

Assisting Low-Income Customers So Their Consumption and Bills Actually Decline

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David Byrne, P.E.

Director of Energy Services

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City of Tallahassee – Your Own Utilities

- A local government
- Owner and operator of multiple utility systems (electric, gas, water, sewer, stormwater)
- Approximately 110,000 electric customers
- 633 MW peak demand
- Over 800 MW of power generation

Commitment to Sustainability

- Demand Side Management
- Smart Grid – Electric, Water, and Gas
- **Customer Programs/Outreach**
- **“Save Energy, Save Water, Save Money!”**

2 Questions

- How can we best assist our low income customers:
 - 1. In a way that they will want to participate?**
 - 2. So that we know they will save?**

Our Solution:



Neighborhood “REACH”

Description

- A whole-neighborhood, door-to-door approach to energy efficiency
- 24-month pilot program
- Holistic program addresses all utilities, as well as many other City services
- Strong support from Top Management

Neighborhood “REACH” Goals

- Provide services to 2700 homes
- 6,300,000 kWh annual permanent savings
- Significant neighborhood improvements
 - Streets and drainage
 - Signage
 - Litter removal, and more...



Neighborhood “REACH” Program offers

- Education – Energy Audit
- Efficiency measures
- Programmable thermostats
- Repair grants
- *NO COST to participants!*

Neighborhood “REACH”

Assuring Strong Participation

- Advance marketing
- Community Coordinators
- Neighborhood Events
- Excellent customer service!
- Offer more than just “energy” and “water”
- Follow-up visits / 2nd attempts



Neighborhood “REACH”

Making sure they SAVE

- Direct installation
- Education
- Reinforce: “You’ve got to do your part!”
- Revisit and remind
- Summer bill analysis – first review



National Recognition (Bragging rights)

- Winner: US Conference of Mayors 2011 City Livability Award

- Play the video

<http://vimeo.com/25321724>



Contact Info

- **David Byrne, P.E., Director of Energy Services**
891-6898, david.byrne@talgov.com

