



RIVERSIDE PUBLIC UTILITIES

Board Memorandum

BOARD OF PUBLIC UTILITIES

DATE: APRIL 8, 2024

GENERAL MANAGER'S REPORT

CUSTOMER ENGAGEMENT PROGRAM UPDATES THROUGH FEBRUARY 2024

Customer Engagement electric programs are funded by Assembly Bill (AB) 1890 that was adopted in 1996. The Bill requires publicly owned utilities to collect and spend public benefits charge funds in four areas: low-income assistance, energy efficiency and conservation programs, renewable energy, and research, development, and demonstration projects. The Water Conservation Surcharge, a 1.5% charge on water bills, funds water conservation rebates, education, and outreach programs.

The Customer Engagement Team provides and processes a robust and diverse range of assistance and rebate programming; the team also conducts significant education and outreach to support energy efficiency and water conservation for customers and the wider community.

CUSTOMER ENGAGEMENT FEBRUARY 2024 HIGHLIGHTS

Residential

- A. Sharing Households Assist Riverside's Energy (SHARE) program assisted 3,494 customers from July 2023 through February 2024 totaling \$873,500.
- B. Energy Savings Assistance Program (ESAP) assisted 210 customers from July 2023 through February 2024 and expended \$157,347.0.
- C. Electric Vehicle (EV) Rebate Program has processed a total of 45 rebates

Commercial

- A. Processed 54 large commercial rebates from July 2023 through February 2024 for a total of \$139,878.15 and 1,833,614.82 kWh saved
- B. Small Business Direct Install Program vendor Richard Heath & Associates completed 54 direct installations

Education

- A. Full schedule of water classes
- B. Launched a new kindergarten community helpers class in collaboration with electric field crews.
- C. Conducted first Family Science Technology Engineering Arts Math at the Library event
- D. Participated in Summer Learning Labs Executive Planning Meeting to outline logistics of the Public Utilities Learning Lab and the middle school Fundamentals Academy

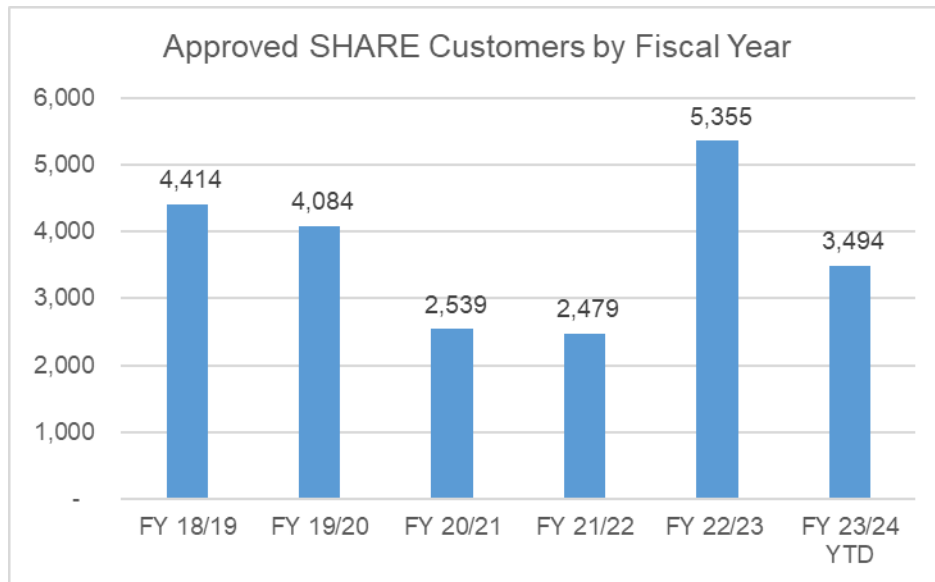
Communications

- A. Developed new content for the Air Conditioning Rebate page to help educate visitors on heat pumps and our rebates for them
- B. Sent postcards to existing SHARE customers letting them know about the enhancements to the program
- C. Customer email to residents sent on 2/7. Content included: Black History Month, SHARE, STEAM Day, Ways to Save Rebate House, Waterwise workshop
 - a. 76,000 emails sent
 - b. 47,000 emails opened by customers
- D. Commercial email sent on 2/8. Content included: Black History Month, Water rebates, Electric motor incentives, Waterwise Workshop, Small Business Grants
 - a. 5,000 emails sent
 - b. 3,000 emails opened by customers.
- E. Sent Tree Power postcards with the Free Tree coupon to our e-bill customers

RESIDENTIAL DETAIL

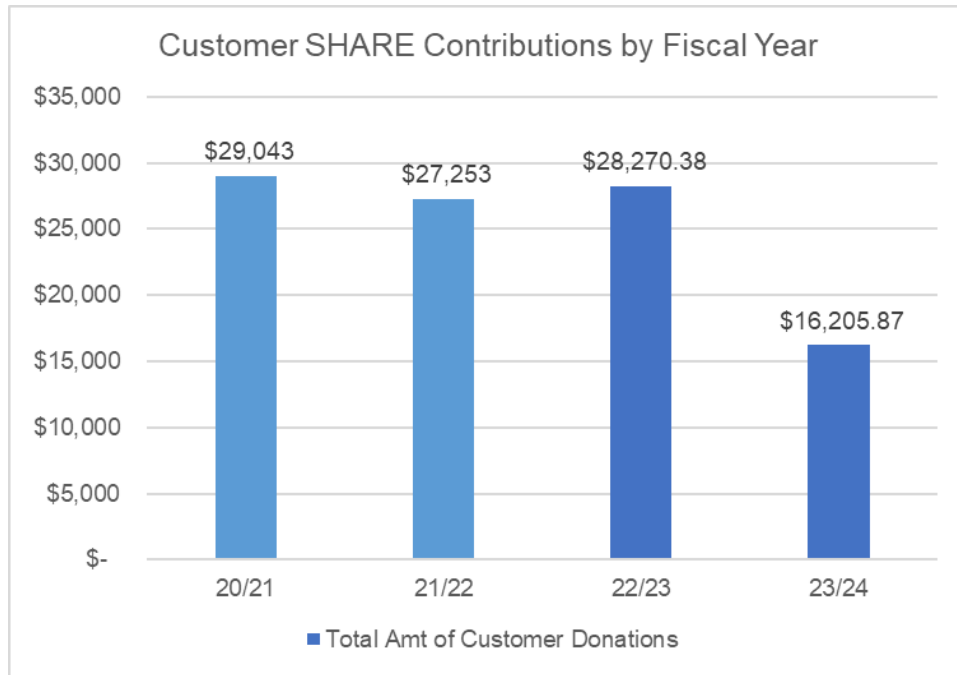
Sharing Households Assist Riverside’s Energy - SHARE PROGRAM

The SHARE program assisted 3,494 customers from July 2023 through February 2024, which reflects the total participant amount for the \$250.00 shut-off and/or deposit assistance credit.



SHARE Customer Donations

RPU customers can donate to the SHARE program that will help qualifying customers with their bills; the average customer donation is \$31.00 per year. Customer donations are promoted through back of utility bill, social media, and customer outreach.



Energy Savings Assistance Program (ESAP)

ESAP was created to help low-income customers access energy-savings home improvements at no-cost. From July 2023 through February 2024, the program has benefitted approximately 210 homes in the RPU service area, expending a total of \$157,347.07. The program helps customers access a range of efficiency measures such as A/C tune-ups, LED lightbulbs, Wi-Fi thermostats, and HVAC motor upgrades as the most popular. Beginning January 2024, the new measure for whole house fans went into effect and from January 2024 through February 2024, 50 customers have benefited.

Residential Rebates

From July 2023 through February 2024 a total of 2,043 residential energy rebates were processed, for a total rebate benefit of \$311,549.99.

Residential Devices	Participation	RPU Expenditures
Air Conditioning	301	\$161,765.48
Energy Star	742	\$60,732.32
Pool Pump	64	\$12,800.00
Tree Power	513	\$20,448.36
Weatherization	224	\$38,853.83
Recycling	199	\$16,950.00
Energy Rebate Total	2,043	\$311,549.99

From July 2023 through February 2024 the Used Electric Vehicle (EV) Rebate Program has approved 45 rebate applications for a total of \$51,000.00. The EV Charger Rebate Program has approved 49 rebates for a total of \$21,960.20.

Water Efficiency Programs

In June 2004, RPU adopted the 10-year Water Conservation Surcharge, it was again adopted in 2014; it assesses a rate of 1.5% of water usage charges for retail sales. The funds from the surcharge are used for conservation, education and water use efficiency programs, as well as research development and demonstration programs to advance science and technology with respect to water conservation.

RPU’s water rebate programs are processed via www.SoCalWaterSmart.com, Metropolitan Water District’s (MWD) rebate portal. All rebates issued to RPU water customers are paid out of the MWD budget, unless RPU elects to add additional funding to selected measures.

RPU pays an additional rebate for weather-based irrigation controllers, high efficiency sprinkler nozzles, hose bib irrigation controllers, leak monitoring devices and turf removal projects. From July 2023 through February 2024 a total of 191 residential water rebates were processed with total payout (RPU/MWD) of \$241,870.

Residential Devices & Turf	Participation	RPU Expenditure	MWD Expenditure
Flow Monitor/Leak Detection Device	3	\$225	\$300
High-efficiency Clothes Washer (HECW)	84	\$0	\$7,140
Hose Bib Irrigation Controller	1	\$15	\$35
Rain Barrels	1	\$0	\$70
Residential Premium HET (from 1.6 gpf toilet)	4	\$0	\$240
Residential Turf Removal (per square foot)	35	\$79,152	\$141,058
Rotating Nozzles	2	\$237	\$158
Weather-based Irrigation Controllers (WBIC/WBICLL)	61	\$6,600	\$6,640
Water Efficiency Total	191	\$86,229	\$155,641

Smart Irrigation Program

Residential and business customers are helping to reduce water use and costs by installing smart irrigation controllers and high-efficiency sprinkler nozzles via the Smart Irrigation Program (SIP). The SIP provides a free irrigation assessment to evaluate water use and the corresponding efficiency opportunities and repair or replacement of up to \$300 of irrigation equipment. From July 2023 through February 2024, 199 customers have been assisted and 226 are scheduled.

COMMERCIAL DETAIL

From July 2023 through February 2024, a total of 54 commercial rebates were processed (1 performance-based incentive, 19 lighting, 25 air conditioning, 6 weatherization, and 3 energy star) with a total payout of \$139,878.15 and a kWh savings of 1,833,614.82.

In February 2024, the Small Business Direct Install and Outdoor Lighting Program conducted 23 audit visits at local businesses and a total of 54 direct installs were completed. Additionally, the Refrigerated Load Program provided refrigeration efficiency upgrades at 12 businesses.

EDUCATION DETAIL

In February, the education team taught 36 water conservation classes to a total of 927 students at three schools.

A Standards-aligned curriculum for kindergarten social studies was launched with content focused on lineman community helpers. A total of 175 students at Woodcrest Christian Day School and Twinhill Elementary School received the classroom big book written by staff, “The Sky is the Limit: The Story of a Lineman”, along with supporting materials and instruction on electricity and electricity safety. Following in-class instruction students participated in Big Truck Career Day with Riverside Public Utilities field crews, learning about careers in the electric utility industry.

On February 22, the team conducted this year’s first Family Science Technology Engineering Arts & Mathematics Day at the Libraries at the Arlanza Branch from 2:00 p.m.-5:00 p.m. Students and families ranging from pre-school to high school moved through 5 different stations participating in reverse engineering, circuit building, watershed management and wind turbine design. The event was attended by approximately 40 participants and was visited by Councilman Perry and Board Chair Ocegüera.

The team continues to plan for the Public Utilities Learning Lab for high school students and the Fundamentals Academy for middle school students, meeting monthly with the executive planning team. Public Utilities Learning Lab will once again be held in the engineering building at California Baptist University July 8-12, from 8:00 a.m. to 4:00 p.m. Fundamentals will be July 23-25 from 9:00 a.m. to 3:00 p.m. at Bourns, Inc. Scheduling student recruitment events and parent information sessions, designing & finalizing content, and scheduling presenters are all in progress.

COMMUNICATIONS DETAIL

Below are the in-person events the CE Team participated in February 2024:

- 2/10 – Waterwise Irrigation System Fixes Janet Goeske Senior Center
- 2/13 - Educational Options College and Career Event
- 2/14 - Janet Goeske Senior Center’s Monthly Utility Assistance Programs Visit
- 2/22 - Family STEAM Arlanza Branch Library
- 2/27 – GRCC Economic Development Council – Rebates update

Key social media posts during the month of February 2024:

- 2/01 – Black History Months
- 2/02 - Energy Star Rebates – TVs
- 2/03 - RPU All Day Every Day
- 2/05 - Landscape Workshop
- 2/06 - Energy Star Rebates – Appliances
- 2/07 - Free Soaker Hose
- 2/07 - Outage Map

- 2/08 - Paperless
- 2/09 - Heat Pump and AC Rebates
- 2/10 - Happy Lunar New Year
- 2/13 - STEAM Schedule
- 2/14 - Mylar Balloons Reminder
- 2/14 - Happy Valentine's Day
- 2/15 - We're Hiring
- 2/16 - Black History Month – David Crosthwait
- 2/17 - President's Day Closure
- 2/17 - RPU All Day Every Day
- 2/19 - Happy President's Day
- 2/21 - Family STEAM Day Schedule
- 2/22 - Upgrade Insulation
- 2/23 - Energy Saving Assistance Program
- 2/24 - Utilicare Program
- 2/24 - Engineers Week
- 2/25 - Small Business Direct Install Program
- 2/28 - Low Income Household Water Assistance Program
- 2/28 - Truck-A-Palooza Event
- 2/28 - Turf Replacement Program

UPCOMING EVENTS – APRIL/MAY

- 4/15 - Young Men's Conference Bourn's Technology Center
- 4/17 - UCR 2024 Sustainability Showcase & Flea Market
- 4/20 - Earth Day & Insect Fair Downtown Riverside Library
- 4/27 - AUSD Community Health & Wellness Resource Fair
- 4/27 - Arbor Day Celebration City Hall
- 4/27 - Riverside Tamale Festival
- 4/27 - 115th Annual Cinco de Mayo Celebration
- 5/03 - 5/05/2024 - Show n' Go Car Show
- 5/08 - RUSD Civic Showcase Open House
- 5/16 - STEAM
- 5/18 - Culture, Rides, and Good Vibes
- 5/18 - Climate appropriate workshop at Bourns
- 5/25 - Riverside Cook-Off and Car Show
- 5/27 - Memorial Day Motorcycle Ride

Back of Bill messaging for May

- AC Tips

RPU - COMMUNITY ENGAGEMENT EVENT GALLERY

2/13/24 Educational Options College and Career Event

