



# RIVERSIDE PUBLIC UTILITIES

## Board Memorandum

**BOARD OF PUBLIC UTILITIES**

**DATE: NOVEMBER 13, 2023**

### **GENERAL MANAGER'S REPORT**

#### **CUSTOMER ENGAGEMENT PROGRAM UPDATES THROUGH SEPTEMBER 2023**

Customer Engagement is 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 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 these programs, as well as energy efficiency and water conservation messaging for customers and the wider community.

#### **CUSTOMER ENGAGEMENT SEPTEMBER 2023 HIGHLIGHTS**

##### ***Residential***

- A. Sharing Households Assist Riverside's Energy (SHARE) program assisted 997 customers from July 2023 through September 2023 totaling \$249,250.00.
- B. Energy Savings Assistance Program (ESAP) assisted 47 customers from July 2023 through September 2023 and expended \$20,070.10.
- C. Electric Vehicle (EV) Rebate Program processed 17 applications, providing \$18,500 in customer benefits.

##### ***Commercial***

- A. Processed a total of 6 large commercial rebates from July 2023 through September 2023 for a total of \$11,705.02 and 135,690 kWh saved.
- B. Small Business Direct Install Program vendor Richard Heath & Associates completed 55 direct installs.

##### ***Education***

- A. Water and Electricity classes have begun.
- B. Created a collaborative opportunity with all 7 community centers for use in October.

##### ***Communications***

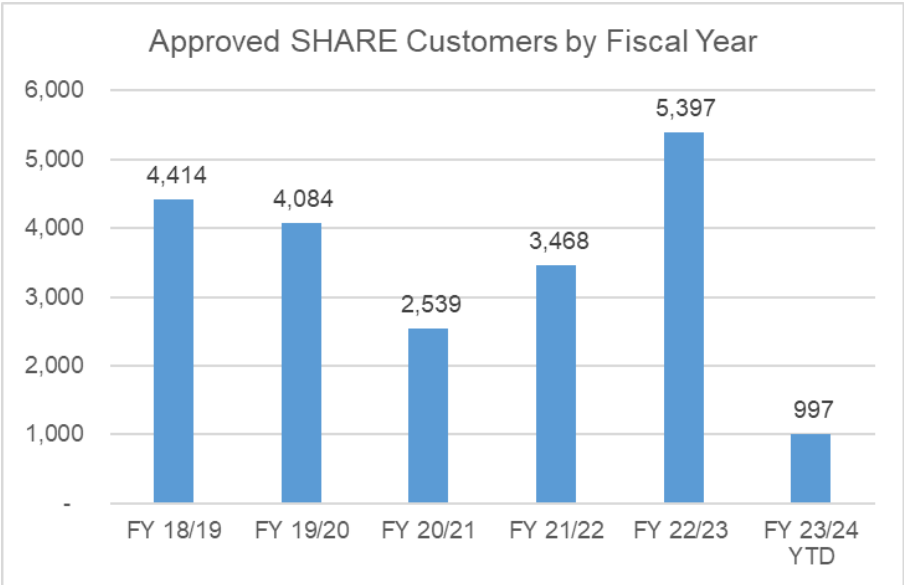
- A. Customer email to residents sent on 9/14 - Turf Workshop | PSPS | Assistance Programs | Electric Vehicles | E-Waste Event | Put the River Back in Riverside Event | All Day Every Day Employee Spotlight. 78k sent | 57% unique opens | 2% unique click rate.
- B. Commercial email sent on 9/22 - Electrify Riverside | Water Conservation | PSPS | All Day Every Day Employee Spotlight | Turf Replacement Workshops. 5k sent | 43% unique opens | 2% unique click rate.

- C. Worked with Office of Communications team to update SHARE materials with new assistance amount as approved by City Council.
- D. Hosted an irrigation workshop on 9/30 to help educate the public about the benefits of turf replacement.

RESIDENTIAL DETAIL

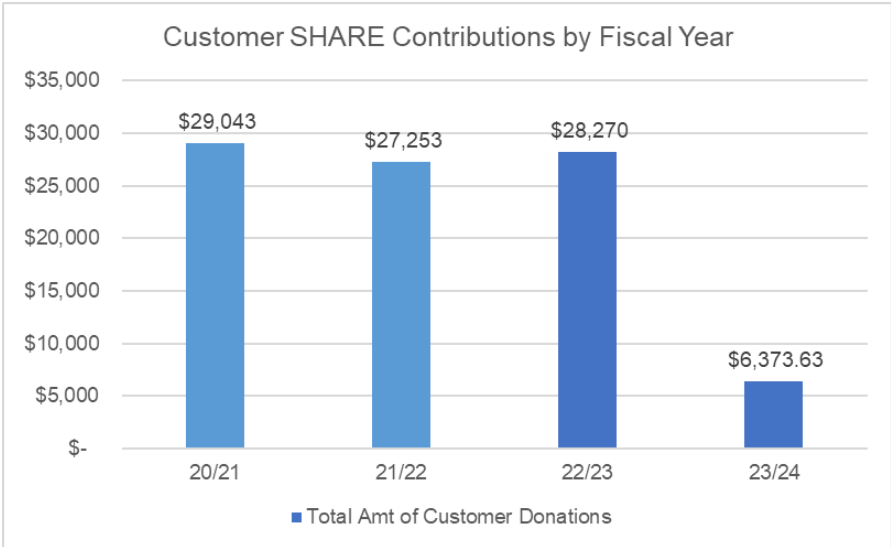
Sharing Households Assist Riverside’s Energy - SHARE PROGRAM

The Sharing Households Assist Riverside’s Energy (SHARE) program assisted 997 customers from July 2023 through September 2023, 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 renters and homeowners access energy-savings home improvements at no-cost. From July 2023 through September 2023, the program has benefitted approximately 47 homes in the RPU service area, expending a total of \$20,070.10. The program helps customers access a range of efficiency measures such as A/C tune-ups, LED lightbulbs, electronically commutated motors, and HVAC motor upgrades as the most popular.

### ***Residential Rebates***

From July 2023 through September 2023 a total of 825 residential energy rebates were processed, for a total rebate benefit of \$97,212.24.

<b>Residential Devices</b>	<b>Participation</b>	<b>RPU Expenditures</b>
Air Conditioning	100	\$43,508.98
Energy Star	205	\$15,475.00
Pool Pump	24	\$4,800.00
Tree Power	343	\$13,675.69
Weatherization	79	13,602.57
Recycling	74	\$6,150.00
<b>Energy Rebate Total</b>	<b>825</b>	<b>\$97,212.24</b>

From July 2023 through September 2023 the Used Electric Vehicle (EV) Rebate Program has approved 17 rebate applications for a total of \$18,500. The EV Charger Rebate Program has approved 12 rebates for a total of \$5,654.00.

### ***Water Efficiency Programs***

In June 2004, RPU adopted the ten-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 can be used for conservation, education and water use efficiency programs, and 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](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 2023 through September 2023 a total of 76 residential water rebates were processed with total payout (RPU/MWD) of \$97,454.

Residential Devices & Turf	Participation	RPU Expenditure	MWD Expenditure
Flow Monitor/Leak Detection Device	3	\$225	\$300
High-efficiency Clothes Washer (HECW)	32	\$0	\$2,720
Hose Bib Irrigation Controller	1	\$15	\$35
Rain Barrels	0	\$0	\$0
Residential Premium HET (from 1.6 gpf toilet)	1	\$0	\$80
Residential Turf Removal (per square foot)	15	\$28,797	\$59,712
Rotating Nozzle	1	\$192	\$128
Weather-based Irrigation Controllers (WBIC/WBICLL)	23	\$2,520	\$2,730
<b>Water Efficiency Total</b>	<b>76</b>	<b>\$31,749</b>	<b>\$65,705</b>

### ***Waterwise Landscape Workshops***

A series of free landscape workshops designed to assist customers in being water efficient and environmentally helpful are scheduled through Spring 2024. Designed and hosted in partnership with the Riverside-Corona Resource Conservation District (RCRCD), RPU offers the workshops on Saturdays from 10 a.m. to noon. The first in the series, *Turf Replacement & Irrigation*, was held September 30, 2023, with approximately 20 people in attendance. The class was led by Kerwin Russell of the Riverside-Corona Resource Conservation District (RCRCD).

The series continues in early 2024 with Smart Ways to Deal with Pests - January 13, 2024, at Casa Blanca Library/Kathleen Gonzales Memorial Water-Wise Garden; and Creating Drought-tolerant Gardens - Feb. 10, 2024, at Janet Goeske Center.

### **COMMERCIAL DETAIL**

From July 2023 through September 2023, a total of 6 commercial rebates were processed (1 performance-based incentive, 2 lighting, 2 air conditioning, and 1 energy star) with a total payout of \$11,705.02 and a kWh savings of 135,690.

On January 10, 2023, City Council approved a range of consultant administered direct installation services for energy efficiency programs. The programs assist local businesses with efficiency measures such as outdoor lighting, refrigerated load and beverages storage, and direct installations.

In September 2023, Richard Heath & Associates, the vendor for the Small Business Direct Install and Outdoor Lighting Program conducted 20 audit visits at local businesses and a total of 55 direct installs were completed.

### **EDUCATION DETAIL**

In September, the education team taught 3 electricity classes with a total of 75 participants and 3 water conservation classes with a total of 90 student participants.

The education team reached out to Riverside's community centers and developed a children's activity that will be used at each of the seven centers in October. The activity educates students about wasted energy in vampire or phantom loads.

## COMMUNICATIONS DETAIL

Below are the in-person events the CE Team participated in September 2023:

- 9/09 - Ready Riverside at, Galleria at Tyler
- 9/13 - Community outreach at the Janet Goeske Center
- 9/16 - Deafestival at Riverside City Hall
- 9/16 - C.U.R.E Event at Corp Yard
- 9/23 - Put the River back in Riverside Event at Martha Mclean-Anza Park
- 9/30 - Riverside Public Utilities and Riverside-Corona Resource District, Waterwise Landscape Workshop at the Janet Goeske Senior

Key social media posts during the month of September 2023:

- 9/01 – RPU's Groundwater
- 9/02 - Labor Day Notification
- 9/04 - Happy Labor Day
- 9/05 - Put the River Back in Riverside Event
- 9/06 - Fix Leaky Faucets
- 9/08 - Ready Riverside Event Reminder
- 9/09 - Sweep Driveways and Fix Leaks
- 9/11 - September 11<sup>th</sup> Remembrance
- 9/11 - Power Outage
- 9/12 - E-Waste
- 9/13 - Mulching
- 9/14 - Energy Star Rebates
- 9/15 - Hispanic Heritage Month
- 9/19 - Water Workshops
- 9/20 - Now Hiring
- 9/21 - Adjust Sprinklers
- 9/22 - HVAC System Filter
- 9/22 - Scam Alert
- 9/23 - Power Outage Updates
- 9/22- Cold and Hot Tips
- 9/27 - Assistance Programs
- 9/28 - Commercial High-Efficiency Water Devices
- 9/29 - Landscape Workshop
- 9/30 - Lighting Upgrade in Downtown

Back of Bill messaging for September:

- All Day Every Day

Back inserts for September:

- Power Content Label

## UPCOMING EVENTS- DECEMBER

- 12/09 - Winter Wonderland
- 12/13- Adopt-A-Family

Back of Bill messaging for December:

- Public Benefits Dashboard

## COMMUNITY ENGAGEMENT EVENTS GALLERY

Ready Riverside 9/9/23 - Tyler Mall



DeaFestival 9/16/2023 -City Hall





## Put the River Back in Riverside 9/23/2023 - Martha Mclean-Anza Park



## Waterwise Workshop 9/30/23 – Goeske Center – Class led by Kerwin Russell of RCRC

