

**RESOLUTION NO. 20070201-031**

**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; and

**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

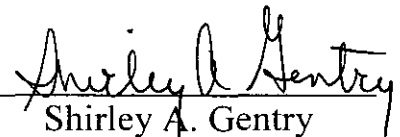
**WHEREAS**, many of the households targeted by this effort would qualify for the Free Weatherization Home Program which would cover much of the repair expenses; **NOW, THEREFORE**,

**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:** February 1, 2007

**ATTEST:**

  
Shirley A. Gentry  
City Clerk