



Thursday, February 01, 2007

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Item(s) from Council
RECOMMENDATION FOR COUNCIL ACTION

ITEM No. 31

Subject: Approve a resolution directing the City Manager to develop a direct marketing campaign to further promote Austin Energy's energy audit, rebate and loan-buy down programs to the most energy inefficient residential households in the City to achieve better energy efficiency and reduce energy costs for those households.

Sponsor: Council Member Jennifer Kim

Co-Sponsor1: Council Member Lee Leffingwell

Co-Sponsor2: Mayor Will Wynn

**Additional Backup
Material**

(click to open)

- ☐ [Resolution](#)
- ☐ [Fiscal Note](#)

For More Information: Belinda Roberts

RESOLUTION NO. 20070125-XXXX

WHEREAS, Austin Energy offers energy audits for residential customers through private contractors; and

WHEREAS, this allows customers to obtain repair and price information in one step; and

WHEREAS, there is no cost to the utility or its customers for the audits as the contractors perform them for free; and

WHEREAS, Austin Energy offers rebates and buy-down loan programs for qualified households to offset some of the repair costs identified in the energy audits; and

WHEREAS, currently the audit program currently uses non-directed marketing; and

WHEREAS, to further market the program to households that are in most need of energy savings, a directed marketing approach would be beneficial;

WHEREAS, to make the most impact with City expenditures on energy audits and associated loan and rebate programs, it would be optimal to target the

1,000 residential customers with the highest watts per square foot ratio that have not yet participated in the program; and

WHEREAS, drafting personal letters from Austin Energy to these targeted households containing information regarding the energy audits, and associated rebate and buy-down loan programs would be an economical method of furthering energy conservation and household cost savings, and

WHEREAS, many of the households targeted by this effort would qualify for the Free Weatherization Home Program which would cover much of the repair expenses; **NOW, THEREFORE**,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

That the City Manager is directed to undertake a directed marketing campaign to further promote Austin Energy's energy audit, rebate and loan-buy down programs to the most energy inefficient residential households in the City to achieve better energy efficiency and reduce energy costs for those households.

ADOPTED: _____, 2007

ATTEST: _____

Shirley A. Gentry
City Clerk



MEMORANDUM

TO: Toby Futrell, City Manager

FROM: Greg Canally, Budget Officer

DATE: February 1, 2007

SUBJECT: Austin Energy's Audit and Energy Efficient Programs

Item # 29 on the February 1, 2007 Council Agenda is to approve a resolution directing the City Manager to develop a direct marketing campaign to further promote Austin Energy's energy audit, rebate and loan-buy down programs to the most energy inefficient residential households in the City to achieve better energy efficiency and reduce energy costs for those households.

There is a fiscal impact for this item. Drafting and mailing personal letters to the 1,000 residential customers with the highest watts per square foot that have not yet participated in the program will cost approximately \$300 in postage. This funding is available in the FY 2006-2007 Austin Energy Operating Budget. Additionally, costs of approximately \$800,000 in rebates and \$180,000 in loan buy-downs are available in the Approved FY 2006-2007 Austin Energy Operating Budget for the Conservation Rebates and Incentives Fund. Staff from the Austin Energy Department will be available to work on this project.