AFFORDABLE ENERGY SUMMIT

Wednesday, July 25, 2018

AT&T Executive Education & Conference Center
1900 University Avenue
9:00am - 4:30pm
Customer Assistance Program Data Segmentation & Evaluations

Customer Information through Surveys & Data

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Austin Energy

Data Analytics & Business Intelligence
FY17 Customer Survey & Mapping Results

• Data from 2017
  • 2016 where there are differences

• Program participants and the agencies who support them

• Links between need and services provided
Residential Accounts by Zip Code

• FY17 results are similar to FY16
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• Zip codes with greater concentrations of poverty are not as dispersed as overall population
• FY17 results are similar to FY16
• Reflective of CAP customers
• Based on data, referrals appear to be effective
• FY17 results are similar to FY16
• CAP customers with payment arrangements are found in proportional concentrations to account locations
Overall Satisfaction

Ways to Improve Satisfaction
- More discount
- Clearer communication
- Fewer requirements
Ease of Applying for CAP

Ways to Improve
- Use online enrollment
- Faster processing
- Fewer requirements
Meeting Expectations

Expectations not met
• Not enough of a discount
• Need more information
• Discounts on other services
Household expenses reduced expands a greater list than in 2016

Food, cable and clothes remain at the top of the list
Aware of Ways to Reduce Bill

2017 N=200

• Recycle
• Turn off/unplug unused electronics
• Adjust thermostat
• Turn off lights
• Change AC filter regularly
• Shorter Showers
Left Home Due to Uncomfortable Conditions

- Friend’s or Family's home
- Shopping center or mall
- 1-5 times in 2017

2017 N=200

13% Yes

88% No
Plus One Accounts

- FY17 results are similar to FY16
- Zip codes reflect those of CAP customer concentrations
Satisfaction with Plus 1 Program

- 84% rated it as 10
- 68% rated it as 9
- 7% rated it as 8
- 9% rated it as 10

Ways to Improve:
- Give more discount
- Clearer communication
- Add more utilities
Ease of Applying to Plus 1 Program

Ways to Improve
- Faster processing
- Use in-person enrollment
- More helpful representatives
Plus 1 Program Meeting Expectations

Expectations Not Met
• Not enough discount
• Need more information
Aware of Ways to Reduce Utility Bill

- Recycle
- Adjust thermostat
- Turn off/unplug unused electronics
- Turn off lights

2017 N= 200
Medically Vulnerable Customers

- FY17 results represent a few more zip codes than FY16
- Zip Code concentrations appear similar to those of CAP customers
Satisfaction with Medically Vulnerable Registry Program

- Helps me keep the lights on
- The representatives and customer service
- Ease of mind
MVR Meets Expectations

- Helps me keep the lights on
- Have a resource to help me
- Counselors helps a lot
- Easy to communicate
211 Referrals

- FY17 results are similar to FY16
- Referrals from areas other than only low income
Pledge Received Accounts

• FY17 results are more distributed across the zip codes than in FY16
Plus One Partner Locations

• FY17 show greater numbers across similar zip codes to FY16
• Increased numbers of partners but still in limited numbers to where CAP customers live
Ease of Learning about CAP Program by Social Service Agencies

- Increase promotion

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Satisfaction with CAP Program by Social Service Agencies

- Customer service
- Helpful
- Easy to contact
- Easy to administer
Meets Social Service Agency’s Expectations

- Fast response
- Resource that helps people
- Customer service
- Helpful
- Does what they say they will
Summary

• Maps indicate we are serving people where the greatest need exists
• Survey data indicate people are satisfied with the programs
• Maps and surveys show consistency over time
Questions?