Mobile Outreach
Austin Energy Utility Oversight Committee

June 19, 2019
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
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
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
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?