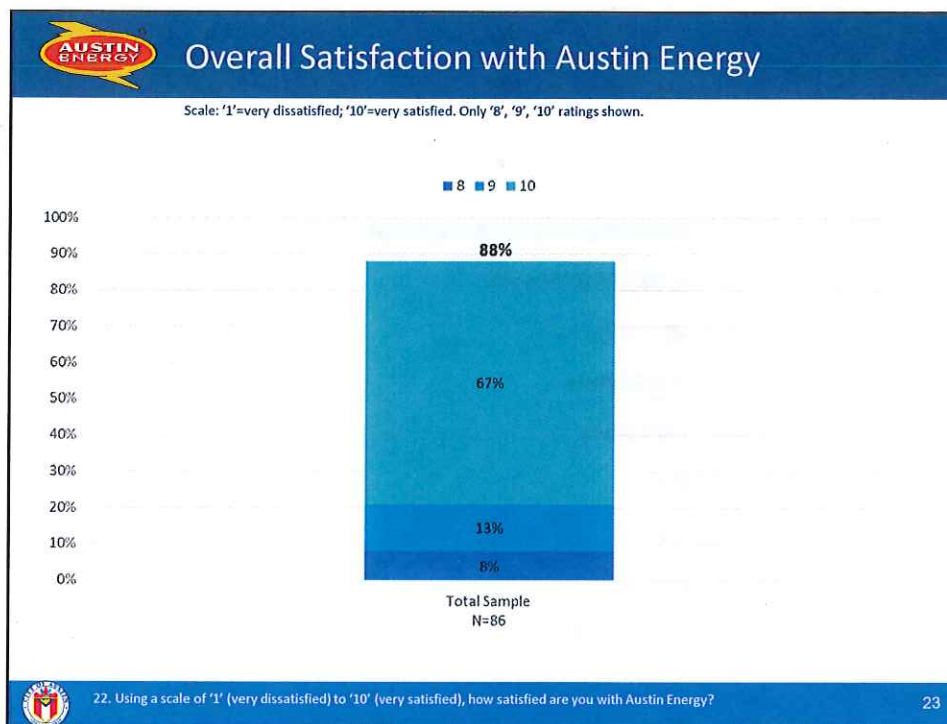
AUSTIN ENERGY Types of Useful Information

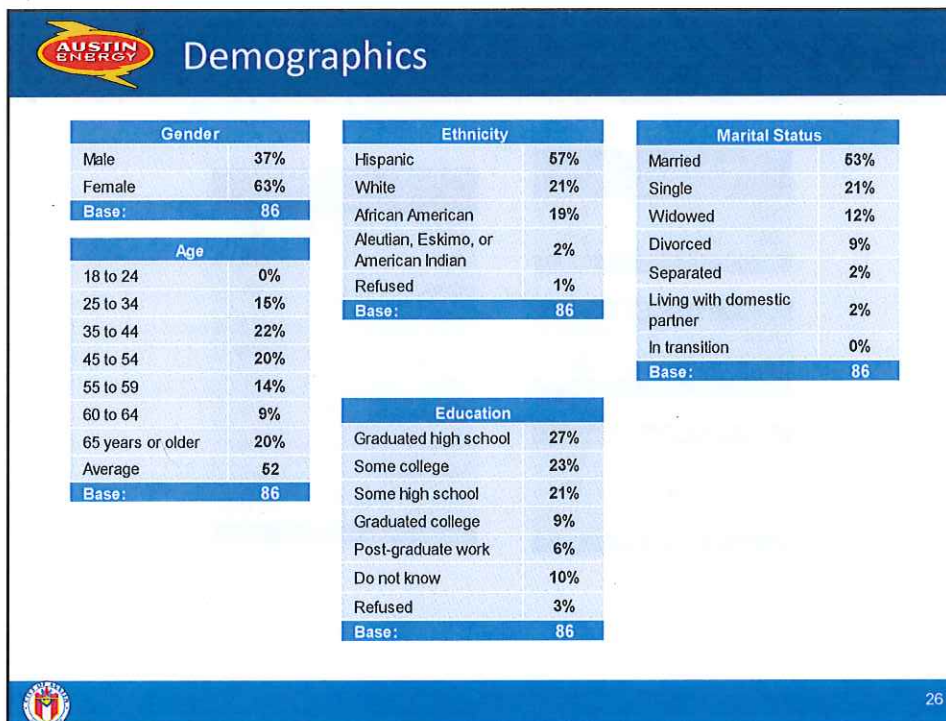
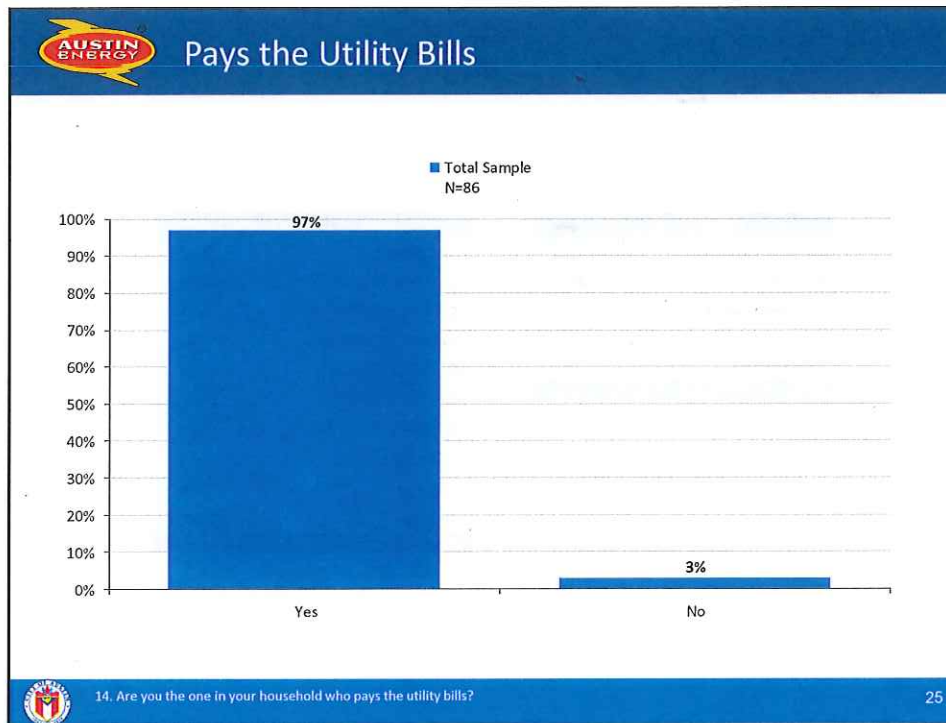
Note: Number of mentions adds up to more than base due to multiple responses.

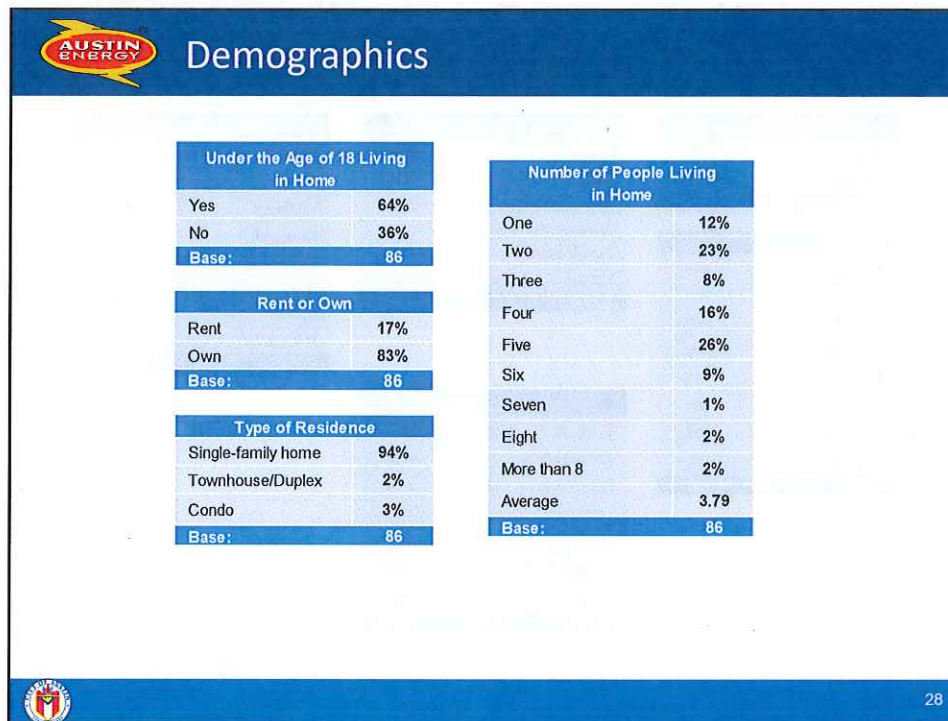
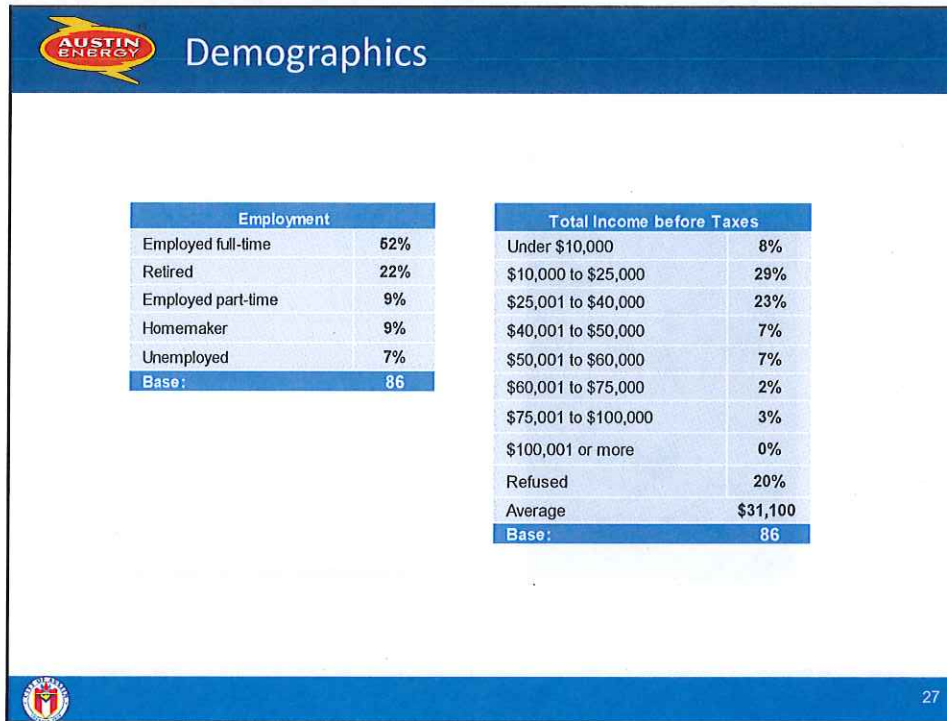
	2015
Tips on reducing energy and water costs	34
Do not know	13
Any new programs or recaps of old programs	10
Learning how to get assistance	5
Communicate details of what is being repaired	5
More information in Spanish	2
No complaints, nothing	6
All other	14
Base:	86

21. What types of information would you find useful?

22









Demographics

Age of Residence	
1 to 5 years	1%
6 to 10 years	16%
11 to 15 years	13%
16 to 20 years	9%
21 to 30 years	10%
31 to 40 years	20%
41 to 50 years	10%
More than 50 years	13%
Refused	7%
Average	28.81
Base:	86

Size of Residence	
Less than 500 square feet	0%
501 to 999 square feet	2%
1,000 to 1,999 square feet	52%
2,000 to 2,999 square feet	14%
3,000 to 3,999 square feet	0%
4,000 to 4,999 square feet	0%
5,000 to 5,999 square feet	0%
6,000 or more square feet	1%
Refused	30%
Base:	86



29




Demographics

Years Lived in Residence	
Less than 6 months	0%
7 to 12 months	2%
1 to 2 years	6%
3 to 5 years	14%
6 to 10 years	22%
11 to 15 years	19%
16 to 20 years	15%
More than 20 years	22%
Refused	0%
Average	14.20
Base:	86

Years Lived in Austin	
Less than 1 year	0%
1 to 5 years	0%
6 to 10 years	7%
11 to 15 years	9%
16 to 20 years	9%
More than 20 years	73%
Refused	1%
Base:	86




30



Methodology

- CCR conducted 86 telephone interviews from June 6th to June 20th, 2015:
 - Each survey lasted approximately 10-12 minutes;
 - Residents were informed that Austin Energy was the survey sponsor.
- Participants in this study consisted of Weatherization Program Enrollees provided by Austin Energy.
- Throughout these charts, small base sizes (N<86) occur.
 - This represents approximately one-quarter of the homes weatherized in 2014, so the data should be considered informational and used as only part of the decision-making process.



31

Data Analytics and Business Intelligence
811 Barton Springs Road Austin Texas 78704

Austin Energy Residential Customer Rebate Program

Summary Report – August 2015

Summary

Overall, 87% of residential survey participants were satisfied to very satisfied with the Austin Energy rebate experience. This was higher than the satisfaction ratings for Austin Energy.

94% of survey participants reported they would recommend Austin Energy rebates to others. The rebate is very important in encouraging the completion of energy efficiency improvements.

60% of survey participants reported it likely that they would not have completed the improvements if rebates did not defray the cost.

89% of survey participants stated it was important to very important for Austin Energy to offer customers rebates to help defray the costs of energy efficiency improvements.

These findings are very encouraging. The programs are viewed as a value to customers and as a necessity to promote energy efficiency.

While most respondents did not have suggestions for improvement, reporting that they were pleased with the programs, offered suggestions included increasing the advertising and outreach related to the programs and increasing the types of measures eligible for rebates.

Highlights

69% of survey participants used a participating contractor to complete improvements.

8% of survey participants completed the improvements themselves.

67% of survey participants received and kept the rebate.

25% of survey participants reported the contractor received the rebate.

Austin Energy's website and participating contractors were the most frequently reported channels where customers first learned about the rebate programs (25%, 37%), with radio, television and social media being the least commonly reported (0.3%, 0.6%, 0.6%).

Participating contractors were the most frequently reported first point of contact by participants (75%) and Austin 311 being the least frequently reported first point of contact (0.3%).

Overall, customers were satisfied with their respective contractor on a range of attributes. The average across attributes was 90%.

On average, for those participants requiring an inspection, over 90% were satisfied to very satisfied with the inspector.

Interestingly, customers continue to associate water rebates with Austin Energy. There are several comments regarding rain barrels and low flow toilets.

Customers frequently noted LEDs and lighting as suggested rebates. This is encouraging with LED point of sale rebates launching in summer 2015.

Recommendations

Based on the positive feedback from rebate program participants, programs should maintain operations. Investigating additional marketing opportunities is recommended. Feedback can be provided to contractors. This survey will continue on a quarterly basis to provide feedback to programs.

Methodology

Electronic survey invitations were sent to residential rebate customers that participated in Austin Energy's energy efficiency rebate programs thru April 2015. The email invitations were sent during the period beginning June 30, 2015 and ending July 12, 2015. Approximately 477 completed surveys were received, a 12% response rate which is a standard expected response rate. Note survey counts will be based on response routing. Survey demographics are provided at the end of the survey report and reflect the demographics of residential rebate program participants.

1. The first part of the paper is devoted to the study of the properties of the function $f(x)$ defined by the equation

$$f(x) = \int_0^x \frac{1}{1+t^2} dt$$

It is well known that this function is the arctangent function, i.e. $f(x) = \arctan x$.

2. In the second part, we consider the function $g(x)$ defined by the equation

$$g(x) = \int_0^x \frac{t}{1+t^2} dt$$

It is easy to see that this function is the logarithm of the square of the square root of $1+x^2$, i.e. $g(x) = \frac{1}{2} \ln(1+x^2)$.

3. Finally, we consider the function $h(x)$ defined by the equation

$$h(x) = \int_0^x \frac{t^2}{1+t^2} dt$$

It is not difficult to see that this function is the difference between the function $g(x)$ and the function $f(x)$, i.e. $h(x) = g(x) - f(x)$.

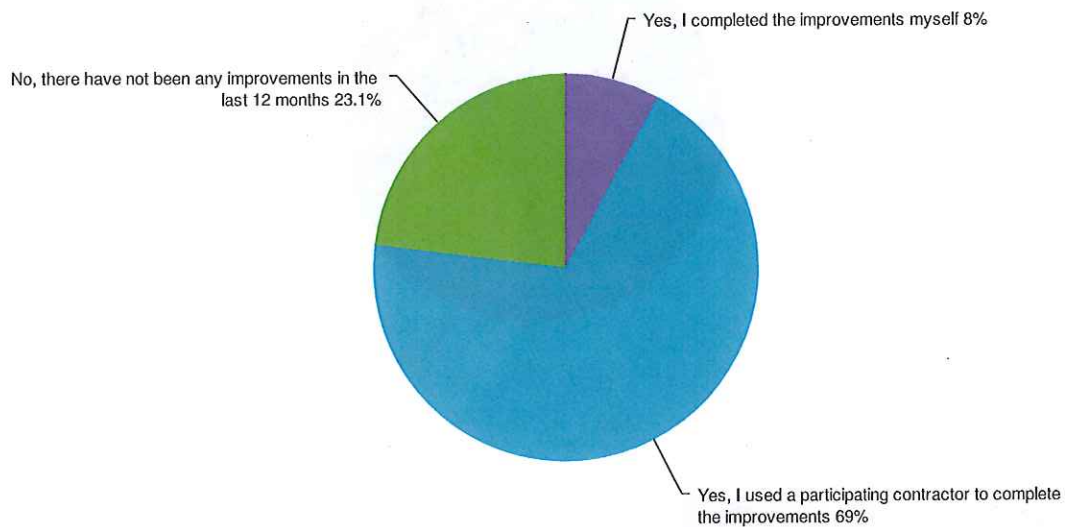
4. In the last part, we study the properties of the function $k(x)$ defined by the equation

$$k(x) = \int_0^x \frac{t^3}{1+t^2} dt$$

It is easy to see that this function is the difference between the function $g(x)$ and the function $h(x)$, i.e. $k(x) = g(x) - h(x)$.

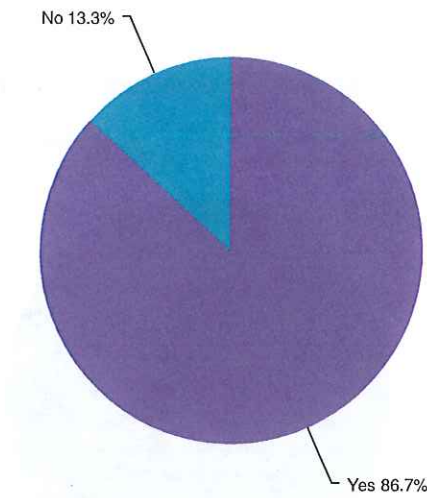
Austin Energy Residential Customer Rebate Program Summary Report - 10 July 2015

1. Have you made energy efficiency improvements to your residence in the last 12 months?



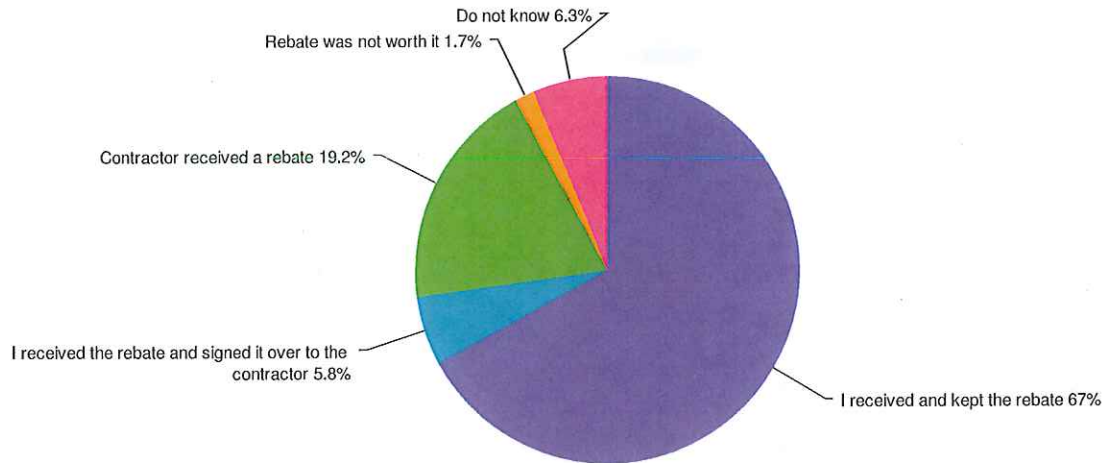
Yes, I completed the improvements myself	8.0%	38
Yes, I used a participating contractor to complete the improvements	69.0%	329
No, there have not been any improvements in the last 12 months	23.1%	110
Total		477

2. Did you know Austin Energy provides rebates for eligible energy efficiency improvements?



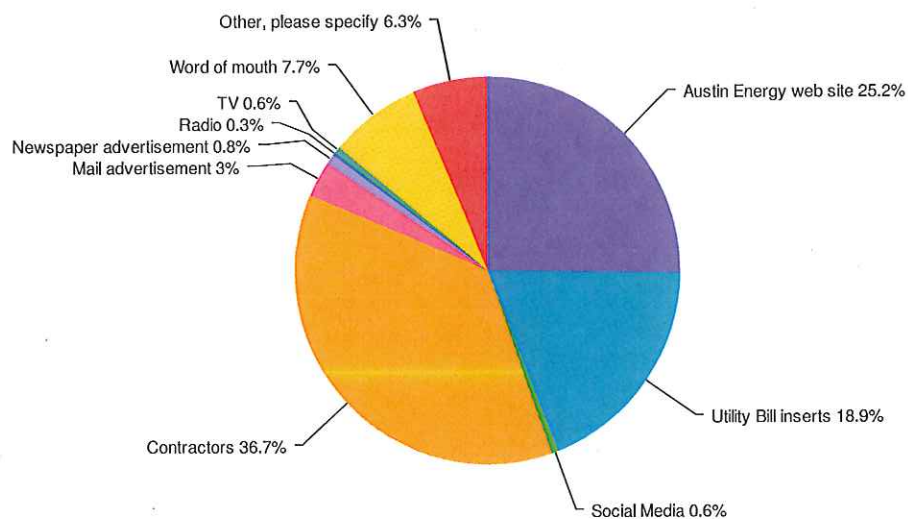
Yes	86.7%	<div><div></div></div>	98
No	13.3%	<div><div></div></div>	15
Total			113

5. Who received the Austin Energy rebate for the energy efficiency improvements?














I received and kept the rebate	67.0%	<div style="width: 67.0%;"></div>	244
I received the rebate and signed it over to the contractor	5.8%	<div style="width: 5.8%;"></div>	21
Contractor received a rebate	19.2%	<div style="width: 19.2%;"></div>	70
Rebate was not worth it	1.7%	<div style="width: 1.7%;"></div>	6
Do not know	6.3%	<div style="width: 6.3%;"></div>	23
Total			364

6. How did you first learn that Austin Energy provides rebates to help with the cost of purchasing and installing energy efficient products?



Total 365

Austin Energy web site	25.2%		92
Billboards	0.0%		0
Utility Bill inserts	18.9%		69
Social Media	0.6%		2
Contractors	36.7%		134
Mail advertisement	3.0%		11
Newspaper advertisement	0.8%		3
Radio	0.3%		1
TV	0.6%		2
Word of mouth	7.7%		28
Other, please specify	6.3%		23
Total			365

Responses "Other, please specify"

Count

Left Blank	458
All the above	1
Appliance I bought.	1
Contractor	1
Fox	1
Green building presentation	1
Realtor	1
Revolve Solar - PV contractor	1
Solar Panel installer	1
Stan's AC	1
Stan's advertisement	1
Supplier Lowes	1
Tesla Motors told me	1
Texas Solar Power Company	1
Vendor	1
Wells Branch Solar Energy Fair	1
contractor	1
don't remember, since inception	1

Responses "Other, please specify"

Count

i did it once before, 1997?

1

leslie's pool supply

1

not sure

1

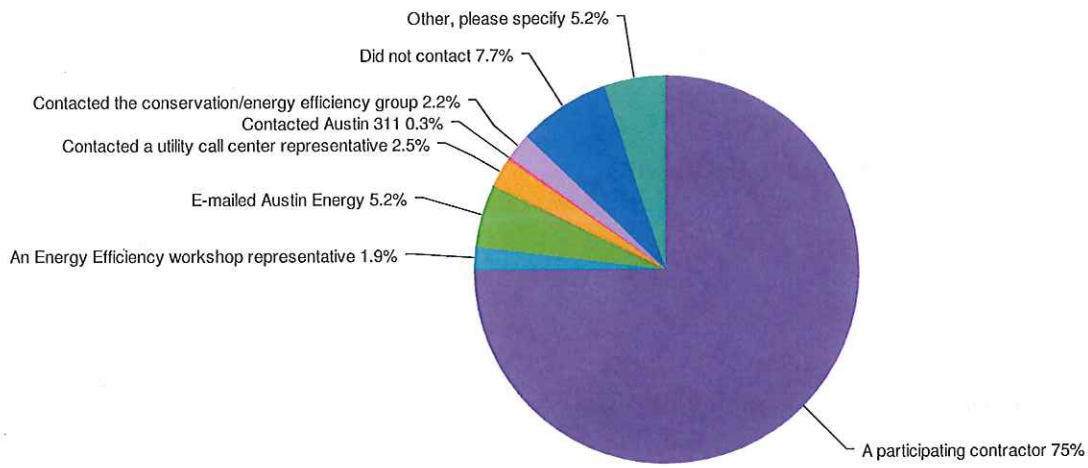
previously employed at AE

1

solar company referred to contractor

1

7. Who did you first contact about obtaining rebates for making energy efficiency improvements?



A participating contractor	75.0%		273
An Energy Efficiency workshop representative	1.9%		7
E-mailed Austin Energy	5.2%		19
Contacted a utility call center representative	2.5%		9
Contacted Austin 311	0.3%		1
Contacted the conservation/energy efficiency group	2.2%		8
Did not contact	7.7%		28
Other, please specify	5.2%		19
Total			364

Responses "Other, please specify"

Count

Left Blank

461

AE web site

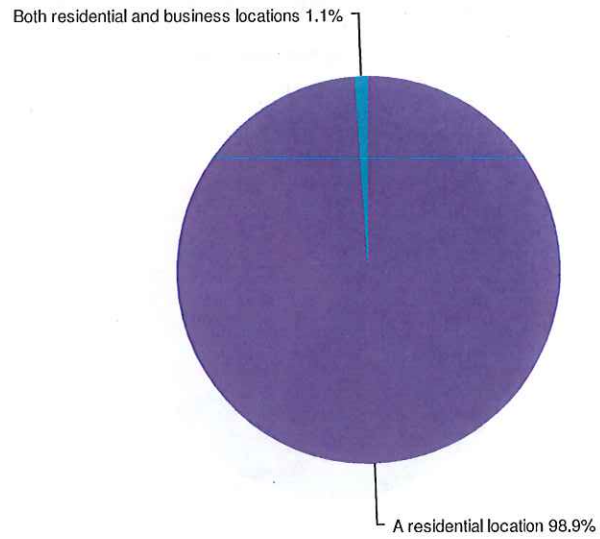
1

Austin energy website

1

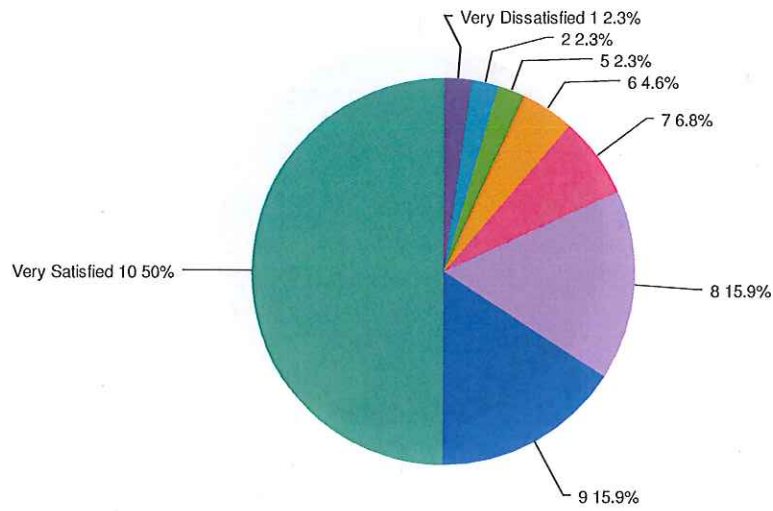
Responses "Other, please specify"	Count
Contractor made contact	1
Hvac company I used brought up the Rebates	1
I am the new owner and do not know how the previous owner did things.	1
I don't recall	1
Mailed rebate after buying appliance.	1
Needed water heater picked one with AE rebate	1
Realtor and home inspector told of rebates when purchased house	1
Was referred to a participating contractor by a solar contractor	1
austin energy website	1
contractor filled out the form for me and then I signed (?) and mailed it in.	1
don't remember	1
i do not recall	1
leslies pool	1
made the contact through Longhorn solar as we were installing solar panels.	1
referral from a friend	1
tesla dealer	1
velocity credit union	1

8. Was your interest in Austin Energy rebate programs related to:



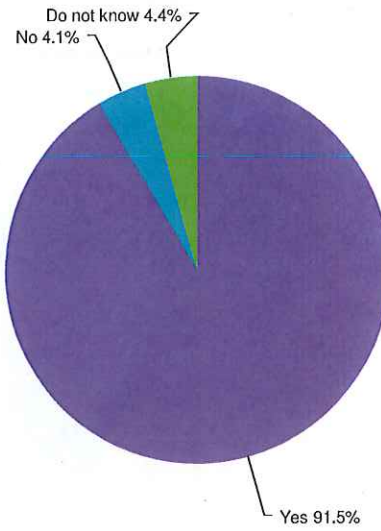
A business or work location	0.0%		0
A residential location	98.9%		354
Both residential and business locations	1.1%		4
Total			358

9. On a 1 to 10 scale, where 1 is very dissatisfied and 10 is very satisfied, how would you rate the services that were provided to you by the Austin Energy staff member you spoke with about your energy efficiency needs?



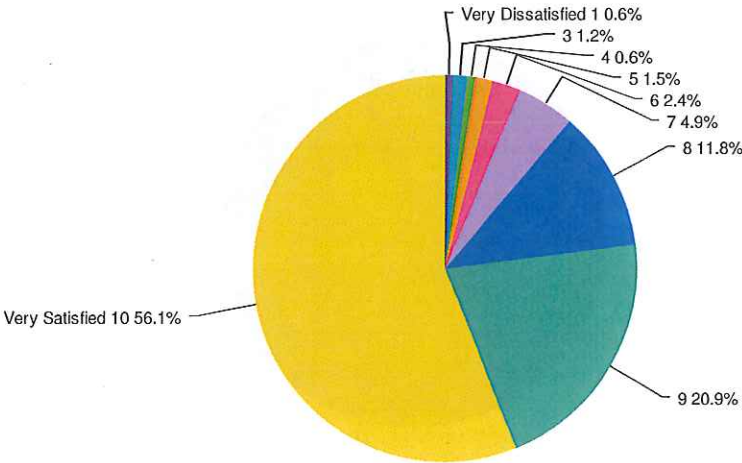
Very Dissatisfied 1	2.3%		1
2	2.3%		1
3	0.0%		0
4	0.0%		0
5	2.3%		1
6	4.6%		2
7	6.8%		3
8	15.9%		7
9	15.9%		7
Very Satisfied 10	50.0%		22
Total			44

11. Did you use an authorized contractor to complete the energy efficiency improvements?



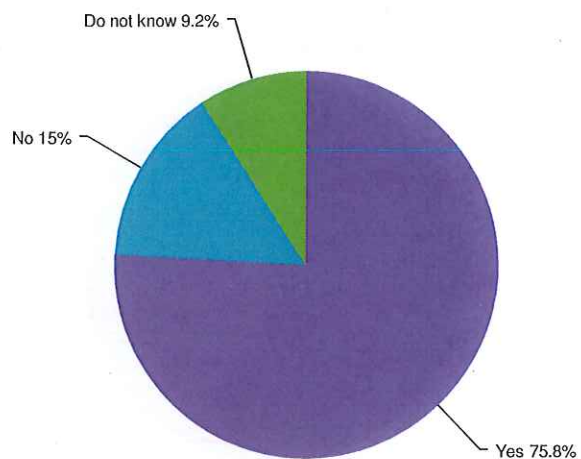
Yes	91.5%	<div style="width: 91.5%; height: 15px; background-color: purple;"></div>	333
No	4.1%	<div style="width: 4.1%; height: 15px; background-color: blue;"></div>	15
Do not know	4.4%	<div style="width: 4.4%; height: 15px; background-color: green;"></div>	16
Total			364

13. On a 1 to 10 scale, where 1 is very dissatisfied and 10 is very satisfied, how satisfied were you with the contractor who completed the energy efficiency improvements at your residence?



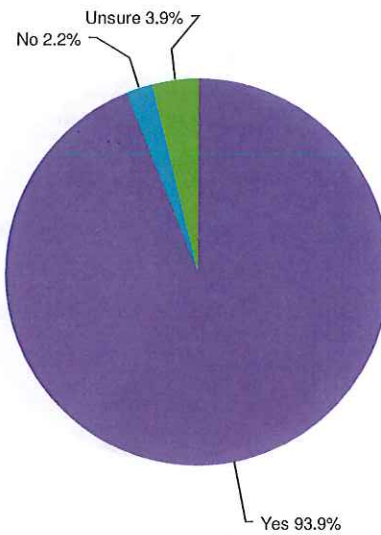
Very Dissatisfied 1	0.6%		2
2	0.0%		0
3	1.2%		4
4	0.6%		2
5	1.5%		5
6	2.4%		8
7	4.9%		16
8	11.8%		39
9	20.9%		69
Very Satisfied 10	56.1%		185
Total			330

15. Did your energy efficiency improvements require an inspection by Austin Energy Staff?



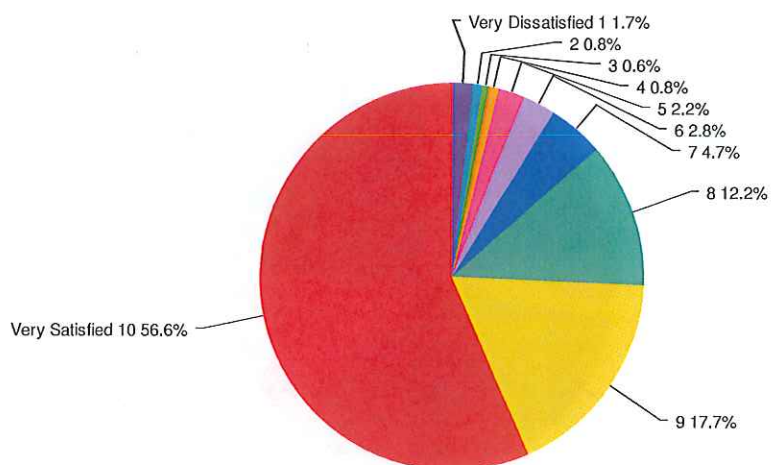
Yes	75.8%	<div></div>	273
No	15.0%	<div></div>	54
Do not know	9.2%	<div></div>	33
Total			360

17. Would you recommend Austin Energy rebates or energy efficiency improvements to others?



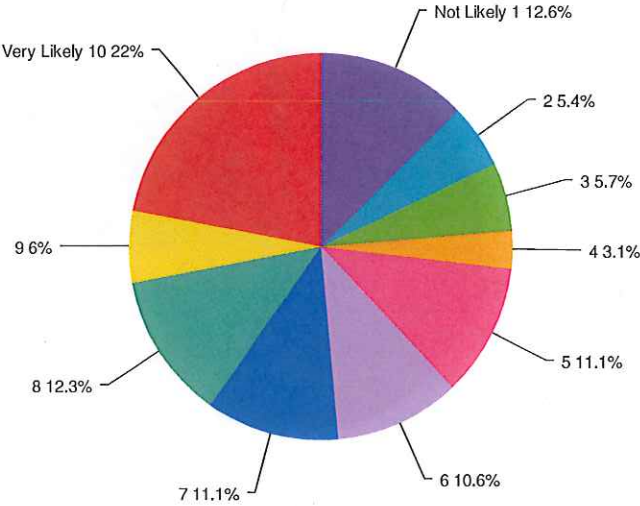
Yes	93.9%	<div></div>	336
No	2.2%	<div></div>	8
Unsure	3.9%	<div></div>	14
Total			358

18. On a scale from 1 to 10, where 1 is very dissatisfied and 10 is very satisfied, how satisfied are you with the Austin Energy rebate experience?



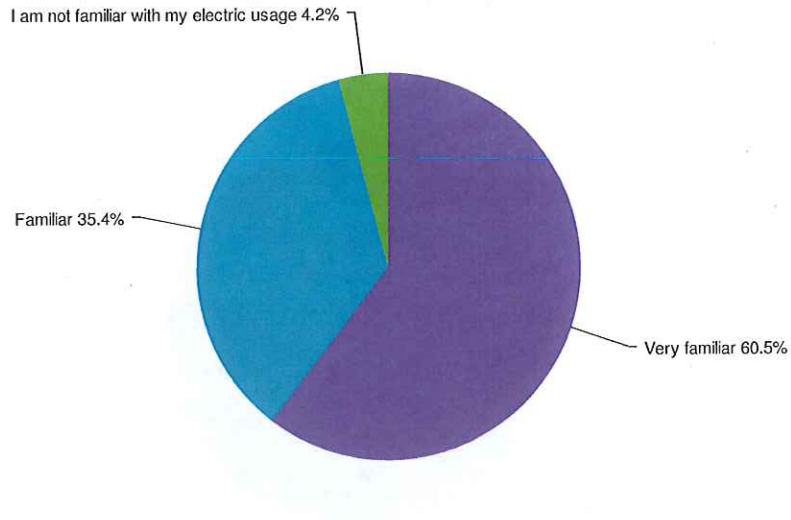
Very Dissatisfied 1	1.7%		6
2	0.8%		3
3	0.6%		2
4	0.8%		3
5	2.2%		8
6	2.8%		10
7	4.7%		17
8	12.2%		44
9	17.7%		64
Very Satisfied 10	56.6%		205
Total			362

20. On a 1 to 10 scale, where 1 is not likely and 10 is very likely, how likely would you have been to complete this energy efficiency improvement if you had not received the rebate to help reduce the cost of the improvements?



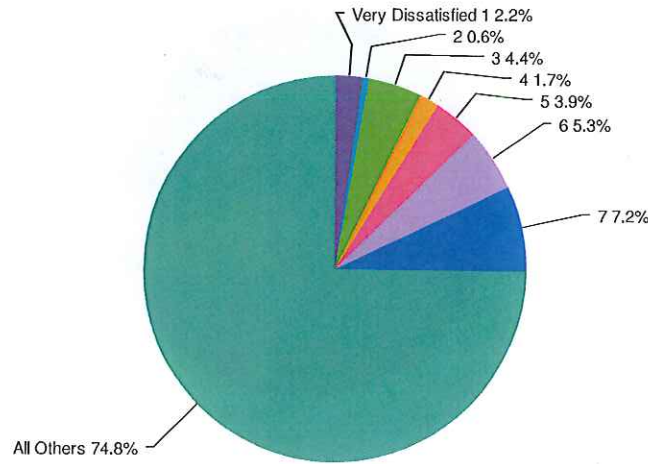
Not Likely 1	12.6%	<div></div>	44
2	5.4%	<div></div>	19
3	5.7%	<div></div>	20
4	3.1%	<div></div>	11
5	11.1%	<div></div>	39
6	10.6%	<div></div>	37
7	11.1%	<div></div>	39
8	12.3%	<div></div>	43
9	6.0%	<div></div>	21
Very Likely 10	22.0%	<div></div>	77
Total			350

22. How familiar are you with your monthly electric usage or service?



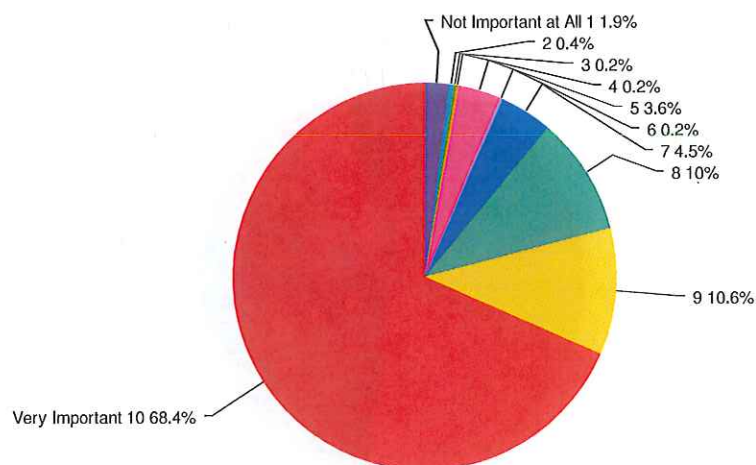
Very familiar	60.5%	<div></div>	217
Familiar	35.4%	<div></div>	127
I am not familiar with my electric usage	4.2%	<div></div>	15
Total			359

23. On a scale from 1 to 10, where 1 is very dissatisfied and 10 is very satisfied, how satisfied are you with the amount of energy savings you are seeing on your bill since your energy efficiency improvements were completed?



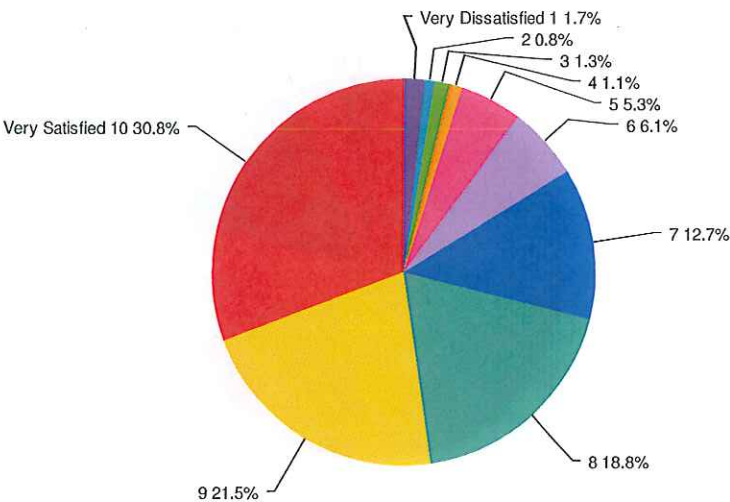
Very Dissatisfied 1	2.2%		8
2	0.6%		2
3	4.4%		16
4	1.7%		6
5	3.9%		14
6	5.3%		19
7	7.2%		26
8	12.2%		44
9	6.9%		25
Very Satisfied 10	24.9%		90
Too Soon To Assess	22.4%		81
Do Not Know	8.3%		30
Total			361

24. On a scale from 1 to 10, where 1 is not important at all and 10 is very important, how important is it to you that Austin Energy offer its customers rebates to help with the cost of energy efficiency improvements?



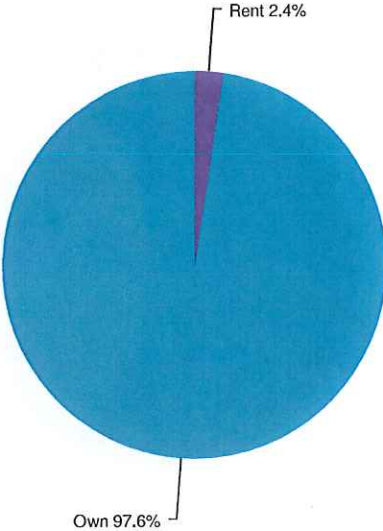
Not Important at All 1	1.9%		9
2	0.4%		2
3	0.2%		1
4	0.2%		1
5	3.6%		17
6	0.2%		1
7	4.5%		21
8	10.0%		47
9	10.6%		50
Very Important 10	68.4%		323
Total			472

28. On a scale from 1 to 10, where 1 is very dissatisfied and 10 is very satisfied, how satisfied are you with Austin Energy?



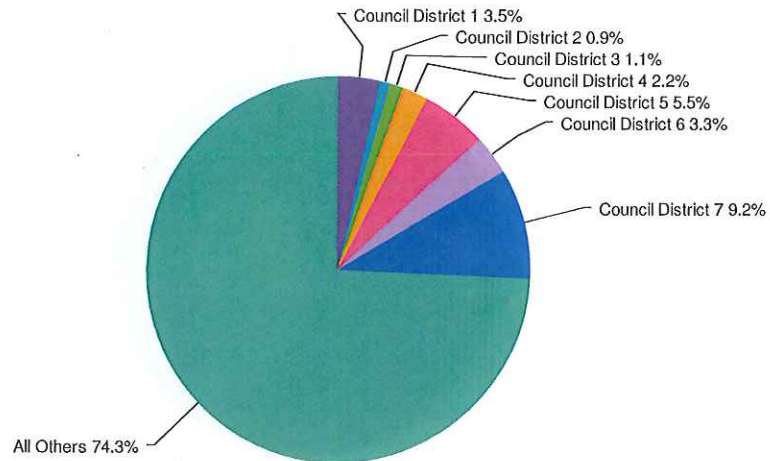
Very Dissatisfied 1	1.7%		8
2	0.8%		4
3	1.3%		6
4	1.1%		5
5	5.3%		25
6	6.1%		29
7	12.7%		60
8	18.8%		89
9	21.5%		102
Very Satisfied 10	30.8%		146
Total			474

29. Do you rent or own the residence where the energy efficiency improvements were completed?



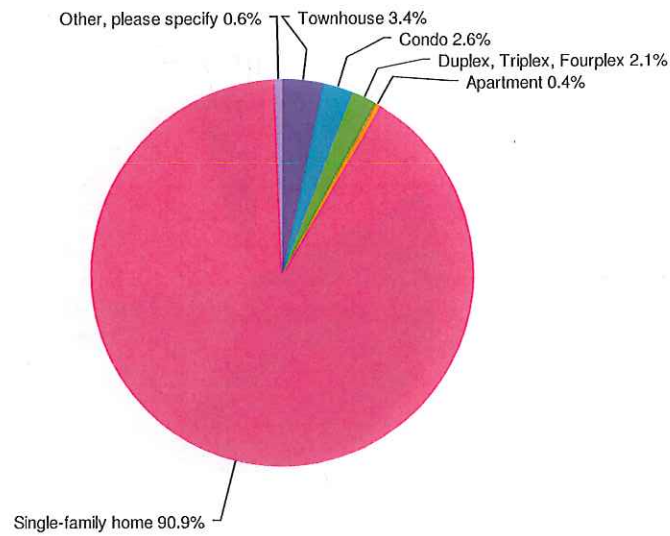
Rent	2.4%	<div></div>	11
Own	97.6%	<div></div>	454
Total			465

30. In which City of Austin Council District is the residence located?



Council District 1	3.5%	16
Council District 2	0.9%	4
Council District 3	1.1%	5
Council District 4	2.2%	10
Council District 5	5.5%	25
Council District 6	3.3%	15
Council District 7	9.2%	42
Council District 8	5.7%	26
Council District 9	3.7%	17
Council District 10	12.5%	57
Do not know	39.3%	179
My residence is not located in a City of Austin Council District	13.0%	59
Total		455

32. Which of the following best describes the residence?



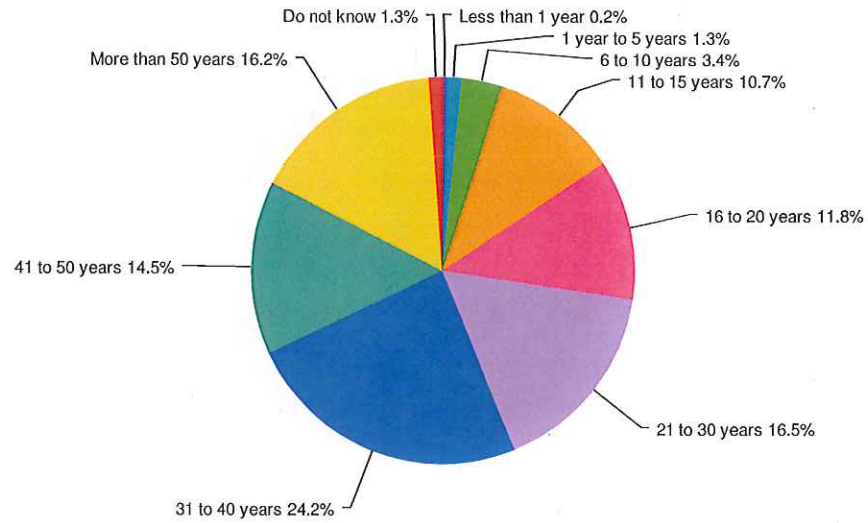
Townhouse	3.4%	<div></div>	16
Condo	2.6%	<div></div>	12
Duplex, Triplex, Fourplex	2.1%	<div></div>	10
Apartment	0.4%	<div></div>	2
Single-family home	90.9%	<div></div>	427
Other, please specify	0.6%	<div></div>	3
Total			470

Responses "Other, please specify"

Count

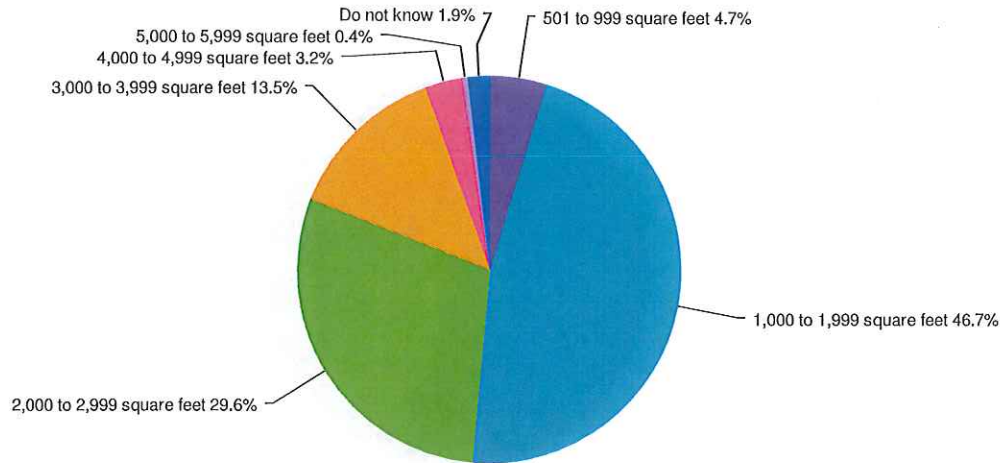
Left Blank	478
Multi-species mud hut	1
lakeside cabins	1

33. Approximately how old is the residence?



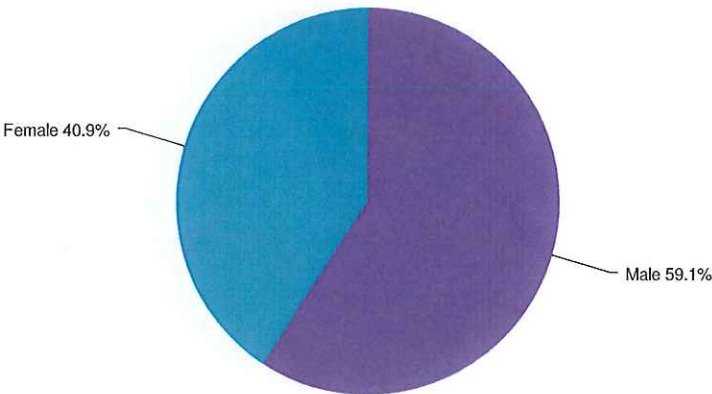
Less than 1 year	0.2%		1
1 year to 5 years	1.3%		6
6 to 10 years	3.4%		16
11 to 15 years	10.7%		50
16 to 20 years	11.8%		55
21 to 30 years	16.5%		77
31 to 40 years	24.2%		113
41 to 50 years	14.5%		68
More than 50 years	16.2%		76
Do not know	1.3%		6
Total			468

34. What is the approximate total square footage of the residence? Include only indoor or enclosed space.



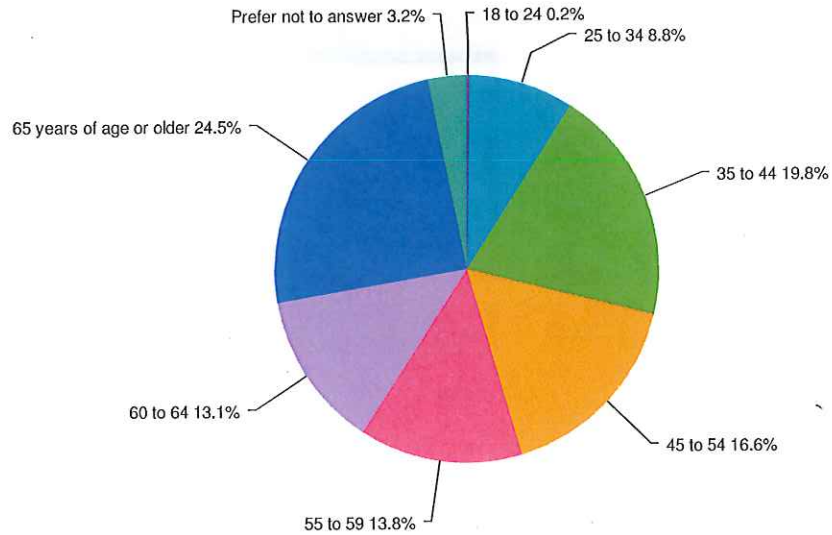
Less than 500 square feet	0.0%		0
501 to 999 square feet	4.7%		22
1,000 to 1,999 square feet	46.7%		218
2,000 to 2,999 square feet	29.6%		138
3,000 to 3,999 square feet	13.5%		63
4,000 to 4,999 square feet	3.2%		15
5,000 to 5,999 square feet	0.4%		2
6,000 or more square feet	0.0%		0
Do not know	1.9%		9
Total			467

35. Are you



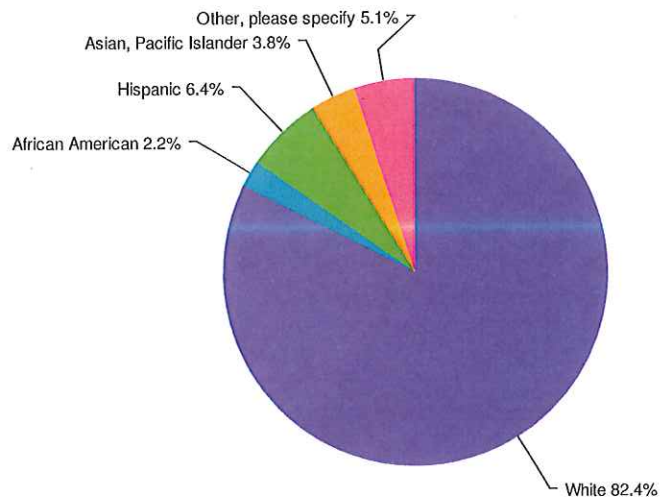
Male	59.1%	<div><div></div><div></div></div>	269
Female	40.9%	<div><div></div><div></div></div>	186
Total			455

36. Please tell me which of the following categories includes your age.



18 to 24	0.2%		1
25 to 34	8.8%		41
35 to 44	19.8%		92
45 to 54	16.6%		77
55 to 59	13.8%		64
60 to 64	13.1%		61
65 years of age or older	24.5%		114
Prefer not to answer	3.2%		15
Total			465

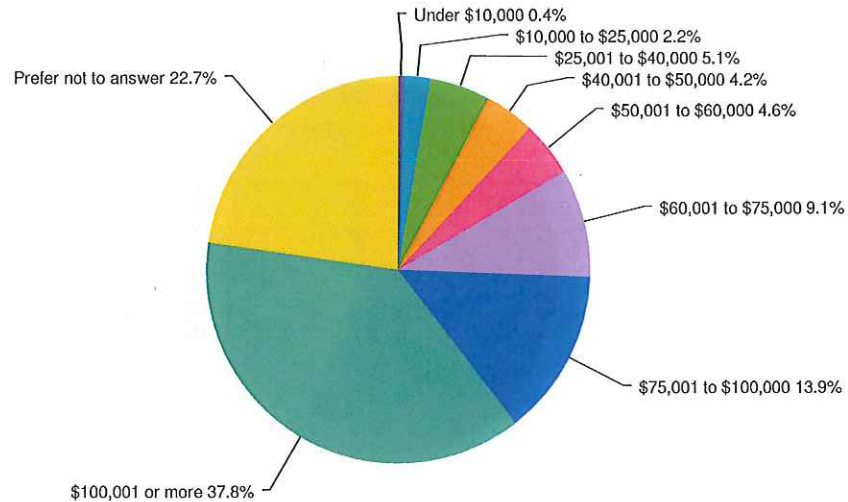
37. Which of the following best describes your race or ethnic background?



White	82.4%		371
African American	2.2%		10
Hispanic	6.4%		29
Asian, Pacific Islander	3.8%		17
Aleutian, Eskimo, or American Indian	0.0%		0
Other, please specify	5.1%		23
Total			450

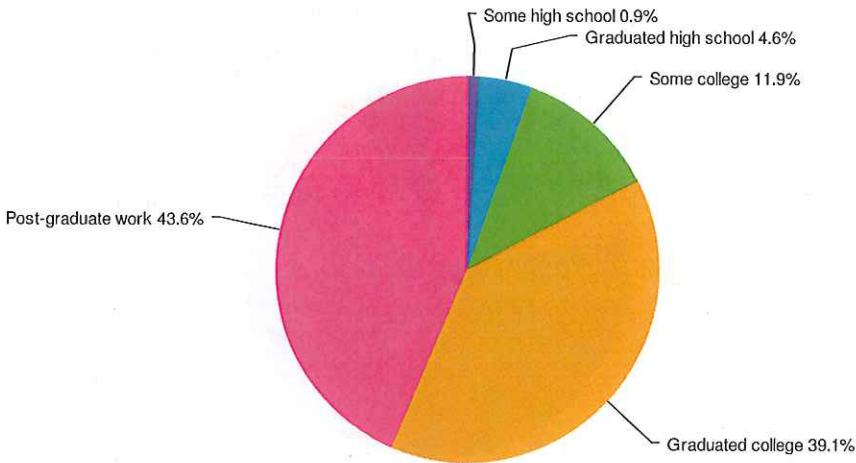
Responses "Other, please specify"	Count
Left Blank	460
All government should be colorblind	1
Danish American	1
European	1
Human	3
I do not answer race questions.	1
Indian american	1
Mix of several things	1
Mixed	2
homo sapien	1
human	1
i am white my wife is hispanic	1
non of your beeswax	1
prefer not to answer	1
private	1
should not be important	1
white and hispanic	1
white/hispanic	1

38. Which of the following categories best describes your total family income for 2014, before taxes?



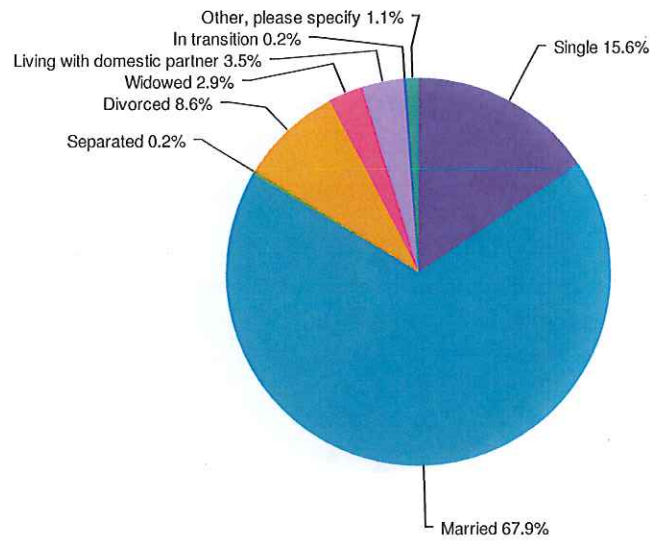
Under \$10,000	0.4%		2
\$10,000 to \$25,000	2.2%		10
\$25,001 to \$40,000	5.1%		23
\$40,001 to \$50,000	4.2%		19
\$50,001 to \$60,000	4.6%		21
\$60,001 to \$75,000	9.1%		41
\$75,001 to \$100,000	13.9%		63
\$100,001 or more	37.8%		171
Prefer not to answer	22.7%		103
Total			453

39. What is the highest level of school you have completed?



Some high school	0.9%	<div></div>	4
Graduated high school	4.6%	<div></div>	21
Some college	11.9%	<div></div>	55
Graduated college	39.1%	<div></div>	180
Post-graduate work	43.6%	<div></div>	201
Total			461

40. What is your marital status?



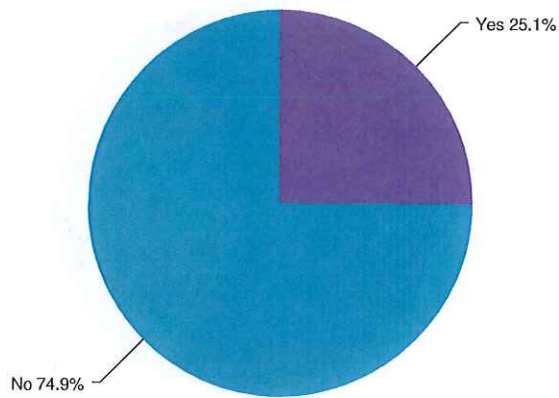
Single	15.6%	<div></div>	71
Married	67.9%	<div></div>	309
Separated	0.2%	<div></div>	1
Divorced	8.6%	<div></div>	39
Widowed	2.9%	<div></div>	13
Living with domestic partner	3.5%	<div></div>	16
In transition	0.2%	<div></div>	1
Other, please specify	1.1%	<div></div>	5
Total			455

Responses "Other, please specify"

Count

Left Blank	477
Not relevant	1
Prefer not to answer	1
not your business	1

41. Do you have anyone under the age of 18 living in your residence?



Yes	25.1%	<div><div></div></div>	115
No	74.9%	<div><div></div></div>	343
Total			458

Data Analytics and Business Intelligence
811 Barton Springs Road Austin Texas 78704

Austin Energy Commercial Customer Rebate Program

Summary Report – August 2015

Summary

Overall, 70% of commercial survey participants were satisfied to very satisfied with the Austin Energy rebate experience. This was higher than the satisfaction ratings for Austin Energy.

93% of survey participants reported they would recommend Austin Energy rebates to other businesses. The rebate is very important in encouraging the completion of energy efficiency improvements.

71% of survey participants reported they would not have been likely or very likely to complete the improvements if no rebate was provided to help defray the cost.

73% of survey participants stated it was important to very important for Austin Energy to offer customers rebates to help defray the costs of energy efficiency improvements.

These findings are very encouraging. The programs are viewed as a value to customers and as a necessity to promote energy efficiency.

Survey participants offered suggestions to improve rebate program administration and suggestions included clearer information exchange, online application process and consistent rebate calculation examples.

Highlights

67% of survey participants used a participating contractor to complete improvements.

19% of survey participants completed the improvements themselves.

71% of survey participants received and kept the rebate.

29% of survey participants reported the contractor received the rebate.

Austin Energy's website and participating contractors were the most frequently reported channels where customers first learned about the rebate programs(19%), with bill inserts and social media being the least commonly reported (8%, 4%).

Participating contractors were the most frequently reported first point of contact by participants (43%) with a utility contact center representative being the least frequently reported first point of contact (7%).

Overall, customers were satisfied with their respective contractor on a range of attributes. The average across attributes was 79% while the actual scores ranged from 73% to 83% for satisfied to very satisfied participants.

On average, over 90% of survey participants reporting the improvements required inspections were satisfied to very satisfied with the inspector.

Recommendations

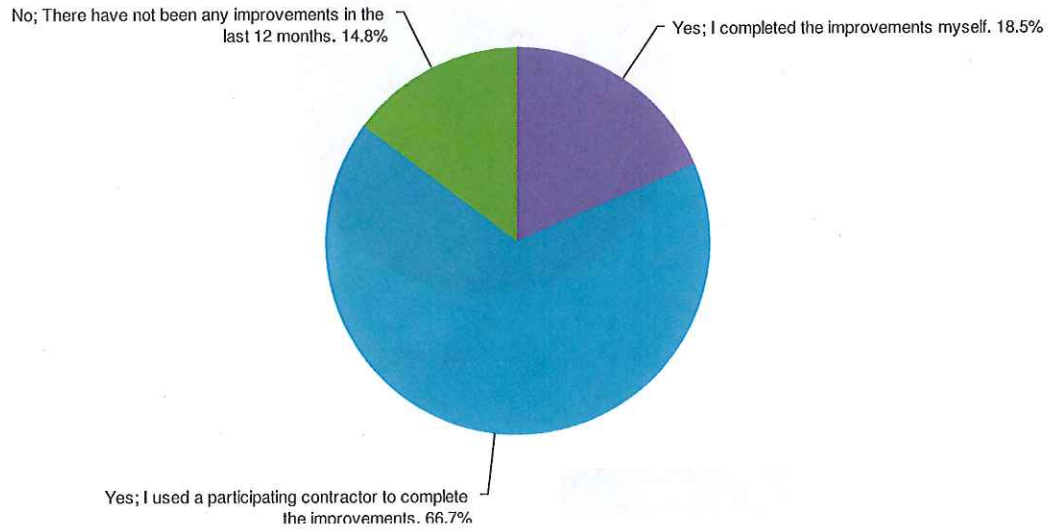
Based on the positive feedback from rebate program participants, programs should maintain operations. Investigating additional marketing opportunities is recommended. Feedback can be provided to contractors. This survey will continue on a quarterly basis to provide feedback to programs.

Methodology

Electronic survey invitations were sent to commercial rebate customers that participated in Austin Energy's energy efficiency rebate programs thru April 2015. The email invitations were sent during the period beginning June 9, 2015 and ending June 22, 2015. Approximately 29 completed surveys were received, a 10% response rate which is a standard expected response rate. Demographics of the survey respondents reflect the commercial population of Austin Energy. Note that survey counts will be based on response routing.

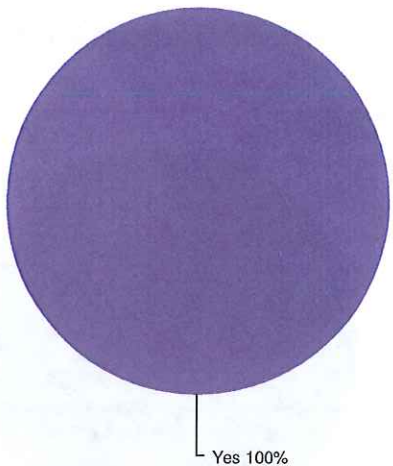
Austin Energy Commercial Customer Rebate Program Summary Report - 07 July 2015

1. Did your business complete energy efficiency improvements in the last 12 months?



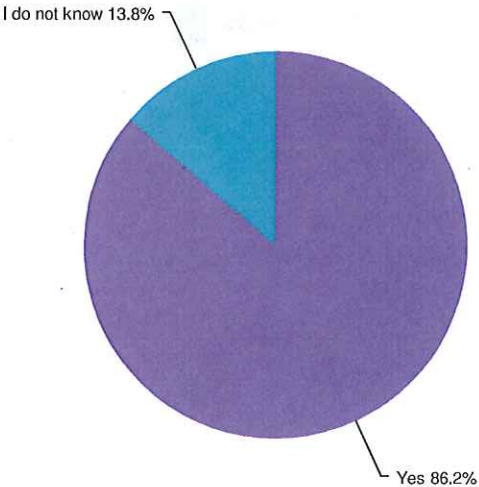
Yes; I completed the improvements myself.	18.5%	<div></div>	5
Yes; I used a participating contractor to complete the improvements.	66.7%	<div></div>	18
No; There have not been any improvements in the last 12 months.	14.8%	<div></div>	4
Total			27

2. Did you know Austin Energy provides rebates to businesses for eligible energy improvements?



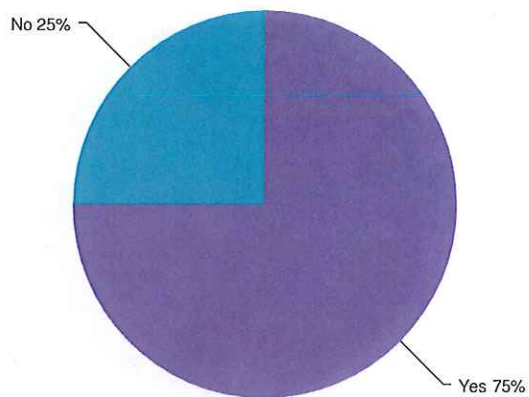
Yes	100.0%	<div></div>	4
No	0.0%	<div></div>	0
Total			4

3. Did the improvements made to your business qualify for Austin Energy rebates?



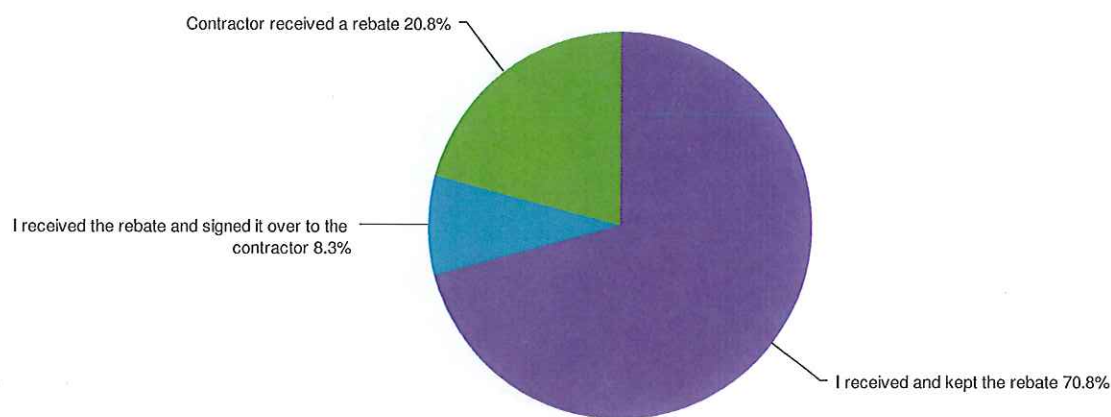
Yes	86.2%	<div></div>	25
No	0.0%	<div></div>	0
I do not know	13.8%	<div></div>	4
Total			29

4. Did you know Austin Energy provides rebates to businesses for eligible energy efficient improvements?



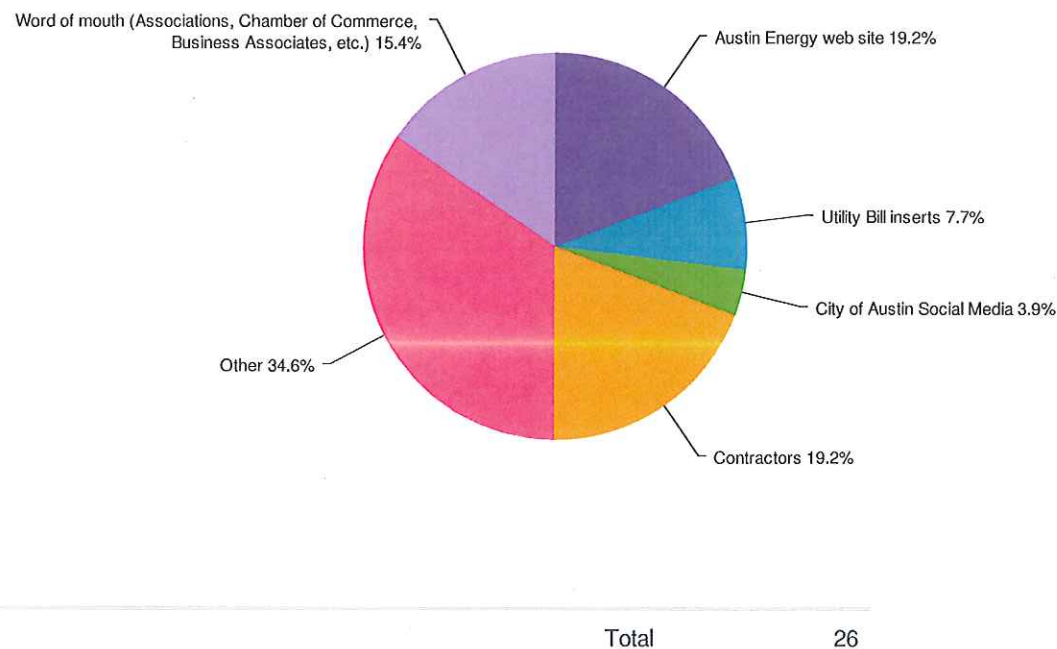
Yes	75.0%	<div><div></div></div>	3
No	25.0%	<div><div></div></div>	1
Total			4












5. Who received the Austin Energy rebate for the energy efficiency improvements?



I received and kept the rebate	70.8%	<div><div></div></div>	17
I received the rebate and signed it over to the contractor	8.3%	<div><div></div></div>	2
Contractor received a rebate	20.8%	<div><div></div></div>	5
Rebate was not worth it.	0.0%	<div><div></div></div>	0
Do not know	0.0%	<div><div></div></div>	0
Total			24

6. How did you first learn that Austin Energy provides rebates to help with the cost of purchasing and installing energy efficient products?



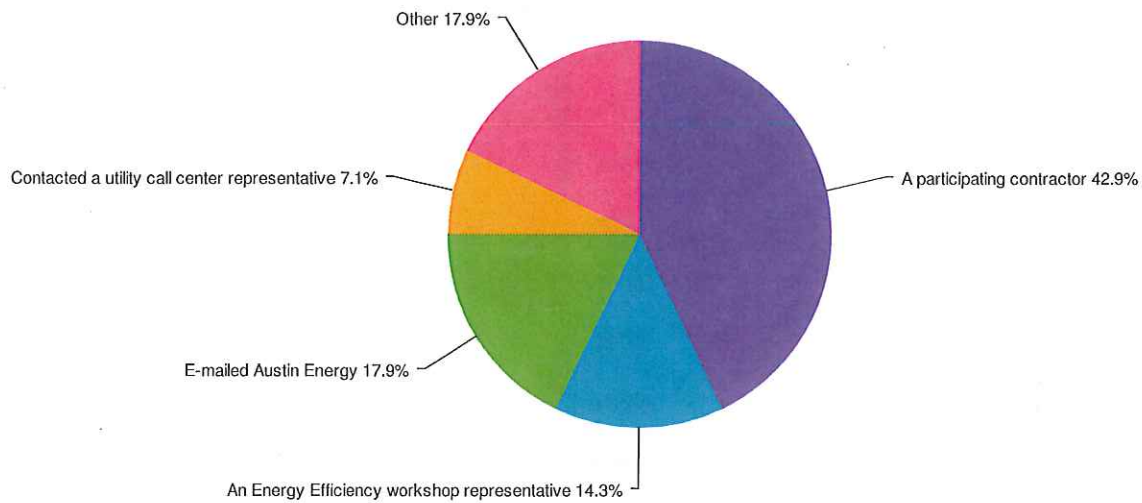
Austin Energy web site	19.2%		5
Billboards	0.0%		0
Utility Bill inserts	7.7%		2
City of Austin Social Media	3.9%		1
Contractors	19.2%		5
Other	34.6%		9
Mail advertisement	0.0%		0
Newspaper advertisement	0.0%		0
Radio	0.0%		0
TV	0.0%		0
Word of mouth (Associations, Chamber of Commerce, Business Associates, etc.)	15.4%		4
Total			26

Responses "Other"

Count

Left Blank	20
Austin Energy Contacted Us	1
Design Team	1
Energy vendor partners	1
I'm a former employee	1
account manager	1
austin energy consultant	1
manager at Austin energy	1
past participation with AE programs	1
web	1

7. Who did you contact first to discuss rebates for energy efficiency improvements made to your business?



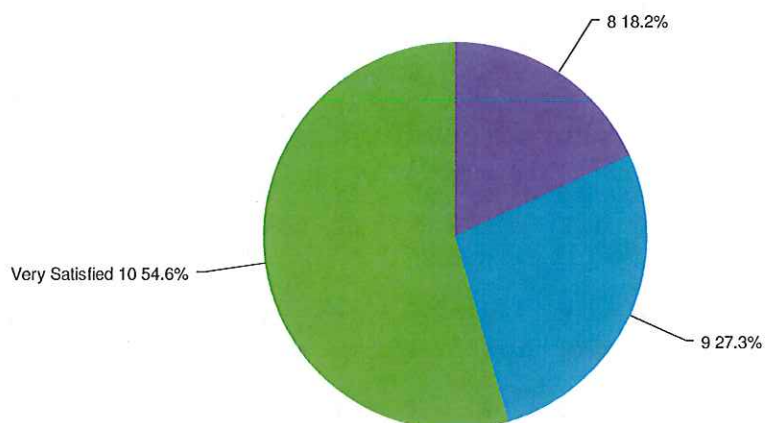
A participating contractor	42.9%	<div></div>	12
An Energy Efficiency workshop representative	14.3%	<div></div>	4
E-mailed Austin Energy	17.9%	<div></div>	5
Contacted a utility call center representative	7.1%	<div></div>	2
Contacted Austin 311	0.0%	<div></div>	0
Contacted conservation group	0.0%	<div></div>	0
Did not contact/not interested in rebates/program	0.0%	<div></div>	0
Other	17.9%	<div></div>	5
Total			28

Responses "Other"

Count

Left Blank	24
Contacted by Austin Energy	1
Design Team made initial contact	1
Partnered with an energy efficiency vendor	1
Several - contractor, EES employees	1
austin energy called	1

8. On a 1 to 10 scale, where 1 is very dissatisfied and 10 is very satisfied, how would you rate the services that were provided to you by the Austin Energy staff member you spoke with about your energy efficiency needs?

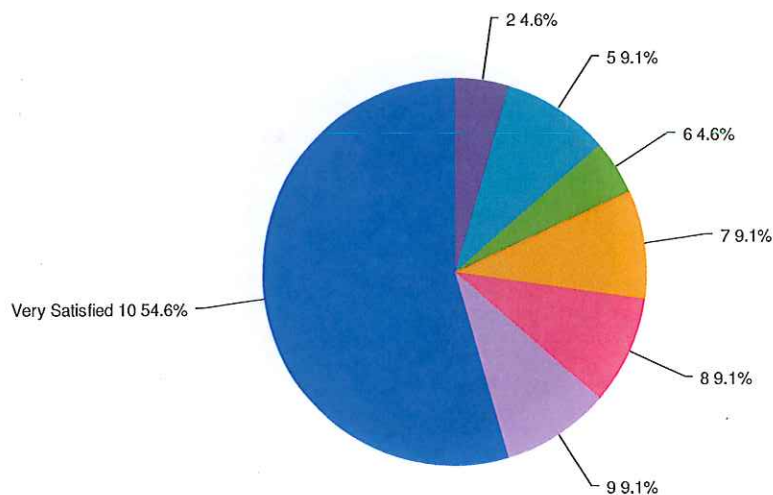


Very Dissatisfied 1	0.0%		0
2	0.0%		0
3	0.0%		0
4	0.0%		0
5	0.0%		0
6	0.0%		0
7	0.0%		0
8	18.2%		2
9	27.3%		3
Very Satisfied 10	54.6%		6
Total			11

10. On a 1 to 10 scale, where 1 is very dissatisfied and 10 is very satisfied, how satisfied were you with your contractor for the following?

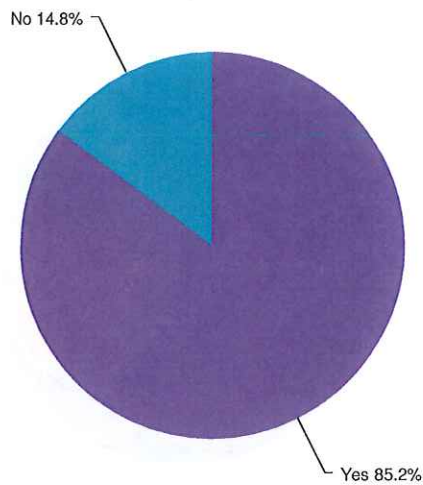
	<div>Very Dissatisfied</div> <div>1 2 3 4 5 6 7 8 9</div>									<div>Very Satisfied</div> <div>10</div>	Responses
Ability to communicate	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 4.3%	2 8.7%	1 4.3%	4 17.4%	3 13.0%	12 52.2%	23
Knowledge of the Austin Energy rebate and loans available to you	1 4.3%	0 0.0%	1 4.3%	1 4.3%	1 4.3%	0 0.0%	2 8.7%	5 21.7%	0 0.0%	12 52.2%	23
Professional behavior	0 0.0%	0 0.0%	0 0.0%	1 4.3%	1 4.3%	1 4.3%	1 4.3%	4 17.4%	3 13.0%	12 52.2%	23
Prompt, on time service	0 0.0%	0 0.0%	2 9.1%	1 4.5%	1 4.5%	2 9.1%	0 0.0%	3 13.6%	3 13.6%	10 45.5%	22
Cleaning up after the job was complete	0 0.0%	0 0.0%	1 4.3%	1 4.3%	1 4.3%	1 4.3%	1 4.3%	4 17.4%	3 13.0%	11 47.8%	23
Staying within the cost estimate / agreed upon price	0 0.0%	0 0.0%	1 4.3%	0 0.0%	1 4.3%	1 4.3%	1 4.3%	5 21.7%	2 8.7%	12 52.2%	23

11. On a 1 to 10 scale where 1 means very dissatisfied and 10 means very satisfied, how satisfied were you with the contractor who helped you obtain rebates or loans for energy efficient products and services?



Very Dissatisfied 1	0.0%		0
2	4.6%		1
3	0.0%		0
4	0.0%		0
5	9.1%		2
6	4.6%		1
7	9.1%		2
8	9.1%		2
9	9.1%		2
Very Satisfied 10	54.6%		12
Total			22

13. Did your energy efficiency improvements require an inspection by Austin Energy Staff?

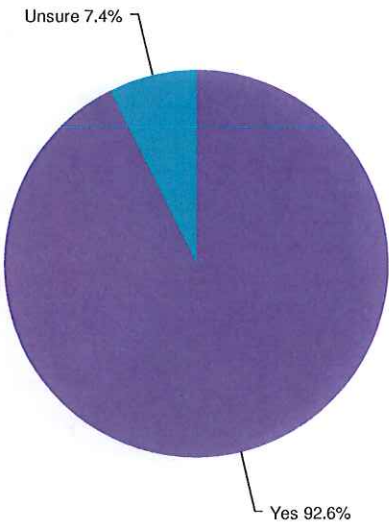


Yes	85.2%	<div style="width: 85.2%;"></div>	23
No	14.8%	<div style="width: 14.8%;"></div>	4
Total			27

14. On a scale from 1 to 10 where 1 is very dissatisfied and 10 is very satisfied, how satisfied were you with your interactions with the City of Austin Inspector who approved the energy efficiency improvements that were completed at your business?

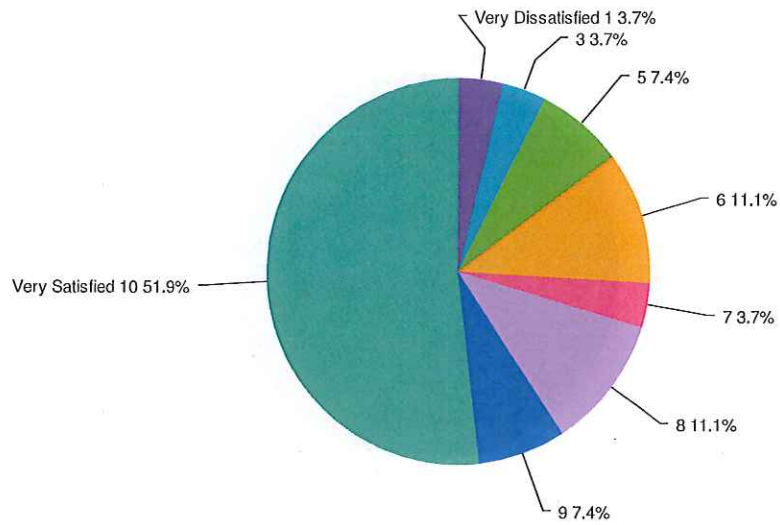
	Very Dissatisfied 1	2	3	4	5	6	7	8	9	Very Satisfied 10	Responses
Ability to communicate	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 4.5%	3 13.6%	3 13.6%	15 68.2%	22
Knowledge of the Austin Energy rebate available to you	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	4 18.2%	2 9.1%	16 72.7%	22
Professional behavior	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 4.5%	0 0.0%	1 4.5%	3 13.6%	2 9.1%	15 68.2%	22
Prompt , on time service	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 4.5%	1 4.5%	4 18.2%	1 4.5%	15 68.2%	22
Friendliness	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 4.5%	4 18.2%	2 9.1%	15 68.2%	22

15. Would you recommend Austin Energy rebates or energy efficiency improvements to other Austin businesses?



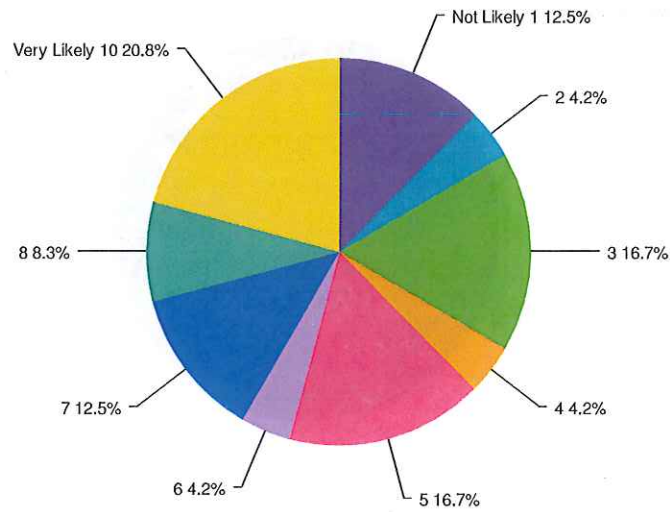
Yes	92.6%	<div></div>	25
No	0.0%	<div></div>	0
Unsure	7.4%	<div></div>	2
Total			27

16. On a scale from 1 to 10 where 1 is very dissatisfied and 10 is very satisfied, overall how satisfied are you with your experience with Austin Energy's rebate and loan programs?



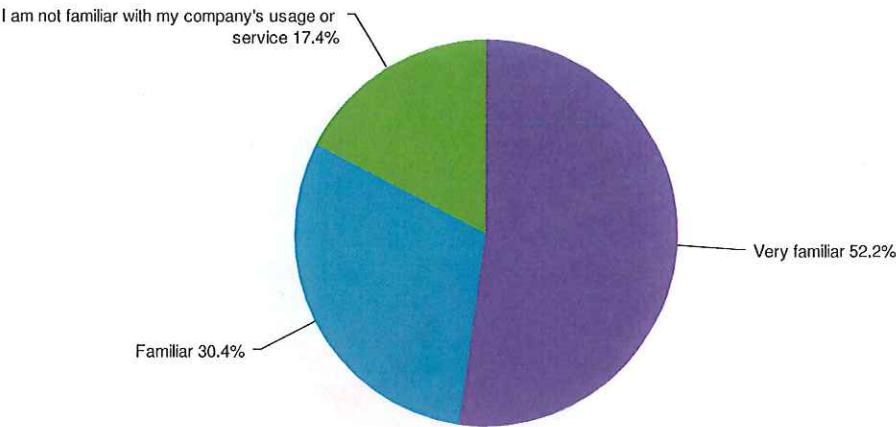
Very Dissatisfied 1	3.7%	<div></div>	1
2	0.0%	<div></div>	0
3	3.7%	<div></div>	1
4	0.0%	<div></div>	0
5	7.4%	<div></div>	2
6	11.1%	<div></div>	3
7	3.7%	<div></div>	1
8	11.1%	<div></div>	3
9	7.4%	<div></div>	2
Very Satisfied 10	51.9%	<div></div>	14
Total			27

18. Where 1 is not likely and 10 is very likely, how likely would you have been to complete this energy efficiency improvement if you had not received rebates to help defray the cost of the improvements?



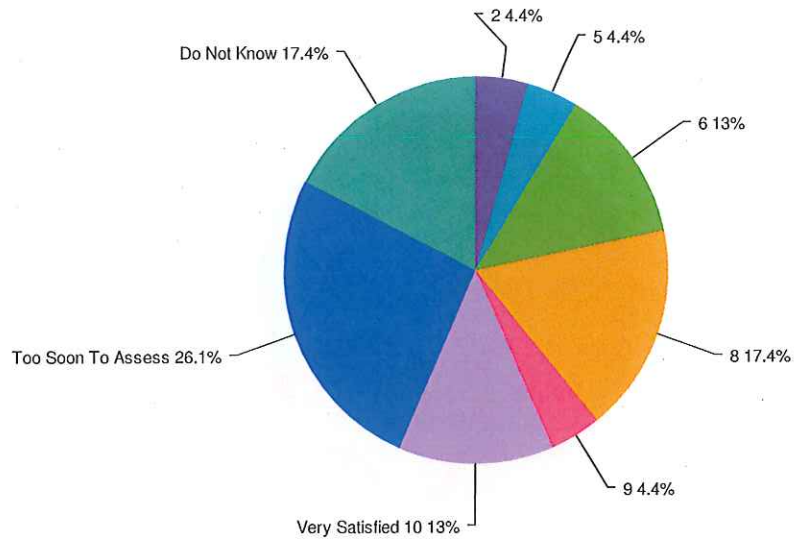
Not Likely 1	12.5%	<div></div>	3
2	4.2%	<div></div>	1
3	16.7%	<div></div>	4
4	4.2%	<div></div>	1
5	16.7%	<div></div>	4
6	4.2%	<div></div>	1
7	12.5%	<div></div>	3
8	8.3%	<div></div>	2
9	0.0%	<div></div>	0
Very Likely 10	20.8%	<div></div>	5
Total			24

20. How familiar are you with your company's monthly electric usage or service?



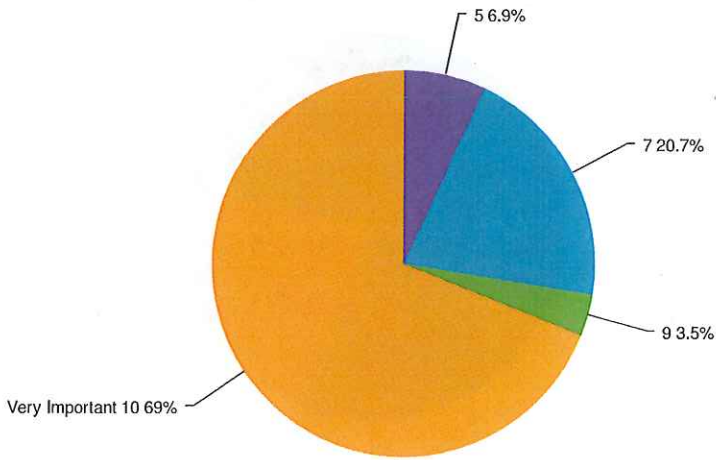
Very familiar	52.2%	<div></div>	12
Familiar	30.4%	<div></div>	7
I am not familiar with my company's usage or service	17.4%	<div></div>	4
Total			23

21. On a scale from 1 to 10 where 1 is very dissatisfied and 10 is very satisfied, overall how satisfied are you with the amount of energy savings you are seeing on your bill since your energy improvements were completed?



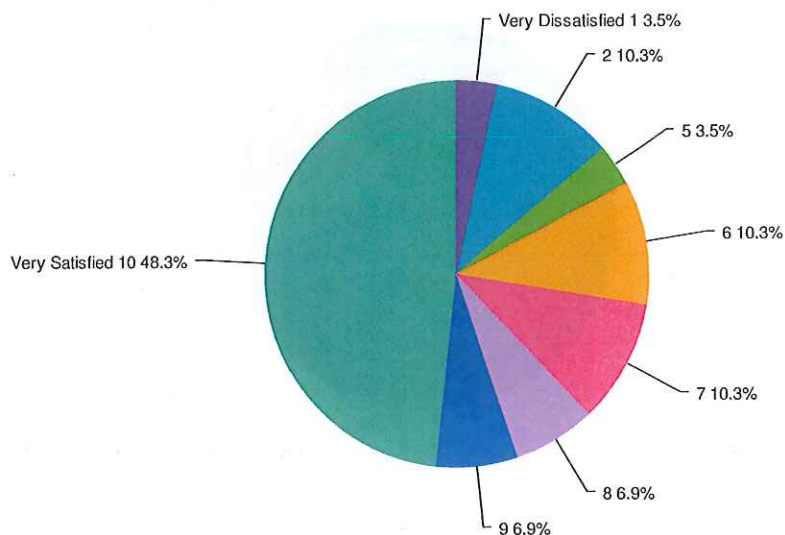
Very Dissatisfied 1	0.0%		0
2	4.4%		1
3	0.0%		0
4	0.0%		0
5	4.4%		1
6	13.0%		3
7	0.0%		0
8	17.4%		4
9	4.4%		1
Very Satisfied 10	13.0%		3
Too Soon To Assess	26.1%		6
Do Not Know	17.4%		4
Total			23

22. On a scale from 1 to 10 where 1 is not important at all and 10 is very important, how important is it to you that Austin Energy offer its customers rebates to help customers with the cost of their energy efficiency improvements?



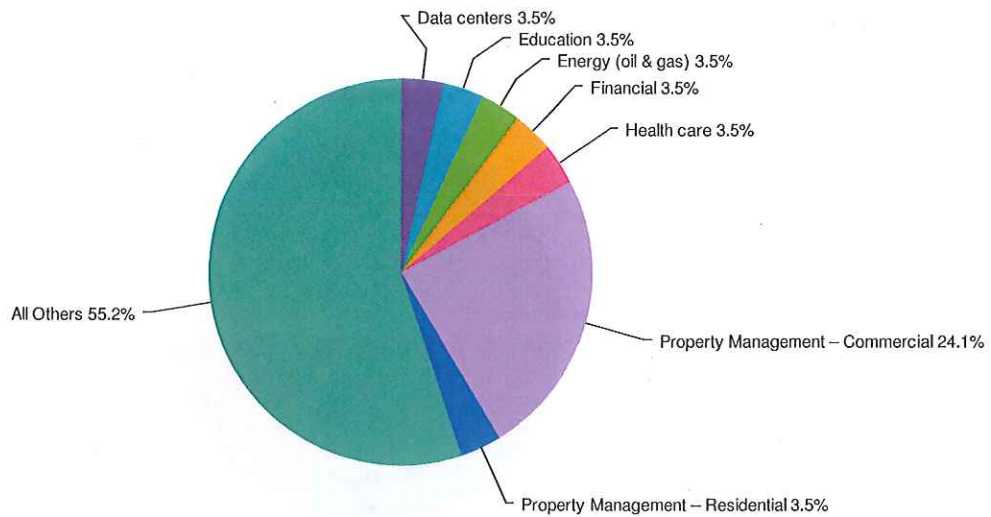
Not Important at All 1	0.0%		0
2	0.0%		0
3	0.0%		0
4	0.0%		0
5	6.9%		2
6	0.0%		0
7	20.7%		6
8	0.0%		0
9	3.5%		1
Very Important 10	69.0%		20
Total			29

26. Overall, on a scale from 1 to 10, where 1 is very dissatisfied and 10 is very satisfied, how satisfied are you with Austin Energy?












Very Dissatisfied 1	3.5%	<div></div>	1
2	10.3%	<div></div>	3
3	0.0%	<div></div>	0
4	0.0%	<div></div>	0
5	3.5%	<div></div>	1
6	10.3%	<div></div>	3
7	10.3%	<div></div>	3
8	6.9%	<div></div>	2
9	6.9%	<div></div>	2
Very Satisfied 10	48.3%	<div></div>	14
Total			29

27. Please tell me the industry of your company.



Communications	0.0%		0
Computers (hardware)	0.0%		0
Computer software	0.0%		0
Construction	0.0%		0
Data centers	3.5%		1
Education	3.5%		1
Energy (oil & gas)	3.5%		1
Financial	3.5%		1
Food service	0.0%		0
Government	0.0%		0
Health care	3.5%		1
Hi-tech	0.0%		0
Hotel/motel	0.0%		0
Manufacturing	0.0%		0
Property Management – Commercial	24.1%		7
Property Management – Residential	3.5%		1
Public works (water, etc.)	0.0%		0
Retail trade	20.7%		6
Service	6.9%		2
Total			29

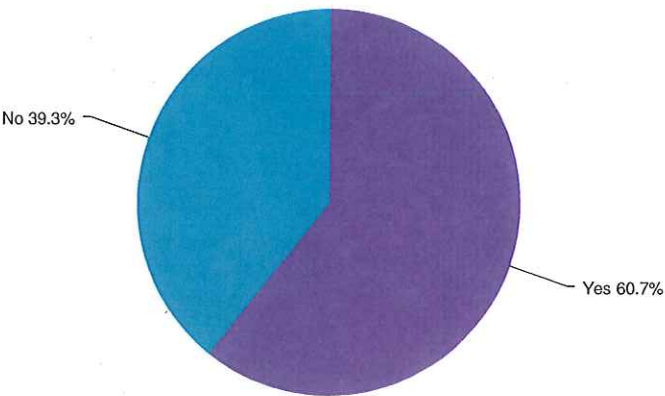
Wholesale trade	6.9%		2
Sit down restaurant	0.0%		0
Fast food restaurant	0.0%		0
Bar	0.0%		0
Night club	0.0%		0
Gas station/convenience store	6.9%		2
Small retail store	0.0%		0
Department store	0.0%		0
Other: _____	13.8%		4
Total			29

Responses "Other: _____"

Count

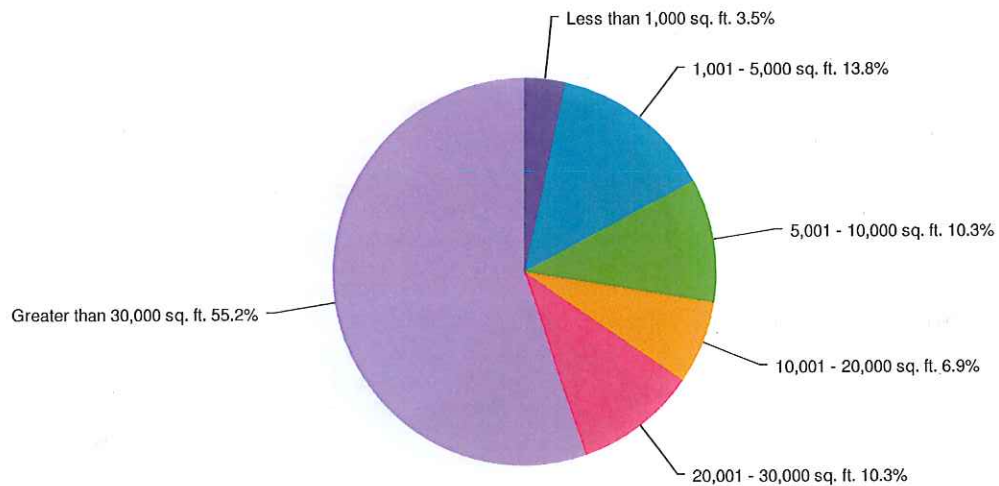
Left Blank	25
Biotech	1
Church	1
Real Estate - REALTORS	1
church	1

28. Do you own the building where your company is located?



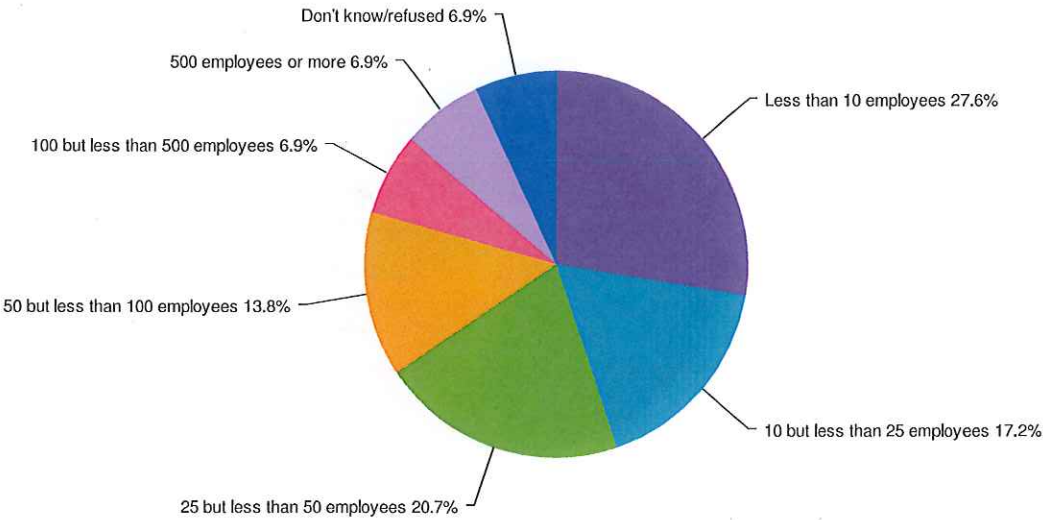
Yes	60.7%	<div><div></div></div>	17
No	39.3%	<div><div></div></div>	11
Total			28

29. What is the approximate size of the building in which your business resides?



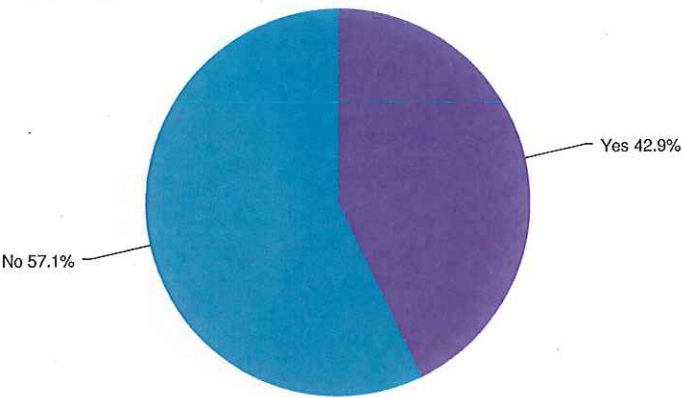
Less than 1,000 sq. ft.	3.5%	<div></div>	1
1,001 - 5,000 sq. ft.	13.8%	<div></div>	4
5,001 - 10,000 sq. ft.	10.3%	<div></div>	3
10,001 - 20,000 sq. ft.	6.9%	<div></div>	2
20,001 - 30,000 sq. ft.	10.3%	<div></div>	3
Greater than 30,000 sq. ft.	55.2%	<div></div>	16
Total			29

30. How many employees does your company have in Austin?



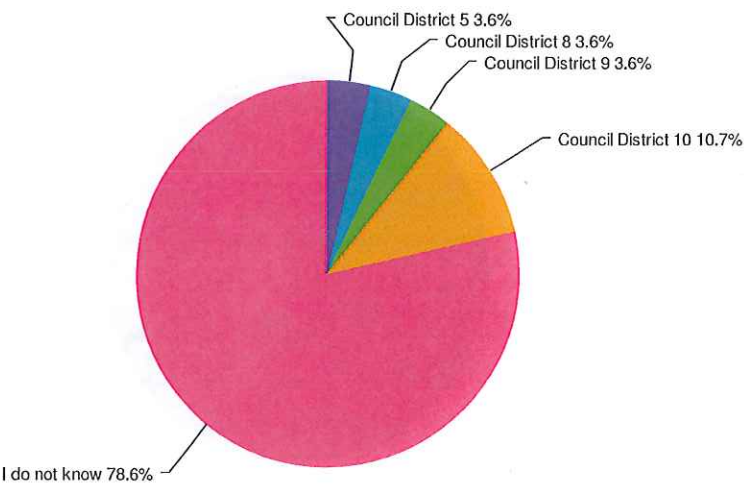
Less than 10 employees	27.6%	<div><div></div></div>	8
10 but less than 25 employees	17.2%	<div><div></div></div>	5
25 but less than 50 employees	20.7%	<div><div></div></div>	6
50 but less than 100 employees	13.8%	<div><div></div></div>	4
100 but less than 500 employees	6.9%	<div><div></div></div>	2
500 employees or more	6.9%	<div><div></div></div>	2
Don't know/refused	6.9%	<div><div></div></div>	2
Total			29

31. Does your organization have locations in other cities in Texas?



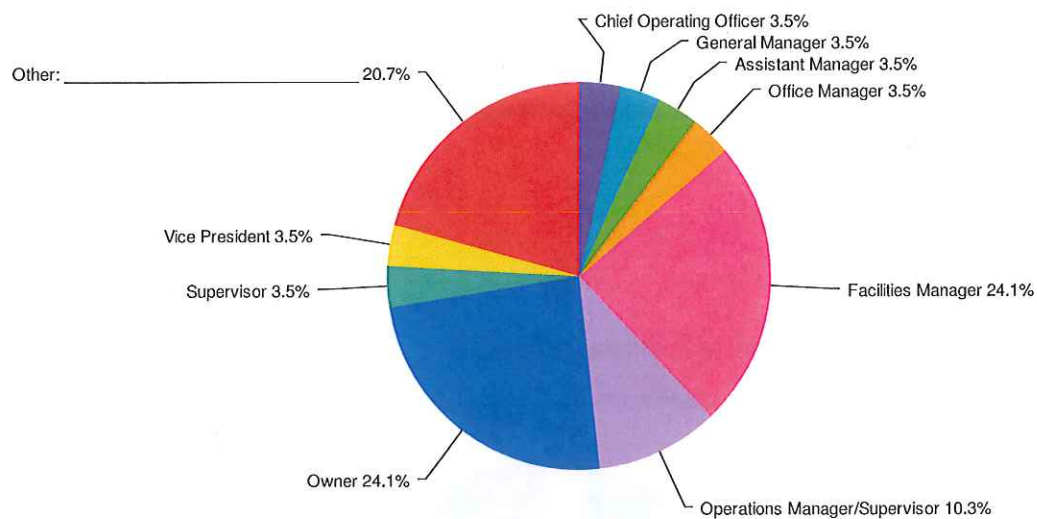
Yes	42.9%	<div><div></div><div></div></div>	12
No	57.1%	<div><div></div><div></div></div>	16
Total			28

32. What City of Austin Council District is your business located?



Council District 1	0.0%	0
Council District 2	0.0%	0
Council District 3	0.0%	0
Council District 4	0.0%	0
Council District 5	3.6%	1
Council District 6	0.0%	0
Council District 7	0.0%	0
Council District 8	3.6%	1
Council District 9	3.6%	1
Council District 10	10.7%	3
My business is not located in a City of Austin Council District	0.0%	0
I do not know	78.6%	22
Total		28

33. What is your job title or position with your company?



Chief Executive Officer	0.0%	0
Chief Financial Officer	0.0%	0
Chief Operating Officer	3.5%	1
General Manager	3.5%	1
Assistant Manager	3.5%	1
Office Manager	3.5%	1
Facilities Manager	24.1%	7
Operations Manager/Supervisor	10.3%	3
Owner	24.1%	7
Plant Manager/Supervisor	0.0%	0
President	0.0%	0
Supervisor	3.5%	1
Vice President	3.5%	1
Vice President of Operations	0.0%	0
Other: _____	20.7%	6
Total		29

Responses "Other: _____"

Count

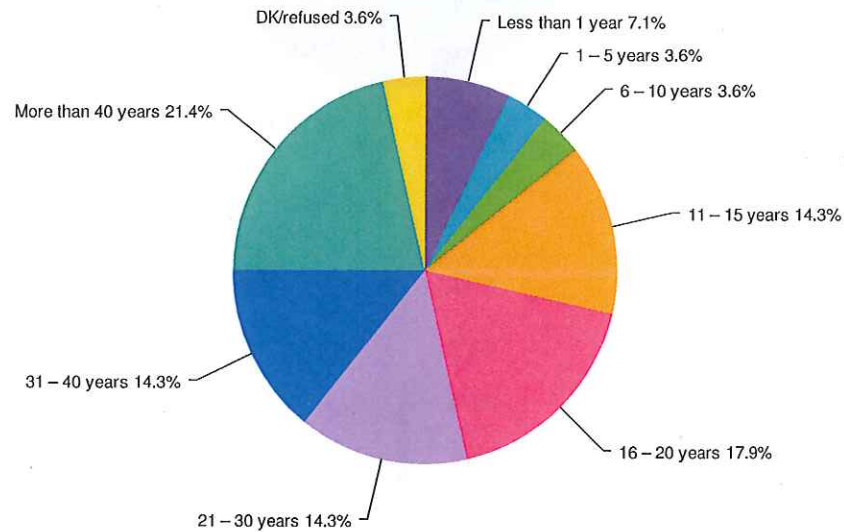
Left Blank	23
Account Manager	1
Energy Manager	1










Responses "Other: _____"

Count

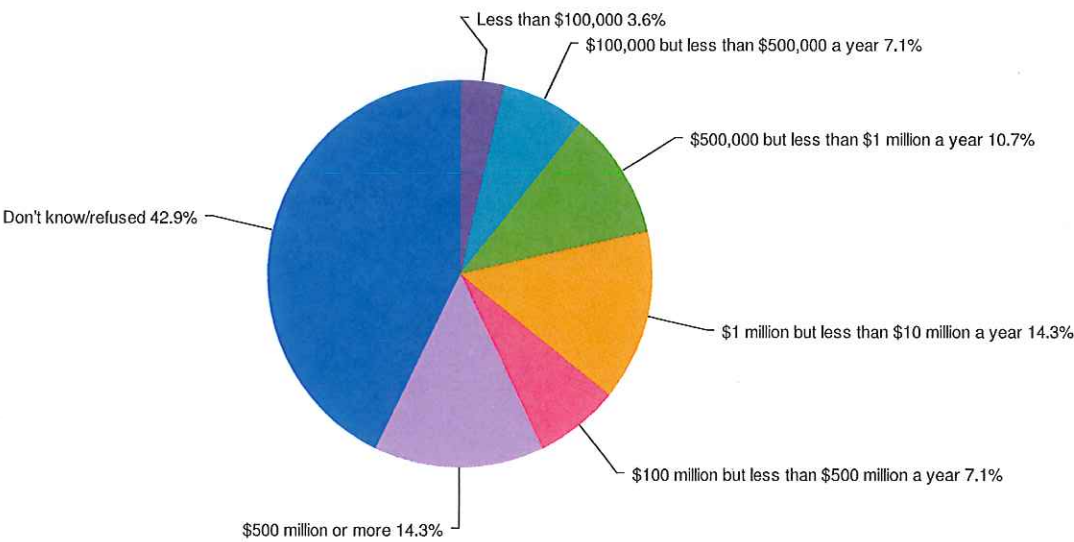
Project Manager	1
Project Manager for Construction of Building	1
Properties and Maintenance Director	1
Station Manager	1

34. How long has your company been doing business in Austin?



Less than 1 year	7.1%		2
1 – 5 years	3.6%		1
6 – 10 years	3.6%		1
11 – 15 years	14.3%		4
16 – 20 years	17.9%		5
21 – 30 years	14.3%		4
31 – 40 years	14.3%		4
More than 40 years	21.4%		6
DK/refused	3.6%		1
Total			28

35. What was your company's approximate revenue in dollars last year?



Less than \$100,000	3.6%	<div></div>	1
\$100,000 but less than \$500,000 a year	7.1%	<div></div>	2
\$500,000 but less than \$1 million a year	10.7%	<div></div>	3
\$1 million but less than \$10 million a year	14.3%	<div></div>	4
\$10 million but less than \$50 million a year	0.0%	<div></div>	0
\$50 million but less than \$100 million a year	0.0%	<div></div>	0
\$100 million but less than \$500 million a year	7.1%	<div></div>	2
\$500 million or more	14.3%	<div></div>	4
Don't know/refused	42.9%	<div></div>	12
Total			28

