

# Marketing and Outreach to Residential Customers

Clients: CenterPoint Energy and American Electric Power  
2008-ongoing

About 23% of US households have incomes at or below 150% of the federal poverty line. Some low-income households spend nearly 20% of their income on their utility bills. Frontier Energy is a pioneer in connecting low- and moderate-income customers to utility EE programs. Current programs include:

- AEP Texas Central Division's Targeted Low Income Program. A key element of our program is overcoming geographic barriers to participation. We cultivate a network of community-based organizations, housing authorities, and local governments to reach a wide range of customers.
- CenterPoint Energy's Multifamily Program, which targets low-income multifamily with direct installation measures in existing buildings and incentives for new construction.
- CenterPoint Energy's Agencies in Action (AIA) Program for low-income single- and multifamily residential customers. By targeting residents who live in older, all-electric multifamily housing projects, this program has served more than 14,000 low-income households who previously had little control over their energy costs.

**7 Energy Efficiency Tips**

- Adjust your thermostat a little and save a lot.**
  - Lower your thermostat for heating and cooling by keeping your thermostat at 68°F in winter and 78°F in summer when you're away or sleeping.
  - It's possible to reach a programmable or smart thermostat and **save money** just by adjusting the temperature, and you'll save even more by making a smart thermostat when you're away.
- Let your windows do the work.**
  - Close window coverings (blinds, shades, and curtains) at night to reduce heat loss from cold air outside.
  - To keep out the heat of the summer sun, **close shades and curtains** during the day.
- Be water-wise.**
  - Only use 2 to 3.5 gallons per minute (GPM) of water when you shower.
  - 120 gallons of water using 10 minutes of water.
  - 100 gallons of water using 10 minutes of water.
  - 100 gallons of water using 10 minutes of water.
- Mind your air registers, returns, and radiators.**
  - Make an inspection check of radiators on an on-again/off-again basis.
  - Be sure to change your air return filter every 90 days to help your heating system operate efficiently.
  - If your home has radiators, place heat container **efficiently** to maximize heat between the radiator and space to return heat back into the room.
- Select efficient appliances.**
  - If you're in the market for a new appliance, look for the ENERGY STAR label and other information on product efficiency. Look at the appliance on having two price tags: one for the purchase price and another for the operating cost. Energy-efficient appliances can lower your energy usage for as long as you have the appliance - and some appliances last for 10-20 years.
- Choose cold water for washing clothes.**
  - Water heating accounts for 30 percent of the energy your machine uses to wash clothes - only 5 percent goes to the water. Switching to cold water for washing clothes can **save energy and help you reduce your energy bill.**
  - Wash a full load of laundry rather than a partial load. Heating hot water is expensive. Don't forget to use cold water for pre-wash.
- Don't over-dry your laundry.**
  - If possible, **hang your laundry** outdoors. Sunlight naturally kills the bacteria of which clothes are dyed. Remember to clean the lint trap before every load!
  - Don't** wash or reduce drying time for partial loads.

**CenterPoint Energy**

CenterPoint Energy's Agencies in Action program provides **100% free energy efficiency upgrades** to help income-qualified residents.

**Free Upgrades = Lower Electric Bills = SAVE TWICE**

**Are you eligible? Criteria include:**

- Residential customer of CenterPoint Energy Electric
- Home at least 16 years old
- Annual household income of **less than 200%** of federal poverty guideline or receiving benefits from a **public assistance program** (Food Stamps, Medical Assistance or Medicaid, Supplemental Security Income, Public Housing, Children's Health Insurance, Temporary Assistance to Needy Families)

For other criteria and enrollment, contact a participating community agency >

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RESIDENTIAL | COMMERCIAL

**AEP Texas' SMART Source™ Solar PV Program offers financial incentives to help reduce the cost of installing a solar energy system.** By installing solar on your home or business, you can generate a portion of your own electricity and help the environment.

**WHO IS ELIGIBLE?**

The program is open to all residential and commercial electricity customers of AEP Texas.

## FRONTIER ENERGY:

- Developed a leave-behind educational flyer with energy efficiency tips targeted to multifamily residents in the direct install program track, showing how changing behavior can reduce bills for renters.
- Features the Multifamily Program at conferences and trade shows targeting builders and developers. Work with the client to develop large-scale exhibit hall displays, promotional giveaways, and email marketing to advertise the program.
- Engages with housing developers and project sponsors from successfully completed projects to use real-world case studies, photos, and testimonials in program materials.
- Designed promotional flyers to educate senior citizens and low-income residents about program offerings and how to apply.



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