

CITY OF EL PASO, TEXAS  
AGENDA SUMMARY FORM



DEPARTMENT / COUNCIL OFFICE: Strategic and Legislative Affairs

AGENDA DATE: 3/3/26

PUBLIC HEARING DATE:

CONTACT PERSON NAME: Ian Voglewede, Director

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PHONE NUMBER: 9152121299

DISTRICT(S) AFFECTED: All

**AGENDA ITEM:**

Presentation and discussion by El Paso Electric on the 2025 Annual Report for the Smart Meter Project Customer Education Plan Implementation.

**ISSUE STATEMENT:**

A presentation by El Paso Electric on the Smart Meter Project Customer Education Plan Implementation. The report summarizes the customer education program activities and results for the previous year to include phases for customer awareness and pre-deployment, installation/deployment, and post-deployment.

**BACKGROUND:**

In 2023, El Paso Electric launched its Smart Meter Project and began installing smart meters in Texas and New Mexico. Before installations began, El Paso Electric implemented a Customer Education Plan and began implementation. Smart Meter installations are now nearly 100% complete for all customers.

**COUNCIL OPTIONS:**

No Council action required.

**COMMITTEE REVIEW AND/OR RECOMMENDATION:**

Not applicable.

**COMMUNITY AND STAKEHOLDER OUTREACH (if applicable, as an attachment) – please include:**

El Paso Electric launched an advertising campaign with \$56.9 million ad impressions in Texas and New Mexico. In Phase I of their 2025 awareness campaign, El Paso Electric participated in more than 20 community events with over 10,000 participants. In Phase II of their 2025 Installers Campaign, El Paso Electric reached out to customers that were about to receive smart meters, estimating more than 1 million estimated digital and traditional impressions. In Phase III, El Paso Electric continued to reach out to customers with recent smart meter installations with over 1 million estimated digital and traditional impressions.

**RELATED CITY POLICIES:**

Not applicable.

**PRIOR COUNCIL ACTION:**

Not applicable.

**LEGAL REVIEW:**

Legal counsel reviewed as a part of Council packet

Legal counsel reviewed in advance of packet as an individual item

**AMOUNT AND SOURCE OF FUNDING:**

Not applicable.

**REPORTING OF CONTRIBUTION OR DONATION TO CITY COUNCIL:**

Not applicable.

NAME	AMOUNT (\$)

**ATTACHMENTS:**

1. El Paso Electric Annual Report 2025 Smart Meter Project Customer Education Plan Implementation Report
2. El Paso Electric Annual Report 2025 Smart Meter Project Customer Education Plan Presentation

**FOR MORE INFORMATION:**

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\*\*\*\*\*REQUIRED AUTHORIZATION\*\*\*\*\*

**SIGNATURE:**

Stephen Ian  
Voglewede

Digitally signed by Stephen Ian  
Voglewede  
Date: 2026.02.16 16:28:24 -07'00'

(If Agenda Summary Form is initiated by Purchasing, client department should sign also)

A utility worker in a blue uniform and safety gear is working on an electrical meter. The worker is wearing a yellow safety vest and a hard hat. The background is a brick wall. The text is overlaid on the image.

EL PASO ELECTRIC  
**ANNUAL  
REPORT**

**2025**

**SMART METER PROJECT CUSTOMER  
EDUCATION PLAN IMPLEMENTATION**



El Paso Electric

# Overview

El Paso Electric accomplished nearly 100% completion in deploying smart meters across Texas and New Mexico in 2025. The installations were supported by a comprehensive marketing and advertising strategy to keep customers informed of the ongoing installation process and introduce them to new tools available to them once they receive their smart meters.

In 2025, EPE ran two advertising campaigns in English and Spanish to drive awareness of the project and encourage customers to take more control over their energy use. The Installers campaign ran January through March in the targeted optimization areas that were going to receive a smart meter. It was designed to educate residential customers about installations and general awareness around smart meters. The Next Steps campaign ran March through September in the targeted optimization areas that had just received a smart meter. It focused on encouraging customers to download the EPE mobile app, creating an online customer account and increasing the use of EPE's smart energy tools.

Social media also played an integral role in EPE's communication plan in 2025. Campaigns were cross promoted on EPE's social channels, giving EPE an opportunity to actively engage with customers who had questions about the project.

Project updates were communicated to customers via customer e-newsletters, social media and community meetings.

EPE's goal of fostering acceptance of smart meters and avoiding opt-outs was successful, with only 1,021 customers choosing to opt out to date, including 363 in Texas and 669 in New Mexico.

## Background

In 2023, El Paso Electric (EPE) officially launched its Smart Meter Project and began installing smart meters in Texas and New Mexico. A comprehensive Customer Education Plan was created by consultant Black & Veatch\* in coordination with EPE to ensure customers are prepared for the transition. EPE hired communications firm Hahn to assist with the implementation of the Customer Education Plan.

*\*Black & Veatch is a 100-percent employee-owned global engineering, procurement, consulting and construction company with a more than 100-year track record of innovation in sustainable infrastructure.*

## Customer Education Goals

1. Demonstrate transparency and responsibility throughout the project.
2. Educate internal and external audiences about the benefits of smart meters.
3. Keep internal and external audiences informed about the process, progress and next steps.

## Strategy

Messages for the EPE Smart Meter Project are being deployed internally and externally in three phases. In 2025, EPE continued the Deployment and Post-Deployment phase efforts.

Phase	Goal
Pre-Deployment/Phase 1 2023	Raise consumer awareness about upcoming technology transformation and proactively address concerns around safety, security and cost.
Deployment/Phase 2 2023-2025	Help customers understand the installation process and general timeline.
Post-Deployment/Phase 3 2025-2026	Educate customers about EPE’s smart energy tools, announce project completion, and promote new program and service offerings.

## Optimization Areas

Optimization areas are clusters of zip codes assigned by EPE to streamline the installation process. In 2025, EPE installed smart meters in optimization areas 3, 4, 5, and 7. The Installers and Next Steps campaign ran in optimization areas 4, 5, and 7.

- 5 Optimization Areas for TX and 2 for NM
- Contiguous Zip Codes for each area
- Easily identifiable in CCS

*Optimization Area target is between 50,000 and 100,000 endpoints.*

OA1 - TX		OA2 - TX		OA3 - TX		OA4 - TX		OA5 - TX		OA6 - NM		OA7 - NM	
Zip Code	Count												
79901	6,125	79821	2,840	79907	21,692	79935	8,476	79836	2,841	88005	18,101	87930	636
79902	11,286	79835	4,897	79910	2	79936	44,493	79838	3,886	88008	2,939	87931	1
79903	8,155	79911	4,000	79915	16,277	79937	3	79839	925	88011	19,604	87933	132
79904	13,064	79912	36,644	79925	19,933	79938	35,677	79849	5,135	88021	7,089	87936	261
79905	10,669	79932	13,204		<b>57,904</b>		<b>88,649</b>	79851	541	88024	857	87937	2,084
79906	287	79934	11,940					79853	1,243	88027	439	87940	190
79908	2		<b>73,525</b>					79855	1,523	88044	1,048	87941	427
79916	12							79927	16,912	88046	1,395	88001	22,657
79920	1							79928	31,482	88047	437	88002	1
79922	3,878								<b>64,488</b>	88048	1,257	88007	12,760
79924	25,895									88058	561	88012	15,540
79930	11,592									88063	6,464	88030	112
	<b>90,966</b>									88072	1,102	88032	1
										88081	6,656	88052	3
											<b>67,949</b>	88330	2
													<b>54,807</b>

## Customer Reach

In 2025, EPE’s The Installers and Next Steps campaigns resulted in approximately 26.3 million impressions\* in Texas and New Mexico. Digital (online) impressions reached 3.8 million while traditional (billboard) impressions reached 22.4 million.

The overall goal of these campaigns was to reach 80% of the adult population across media tactics once per week in each optimization area. Since the campaign launched in 2023, EPE over-delivered targeted impressions by 79.9% during the Installers campaign and 117.2% during the Next Steps campaign.

*Since launching the campaign in 2023, there have been a total of approximately 94.4 million ad impressions across Texas and New Mexico.*

*\*Impressions represent the number of times an ad was served on a media platform.*

### Pre-Deployment/Awareness/Phase 1

During the awareness campaign, EPE targeted all customers across multiple communications channels and attended community outreach events in each optimization area.

Event	Attendance	Optimization Area	Date
Presentation - San Juan	20	OA 1 - 79905	2/26/2025
Dia de los Ninos/Libros	1000	OA 1 - 79905	4/26/2025
Presentation – Northeast	15	OA 1 - 79904	5/19/2025
Presentation – Central	5	OA 1 - 79930	5/22/2025
El Barrio Sports Club's Backpack Distribution	250	OA 1 - 79905	8/2/2025
TX CAP – Grid Modernization	10	OA 3 - 79915	1/22/2025
Presentation – Eastside	40	OA 3 - 79925	4/16/2025
Presentation – Mission Valley	22	OA 3 - 97707	4/24/2025
Cielo Vista Neighborhood Association Presentation	20	OA 3 - 79925	5/8/2026
PBS El Paso – Back to School Bash	5000	OA 3 - 79915	7/19/2025
KFOX14/CBS4 Back to School Expo	3000	OA 3 - 79925	8/2/2025
North Hills Neighborhood Pride Association	25	OA 2 - 79934	2/27/2025
ADP Living Green	200	OA 2 - 79912	4/9/2025
Community Resource Fair	150	OA 2 - 79912	5/31/2025
Northeast Good Neighbor Event	30	OA 2 - 79934	9/27/2025
EPPD: "New Year, New Station, New Connections"	100	OA 4 - 79935	1/24/2025
Presentation – Upper Eastside	35	OA 4 - 79938	4/16/2025
Montana Vista Community Meeting (HOA)	40	OA 4 - 79938	6/7/2025
Socorro Small Business Forum	15	OA 5 - 79927	7/7/2025
NM CAP	10	OA 6 - 88005	1/29/2025
Keep America Beautiful Earth Day	200	OA 7 - 88001	4/19/2025

## Deployment/Phase 2

### The Installers Campaign

The Installers campaign targets customers who are about to receive their meters. Ads are targeted to customers one month prior to the start of installations in an optimization area and end when 98% of the meters in the area have been installed. Digital ads were served on Facebook, Instagram, Connected TV, and billboards, and were flighted to avoid ad fatigue.

Since 2023, the campaign resulted in more than 151,000 customers using the ZIP code search functionality on the smart meter website.

EPE advertised The Installers campaign in optimization areas 3, 4, 5, and 7, representing 41.7% of the total number of meters being installed (286,902 meters). Optimization areas 3, 4 and 5 are in Texas, while area 7 is in New Mexico.

Texas (2025)	New Mexico (2025)
<ul style="list-style-type: none"> <li>1.25 million digital impressions (CTV + Meta)</li> </ul>	<ul style="list-style-type: none"> <li>474k digital impressions</li> </ul>
<ul style="list-style-type: none"> <li>12,695 ad clicks</li> </ul>	<ul style="list-style-type: none"> <li>6,241 ad clicks</li> </ul>

<ul style="list-style-type: none"> <li>• 833k video ad views</li> </ul>	<ul style="list-style-type: none"> <li>• 307k video ad views</li> </ul>
<ul style="list-style-type: none"> <li>• 1.15 million traditional impressions</li> </ul>	<ul style="list-style-type: none"> <li>• 1.57 million traditional impressions</li> </ul>

Sample digital ad:



### Post-Deployment/Phase 3 Next Steps Campaign

The Next Steps campaign targets customers who have recently received a new smart meter. Customers are encouraged to download the EPE mobile app, create an online account, and use EPE’s smart energy tools available in the customer portal. The smart energy tools include a free online home energy analysis, bill comparisons, historical energy use, and customized energy saving tips. Customers who take control of their energy use can save money on their energy bills and help EPE manage its load growth.

When digital ads are clicked, it leads customers to the My Smart Meter section on the smart meter website. This landing page includes an explainer video and highlights how to create an online customer account and use EPE’s smart energy tools.

During the post-deployment phase in 2025, EPE advertised in optimization areas 4, 5, and 7, representing approximately 207,344 meters (approximately 41% of total). Optimization areas 4 and 5 are in Texas, and area 7 is in New Mexico.

### “Next Steps” Campaign Results

Texas	New Mexico
<ul style="list-style-type: none"> <li>• 1.13 million digital impressions</li> </ul>	<ul style="list-style-type: none"> <li>• 1.01 million digital impressions</li> </ul>
<ul style="list-style-type: none"> <li>• 9,042 ad clicks</li> </ul>	<ul style="list-style-type: none"> <li>• 5,554 ad clicks</li> </ul>
<ul style="list-style-type: none"> <li>• 0 video ad views</li> </ul>	<ul style="list-style-type: none"> <li>• 0 video ad views</li> </ul>
<ul style="list-style-type: none"> <li>• 17.2 million traditional impressions</li> </ul>	<ul style="list-style-type: none"> <li>• 2.47 million traditional impressions</li> </ul>

Sample ad:



### EPE Customer Portal

EPE serves approximately 465,000 customers from Van Horn, Texas to Hatch, New Mexico. As of the end of 2025, nearly 63.3% of EPE customers have accessed the online customer portal. Customers can use the Smart Energy Tools in the portal to conduct a free home energy analysis, sign up for high bill alerts, receive customized energy saving tips, and view energy use comparisons.

### Customer Portal Users by Customer Type

Customer Type	Registered Portal Users
Residential	308,469
Small Business	26,474
Commercial	94
Other	1,851

\*The “Other” category refers to government and other municipal users.

### Customer Portal Users by Optimization Areas

Optimization Area	Portal Users	Number of Meters	Ratio of Portal Users to Meters
OA1-TX	52,294	93,293	56.1
OA2-TX	54,010	79,175	68.2
OA3-TX	34,859	558,387	59.7
OA4-TX	63,388	94,702	66.9
OA5-TX	48,101	75,399	63.8
OA6-NM	46,496	72,502	64.1
OA7-NM	37,740	58,414	64.6
<b>Total</b>	<b>336,888</b>	<b>531,872</b>	<b>63.3</b>

## Expense Report

The total EPE Smart Meter Project budget is \$2 million. In 2025, EPE spent approximately \$161,000 in advertising and communication efforts.

The budget is divided into two categories: production and media. Production reflects the time or labor spent to produce the marketing and advertising assets. It also includes project management, reporting, and campaign optimizations. Media reflects the advertising dollars spent to promote the project in traditional and digital media platforms.

Deliverable	2025 Total
Texas: Production/Labor	\$48,000
Texas: Media	\$69,000
New Mexico: Production/Labor	\$12,000
New Mexico: Media	\$32,000
<b>TOTAL</b>	<b>\$161,000</b>

## Energy Savings

EPE estimates 4-5% in energy savings from smart meter installations. This calculation is based on the analysis on five years of monthly billing records, customer-specific IDEA enrollment dates, daily weather observations, and internal premise verification data to estimate the causal impact of IDEA program enrollment on electricity consumption.

The methodology employs a staggered difference-in-differences framework with high-dimensional fixed effects, leveraging each customer's individual enrollment date to define pre- and post-treatment periods. The study focuses exclusively on residential customers for several reasons. Residential consumption is most directly influenced by individual behavioral choices such as thermostat adjustments, appliance usage, and daily habits, which are the behaviors the IDEA platform is designed to help customers monitor and modify. Additionally, the residential segment represents the largest share of IDEA enrollees and provides the most statistically robust sample for detecting program effects.

There was no impact for commercial and industrial customers (CISMALL and CILARGE), as well as public authority accounts (PUBAUTH). These customers have consumption patterns driven primarily by business operations, occupancy schedules, and production processes rather than voluntary behavioral changes in response to usage information.

### Energy Savings by Customer Class

Customer Type	Energy Savings
Residential	42.3 Kwh
Small Business	-
Commercial	-
Other	-

### Usage Segmentation

A key insight is that program impacts are varied across customer usage levels. The analysis segments customers into three usage tiers based on their pre-enrollment average monthly consumption (for enrolled customers) or overall average monthly consumption (for non-enrolled customers), computed within each state shown in table 1 below:

**Table 1. Primary Results by Customer Usage Segment**

Usage Tier	Deciles	Avg. Monthly KWH
Low Usage	1-4	133-534
Mid Usage	5-7	558-832
High Usage	8-10	876-1,728

### Significant Energy Savings for High-Usage Customers

The central finding of this analysis is that IDEA enrollment produces substantial and statistically significant energy savings among high-usage residential customers. After controlling for weather, seasonal patterns, annual trends, and individual customer characteristics, high-usage customers (deciles 8–10, averaging 876–1,728 KWH/month) reduced their consumption by 42.3 KWH per month following enrollment. This represents approximately a 4–5% reduction in monthly electricity usage for this customer segment.

**Table 2. Primary Results by Customer Usage Segment**

Customer Segment	Premises	Effect (KWH)
<b>All Customers</b>	384,238	<b>+19.81</b>
Low Usage (D1–D4)	129,257	<b>+76.06</b>
Mid Usage (D5–D7)	98,489	<b>+18.06</b>
<b>High Usage (D8–D10)</b>	99,456	<b>-42.30</b>

### Consistent Savings Across Both Service Territories

The estimated savings effect for high-usage customers is consistent across both the Texas and New Mexico jurisdictions within El Paso Electric's service territory, confirming that the finding is not driven by localized factors in either state, as show in table 3 below.

**Table 3. Results Jurisdiction**

Territory	Effect (KWH/mo)
<b>Texas</b>	<b>-43.29</b>
<b>New Mexico</b>	<b>-35.17</b>

## Post-Deployment // New Rates and Pilot Programs

With smart meter installations now complete, EPE launched its Time Varying Rates Pilot Program in New Mexico in July 2025 and is launching the program in Texas in January 2026. The program is branded as *RightTime Energy Use Program*.

Participating residential and commercial customers who shift their energy use to off-peak hours in the summer could see savings year-round. By changing customers' energy consumption habits, it will help EPE effectively manage its load growth.

Landing pages and marketing materials are available in both English and Spanish.

Example Creative



### Time of Day Rate

The electricity rate changes based on the time of day, usually lower during off-peak hours and higher during on-peak hours.

**✓ Do**

Shift your energy use to off-peak hours, especially major appliances.

**✗ Don't**

Try not to use major appliances during on-peak hours of Mon.-Fri. from 2 to 7 p.m.



**OFF-PEAK (LOWER RATES)**

**ON-PEAK (HIGHER RATES)**

**ON-PEAK** hours occur between 2 p.m. and 7 p.m. on weekdays between June and September.  
**OFF-PEAK** hours are all other hours between June and September.

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