

# Customer Communications Overview

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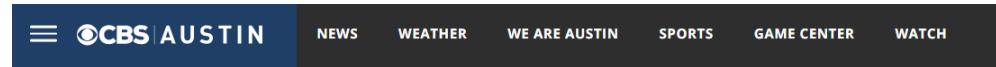
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# Agenda



-  Engage & empower customers
-  Emergency communication stages
-  ERCOT grid condition levels

# Media Relations



**Austin Energy warns customers to prepare for power outages amid ice storm**



**Worried about another severe winter storm in Austin? Here's what you can do to prepare.**

**Austin American-Statesman**  
SERVING OUR COMMUNITY SINCE 1871

**Affected by the Austin Texas power outages? Here's what you can do to stay safe**



## Austin Energy shares valuable outage advice

by We Are Austin | Mon, October 16th 2023, 11:53 AM CDT



One-on-one with Austin Energy General Manager Bob Kahn | KVUE



# Social Media



Facebook post: Emergency Customer Service Event

**Austin Energy** @austinenenergy · Feb 1  
(5 a.m.): Extreme weather is leading to power outages in our service area. Our main concern: ice! We are prepared & have dispatched crews to restore power. Icy conditions may slow this work. Thanks for your patience as our crews work as quickly and safely as possible.

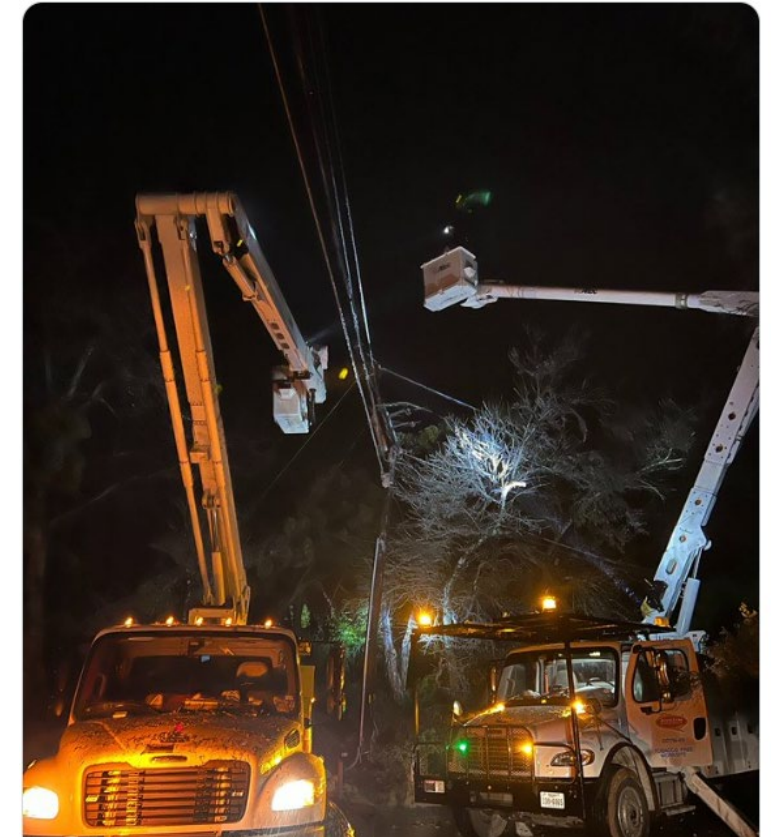


126 133 421 298K

X post: Animation showing how ice weighs down power lines

**Austin Energy** @austinenenergy

How do our crews work through stormy conditions?  
🌧️ If it's raining, they will continue to work. It doesn't matter if it's a mist or a downpour  
🌪️ If wind gusts above 30mph, crews will not go up in lifts until the winds calm down  
⚡ If lightning, crews will not work in the area



X post: Explaining how crews work through storm conditions



# Website



**Customer Driven. Community Focused.**  
A City of Austin Service

Residential Commercial Contractors Energy Efficiency Green Power Rates Power Outages About

[Report Outage](#) [Pay Online](#)



## Your City of Austin Utilities Account



Username:

Password:

[Log In](#)

[Register](#)

Forgot password?

**Make a Quick Payment - No Login Required**

Pay anytime day or night - on the phone or online. Multiple payment methods accepted. Transaction fees apply.

## Get Outage Alerts



You can register to report outages and get text alerts on your mobile phone.

[Learn more about Outage Alerts](#)

## Check Current Conditions



Get the latest info about large-scale outage and emergency situations.

Get updates and learn how to stay safe

## Save With Rebates & Incentives



We offer year-round rebates and incentives to help you make energy-efficiency improvements.

[Get rebate info](#)

## See Our Power Generation Mix



Nov 30, 2023,  
3:40:00 PM CDT

Renewable energy relies upon available wind and sunshine. The output varies day to day and hour to hour.

[See today's generation mix](#)

[austinenergy.com/alerts](https://austinenergy.com/alerts)

## Current Conditions

### Conditions are Normal on Austin Energy's Electric System

Even with normal conditions, there can still be outages. Austin Energy has crews on standby 24/7 to respond immediately to power outages, and we repair most routine outages within a short period of time.

If you have an outage, here's how you can report it:

1. **Online** — [Report an outage online](#) and [check the Outage Map](#) for status updates.

2. **By text message** — Text OUT to 287846 to register. Austin Energy will text you back with status updates, as available.

If you are not already registered for text alerts, the system may prompt you for your account number or the phone number associated with your account. [Learn more about registering for Outage Alerts.](#)

3. **By phone** — Call 512-322-9100.

As part of the City of Austin, we work together with other City departments when there is a widespread emergency situation to share critical information with residents. [Visit the City of Austin alerts page](#) to find active emergency information.

### Now is the Time to Plan Ahead

It's hard to know when you might have a power outage, but the best time to prepare is before you have one. [Take a look at our preparedness page](#) for tips to make an outage prep plan that works for you and your household. This will help you get ready and stay ready before a power outage ever happens.

### Stay Safe if You Have an Outage

Power outages can come from a variety of causes — anything from traffic accidents, wildlife interference, and severe weather. Even if outages happen when you least expect them, here's what you can do to stay safe if you have a power outage.



## Helpful Resources

Check local news stations on radio, television or online to stay up-to-date on emergency conditions. City of Austin departments like Austin Energy share emergency updates with local media and social media to help keep you informed.

Police, Fire, Emergencies — call 9-1-1

Non-Emergencies — call 3-1-1

[City of Austin Alerts](#)

[WarnCentralTexas.org](#)

[ReadyCentralTexas.org](#)

[ATXfloods](#)

[Make a Basic Emergency Supply Kit \(pdf\)](#)

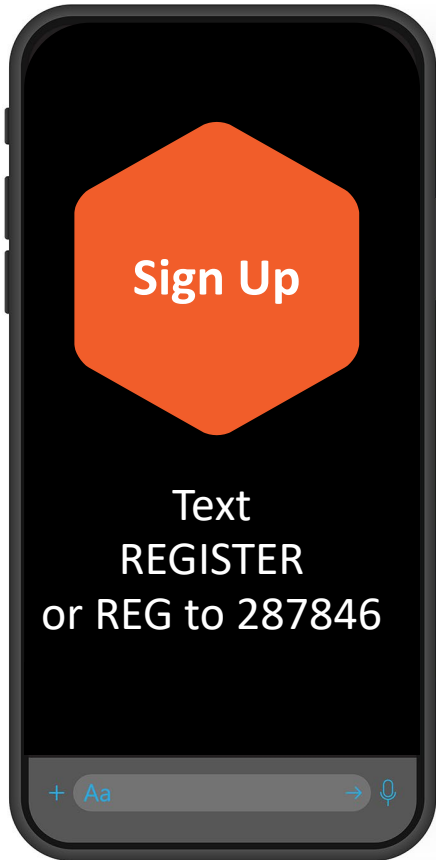
[City of Austin Homeland Security & Emergency Management](#)

[American Red Cross Central and South Texas Region](#)

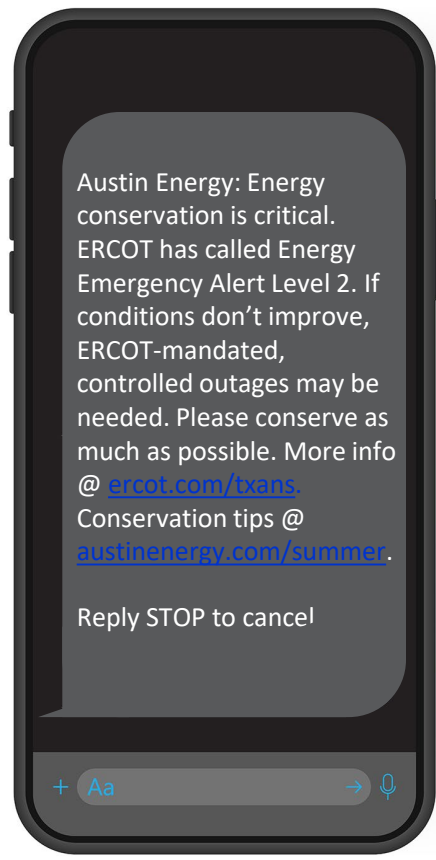




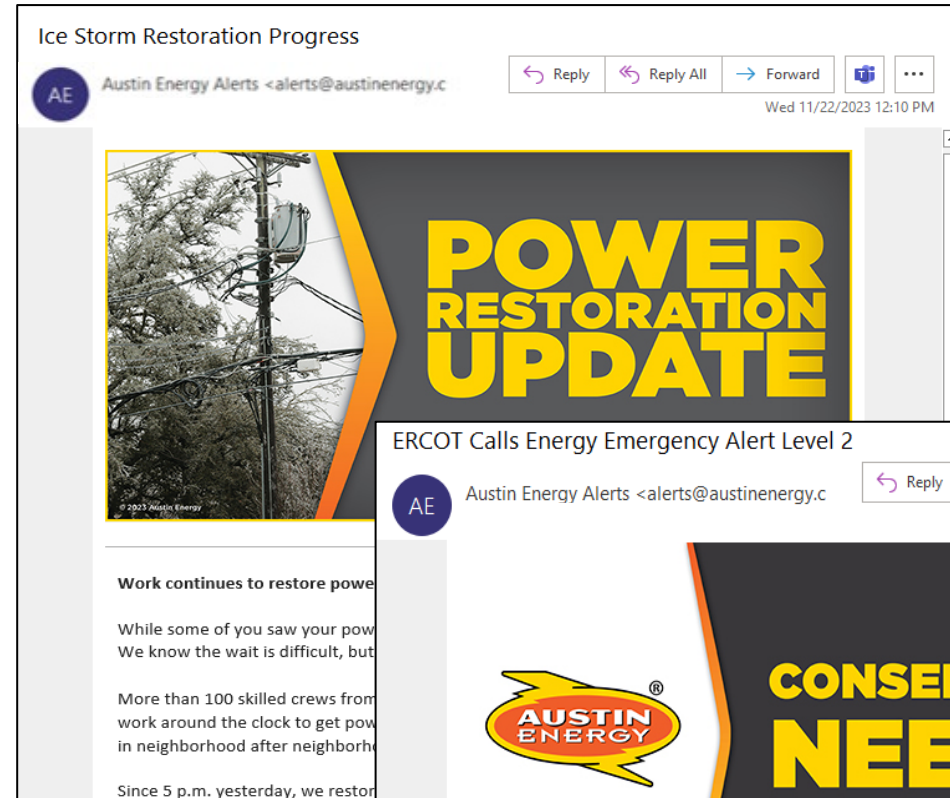
# Text & Email Messaging



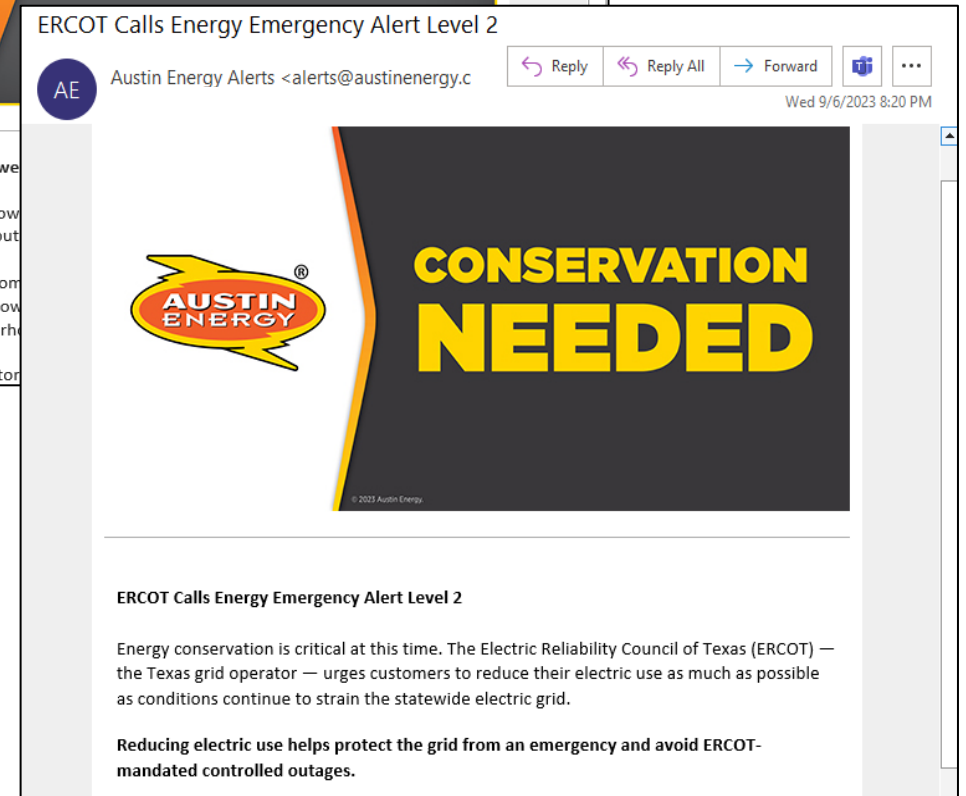
Automated  
Outage Alerts



Broadcast  
Emergency Texts



Broadcast  
Emails



# Communication Campaigns





# Accessible Communications



## 3 报告方式 停电

- 1 发送短信 “OUTAGE” 至 287846
- 2 访问 [outagemap.austinenergy.com](http://outagemap.austinenergy.com) 并点击 “Report Outage”
- 3 拨打 512-322-9100

[austinenergy.com](http://austinenergy.com)

Chinese



## 3 Cách Báo Cáo Cúp Điện

- 1 Gửi tin nhắn “OUTAGE” đến 287846
- 2 Truy cập trang mạng [outagemap.austinenergy.com](http://outagemap.austinenergy.com) và nhấp vào “Report Outage”
- 3 Gọi số 512-322-9100

[austinenergy.com](http://austinenergy.com)

Vietnamese



## 잘 대비하세요. 대비 상태를 유지하세요.

### 정전 시 대처 방법을 알아두세요.

날씨 재난이 계속 발생하고, 오래 지속되는 대형 폭풍도 발생합니다. Austin Energy가 미래의 정전 비상 사태에 대비하고 있으므로 여러분도 대비할 수 있습니다.

어떤 정보가 필요하고 어디 있는지 알아두십시오.

- 정전 신고 방법
- 정전 알림에 가입하는 방법
- 정전 지도를 읽는 방법
- Austin Energy 및 기타 오 부에서 최신 정보를 받는 방법
- 자신의 필요에 맞게 비상 계획을 세우는 방법
- 정전 시 안전을 유지하는 방법



## Get Ready. Stay Ready.

### Know what to do in case of an outage.

Weather disasters keep coming, with bigger storms that last longer. As Austin Energy prepares for future power outage emergencies, you can get ready, too.

#### Know what information you need and where to get it:

- How to report an outage
- How to sign-up for outage alerts and how to read the outage map
- How to get updates from Austin Energy and other City of Austin departments
- How to make an emergency plan specific to your needs
- How to stay safe during an outage

#### Make sure Austin Energy has your contact information:

- Update your **cell phone number** and **email address** at [COAUtilities.com](http://COAUtilities.com)
- If you don't have online access, call 512-494-9400 to update your info.

#### Learn how Austin Energy handles power outages:

- How Austin Energy crews prepare and repair
- How Austin Energy communicates during an outage
- Why some outages take so long to repair
- Where to get info about tree trimming

Visit [austinenergy.com/outage](http://austinenergy.com/outage) so you know what to do in case of an outage.

Visit [outagemap.austinenergy.com](http://outagemap.austinenergy.com) to view outages in your area. Register for outage alerts: text REG to 287846.



## AUSTIN UTILITIES NOW

INFORMATION ABOUT YOUR CITY SERVICES

### Untangling trees from power lines

Thankfully, Austin Energy's Vegetation Management team works with crews on removing and trimming trees that pose a risk to power lines and equipment. Tree trimming cycles throughout the city.



## AUSTIN UTILITIES NOW

INFORMACIÓN SOBRE SUS SERVICIOS DE LA CIUDAD

### Poda de árboles de los cables eléctricos

El otoño es la mejor época para sembrar árboles, pero sabía usted que el equipo de expertos en árboles de Austin Energy poda árboles todo el año para mantener segura a nuestra comunidad?

En Austin, los problemas con los árboles, la vegetación y el clima causan más de uno de cada tres apagones. Durante tiempo de tormenta o días de mucho viento, las ramas rotas de los árboles o las ramas que se mecen pueden rozar, hacer contacto o romper los cables eléctricos, lo que puede causar apagones, condiciones peligrosas e incendios.

Por suerte, el equipo de Control de Vegetación de Austin Energy tiene grupos de trabajadores que remueven y podan árboles que representan un riesgo para los cables eléctricos y los equipos. El equipo de trabajo viaja por toda la ciudad para evaluar la salud de sus árboles mientras apoya la seguridad pública y la electricidad confiable.

Esta es una lista de evaluación rápida de sus árboles:

- ¿Están sus árboles cerca de cables eléctricos? La electricidad de un cable eléctrico cargado puede fluir por cosas que estén muy cerca, como escaleras, herramientas, ramas de árboles y hasta el cuerpo de las personas. Nunca trabaje cerca de cables eléctricos ni ramas de árboles que estén a 10 pies o menos de distancia de un cable eléctrico. Para esta situación, envíe una solicitud de poda de árbol en [austinenergy.com/trees](http://austinenergy.com/trees).
- ¿Ve expertos en la poda de árboles trabajando en árboles en o cerca de su vecindario? Demuestre su agradecimiento desde la distancia. Nunca se acerque a las personas que están trabajando cerca de los cables eléctricos.

Si tiene algún problema con un árbol cerca de un cable eléctrico, llame al 512-494-9400 o solicite el servicio de poda de árboles en [austinenergy.com/trees](http://austinenergy.com/trees). ¿Le gustaría aprender más sobre cómo sembrar árboles y encontrar árboles gratis? Visite [treefolks.org/get-a-tree/neighborhoods](http://treefolks.org/get-a-tree/neighborhoods) para detalles.

### Celebremos el Mes Nacional de Cumplimiento del Código

Este octubre, Cumplimiento del Código del Departamento de Servicios de Desarrollo de Austin está celebrando todas las maneras en las que le servimos este Mes Nacional de Cumplimiento del Código. Tenemos un nuevo nombre estos días, pero nuestra misión de proteger y garantizar la integridad de los edificios y el ambiente permanece igual. En el año fiscal 2022, Cumplimiento del Código investigó 28,449 quejas, confirmó 8,317 violaciones y alcanzó un increíble índice de cumplimiento voluntario residencial del 86%. Nos sentimos honrados de colaborar con nuestra comunidad para abordar sus preocupaciones a través de educación.

Continuemos la celebración. Le invitamos a interactuar con nosotros en:

- [facebook.com/austincode](https://www.facebook.com/austincode)
- [twitter.com/austin\\_code](https://twitter.com/austin_code)
- [instagram.com/austincode](https://www.instagram.com/austincode)
- [austintexas.gov/page/request-code-speaker](https://austintexas.gov/page/request-code-speaker) para solicitar un vocero para su próxima reunión comunitaria.

### ¿Su calabaza ya no espanta sino que se aplasta? ¡Póngala en el compost!

¿Se pregunta qué puede hacer con las calabazas podridas del Día de Brujas? En vez de botar su espeluznante creación en la basura, recuerde que si es natural, ¡va en su bote verde de compost!

Recuerde sacar su bote verde con la tapa cerrada todos los semanas antes de las 5:30 a.m. en su día de recolección, incluso si no está lleno. Aprenda más sobre lo que va en su bote verde en [austintexas.gov/composting](http://austintexas.gov/composting).




# Customer Care



## Utility Customer Service Centers

- N** 8716 Research Blvd.
- E** 2800 Webberville Road
- S** 1901 W. William Cannon Dr.



 **City of Austin Utilities**  
**Online Customer Care**

**Log In**

Username

Password

[Log in](#)

[Forgot Password?](#)

### Register

Register now to:

- Create your online account
- Start, stop or transfer utility services
- Choose your energy source
- Sign up for Paperless Billing
- Pay your bill securely
- Track your usage

[Register](#)



### New to Austin?

Depending where you live, you could receive one or more utility services from the City of Austin.

[Get details on Fees and Deposits](#)



### Be Prepared for Whatever Comes Your Way

The best time to prepare for an emergency is before one happens. From severe weather to extreme heat and cold, here's how you can get ready and stay ready.

Prepare for emergencies, stay informed and be ready for possible power outages.

### How can we help?



#### Report power outages. Get text alerts.

When the lights go out, don't be in the dark! Austin Energy's outage map and notification system helps you stay informed during outages.

[View outage map and report outages](#)

[Register to get text alerts](#)



#### Get help with your utility bills, and more.

The Customer Assistance Program (CAP) helps customers who face temporary and long-term financial difficulties and serious medical challenges.

[Check eligibility for Utility Bill Discounts](#)

[Check eligibility for Financial Support Plus 1](#)

[Check eligibility for Services for the Medically Vulnerable](#)

# Community Outreach



**Winter Popup Event**  
EMERGENCY PREPAREDNESS,  
EFFICIENCY, AND SUSTAINABILITY

Information, Demonstrations  
and Giveaways!

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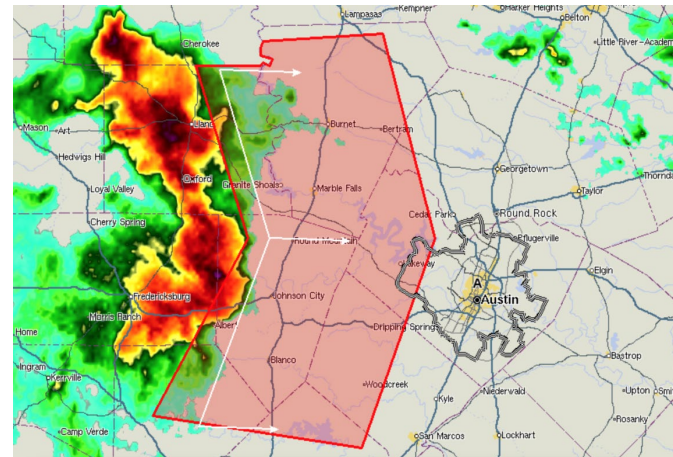
# Emergency Communication Stages

Phased approach provides needed information at critical times



## Prepare

Leverage existing messaging and campaigns to help the community prepare for emergency situations and to take action around their energy use. Year-round messaging.



## Advance

Provide advanced information on potential emergency conditions. This could be from days in advance to imminent conditions with a high likelihood to impact the service area.





## Active



Emergency conditions have affected our service area. We are seeing many outages. Crews are focusing efforts on power restoration.



# ERCOT Grid Conditions Levels



## TXANS

### Texas Advisory & Notification System

|  |  |                   |
|--|--|-------------------|
|  <b>Normal Conditions</b>   |  |                   |
| The grid is operating normally. Supply and demand are balanced.  |  | No action needed. |
| <a href="#">Learn more</a>  |  |                   |



|  |  |                   |
|--|--|-------------------|
|  <b>Weather Watch</b>         |  |                   |
| The grid is operating normally. Supply and demand are balanced, but reserves are dropping.                     |  | No action needed. |
| <a href="#">Learn more</a>  |  |                   |



|  |  |  |
|--|--|--|
|  <b>Voluntary Conservation Notice</b> |  |  |
| Demand is higher, reserves are lower with the potential to enter emergency operations.                                 |  | Reduce electric use, if safe to do so. |
| <a href="#">Learn more</a>          |  |  |


|  |  |                        |
|--|--|------------------------|
|  <b>Conservation Appeal</b>     |  |                        |
| Forecasted high demand and lower reserves.   |  | Conserve electric use. |
| <a href="#">Learn more</a>  |  |                        |

## EEA

### Energy Emergency Alert

|  |  |                           |
|--|--|---------------------------|
|  <b>Energy Emergency Level 1</b>                        |  |                           |
| Reserves are below 2,500 MW and expected to remain below for 30 minutes. We have entered into emergency operations. No controlled outages. |  | Conservation is critical. |
| <a href="#">Learn more</a>                              |  |                           |

|   |  |                                |
|---|--|--------------------------------|
|  <b>Energy Emergency Level 2</b>   |  |                                |
| Reserves are below 2,000 MW and expected to remain below for 30 minutes, or frequency has dropped below 59.91 Hz for 15 minutes. No controlled outages at this time, but they are possible. |  | Conservation is very critical. |
| <a href="#">Learn more</a>   |  |                                |

|   |  |   |
|---|--|---|
|  <b>Energy Emergency Level 3</b>   |  |   |
| Reserves are below 1,500 MW and expected to remain below for 30 minutes, or frequency has dropped below 59.8 Hz for any period of time. Controlled outages are occurring, which impact all customer classes, including residential, commercial, and industrial. |  | Conservation is very critical. Please continue to conserve electricity when you have power during these controlled outages. |





**Stay Up To Date**

[AustinTexas.gov/alerts](http://AustinTexas.gov/alerts)

[AustinEnergy.com/alerts](http://AustinEnergy.com/alerts)

**Report Power Outage**

[Outagemap.AustinEnergy.com](http://Outagemap.AustinEnergy.com)

Text: REG or OUT to 287846

Call: 512-322-9100



**Customer Driven.  
Community Focused.<sup>SM</sup>**

