

Designing Customer-Centric Residential Demand Response Programs

Beth Crouchet

Conservation Program Coordinator – Demand Response



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“I don’t like it when Big Brother makes me hot.”

“How in the world does it make any sense to you to set the temperature of my thermostat to a higher setting when it’s over 100 degrees outside?!”

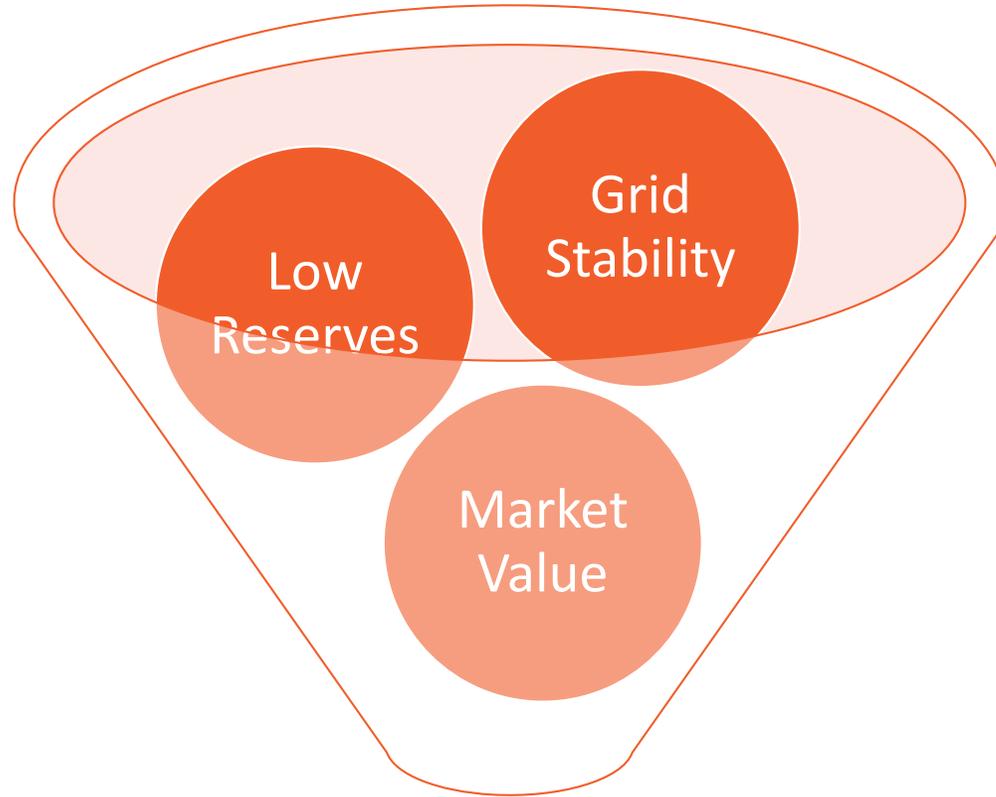


“It’s just too hot when we get home from work.”

Why Does AE Need DR?

900 MW
by 2025

200 MW
DR



Increase EE and
DR Resources





PPT



ERS

Power Savers
Thermostat

AE
Demand
Response

Water Heater
Timer

Green Building



Auto-DR

New Construction
Code



Load Cooperative



Power Partner Thermostat Program



*All photos used with manufacturer permission

Step 1

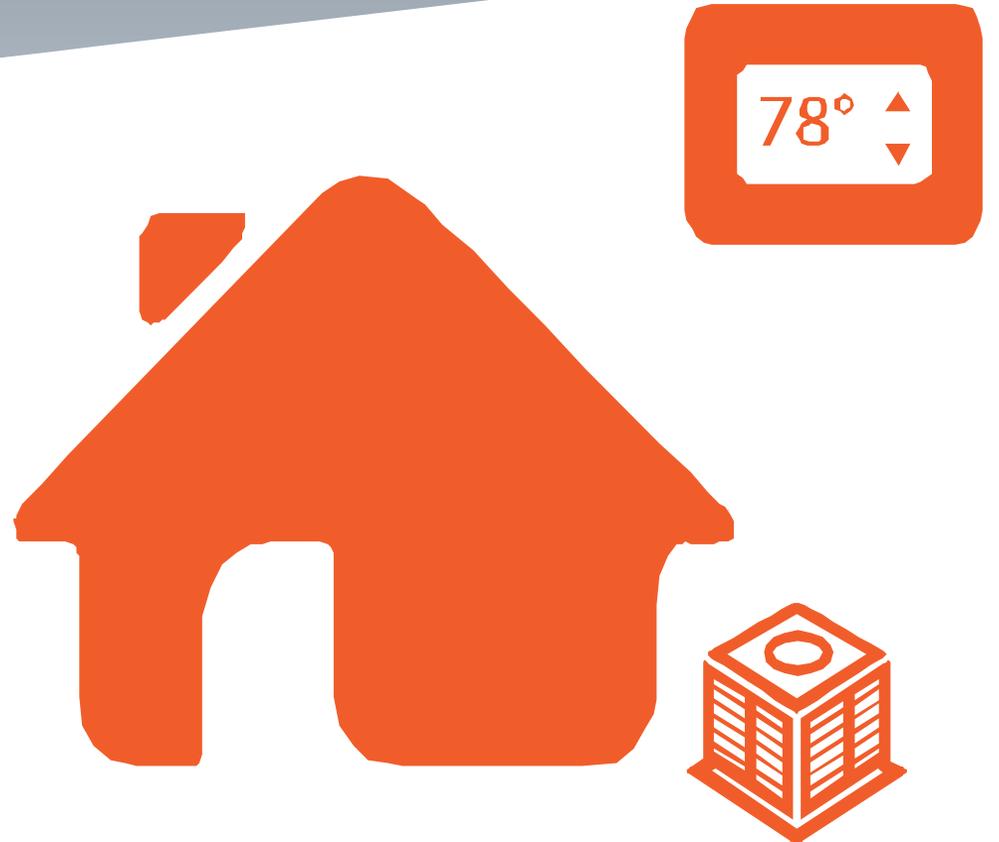
New Construction

2016 Building Code:

Internet Enabled Thermostats

Green Building Program

Innovation Points for Thermostats in PPT Program



Step 2

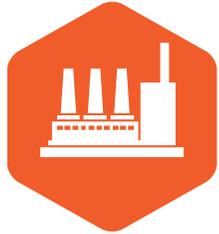
New Marketing & Rebate

Property Owner Receives \$25 Installation Rebate
Tenant Eligible for \$85 DR Incentive

\$110



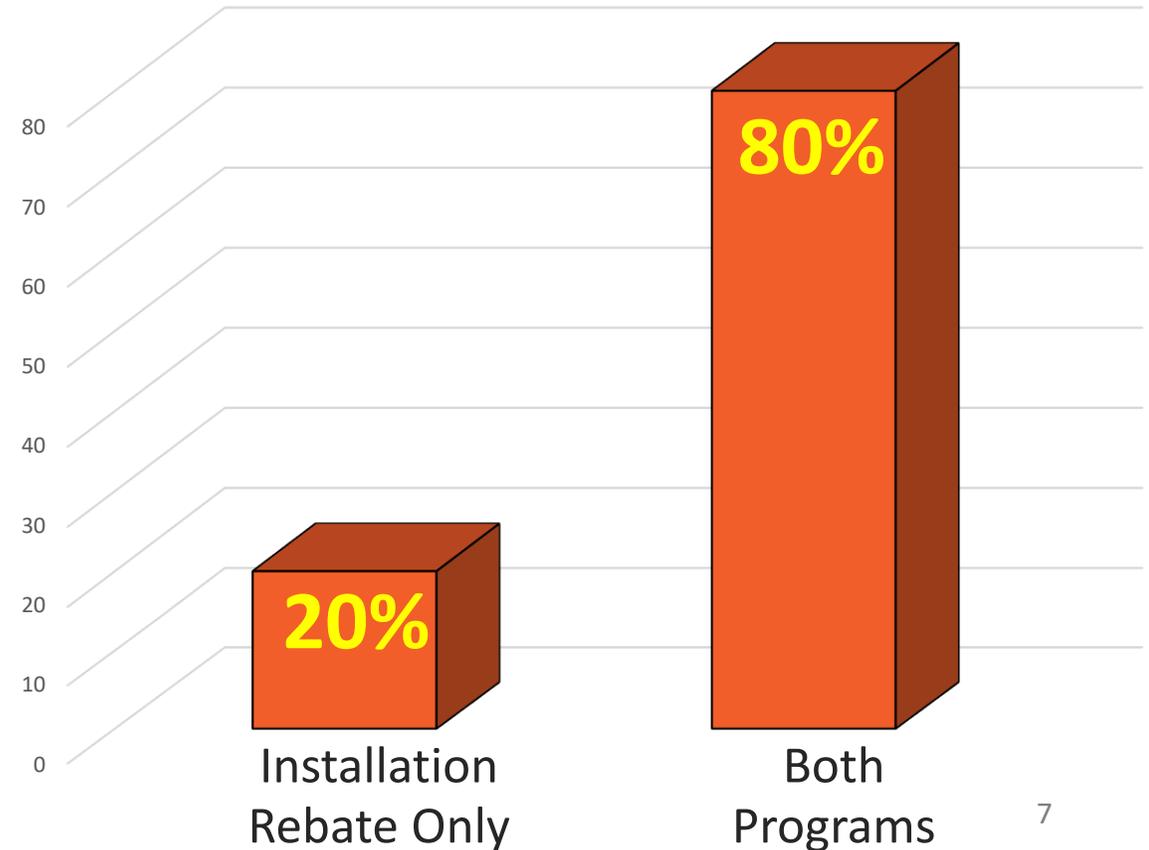
Residential



Commercial



Multi-Family



Step 3

Cross Promotion: Listening to the Customer

Proactive Retention Support from Customer Information Group



Home Performance with Energy Star

“My home is getting too hot.”



Weatherization Program

“My AC runs all night and can’t catch up.”

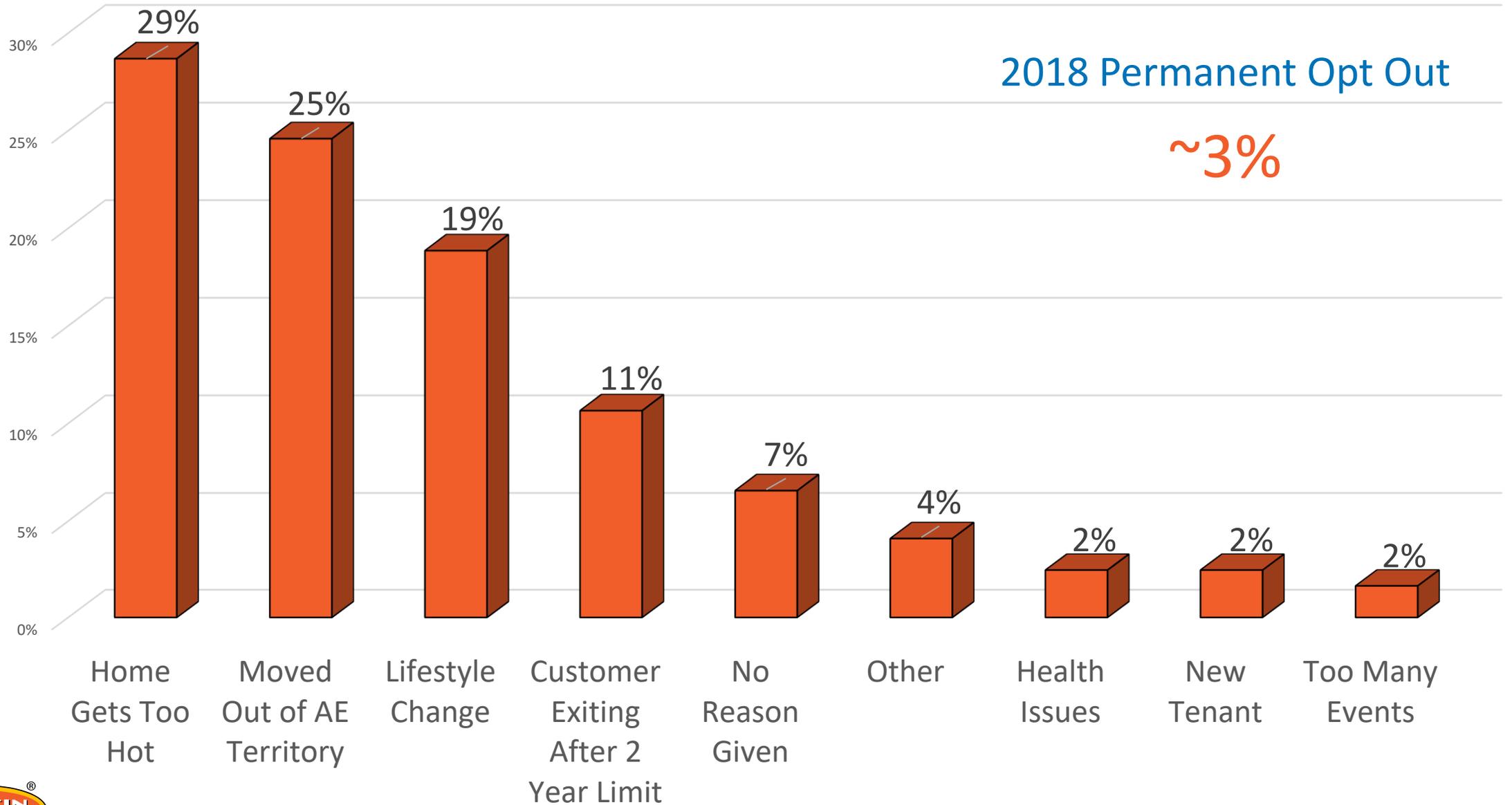


Appliance Efficiency Program

“I’m worried about my cat.”



Reasons for Opt Outs



Customer Satisfaction Rate

“This should be continued and followed by other utility companies.”

“I appreciate the fact that Austin Energy cares about the environment. Also, it saves me money.”

92%

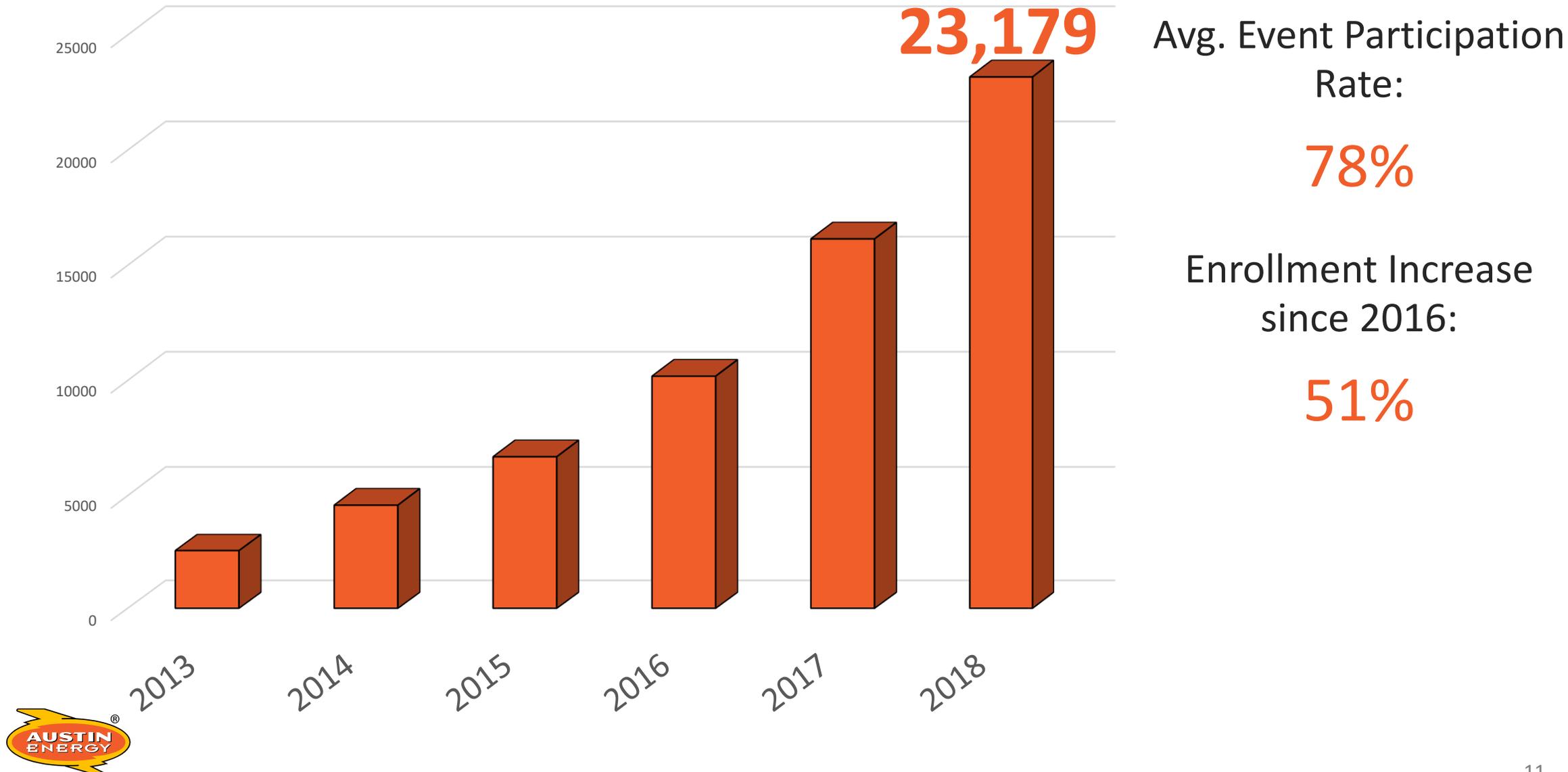
“It was simple and straightforward.”

“I loved getting money back for being eco.”

“Program is real and rebate check is issued within a couple of weeks!”



Power Partner Thermostat DR Growth



Thank you!

Contact me:

Beth Crouchet

Beth.Crouchet@austinenergy.com

512-972-9518



**Customer Driven.
Community Focused.SM**





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