



SMART  
ENERGY  
CONSUMER  
COLLABORATIVE

2020

# MEMBERS MEETING & Fall Workshop

VIRTUAL

Oct. 20-22, 2020



## Smart Energy and Lower-Income Consumers: No One Left Behind



# ***Supporting Low-Income Consumers in Uncertain Times***

Rachael Olson – Director, Market Development

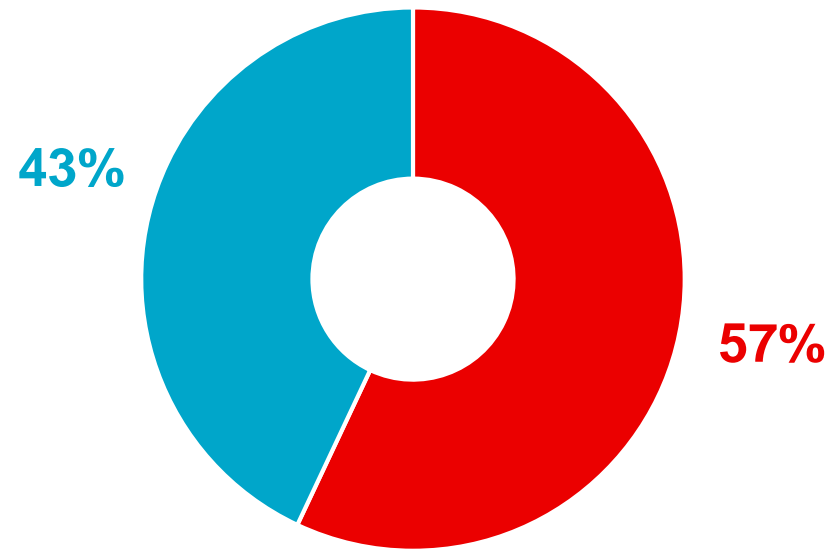
OCTOBER 22, 2020





# COVID-19 has had a negative financial impact on a majority of U.S. households, with 57% reporting a loss of income

Q: Is your household income being negatively impacted by the Coronavirus (COVID-19) pandemic?

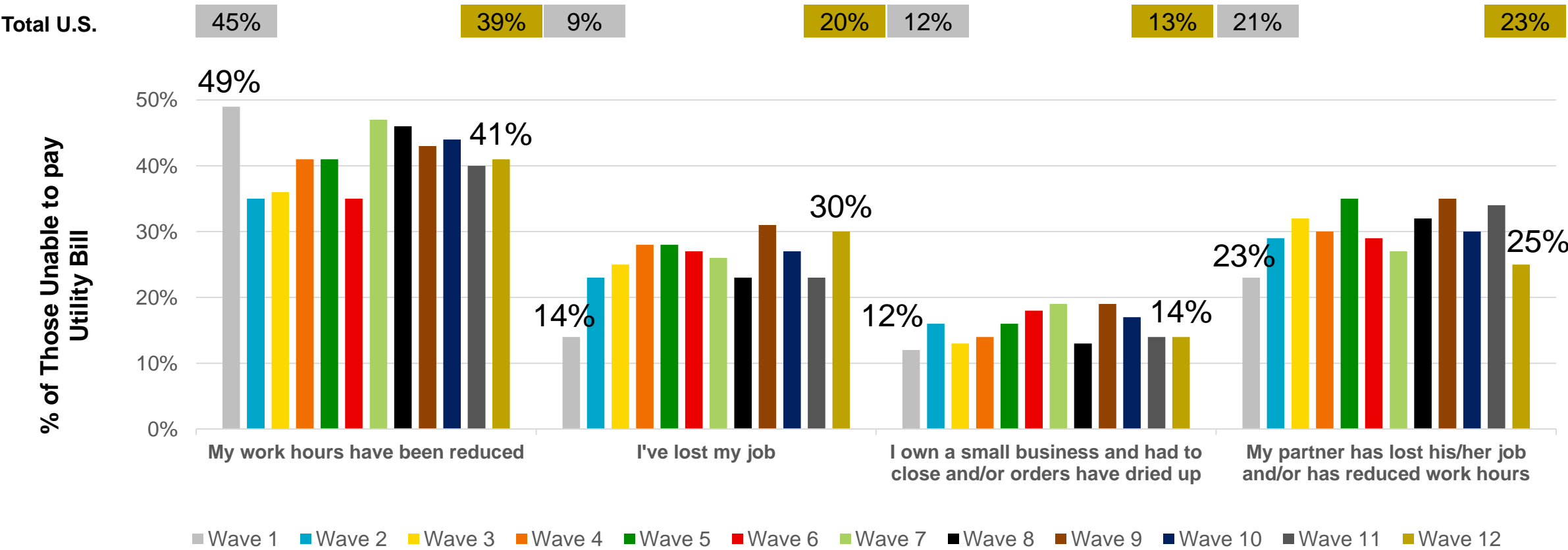


All Respondents  
n=33,695 all survey waves



# Those indicating they will not be able to pay their Utility bills are more likely to have lost their job

## How is your current household income being impacted by Coronavirus (COVID-19)?

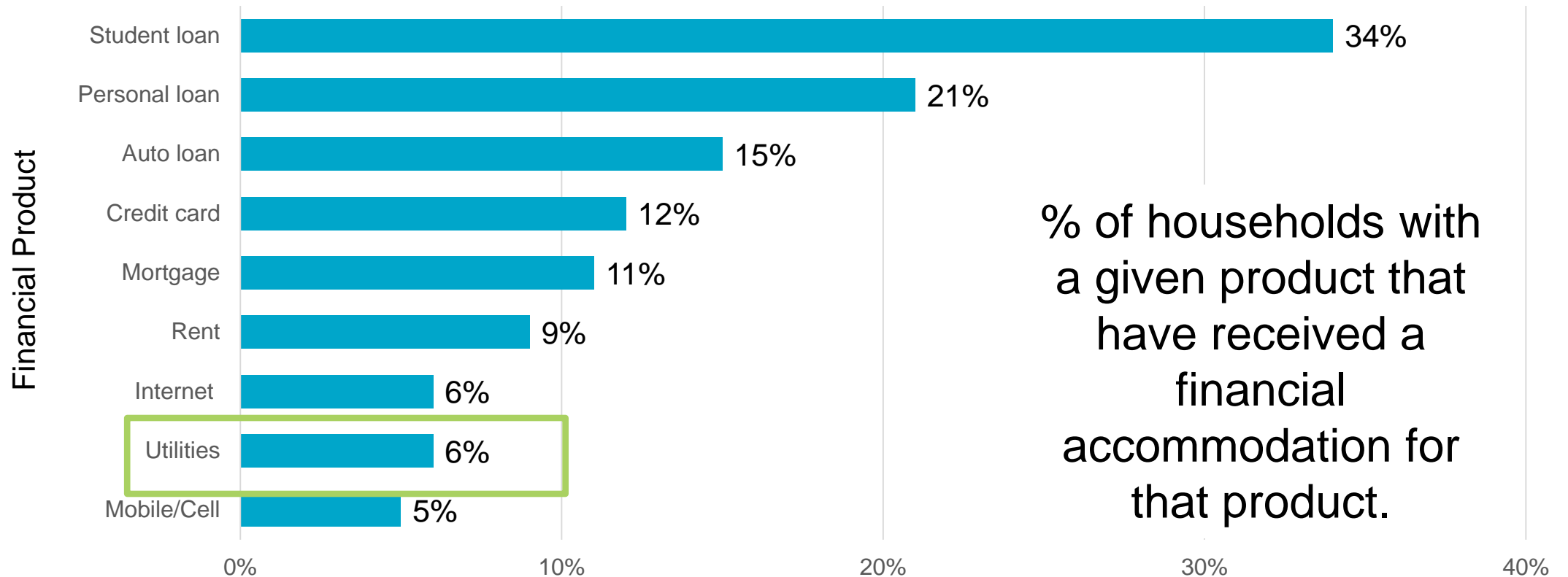




# The percent of consumers that have received payment accommodations differs by type of bill

*For which products or bills have you enrolled in a financial accommodation?*

Wave 13 (Sept 30, 2020)



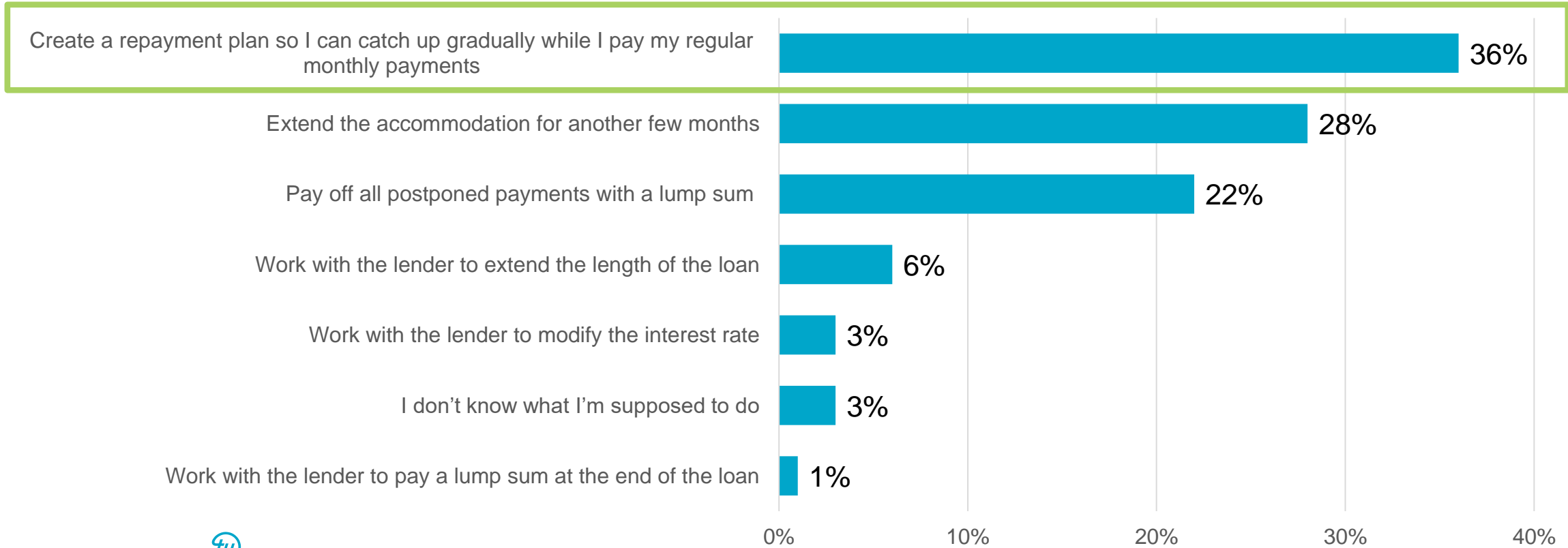
% of households with a given product that have received a financial accommodation for that product.



# When accommodations end, consumers prefer a plan that allows for payment of current bill and gradual repayment of the deferred amount

***What is your repayment preference when the financial accommodation period ends? (Select one)***

Wave 13 (Sept 30, 2020)





# TU has developed new data solutions that can be used to segment and support customers who are in distress

## Data Solution

**CreditVision® Acute Relief Attributes:** 88 data elements that identify consumers affected by natural disaster or are in deferment, forbearance, or on payment holiday

**CreditVision Acute Relief Score:** Quantify new customer risk based on recent and trended usage and payment algorithms

**CreditVision Account Management Score:** Likelihood of an account (of any type) rolling to 90+ DPD within 3 months

**Short Term Lending Account Management Triggers:** Activity in TransUnion's Alternative Credit Database

## How can it be used?

Identify your customers who are in financial distress with other financial obligations to determine successful treatment strategies

Reduce risk before/at account origination, to increase confidence during these unprecedented times

Understand consumers' likelihood of delinquency within a shorter time period after account origination

Monitor your customers' activity, so that you can focus efforts on accounts that need immediate support, and mitigate losses



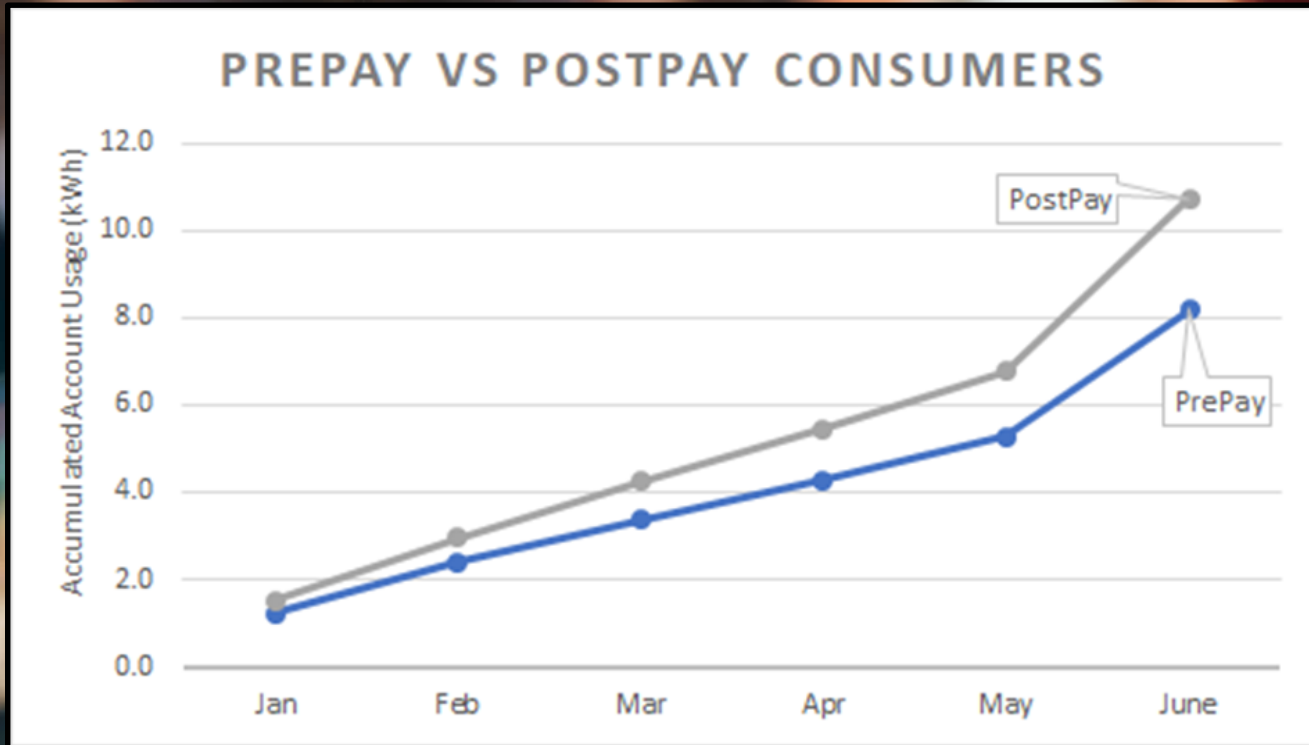
**Questions?**

**Feel free to email:  
Rachael.olson@transunion.com**



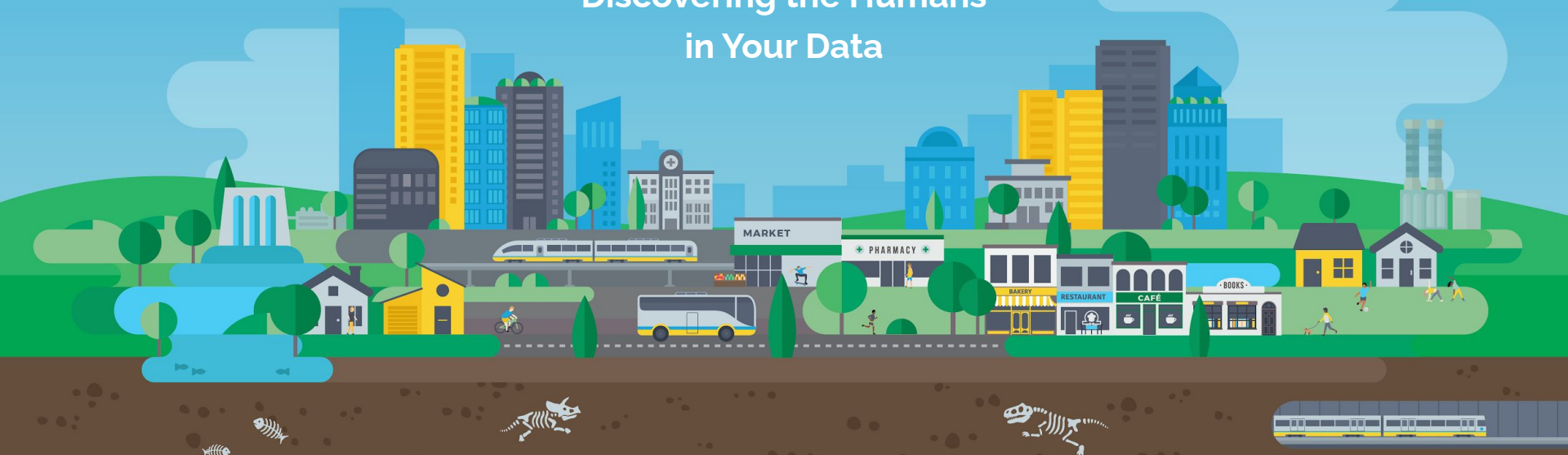
# Energy Usage Covid-19 Pandemic Moratorium

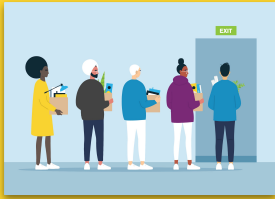
Prepay Users  
are More  
Aware and  
Engaged





Drive Business by  
Discovering the Humans  
in Your Data





800K new jobless claims in September



3.5M borrowers are on CARES Act mortgage forbearance which is set to expire in October



40M Americans are currently at risk of eviction



41% of Americans have reported mental or behavioral health conditions due to COVID crisis



The average delinquent utility balance is \$400



26% of Americans reported experiencing food insecurity at some point this year



43% of Americans are inadequately insured

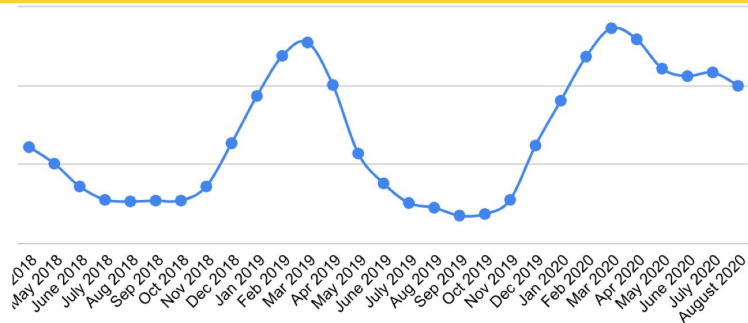


As balances go up...



The chance of collecting in full goes down.

**The trend of high balances is unlikely to change, even with partial lift of moratorium**







Develop and Operationalize  
Customer Segmentation

Enable Targeted,  
Consistent,  
Personalized Customer  
Experience



Enable  
Customer Journey



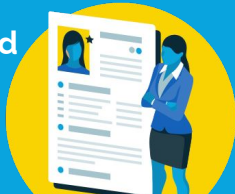
New Strategic  
Initiatives Planning and  
Execution  
(C&I lighting, EV,  
Transformation)



Personalized,  
Targeted  
Communication  
and Outreach



Customer  
Acquisition &  
Churn reduction



Customer  
Management and  
support



Program Adoption  
(eBilling, Payment and  
Collections)

The **Backbone**  
of Customer  
Intelligence

**Identify struggling customers and find the right solutions to meet their unique needs**



**Identify** your data resources



**Clean** your data to check for quality issues



**Enrich** your data with external sources for a complete view of your customers



**Analyze** your data to surface behavior patterns and other insights



**Operationalize** your insights, act on them, and derive results



**Adapt** as you continue to collect more data and results

# Objective-Driven Segmentation

BROAD

SPECIFIC

Broad Customer Segments and Communication



ENERGY SAVVY



ENERGY DEPENDENT



ENERGY CONSCIOUS

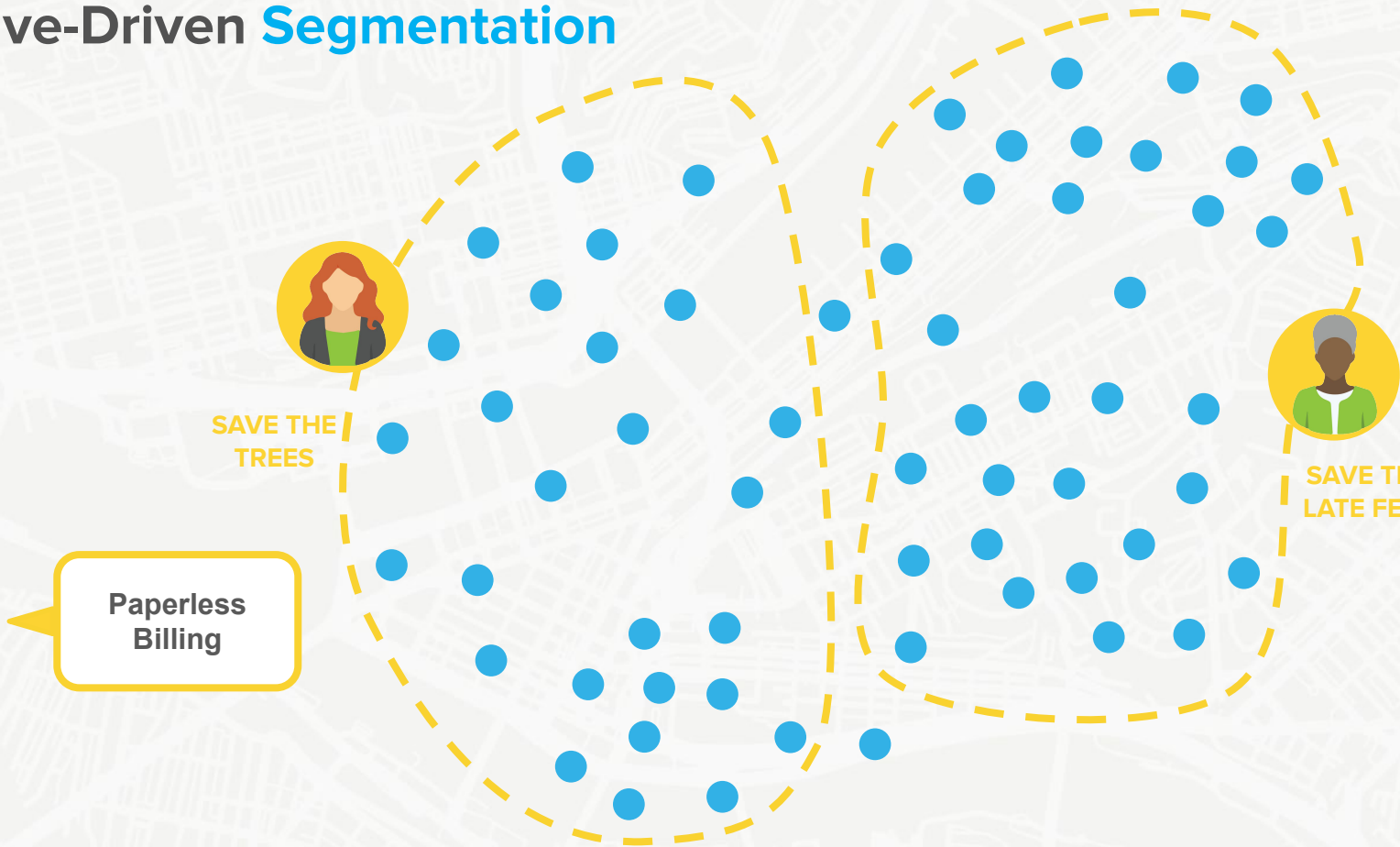


ENERGY AGNOSTIC

# Objective-Driven Segmentation

BROAD

SPECIFIC

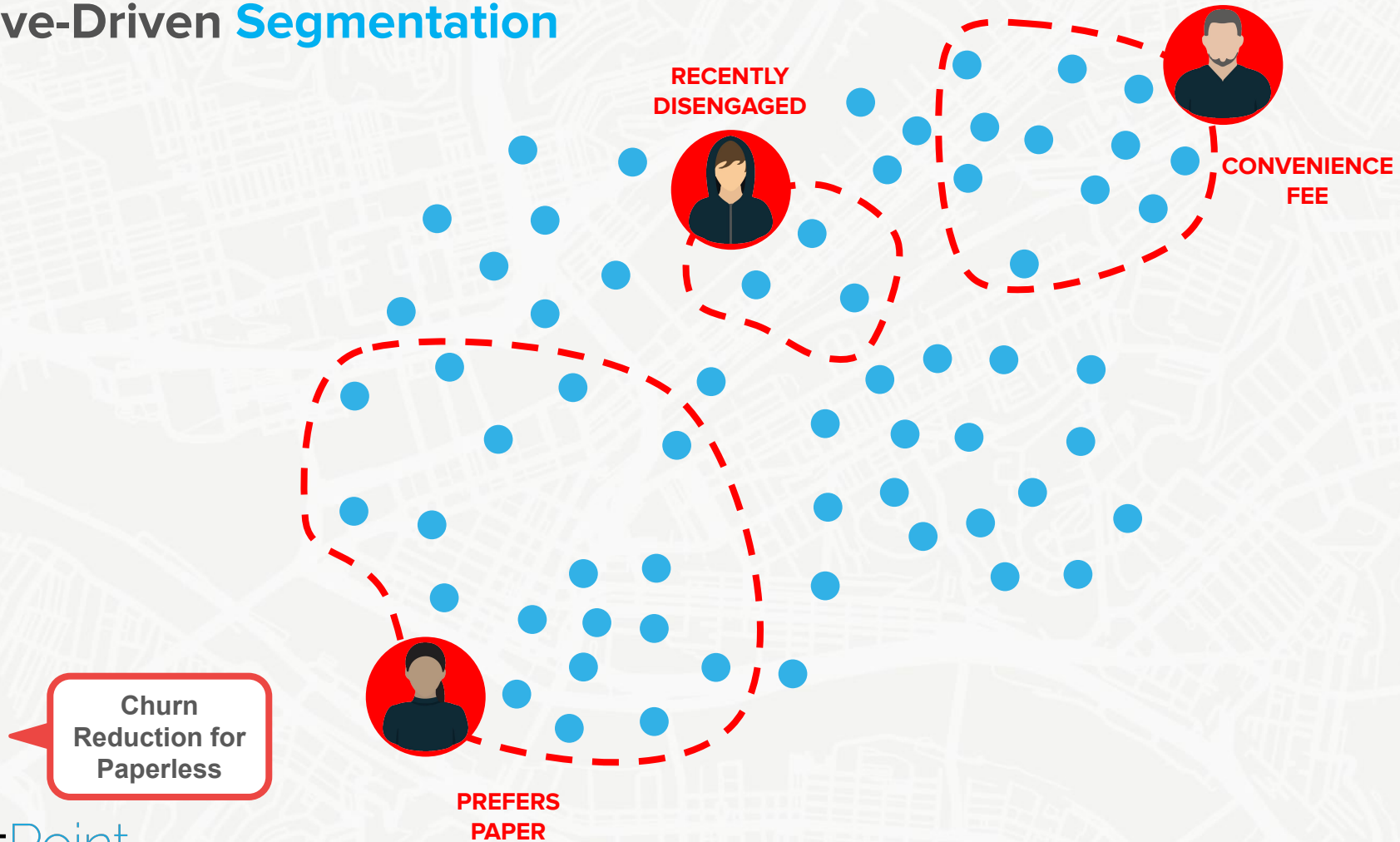




# Objective-Driven Segmentation

BROAD

SPECIFIC



# Customer Intelligence



## Just Needs a Nudge

Propensity Score: 87%  
Avg Income: \$60K  
Average Age: 42  
Channel Pref: Email  
Own/Rent: Owner



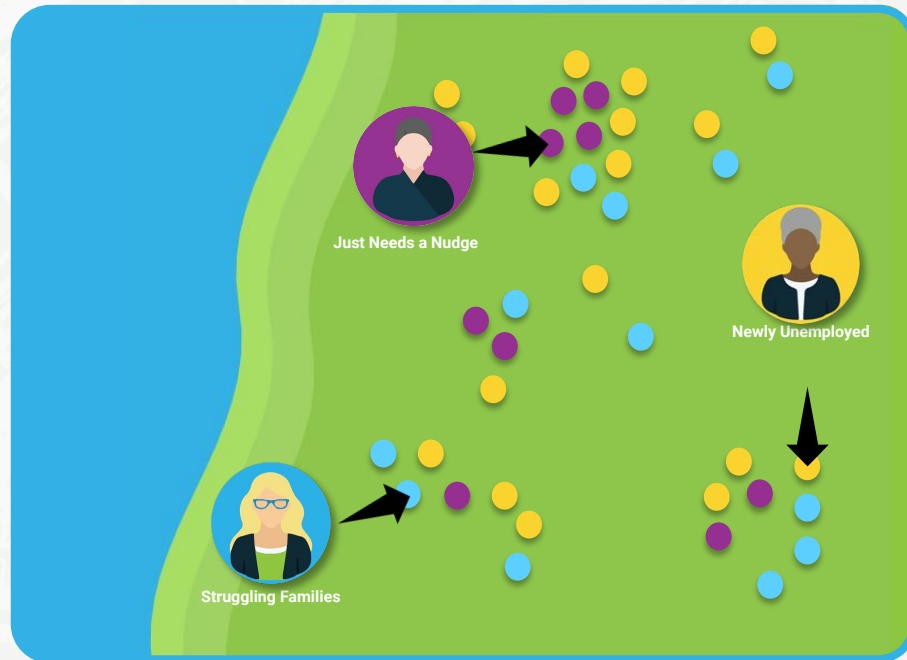
## Newly Unemployed

Propensity Score: 53%  
Avg Income: \$35K  
Average Age: 58  
Channel Pref: Mail  
Own/Rent: Owner



## Struggling Families

Propensity Score: 68%  
Avg Income: \$40K  
Average Age: 39  
Channel Pref: Internet  
Own/Rent: Renter





# Delinquent Residential Customers



Typically Good Payers



Habitually Payment Challenged



Previous Energy Assistance

CAP

Grants

Payment Arrangements

Persona: High Propensity

Persona: Medium Propensity

Persona: Mid-to-Low Propensity

Persona: High Propensity

Persona: Medium Propensity

Persona: Mid-to-Low Propensity

Persona: High Propensity

Persona: Medium Propensity



New to Energy Assistance

CAP

Grants

Payment Arrangements

Persona: High Propensity

Persona: Medium Propensity

Persona: Mid-to-Low Propensity

Persona: High Propensity

Persona: Medium Propensity

Persona: Mid-to-Low Propensity

Persona: High Propensity

Persona: Medium Propensity





**650%**

increase in customer email engagement



**17%**

increase in full payments to delinquent accounts during shutoff moratoriums



**56%**

newly identified commercial customers for acquisition in competitive markets



**20%**

sign-up rate from low-income program campaigns



**\$MM**

saved by enrolling more customers in paperless billing and other programs



**33%**

newly identified residential customers for acquisition in competitive markets

## Other High-Profile Initiatives



Implement Customer Segmentation & Enable Customer Journey



Customer Experience Enablement



EV Strategy and Fleet Electrification



**Tip #1**  
Not everyone who needs help  
will ask for it



**Tip #2**  
“Good payers” are highly likely  
to engage and work with you



**Tip #3**  
Personalize content wherever  
you can



**Tip #4**  
Look outside of billing &  
collections for some quick wins



**Tip #5**  
There is no better time than  
now

Learn more at [www.blastpoint.co](http://www.blastpoint.co)

# SECC 2020

## Multifamily Income Qualified Programs

October 22, 2020



# About Austin Energy

## Public Power

- 2nd largest municipally owned utility in Texas
- Reports to the City Manager, who executes the policy and direction of the City Council
- 1700+ Employees
- \$1.45 billion in revenue (2019)
- 496k customers

## Compact, Dense System

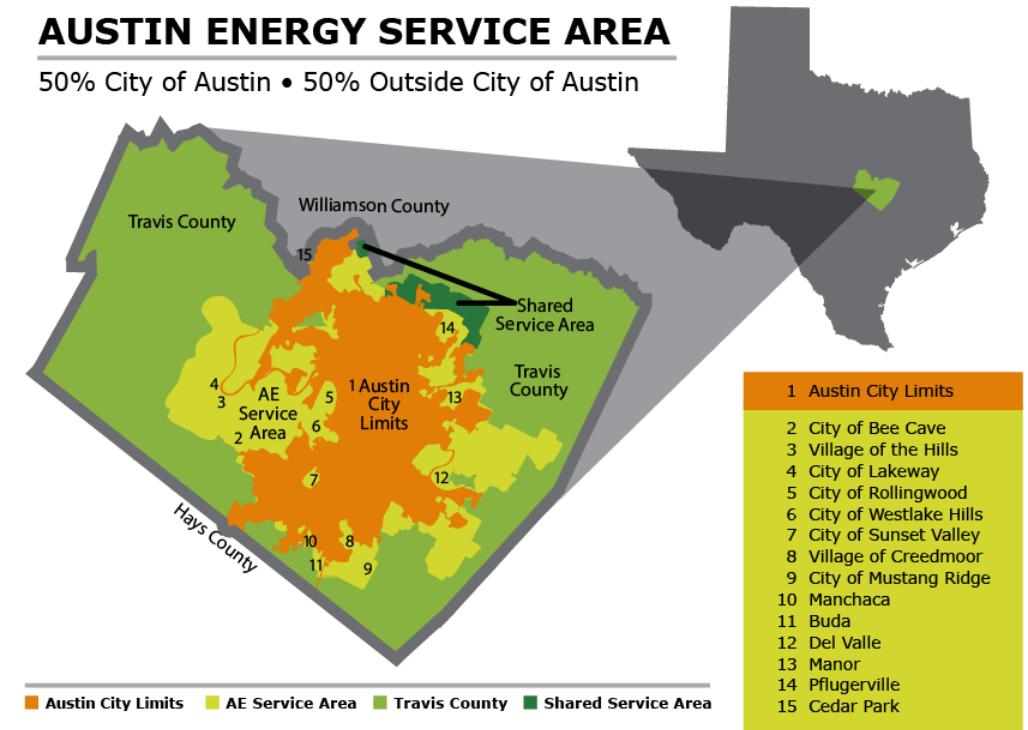
- 437 square miles of service area covering City of Austin and beyond

## Vertically-Integrated

- Vertically-integrated in a deregulated, wholesale, energy only market
- 2019 AE System Peak Load 2810 MW (summer), 2380 MW (winter)

## AUSTIN ENERGY SERVICE AREA

50% City of Austin • 50% Outside City of Austin



# MF Programs

## Two Programs



### Program Pillars

Market what they want

Bundle what they need

Focus on the intent



# Market what they want

## Smart Thermostats

*Granite countertops of Energy Efficiency – Contractor*



ecobee3 lite



NEST  
Thermostat E



Honeywell Home  
T5+ or T6 Pro

Complete the loop by educating the customer and property  
This ensures tenants have a good experience  
Provides the property with knowledge to self serve issues



Austin Energy's  
**NEW AND IMPROVED**  
Multifamily Income-Qualified Rebate Program

Up to  
**100% Paid** with  
NO Out-of-Pocket Costs!

A photograph of a multi-story apartment building with balconies, surrounded by greenery.

## Bundle what they need

### Lead with Dessert

- Thermostats
- Advanced Power Supplies (Pilot)
- HVAC Tune-Up

### Eat Your Vegetables

- Insulation
- Solar Screens
- Plenum Remediation (Duct Seal)
- Lighting



# Focus on the intent

- Focus on reducing Energy Burden
- Intentional about Equity
- Build it and they will come
  - Wi-Fi/Others
  - Behavioral
- Austin Energy goal alignment
  - kW vs kWh
- Remember the intent...The customer
  - Leave the unit better than we found it
  - Other Non-Energy Benefits



Manuel “Manny” Garza, PE

Thank You!



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

