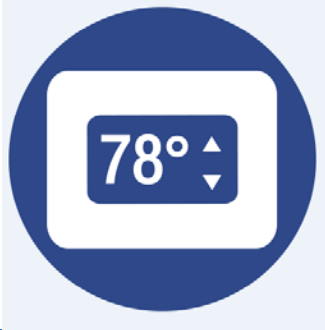




Customer Driven. Community Focused.



# Utility Summer Savings Campaign

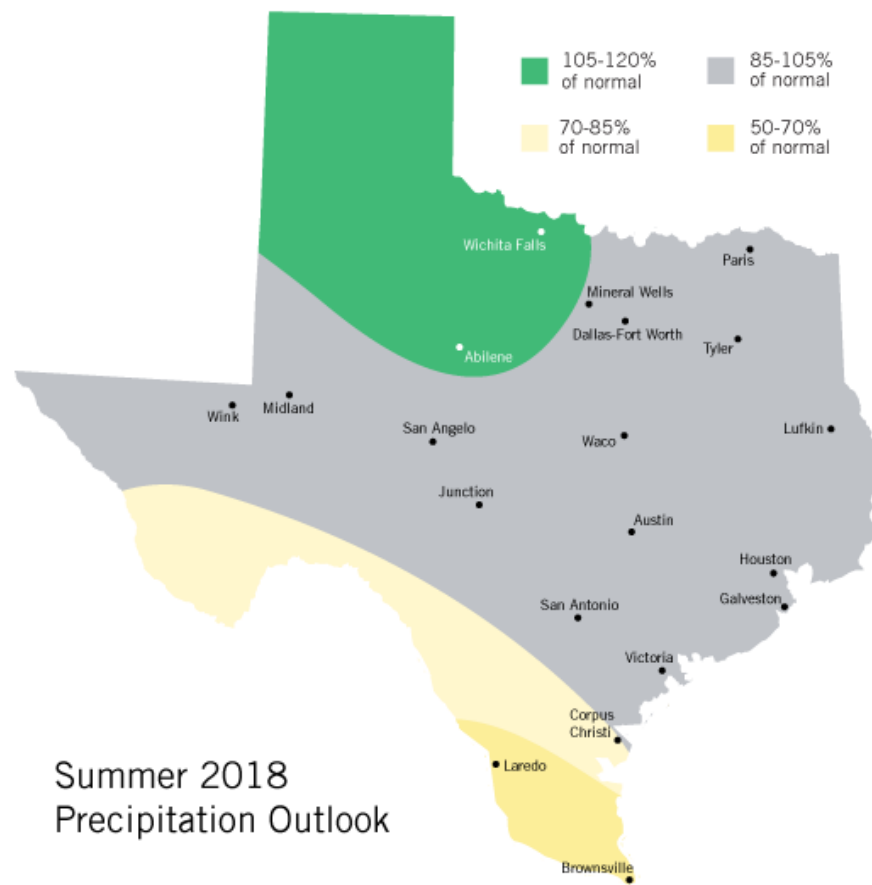
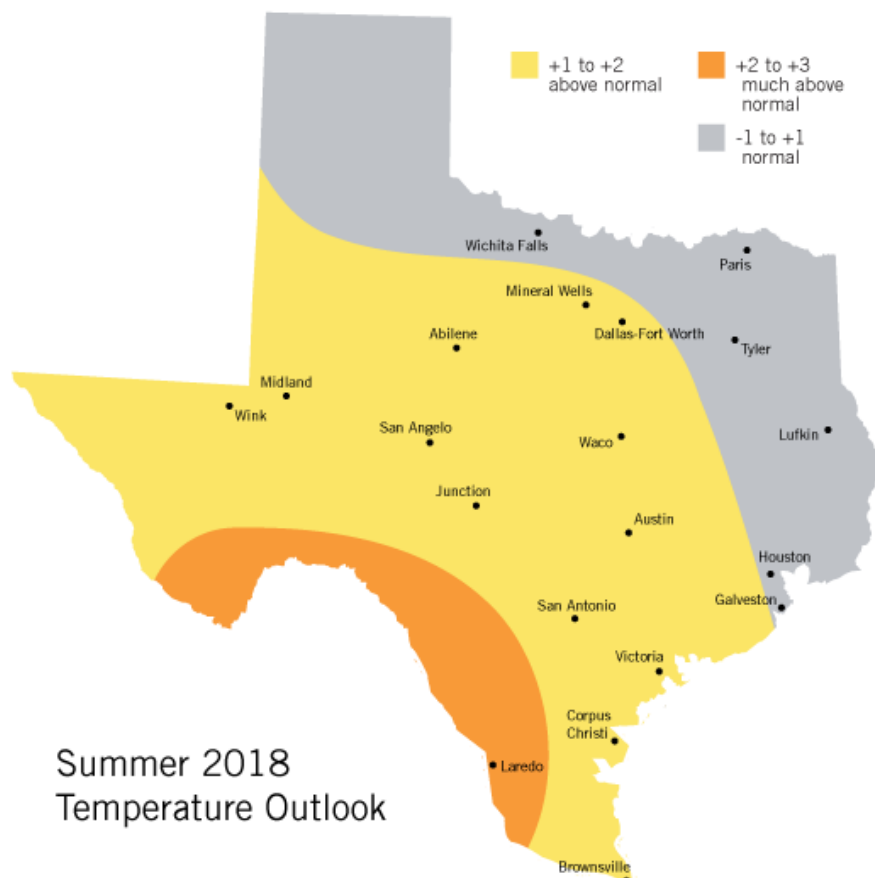
*Resource Management Commission*

*June 19, 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 Dropcountr 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

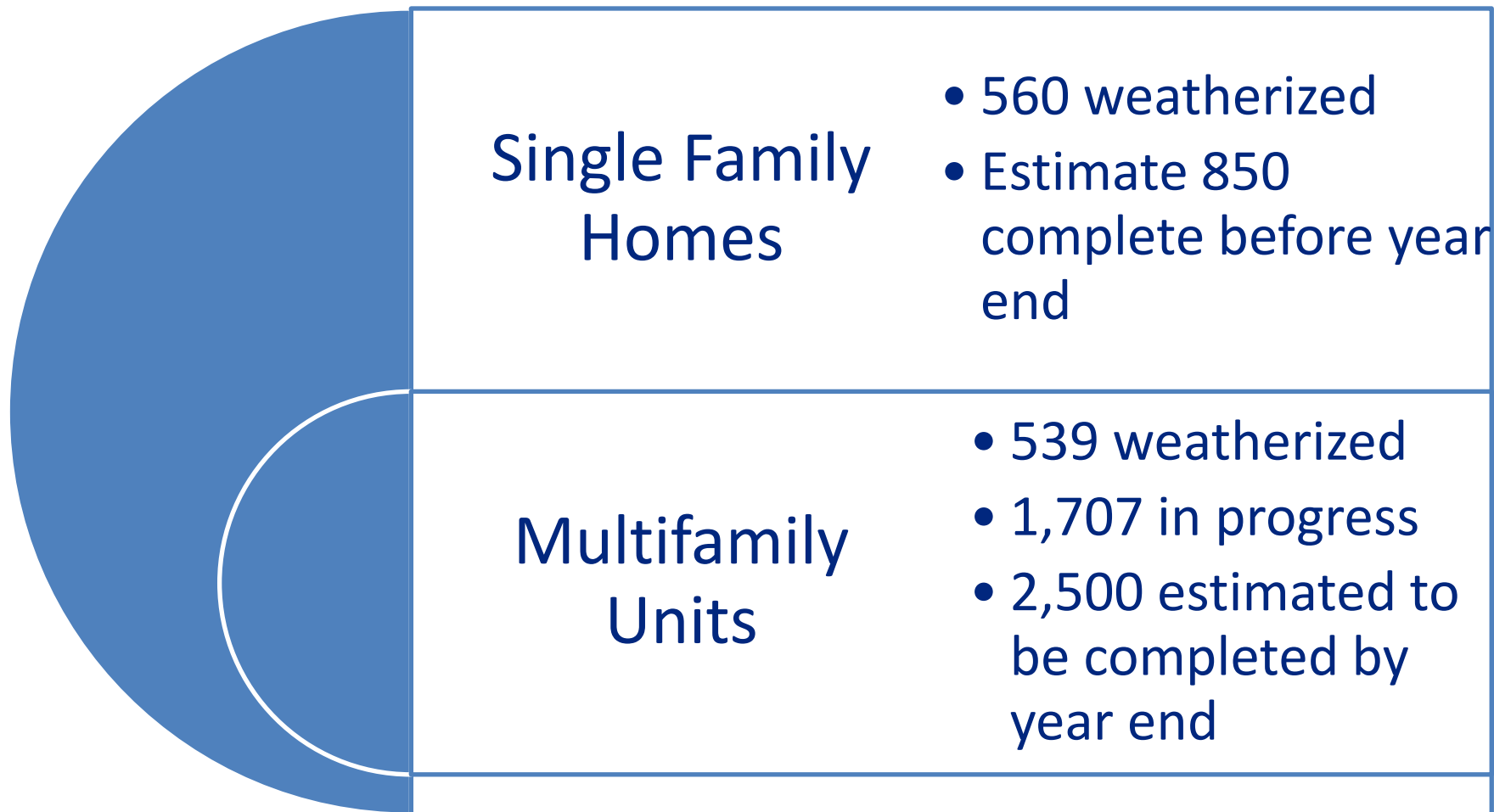


2,300 conservation kits at 22 schools





# 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



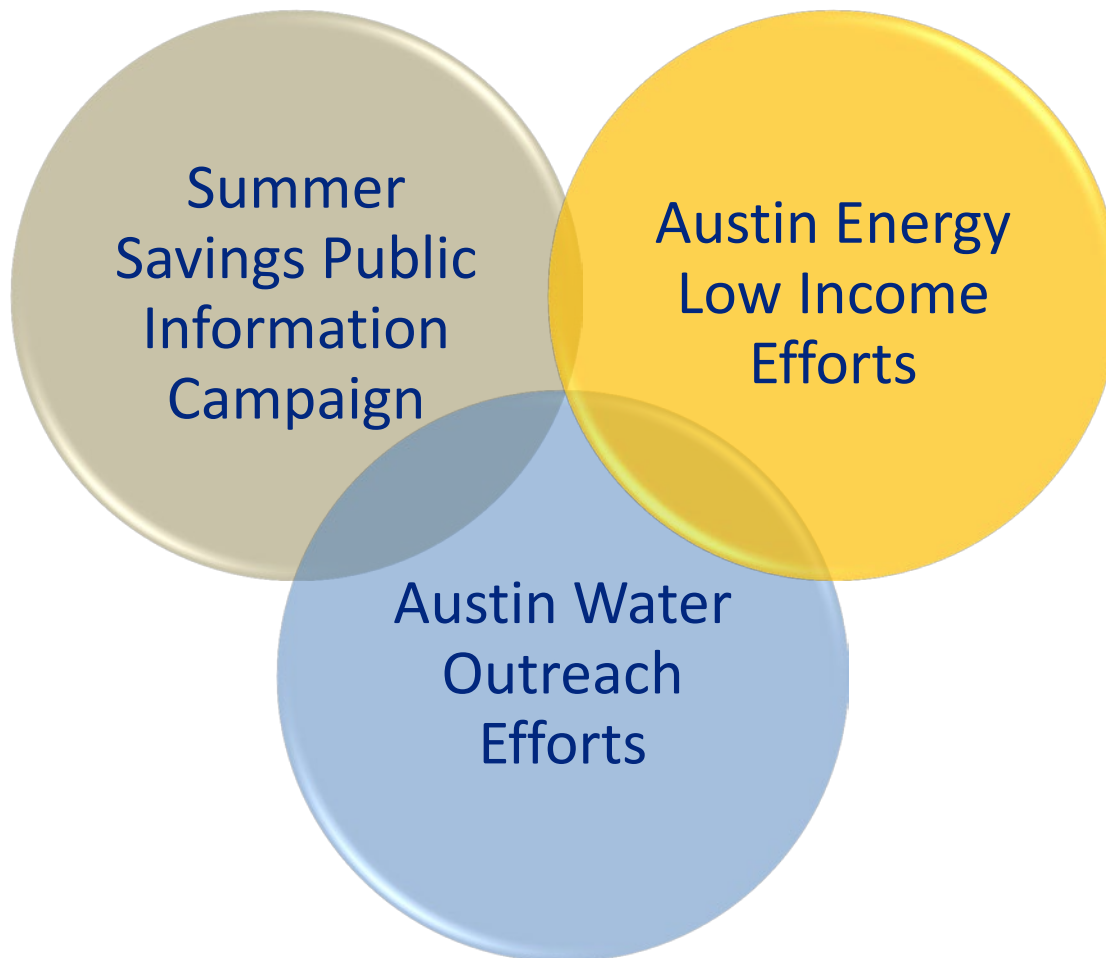
Meals on Wheels and More



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

[austinenenergy.com/go/summersavings](https://austinenenergy.com/go/summersavings)

A promotional banner for Austin Energy's Summer Savings campaign. The banner has a blue background with a red footer. On the left, the Austin Energy logo is above the text "Customer Driven. Community Focused." and the Austin Water logo. The main text "ENJOY SUMMER SAVINGS" is in large yellow letters. Below it, a sub-header "Easy tools and tips can help you manage utility bills" is followed by a bulleted list of tips. On the right, two piggy banks (one yellow, one red) wearing sunglasses are shown with the text "Release the piggy banks!" above them. The footer contains a call to action to visit austinenenergy.com and a copyright notice.

**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 [austinenenergy.com](https://austinenenergy.com) for more summer savings tips and take control of your summer utility bills today!

A City of Austin program © 2018 Austin Energy

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

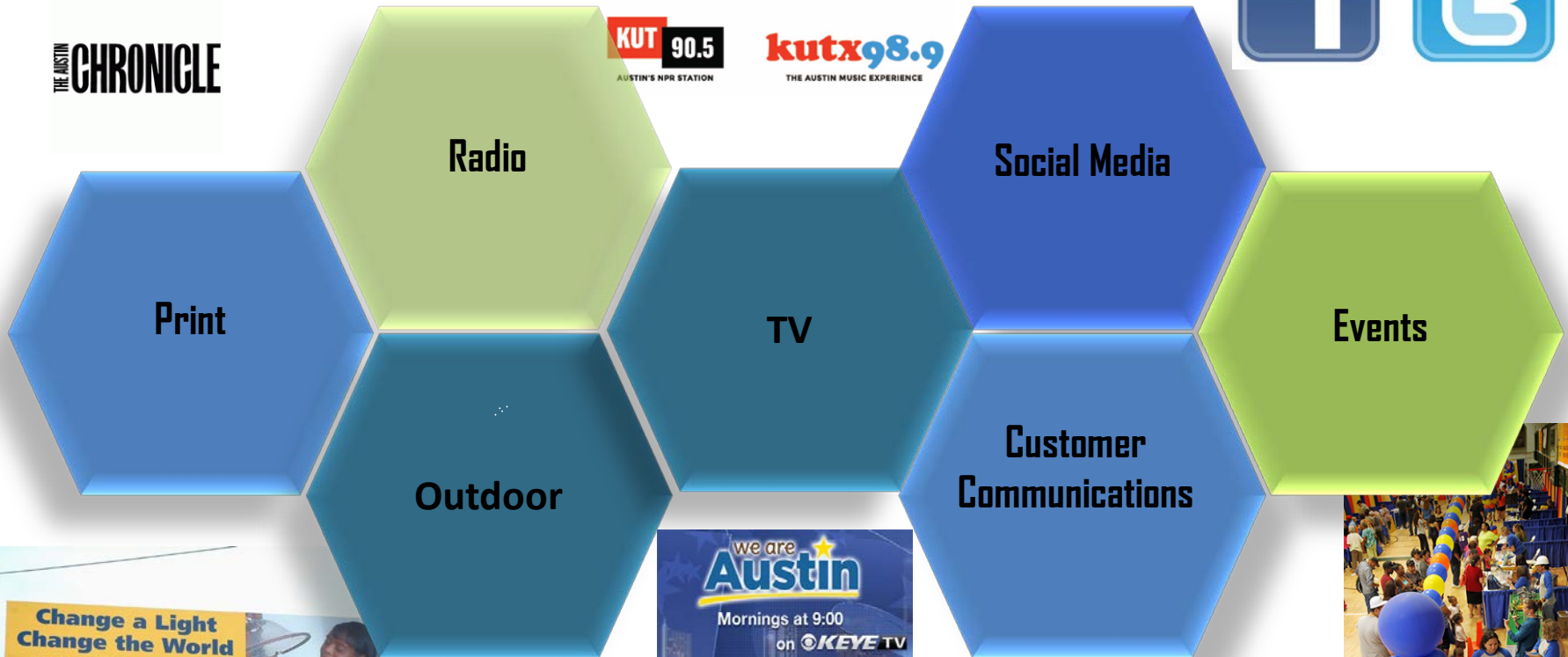




# Communications Channels



Austin American-Statesman





# 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**.

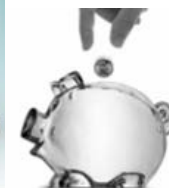
We'll cover the basics of how irrigation controllers work, efficient scheduling strategies and some of the hidden features on most controllers that can help **save water** and **money**.

For details on upcoming workshops, rebates for controllers, irrigation system upgrades and more visit [WaterWiseAustin.org](http://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](#)



# 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