

**Additional
information
for Item 64
on 6/20 Council
Meeting**

Mobile Outreach

Austin Energy Utility Oversight Committee



June 19, 2019

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Purpose

Interactive mobile 'community center' where customers can get in-person assistance in real time, learn about and enroll in Austin Energy and City of Austin program offerings. Will also provide support during emergencies.

- New platform for proactive outreach
- Brings the utility to the customer for equitable access and inclusion



Experiential Outreach

Enhance Program Enrollment
& Community Support

Customer Satisfaction



Scope

- Leased turnkey operations from vendor include 27 foot trailer, tow vehicle, event support, driver, maintenance, insurance and storage
- Modularity and features – to be designed
- Increase program awareness and enrollment – low income discounts and weatherization, multifamily energy efficiency, green building, and more
- Help those enroll who do not have internet access and/or mobility constraints
- Support eligibility verification
- Accept online bill payments
- Provide emergency support - mobile charging, supply distribution.
- Provide referrals to other City departments/programs



Proposed platform without customization



Vendor Examples

Detroit Institute of Art

- “DIA Away” Program
- Mobile interactive classroom
- Brings educational, hands-on art experiences to schools, community centers, senior facilities, fairs and festivals



Industry Examples



CPS Energy – San Antonio

- Mobile Support Center
- Acts as a mobile office to engage customers
- Outside used to provide education to customers



Direct Energy

- Used to get customers to interact with various in home technologies
- Participated in a national tour



Austin Energy Program Outreach Vehicles



- Current customer outreach and support vehicles for the Austin Energy Customer Assistance Programs and Solar Program

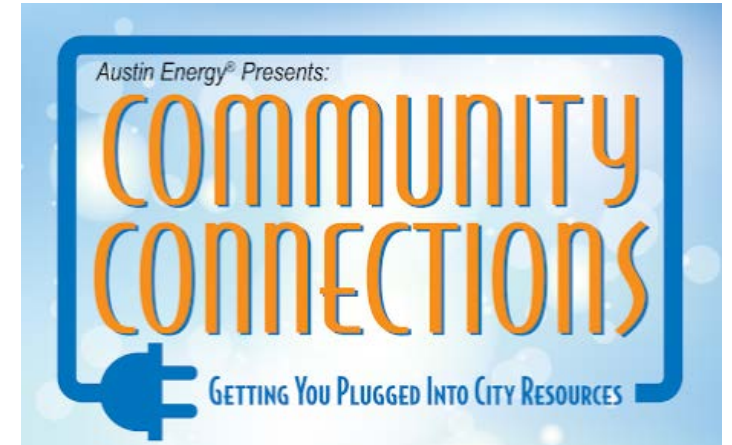


Schedule of Events

A formalized calendar of events will be made available for customers to know where the trailer will be.

Targeted deployment to meet customers at neighborhoods and other community events include...

- Community Connections and Resource Fair
- Juneteenth
- Earth Day
- Summer Savings Campaign
- Affordable Energy Summit
- Cool House Tour
- Pop-Up ATX



COOL HOUSE TOUR



POP★UP ATX

City Services On the Go

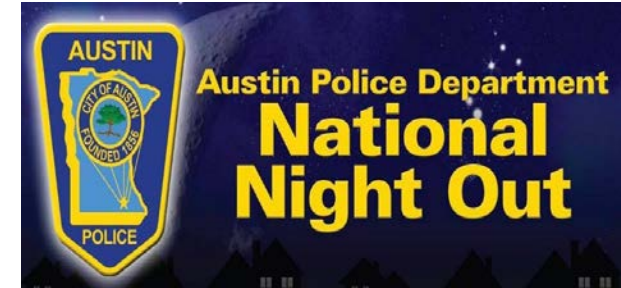


Schedule of Events

Direct outreach to hard to reach areas like neighborhoods, multifamily properties, manufactured home parks

Other community events could include...

- Council District Open Houses
- Austin Public Health Outreach Events
- National Night Out
- HACA, Foundation Communities, & HATC Property Outreach Events
- School districts back to school events
- Springdale Airport Community Power Forum
- Unity in the Community Festival
- Support of other Community Events



Questions?

