AUSTIN ENERGY’S MISSION AND VISION

While developing the new Strategic Plan, Austin Energy reaffirmed its Mission and set a new Vision for the utility. This Vision sets the course for Austin Energy, the end point that will be reached by achieving the six Strategic Goals laid out in this Plan, and implementing more than a dozen initiatives that support achievement with these goals.

MISSION

“To safely deliver clean, affordable, reliable energy and excellent customer service.”

VISION

“To drive customer value in energy services with innovative technology and environmental leadership.”

The Vision statement emphasizes four key themes that anchor the direction for Austin Energy’s future.

• CUSTOMER VALUE: Austin Energy will be proactive in meeting customer needs and expectations by focusing on customer value as a key driver of business strategy.

• ENERGY SERVICES: Austin Energy will expand programs and service offerings so all customers have access to the energy products and services that best suit their needs and lifestyles.

• INNOVATIVE TECHNOLOGY: Austin Energy will modernize the grid, improving reliability, supporting technology integration, and providing data to customers as valuable and actionable information, when they need it and in the manner in which they want to receive it.

• ENVIRONMENTAL LEADERSHIP: Austin Energy will continue to be at the forefront in clean energy and conservation both inside and outside the utility through internal sustainability efforts, generation planning and green program offerings.

THE STRATEGIC WAY FORWARD

The Strategic Plan includes six overarching goals that will enable the utility to achieve its Vision. By focusing both internally and externally, the goals lay out a comprehensive strategy to develop the organization while improving the customer experience amid changes in technologies and markets impacting the utility industry.
FINANCIAL HEALTH

Maintaining Financial Stability and High Bond Ratings Creates Value for Customers and the Austin Community

Financial health is a core business objective for Austin Energy, allowing the utility to keep rates reasonable for customers and supporting innovative and diverse programs while providing an opportunity to reinvest its proceeds in the Greater Austin community.

CUSTOMER COLLABORATION

Understanding and Exceeding Customer Expectations

Across the industry, utilities are seeing change and diversification in customer expectations in all customer classes. Many of today’s customers expect instantaneous access to information and data on energy use and the ability to complete transactions virtually. Others expect human interaction with customer service representatives or access to programs and services that enable customers to live and work in a more sustainable way. As a community-owned utility, Austin Energy will seek to better understand what customers want, and deliver on those expectations.

ENVIRONMENT

Supporting Community Priorities and Improving Sustainability of Daily Operations

Austin Energy is a leader in customer-facing clean energy programs and inclusion of renewable energy in its generation portfolio. The Environment Strategic Goal, however, is not limited to energy supply. This Strategic Goal addresses the environmental footprint of the organization itself in several key areas, including water use and carbon and nitrous oxides emissions. It also targets improvements within the organization — greening the fleet, reducing water consumption and enhancing waste management and recycling.
EMPLOYEE ENGAGEMENT
Keeping Employees Safe, Healthy and Engaged

Employees are the most vital asset for meeting the Strategic Goals and business objectives. Initiatives that support Employee Engagement focus on employee safety, training and succession planning, as well as facilitating opportunities for advancement within the organization and optimizing use of available resources to encourage an equipped, engaged and mobile workforce.

BUSINESS EXCELLENCE
Improving Operational Efficiency and Adding Customer Value

Business Excellence focuses on culture, process and performance measurement. Additionally, it will optimize the use, management, governance and priority application of data and analytics to support the utility and customers. Developing a culture of safety, accountability and customer service will place the utility’s focus directly on customer needs and values.

GRID MODERNIZATION
Implementing New Grid Technologies to Increase Power Reliability and Improve the Customer Experience

Ultimately, efforts to modernize Austin Energy’s distribution grid will directly or indirectly translate to enhancing customer experience. Grid Modernization is focused on projects and programs that support continued achievement of top-decile reliability, while also improving resiliency, interoperability, operational efficiencies, asset management, customer access to data, integration of distributed energy resources and outage management and communication — all of which directly translate into customer satisfaction.

To find out more about the services Austin Energy has to offer, visit austinenergy.com. For the latest Austin Energy news, up-to-date outage information and upcoming events, like the utility on Facebook at facebook.com/AustinEnergy and follow us on Twitter: @austinenergy.