



Customer Driven. Community Focused.

Item 5



Utility Summer Savings Campaign

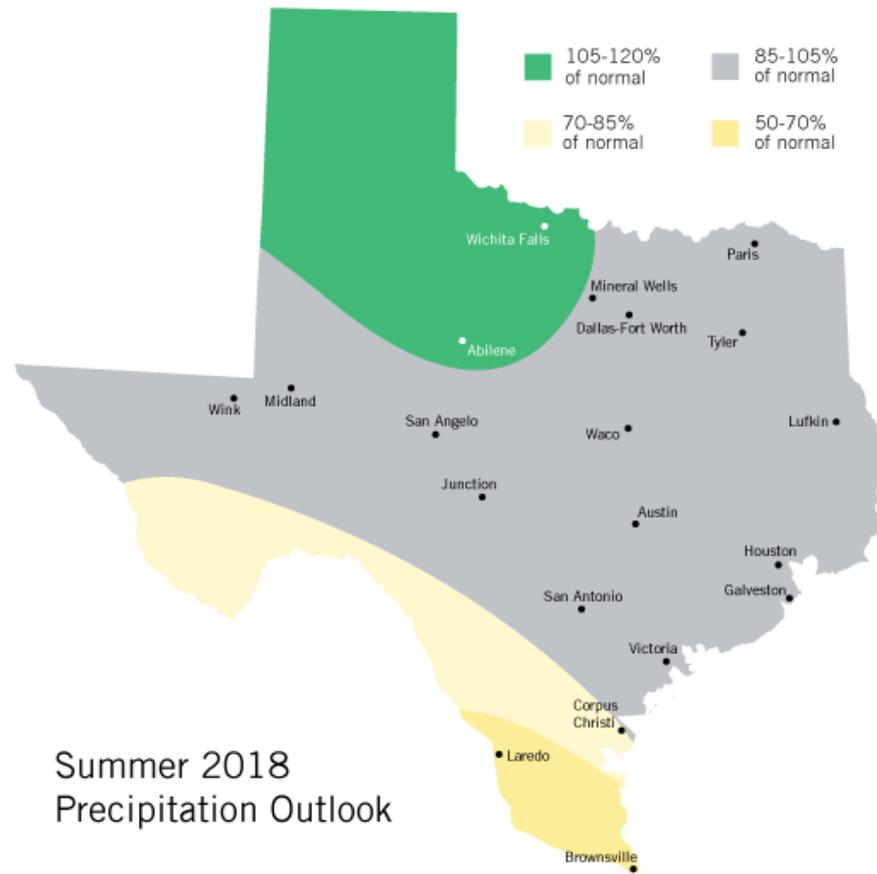
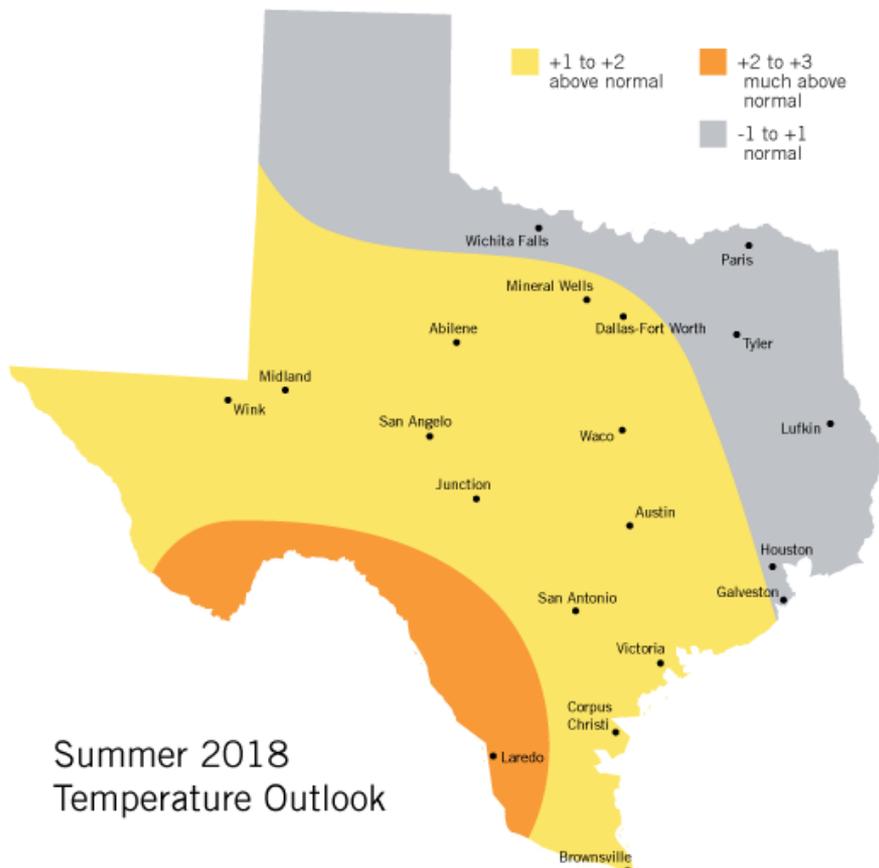
Electric Utility Commission

June 18, 2018





ERCOT Outlook for Region: Hotter and Drier than Normal



Based on a 10-year normal, the ERCOT system's summer is expected to be close to normal. There may be some regional, less hot exceptions – including major populations. **Austin and San Antonio are the most likely to experience a hotter-than-normal summer.** The rainfall forecast for the majority of ERCOT is normal or below-normal precipitation. **Best chance for below-normal rainfall matches the best chance for hotter-than-normal temperatures.**



Goals of this Summer's Effort

- Safety and comfort of all customers
- Manageable utility bills; elevated program adoption
- Water conservation and energy use reduction
- Reliable operation of utility systems



Past Actions Should Help



> 22,000 low income homes weatherized, received water saving devices



26,000 AE web app users
17,000 Dropcounter users
20,282 Outage Alert users



Over 150,000 apartment units- energy efficiency improvements



520,000 rebates at 72 retail locations

> 85% ECAD compliance



Electric (2017) & water rate (2018) reductions

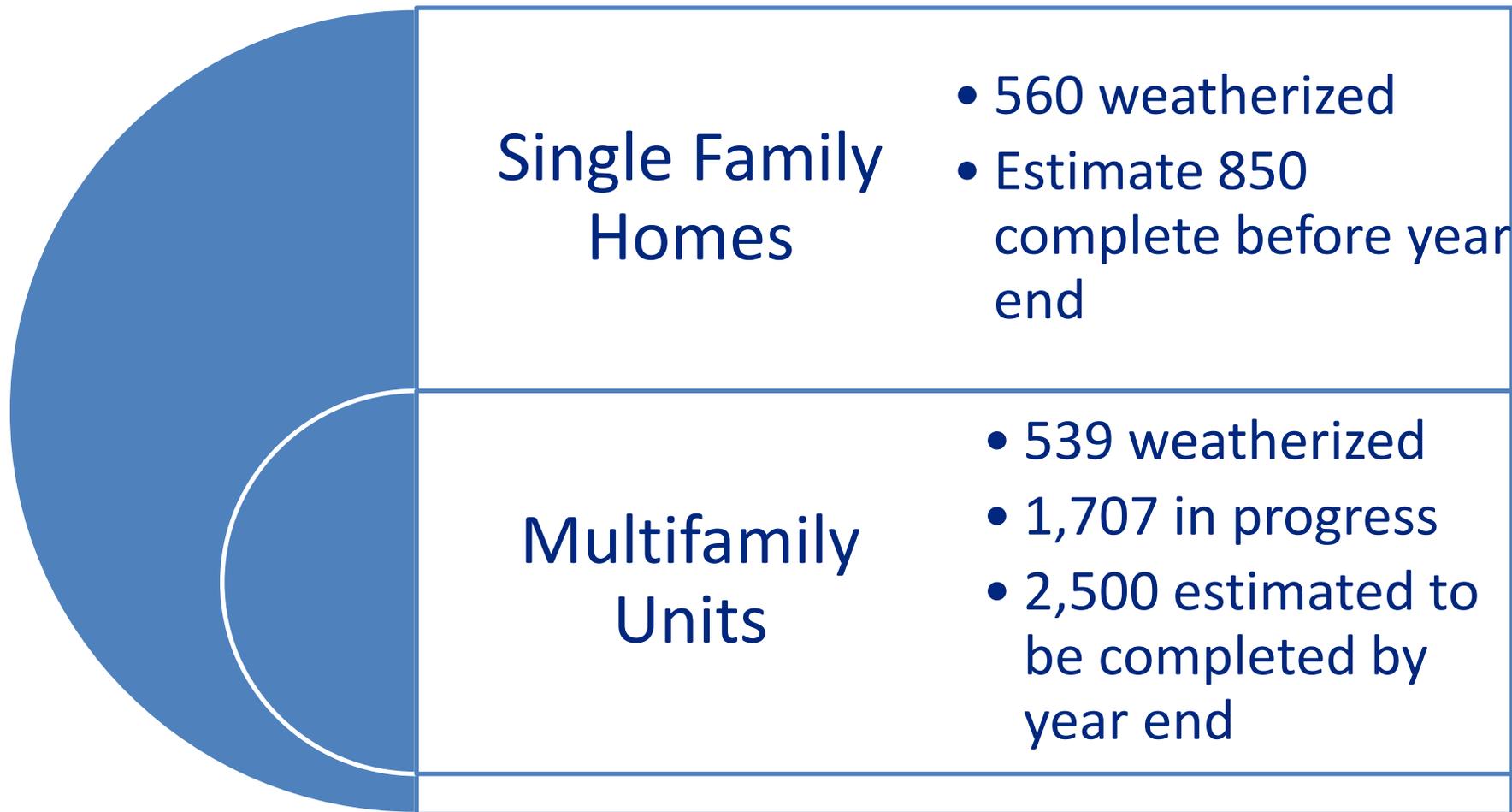


2,300 conservation kits at 22 schools





Low Income Weatherization Results Midyear





Low Income Efforts - Working Together....



HOUSING AUTHORITY
OF THE CITY OF AUSTIN
Bringing Opportunity Home



Google fiber



S.M.A.R.T. Housing™
Safe • Mixed Income • Accessible • Reasonably Priced • Transit Oriented



Austin Area
Urban League



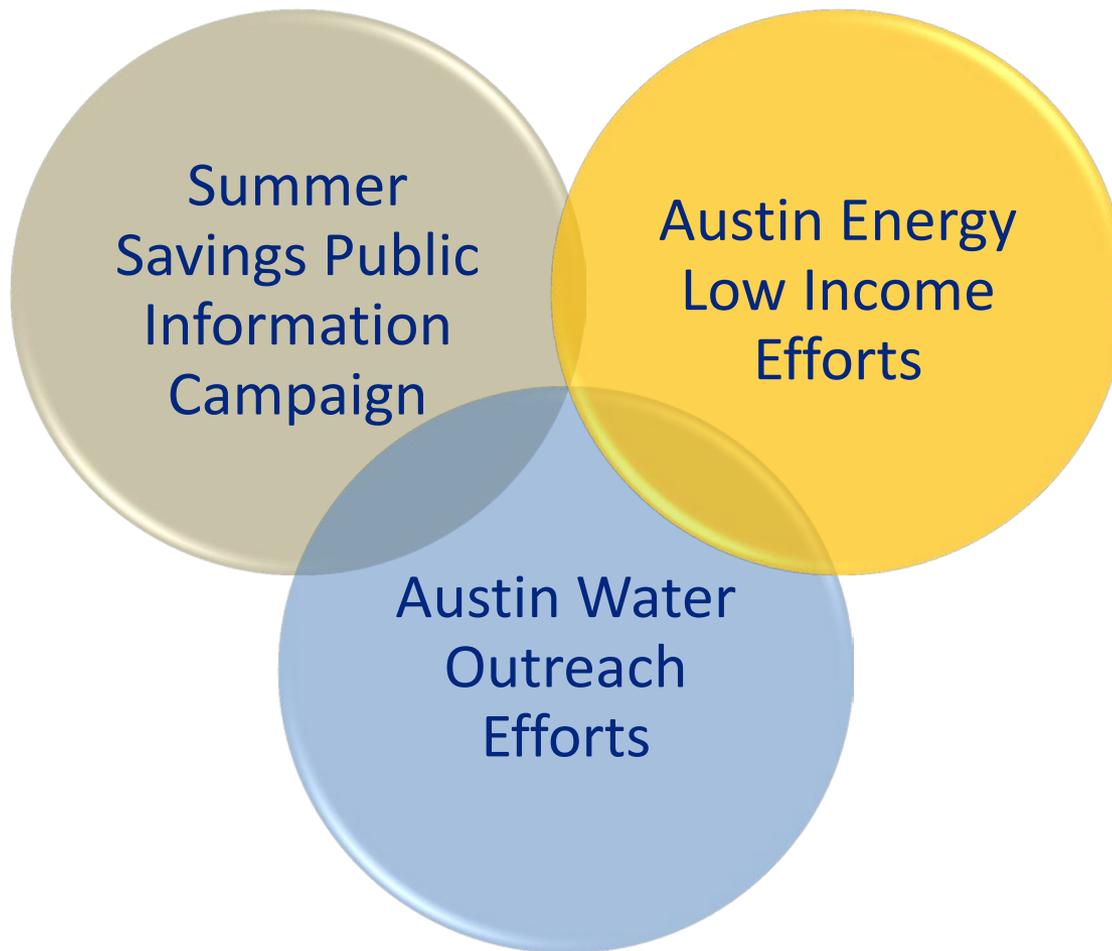
Meals on Wheels and More



Neighborhood Housing and Community Development



3-part Approach to Helping Customers





Public Information Campaign – Key Messages

- Weather drives electric and water use and monthly costs
- Tips empower utility bill management – electric and water

austinenergy.com/go/summersavings

The banner features the Austin Energy logo on the left, the slogan "Customer Driven. Community Focused." below it, and the Austin Water logo at the bottom left. The main headline "ENJOY SUMMER SAVINGS" is in large yellow letters. Below it, the sub-headline "Easy tools and tips can help you manage utility bills" is in white. A list of four tips is provided in white text. On the right, two piggy banks (one yellow, one red) wearing sunglasses are shown with the text "Release the piggy banks!" above them. A red banner at the bottom contains the text "Visit austinenergy.com for more summer savings tips and take control of your summer utility bills today!" and "© 2018 Austin Energy" in the bottom right corner.

ENJOY SUMMER SAVINGS

Easy tools and tips can help you manage utility bills

- Use Austin Energy's web app and Austin Water's Dropcountr app.
- Set your thermostat to 78 degrees or higher.
- Access rebates to upgrade home energy efficiency.
- Water lawns on your assigned day.

Release the piggy banks!

Visit austinenergy.com for more summer savings tips and take control of your summer utility bills today!

A City of Austin program

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- Free mobile apps help you understand your use and be informed during outages
- Free high bill energy audits



Communications Channels



Austin American-Statesman



THE AUSTIN CHRONICLE



Radio

Social Media

Print

TV

Events

Outdoor

Customer Communications



Some media channels exclusive to Austin Energy



Austin Energy Low-Income Customer, Multi-Family Property Outreach

- Homes
 - ~ 15,000 LEDs & 2,000 low-flow devices
- Multi-family energy efficiency
 - Offering over 50,000 LEDs & 10,000 low-flow devices
- Events
 - Repowering Downtown – June 12
 - Family Elder Care Fan Drive – June 15 and beyond
 - Affordable Energy Summit – July 25
 - Back to School, Palmer – August 4
 - Gus Garcia Park – August 5
 - Community Connections – October 20
 - Other events, also in partnership with Public Health

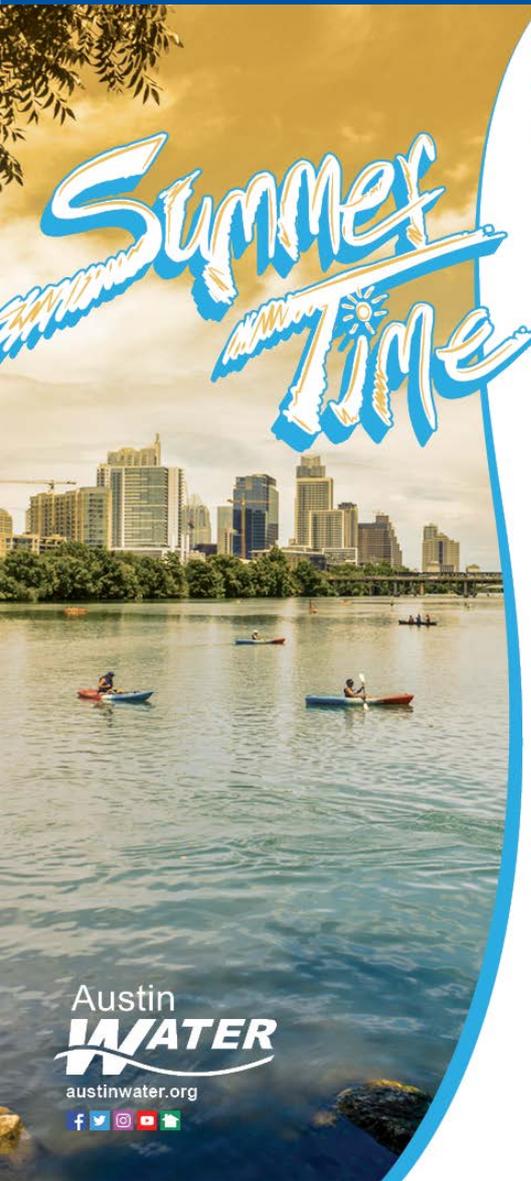


Purpose

- **Conservation, Program Awareness and Adoption**
- **Reduce High Bills**



Austin Water Outreach Efforts



Austin's in CONSERVATION STAGE

Be **extra water wise** during the hot summer months. **Now is a good time** to inspect irrigation systems for leaks and broken components and make sure the correct **Conservation Stage watering schedule** is programmed.

Residential Water Use

AUTOMATIC IRRIGATION

- ◆ Even Address: **Thursday**
- ◆ Odd Address: **Wednesday**

HOSE-END SPRINKLERS

- ◆ Even Address: **Thursday & Sunday**
- ◆ Odd Address: **Wednesday & Saturday**

HOURS

- ◆ Midnight - 10 a.m. and/or 7 p.m. - Midnight

TREE BUBBLERS, HAND-HELD HOSE, DRIP IRRIGATION

- ◆ Any Day/Any Time

HOME CAR WASH

- ◆ Allowed with bucket or auto shut-off hose nozzle

Sign up for our **free workshops**, **Irrigation Controllers 101** and **Irrigation System Maintenance for Efficiency**.

We'll cover the basics of how irrigation controllers work, efficient scheduling strategies and some of the hidden features on most controllers that can help **save water** and **money**.

For details on upcoming workshops, rebates for controllers, irrigation system upgrades and more visit WaterWiseAustin.org

- New affordability landing page
- Rebates and tips
- Targeted messaging in high water use areas
- Irrigation Controller 101 and Maintenance classes in high use areas
- Community wide outreach

AUSTIN WATER MOBILE APP



[CLICK HERE](#)



ENJOY SUMMER SAVINGS

Manage Your **Utility Bills** with Easy Tools and Tips

[Learn More](#)



austinwater.org





Summary

- Customer-centered approach – all utilities
- Community outreach
- Focus on customers' ability to manage costs, use technology
- Shared campaign, plus unique campaigns for each utility
- Austin Energy direct install for low-income customers