



**State Energy Conservation Office (SECO)  
Municipally Owned Utility (MOU) or Electric Cooperative (Co-op)  
SB-924 Energy Efficiency Report  
Data Entry Form**

MOU or Co-op: New Braunfels Utilities  
 County: Comal  
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**1) Is your MOU or Co-op hereby reporting on energy efficiency as required by SB-924, PURA Sections 39.9051 and 39.9052?**

Yes       No

**2) Energy Efficiency Goals: Please tell us about the goals that your MOU or Co-op has related to energy efficiency:**

Instructions: Provide a brief description of your MOU or Co-op's energy efficiency goals for the previous calendar year. Examples may include information about energy efficiency for MOU or Co-op customers or utility facilities. Supplemental information may be provided at your option on any long-term energy efficiency goals that your MOU or Co-op might have. Please use a separate sheet of paper if you need more space.

NBU implemented an internal performance measure to encourage energy efficiency through tiered monetary incentives for employees. NBU established the baseline as 2009 and identified a goal to decrease managed energy consumption by 15% from 2009 (based upon NBU's fiscal year). Albeit NBU's fiscal year has not been reached, when comparing the 2011 calendar year with the 2009 calendar year, NBU decreased energy consumption by 5.46%. In an effort to achieve that goal, the Executive Committee meets on a monthly basis and a sub-committee meets on a bi-monthly basis to discuss, evaluate, and identify methodologies and tools to increase energy efficiency. As a result, NBU addressed an inefficient roof at one of its oldest facilities, retrofitted windows at that same facility, expanded the use of an energy management system, implemented lighting adjustments, replaced AC/Heating systems, and continues to educate employees on behavior, such as turning off lights and electronic equipment, as well as understanding appropriate office environment temperatures. The kWh savings of these alterations is listed in the table below.

NBU is actively involved in energy efficiency through the community and customer services. For example, NBU hosts *Shred it Day*. *Shred it Day* is a community service that provides NBU customers with an opportunity to shred and recycle their confidential papers. At a recent event, 20,500 kWh were saved based on the amount of paper recycled.

In addition, NBU seeks opportunities to provide education through participation in

school, community, and civic group programs. In fact, NBU has become a constant at community events, due to the educational service it provides through handouts, brochures, and interactive presentations. As a result, NBU is routinely invited to return to following events for that particular organization. Some of the events NBU participates in are Earth Day celebrations, Lions Clubs, Kiwanis club, Haus and Garten Show, Housing Authority groups, Lowe's customer appreciation days, Schools, etc. NBU also utilizes the media, such as the internet, radio, newspaper, customer newsletters, and flyers, as well as regular postings on social media.

Also, NBU has several customer rebate programs that are evaluated on an annual basis for effectiveness and adjusted as necessary. They are evaluated using several criteria, such as customer demand, environmental commitment, and whether the ROI is less than five years, as well as other metrics. Currently, all of NBU's customer programs meet the criteria.

Additionally, to maximize NBU's effectiveness and reach as many customers as possible, NBU partners with outside organizations. NBU partnered with the Alamo Area Council of Government (AACOG) to provide energy efficiency home improvements, such as window caulking, new windows, roof and floor repairs, door replacements, outlet insulation and covers, water heater blankets, fans, CFL light bulbs, new energy efficient appliances, etc. NBU also partnered with the Greater New Braunfels Chamber of Commerce and Texas State University to conduct focus groups in an effort to identify commercial customer energy efficiency needs/wants.

New Braunfels Utilities (NBU) not only provides energy; but also distributes water and processes wastewater. As a result, a percentage of NBU environmental initiatives focus on water conservation. Ultimately, many successful water conservation programs indirectly relate to energy efficiency. For instance, a lower customer demand for water equates to less energy required to pump the water to meet that demand. To help lessen the demand for water, NBU has customer rebate programs, such as a toilet rebate program, high efficiency washing machine rebate program, water saving landscape rebate program, rain water cistern rebate program, drought tolerant tree program, and customer educational outreach programs and materials. In addition, NBU operates under an ordinance that promotes water conservation through landscape irrigation and other water uses, such as vehicle washing and pressure washing. NBU also has water conservation rates to promote lower water usage.

Finally, to compliment energy efficiency, NBU has launched other resource management programs. For example, NBU implemented a paper consumption reduction campaign and at the time of implementation, that campaign saved approximately 7,103 kWh. Since that time, conserving paper has become part of the NBU culture and is encouraged through using both sides of paper or choosing electronic communication as the preferred method. NBU also participates in the Memorial weekend statewide tax free holidays by offering additional incentives for NBU customers to purchase energy efficient appliances, thus increasing their opportunities to engage in energy efficiency. In 2011, 23 customers took advantage of this program, resulting in 8,694 kWh of energy savings.

**3) Your MOU or Co-op’s Energy Efficiency Programs:**

Instructions: Input information as applicable; add fields as necessary. For the previous calendar year, please list energy efficiency programs and provide applicable estimated achieved savings – energy and/or demand, or other program performance metric (for example participation.) Add additional lines as needed.

Energy Efficiency Program	Estimated Energy Savings or	Estimated Demand Savings or	Other Program Performance Metric
Internal Program: Window retrofit program	2,031 kWh		
Internal: Increased efficiency of roof on one facility (main office)	1,300 kWh		
Lighting adjustments: internal and landscaping	5,887 kWh		
Expand Internal Energy Management System	35,684 kWh		
Tree Rebate	8,100 kWh		
Commercial LED Exit signs	282 kWh		1
AC/Heat pump rebate	418,173 kWh		
High efficiency washing machine	65,722 kWh		
Online/Field energy audits	237,890 kWh		
Solar Screen/Solar Film rebate	103,194 kWh		
Solar water heater rebate	2064 kWh		1
CFL giveaway	274 kWh		
<b>Totals</b>	<b>880,601 kWh</b>		

**4) Program Materials / Additional Information**

Instructions: Public information about your energy efficiency programs (brochures, website information, etc.) may be attached and provided with this form.

**5) Please submit this form to SECO at: [SB924.Reporting@cpa.state.tx.us](mailto:SB924.Reporting@cpa.state.tx.us)**