



Workforce Development and the Contractor



May 2011

Contractor workforce

- Under development since 1982
- Drop-the-box to home performance
- 50 participating contractors today

Contractor support

- Program orientation and training
- Equipment rebates
- In-field training
- Drive demand

Austin Energy's *Best Offer Ever*



May 2011

Driving demand

Austin Energy PowerPlus Austin Energy Customer News
 Austin's Community-Owned Electric Utility | www.austinelectric.com | OCTOBER 2010

Building, Buying or Improving Your Home?

LEARN HOW TO DO IT BETTER AT THE HIGHLY ACCLAIMED GREEN BY DESIGN WORKSHOP, SATURDAY, NOVEMBER 6, 8:30 a.m. to 4:30 p.m. at the JJ Pickle Research Campus, 10100 Burnet Road. Participants get numerous tips and best-practice advice, including:

- Selecting a lot or making the most of the one you have
- Reducing utility bills while increasing comfort
- Making smart material and appliance choices
- Developing a beautiful landscape that saves water, time and money
- Creating a home that benefits your family, community and planet

The workshop includes a full day of presentations by Austin Energy Green Building staff, opportunities to ask questions, a comprehensive Green by Design workbook, free advice from local green building professionals, continental breakfast, lunch and break refreshments and a chance to win door prizes from local green businesses. The cost is \$35 per person. Register online for this popular workshop at www.austinelectric.com/go/greenbuilding or call 482-5300. Deadline for registration: November 3, 5:00 p.m. Sorry, no registrations at the door.

THREE MONTHS ONLY: Receive Rebates AND a Loan

To sweeten the federal tax credit available on energy-efficiency improvements to your home, Austin Energy is offering rebates AND a low-interest loan until December 31, 2010. A stimulus grant from the U.S. Department of Energy provides funding for the added loan incentive.

With four potential sources of funding on various efficiency improvements, this special offer is easily the best Home Performance with ENERGY STAR® offer ever available to Austin Energy customers—paying 30-40% of cost or more:

- Austin Energy Rebates. Available on the full range of energy efficiency improvements.
- Texas Gas Service Rebates. Customers of Austin Energy and Texas Gas Service who live in Austin, Sunset Valley, Rollingwood and Westlake Hills can receive rebates from BOTH utilities on attic insulation and duct sealing.
- Loan. A loan for out-of-pocket costs, after rebates, is available for qualified customers at interest rates as low as 0% for up to five years.
- Federal Tax Credit. These tax credits can cover up to \$1,500 of costs. The tax credits are set to expire December 31, 2010.

This offer of rebates AND a loan is available to customers who participate in the Austin Energy Home Performance with ENERGY STAR® program and make all of the energy efficiency improvements needed. Participation requires scheduling an energy assessment with one of more than 40 pre-qualified companies. These assessments are free. Austin Energy rebates apply to air conditioners, heat pumps, duct sealing, home weatherization, attic insulation, low-E glass and solar shading. After making all improvements, customers may also be eligible for a loan on the installation of a rooftop solar array.

Visit www.austinelectric.com/go/bestoffer for the list of qualified companies, rebate levels and details, or call 974-7827 and ask for Best Offer information.

Mobility Bond Election November 2

Austin voters go to the polls November 2 to decide on a \$90 million mobility bond proposal that includes investments in streets, sidewalks, bike paths, trails and transit infrastructure throughout Austin. Polls will be open from 7 a.m. to 7 p.m. Early voting is Oct. 18-29. For polling sites and more information, go to www.cityofaustin.org.

Our BEST OFFER Ever

Save Energy. Save Money.



Save up to 40% of total cost.

- ✓ Austin Energy rebates up to \$1,800
- ✓ Austin Energy 0% loan up to \$11,000
- ✓ Texas Gas Service rebates up to \$500
- ✓ Federal tax credits up to \$1,500
Please consult your tax adviser for advice

Complete all recommended energy efficiency improvements through the Home Performance with ENERGY STAR® program and receive a rebate AND a 0% loan for the first time ever. Get started now. Call 974-7827 or visit austinelectric.com for a list of participating companies.

Offer Ends December 31, 2010

Austin Energy's Clean Energy Accelerator

Thanks our supporting sponsors



Congressman John Carter
 Congressman Lloyd Doggett
 Congressman Michael T. McCaul
 Congressman Lamar Smith

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REBATE plus LOAN OFFER ends December 31, 2010!

Our BEST ENERGY-SAVING OFFER ever ends December 31, 2010



Contractors also drive demand

**IF YOUR SYSTEM IS 10 YEARS OLD OR OLDER,
REPLACE IT NOW BEFORE THESE
INCREDIBLE INCENTIVES GO AWAY.**


To take advantage of 0% financing, Austin Energy must verify your loan application by December 20, 2010.

	Act Now	Act Jan 2011
Manufacturer Rebate	Up to \$1000	EXPIRED
Strand Incentive	Up to \$500	EXPIRED
Tax Credit	Up to \$1500	EXPIRED
*Austin Energy Financing	0% / 5 YEARS Deadline Dec 20th	EXPIRED
**Utility Rebates	Up to \$1800	Up to \$1800

Savings **Up to \$4800+0% / 5 years** **Up to \$1800**

Incentives also expiring on insulation, duct sealing, and tankless water heaters.
Act now to take advantage of 5 year 0% financing, plus up to \$4800 cash back on a state-of-the-art home comfort system with other energy saving improvements that can cut cooling costs up to 50%.

Wait until next year and lose \$3000 PLUS 5 year 0% financing.



**Air conditioning, heating, plumbing, energy conservation, and indoor air quality.
Call 834-8628 today.**

Rebate experts. We cut through the red tape.

*Austin Energy Financing—60 equal monthly payments at 0% interest, with approved credit when you participate in Home Performance With Energy Star.
**Rebate valid with purchase of qualifying system. Maximum rebates are available only when coupled with home energy efficiency improvements, and rebates vary with size and condition of home, and model of heat/AC system. TACL R5532c M-36199

Best Offer Stats

- \$5.5 million in projects
- \$4.4 million in privately funded capital
- 47 contractors participated
- 40 zip codes

More *Best Offer* Stats

- 568 projects enrolled in three month period
- 1 contractor performed 30% of all jobs
- 5 contractors performed 50% of all jobs

Crushed with success

- Contractors were swamped
- Failure rates zoomed
- Pre-approved loans expired

Reactions to the crush

- Listen to complaints
- Identify weak spots
- React quickly

Things contractors don't know



Path forward



