

Flat Sales Survival



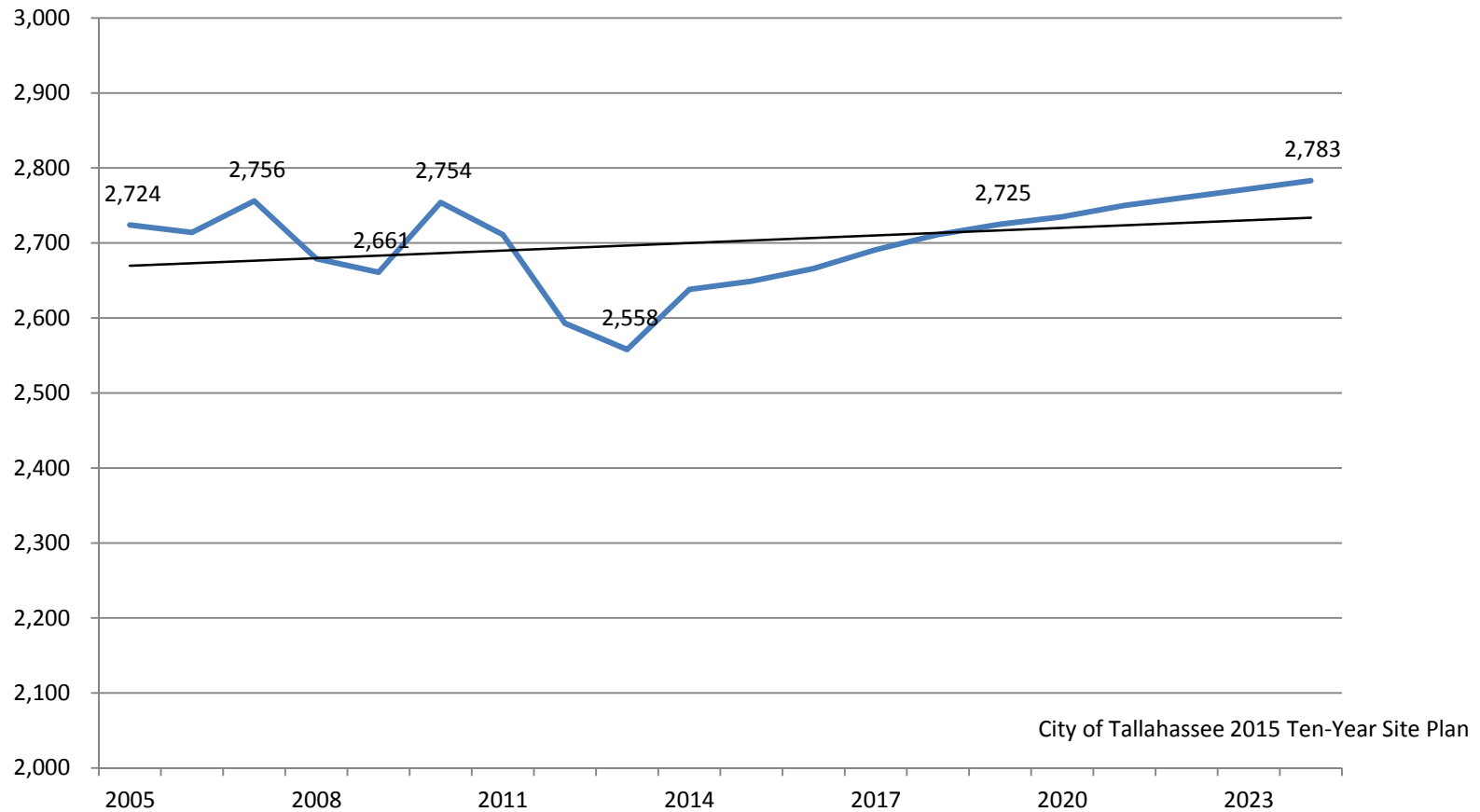
FMEA Annual Conference, July 23, 2015
Reese Goad, *Utility Services General Manager*



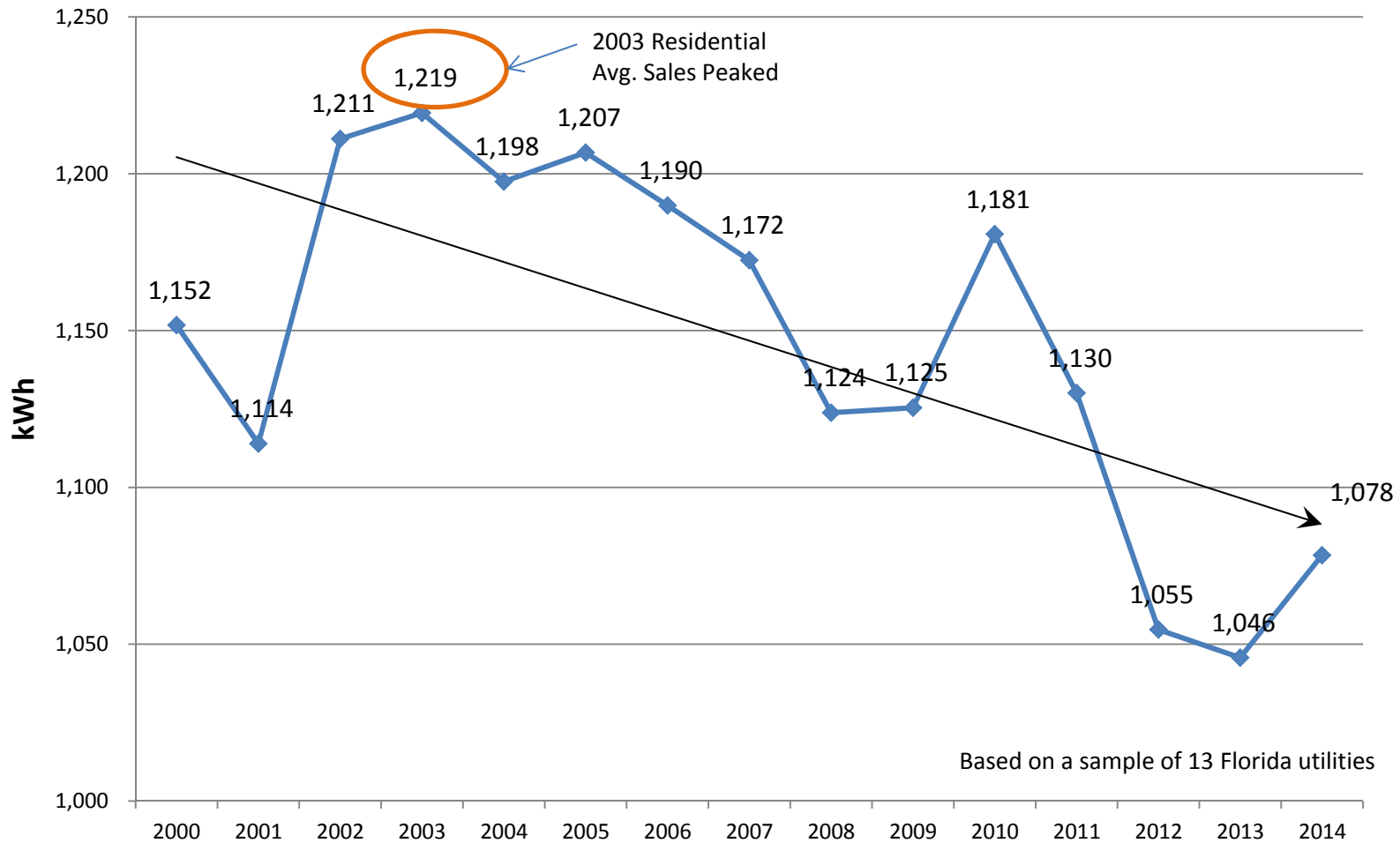
City of Tallahassee
Your Own Utilities™



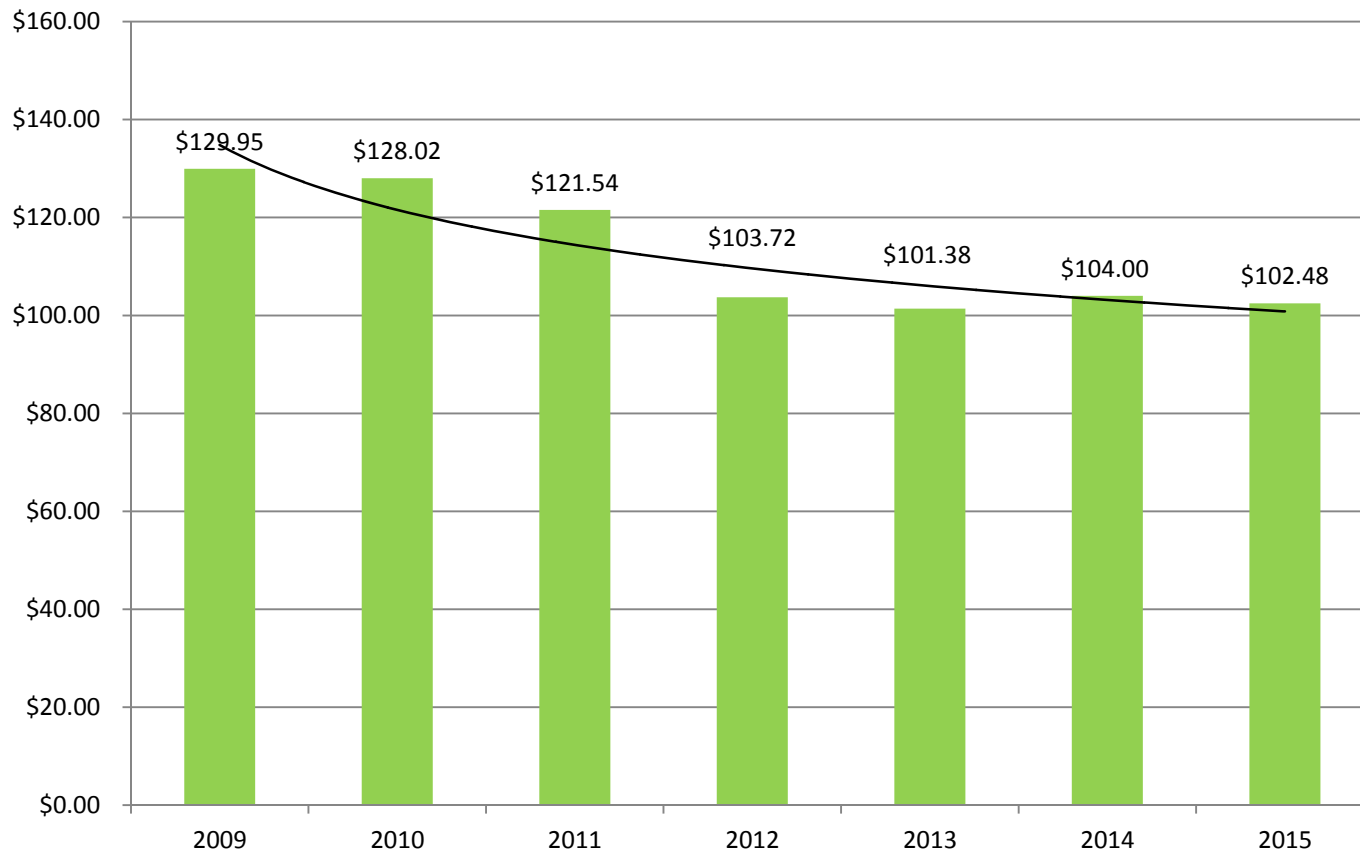
2019 sales are forecasted to be approximately equal to 2005 sales.



2003 – Average use per customer peaked.



Average monthly bills are lower.



City of Tallahassee residential bills based on average household usage



How can Utilities best manage this issue?

It's not how we deal with flat sales, it's what we do to embrace it.



Utility Check List

- ✔ Reliable service
 - ✔ Plant Maintenance
 - ✔ New Plant
 - ✔ Operations
- ✔ Add value to community
 - ✔ Enrich the quality of life
- ✔ Return on investment to city
 - ✔ Generate profit to support other City services
- ✔ Fair rates
 - ✔ Ensure that rates are sufficient to maintain an efficient, effective and financially health utility



Customer Check List

- ✔ More choices
- ✔ Better value
- ✔ Environmentally conscious
- ✔ Invest in efficiency
- ✔ Change habits
- ✔ Use less energy
- ✔ Be rewarded with lower bills



What's In It For Me?



- As public power utilities we must embrace flat sales that result from changing customer wants.

- 1) Generate goodwill

- 2) Adjust rates as needed to maintain a healthy system

- 3) Invest in the system

Traditional Plant and IT

- 4) Invest in the customer

New programs and choices



Smart Choice Products & Services



Neighborhood
REACH



Good Neighbor
Program



WRAP
Program



Paperless
Utility Bill



ENERGY STAR
Appliance Rebates



e+ Online
Account Manager



Nights & Weekends
Pricing Program



Free Home
Energy Audit



Ceiling Insulation
Grants



PeakSmart
For Your Businesses



Energy-Efficiency
Loans



Budget
Billing

