



# RIVERSIDE PUBLIC UTILITIES

## Board Memorandum

**BOARD OF PUBLIC UTILITIES**

**DATE: JANUARY 13, 2025**

**GENERAL MANAGER'S REPORT**

**CUSTOMER ENGAGEMENT PROGRAM UPDATES THROUGH NOVEMBER 2024**

Customer Engagement electric programs are funded by a 2.85% Public Benefits charge based on electricity usage established by Assembly Bill (AB) 1890 that was adopted in 1996. The legislation 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 is a charge that RPU no longer collects (per the City Council decision of 4/22/24), the Surcharge was a 1.5% charge on water bills. Surcharge funds will be used to fund RPU's portion of water conservation rebates, and water efficiency and conservation education and outreach programs. These programs will be provided until the Water Conservation Surcharge fund is fully expended.

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

**CUSTOMER ENGAGEMENT NOVEMBER 2024 HIGHLIGHTS**

***Residential***

- A. Sharing Households Assist Riverside's Energy (SHARE) program assisted 2,104 from July 2024 through November 2024 totaling \$526,000 in past-due assistance, monthly electric and water credits.
- B. Energy Savings Assistance Program (ESAP) assisted 151 customers from July 2024 through November 2024 and expended \$236,461.
- C. Electric Vehicle (Used-EV) Rebate Program processed 2 applications.
- D. Electric Vehicle (EV) Residential Charger Rebate Program processed 1 application.

***Commercial***

- A. Processed a total of 30 large commercial rebates from July 2024 through November 2024 for a total of \$63,562.36 and 733,555 kWh saved.
- B. Small Business Direct Install and Outdoor Lighting Program vendor Richard Heath & Associates completed 19 direct installs.

***Education***

- A. Family STEAM Day at La Sierra Branch Library.
- B. Classes continue with full schedules for water and energy.

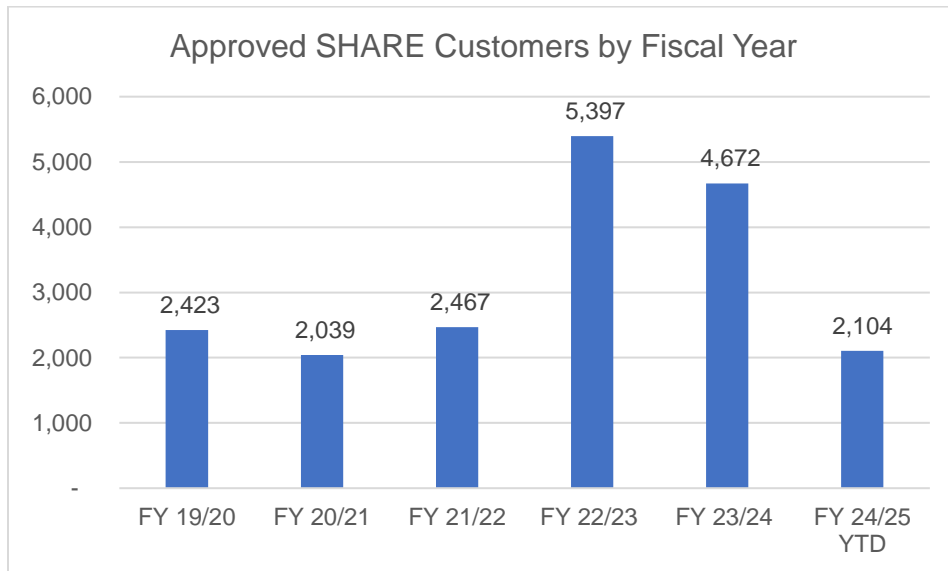
### Communications

- A. Created signage for payment counters encouraging customers to pay online
- B. Working with Office of Communications, created rebate flyers for retailers to display
- C. Residential Email: 11/8
- D. Commercial Email: 11/8
- E. Residential Email: 11/15

### RESIDENTIAL DETAIL

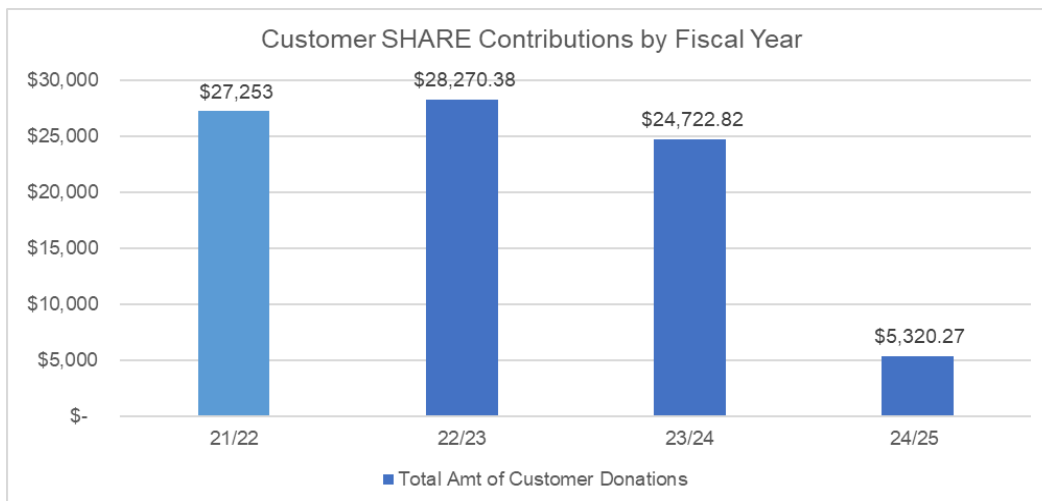
#### Sharing Households Assist Riverside’s Energy - SHARE PROGRAM

The Sharing Households Assist Riverside’s Energy (SHARE) program assisted 2,104 customers from July 2024 through November 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 \$46.00 per year. Customer donations are promoted through back of utility bill, social media, and customer outreach.



*Energy Savings Assistance Program (ESAP)*

ESAP helps low-income customers access energy-savings home improvements at no-cost. From July 2024 through November 2024, the program has benefitted 151 homes in the RPU service area, expending a total of \$236,461. The program helps customers access a range of energy efficiency measures such as HVAC tune-ups, LED lightbulbs, Wi-Fi thermostats, and newly installed whole house fans as the most popular.

*Residential Rebates*

From July 2024 through November 2024 a total of 1,488 residential energy rebates were processed, for a total rebate amount of \$379,324.88.

<b>Residential Devices</b>	<b>Participation</b>	<b>RPU Expenditures</b>
Air Conditioning	178	\$66,775.00
Heat Pump	70	\$193,765.73
Energy Star	380	\$34,250.00
Pool Pump	29	\$5,800.00
Tree Power	91	\$7,466.43
Weatherization	122	\$21,177.72
Recycling	147	\$13,200.00
A&G Recycling	471	\$36,890.00
<b>Energy Rebate Total</b>	<b>1,488</b>	<b>\$379,324.88</b>

From July 2024 through November 2024, the Used Electric Vehicle (EV) Rebate Program has approved 25 rebate applications for a total of \$32,500. The EV Charger Rebate Program has approved 16 rebates for a total of \$7,091.99.

*Water Efficiency Programs*

In June 2004, RPU adopted the 10-year Water Conservation Surcharge, it was again adopted in 2014; it assessed 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. At its meeting on April 16, 2024, the City Council voted to cease collecting the Water Conservation Surcharge. Programs and rebates funded by the Surcharge will remain available until funds are exhausted.

RPU's water rebate programs are processed via [www.SoCalWaterSmart.com](http://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 through November 2024 a total of 96 residential water rebates were processed with total payout (RPU/MWD) of \$147,012, representing annual water savings of 2,590,819 gallons.

Residential Devices & Turf	Participation / Devices	RPU Expenditure	MWD Expenditure
Flow Monitor/Leak Detection Device	4	\$375	\$500
High-efficiency Clothes Washer	35	\$800	\$2,975
Hose Bib Irrigation Controller	1	\$15	\$35
Premium HET (from 1.6 GPF toilet)	2	\$0	\$80
Rotating Nozzles	2 (109)	\$327	\$218
Turf Removal (per square foot)	21 (37,157)	\$59,643	\$76,044
Weather-based Irrigation Controllers (WBIC / WBICLL)	31	\$3,600	\$2,400
<b>Total</b>	<b>96</b>	<b>\$64,760</b>	<b>\$82,252</b>

*Waterwise Workshop*

On Saturday, November 16<sup>th</sup> the Riverside-Corona Resource District (RCDC) hosted in collaboration with RPU’s Customer Engagement team a waterwise landscaping workshop. About a dozen attendees learned first-hand how to fix irrigation systems and complete upgrades to be more water efficient. Additionally, RCDC guest speaker provided a presentation and answered inquiries.



**COMMERCIAL DETAIL**

*Energy Rebates*

From July 2024 through November 2024, a total of 30 commercial rebates were processed (6 lighting, 1 energy star, 1 tree power, and 22 air conditioning) with a total payout of \$63,562.36 and a kWh savings of 733,555.

*Direct Install Programs*

In November 2024, the Small Business Direct Install and Outdoor Lighting Program conducted 19 audit visits at local businesses and a total of 19 direct installs were completed, expending a total of \$65,123 for businesses.

*Water Rebates*

From July through November 2024, 6 commercial accounts removed 59,836 square feet of turf with a rebate total of \$127,230; these projects represent annual water savings of 2,534,694 gallons. One commercial account replaced 238 Premium High Efficiency Toilets (PHET) representing 814,303 gallons of water saved annually.

**EDUCATION DETAIL**

Family STEAM Day was held on November 21<sup>st</sup> in the community room of the La Sierra Library. Students and their families were able to put together electricity circuits, do an oil spill clean-up activity, and learn about wind turbines.

The Team conducted a total of 12 Water Cycle classes with 354 students, 4 Water Pollution classes with 94 students, and 29 electricity circuits classes with 789 students.

In conjunction with field crews from Riverside Public Utilities, 5 classes of kindergarten, transitional kindergarten and special education students were taught with the ‘Story of a Line Worker’ book, followed by a big truck show and tell. A total of 113 students from Hawthorne Elementary School participated.

## COMMUNICATIONS DETAIL

### *Email Communications*

- Residential Email sent on 11/8. Content included: Family STEAM Day, Waterwise Landscape Workshop, Happy Native American Heritage Month, Veterans Day, Holiday Hours.
  - i. 77,500 emails sent
  - ii. 44,300 emails opened by customers
- Commercial email sent on 11/8. Content included: Family STEAM Day, Waterwise Landscape Workshop, Happy Native American Heritage Month, Veterans Day, Holiday Hours.
  - i. 5,100 emails sent
  - ii. 3,700 emails opened by customers
- Residential email sent on 11/15. Content included: Mobile Home/Multi-Family Energy Efficiency Program, Water Conservation – Weather-Based Irrigation Controllers, Refrigerator Recycling Program.
  - i. 77,500 emails sent
  - ii. 49,700 emails opened by customers

### *In-Person Events*

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

- 11/2-11/3 – Día de Los Muertos, White Park
- 11/9 – Salute to Veterans Parade, Downtown Riverside
- 11/13 – Monthly Utility Assistance Visit - Janet Goeske Senior Center
- 11/16 – Fix & Upgrade Your Irrigation System Workshop, Riverside Corona RCD
- 11/19 – Monthly Utility Assistance Visit – Victoria Springs Senior Apartments
- 11/20 – Monthly Utility Assistance Visit – Cambridge Gardens Senior Housing
- 11/20 – Senior Resources Fair- Riverside Country Club Mobile Home Park
- 11/21 – Family STEAM – La Sierra Library
- 11/21 – Utility Assistance Programs Workshop – Mission Heritage Plaza
- 11/21 – RUSD/STEM RERC Tour- Riverside Energy Resource Center

### *Social Media Outreach*

Key social media posts during the month of November 2024:

- 11/1 – Native American Heritage Month
- 11/1 – Linemen Rodeo
- 11/2-3 – Dia de Los Muertos Downtown Riverside
- 11/4 – Mobile-Home and Multi-Family Rebates
- 11/5 – Early Closure due to election
- 11/6 – Small Business Direct Install Program
- 11/7 – Waterwise Workshop
- 11/9 – Veteran’s Day Honor Christiane Amat

- 11/9 – Veteran’s Day Closure
- 11/11 – Veteran’s Day Honor Freddy Armijio
- 11/11 – Thank you, Veterans
- 11/13 – Family STEAM Day
- 11/14 – Waterwise Workshop
- 11/15 – Scam Alert
- 11/16 – Weatherization Rebate
- 11/17 – All Day Every Day
- 11/19 – Appliance Rebates for Black Friday
- 11/19 – Board Meeting Honor

Back of Bill messaging for February

- Electric Vehicles

# RPU - COMMUNITY ENGAGEMENT EVENTS GALLERY

Dia de Los Muertos, Downtown Riverside, 11/2/24-11/3/24



Veteran's Day Parade, Downtown Riverside 11/9/24



Chamber of Commerce Meeting, Martin Luther King HS, 11/14/24



Waterwise Workshop, Glenwood Dr., 11/16/24



Senior Resources Fair- Riverside Country Club Mobile Home Park, 11/20/24



RUSD/STEM RERC Tour- Riverside Energy Resource Center, 11/21/24

