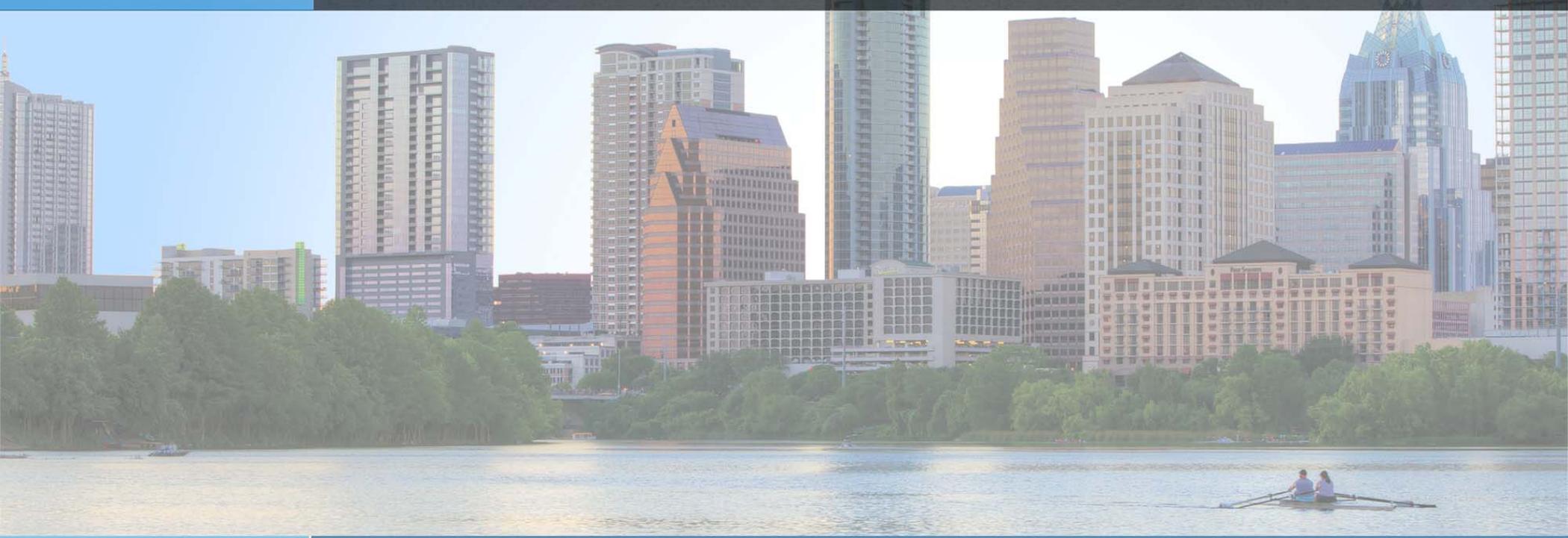




# Austin's Energy Leadership

## Introducing the New Austin Energy App



- Available free to all residential customers who have enrolled on COA Utilities Customer Portal ([www.coautilities.com](http://www.coautilities.com))
  - Secure
  - Based on actual past and current energy usage
- Presents daily and monthly usage in dollars and cents for ease of understanding
- Provides information and awareness of tiered rate structure
- Enables customers to set alerts for notification of approaching tier
- Supplies customers with energy saving tips

- Partner with local company SmarteBuilding to acquire meter data from Landis & Gyr to supply daily meter reads
- Create method to present past usage data from billing data and current data from meter reads
- Develop web-enabled application that is available via smart phones, PC, and tablets
- Provides banking-level security with same cryptography protocols as used in online banking
- Ongoing support for further enhancements
  - Link to new web site
  - Individualized messaging based on usage

- 3 months of development
- Lead by Executive sponsors
  - JJ Gutierrez, Debbie Kimberly, Ann Little, Cheryl Mele, Kerry Overton
- Project team includes DES, Customer Care, Marketing Communications, finance, and SmarteBuilding
- 3 rounds of internal testing with feedback
- 3 rounds of external testing with feedback
- Launch October 1
- Awareness and outreach includes:
  - Facebook and Twitter
  - November bill insert
  - City Source and Monday Morning newsletters

- Live Demonstration
- [www.smartebuilding.com/ae](http://www.smartebuilding.com/ae)
- Log in using COA utilities user name and password
- At launch, URL will be [www.austinenergyapp.com](http://www.austinenergyapp.com)