



# RIVERSIDE PUBLIC UTILITIES

## Board Memorandum

**BOARD OF PUBLIC UTILITIES**

**DATE: May 12, 2025**

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

#### **CUSTOMER ENGAGEMENT PROGRAM UPDATES THROUGH MARCH 2025**

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 MARCH 2025 HIGHLIGHTS**

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

- A. Sharing Households Assist Riverside's Energy (SHARE) program assisted 3,584 customers from July 2024 through March 2025 totaling \$896,000.00 in past-due assistance.
- B. Energy Savings Assistance Program (ESAP) assisted 312 customers from July 2024 through March 2025 and expended \$473,230.
- C. Electric Vehicle (Used-EV) Rebate Program processed 6 applications.
- D. Electric Vehicle (EV) Residential Charger Rebate Program processed 5 applications.

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

- A. Processed a total of 71 large commercial rebates from July 2024 through March 2025 for a total of \$156,821.47 and 1,984,305 kWh saved.
- B. Small Business Direct Install and Outdoor Lighting Program - completed 28 direct installs.

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

- A. Live virtual classes were held for grades 4<sup>th</sup> and 5<sup>th</sup>
- B. Attended the 2025 Young Men's conference on 3/18/2025
- C. Family STEAM Day at Orange Terrace Library 3/19/ 2025

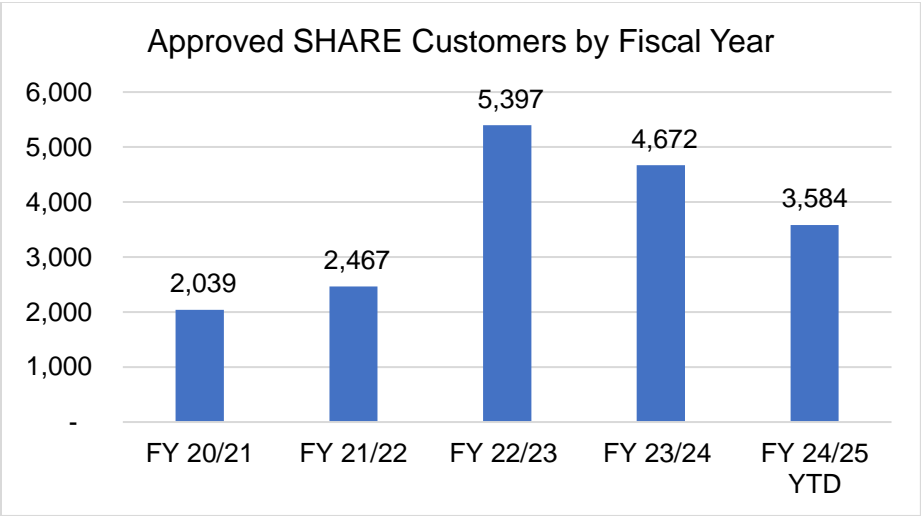
**Communications**

- A. Reviewed sponsorship requests approved 14 applications
- B. Worked with UCR’s EcoCAR team to create and publish a survey about consumer attitudes on electric vehicles
- C. Celebrated Women’s History Month on social media and email
- D. Promoted RPU rebates with Rebate Month on social media and email
- E. Residential Emails: 3/6 & 3/13
- F. Commercial Emails: 3/7 & 3/14

**RESIDENTIAL DETAIL**

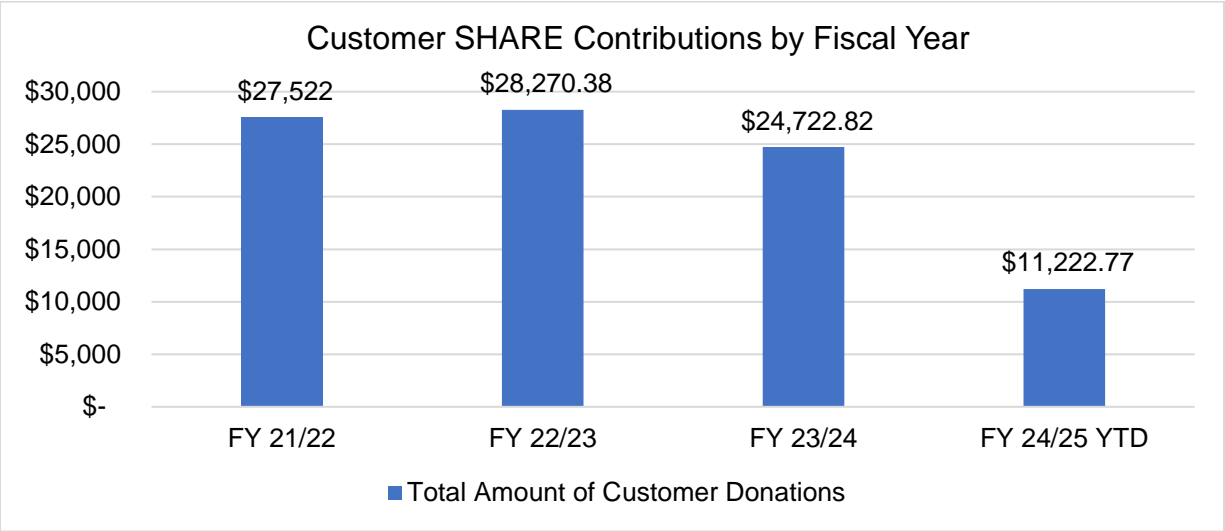
**Sharing Households Assist Riverside’s Energy - SHARE PROGRAM**

The Sharing Households Assist Riverside’s Energy (SHARE) program assisted 3,584 customers from July 2024 through March 2025, 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 \$48.00 per year. Customer donations are promoted through the back of the 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 March 2025, the program worked with 312 homes in the RPU service area, expending a total of \$473,230. 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.

### **Residential Rebates**

From July 2024 through March 2025 a total of 2,765 residential energy rebates were processed, for a total rebate amount of \$848,317.91.

<b>Residential Devices</b>	<b>Participation</b>	<b>RPU Expenditures</b>
Air Conditioning	345	\$112,200.00
Heat Pump	170	\$516,440.73
Energy Star	804	\$71,625.00
Pool Pump	58	\$11,600.00
Tree Power	144	\$13,867.80
Weatherization	273	\$46,949.38
Recycling	287	\$25,750.00
A&G Recycling	684	\$49,885.00
<b>Energy Rebate Total</b>	<b>2,765</b>	<b>\$848,317.91</b>

From July 2024 through March 2025, the Used Electric Vehicle (EV) Rebate Program has approved 60 rebate applications for a total of \$77,500.00. The EV Charger Rebate Program has approved 31 rebates for a total of \$14,420.18.

### **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 high-efficiency clothes washers, premium high-efficiency toilets, weather-based irrigation controllers, high efficiency sprinkler nozzles, hose bib irrigation controllers, leak monitoring devices and turf removal projects. From July through March 2025 a total of 190 residential water rebates were processed with total payout (RPU/MWD) of \$257,938, representing annual water savings of 4,288,492 gallons.

Residential Devices & Turf	Participation (Devices)	RPU Expenditure	MWD Expenditure
Flow Monitor/Leak Detection Device	14	\$1,125.00	\$1,500.00
High-efficiency Clothes Washer	93	\$12,400.00	\$7,905.00
Hose Bib Irrigation Controller	1	\$15.00	\$35.00
Premium HET (from 1.6 GPF toilet)	3	\$100.00	\$120.00
Rotating Nozzles	3 (124)	\$372.00	\$248.00
Turf Removal (per square foot)	34 (55,769)	\$109,143.00	\$116,862.00
Weather-based Irrigation Controllers (WBIC / WBICLL)	42	\$4,833.00	\$3,280.00
<b>Total</b>	<b>190</b>	<b>\$127,988.00</b>	<b>\$129,950.00</b>

## COMMERCIAL DETAIL

### *Energy Rebates*

From July 2024 through March 2025, a total of 71 commercial rebates were processed (12 lighting, 2 energy star, 1 weatherization, 1 performance-based incentive, and 55 air conditioning) with a total payout of \$156,821.47 and a total kWh saving of 1,984,305.

### *Direct Install Programs*

During March 2025, the Small Business Direct Install and Outdoor Lighting Program conducted 43 audit visits at local businesses and a total of 28 direct installs were completed, expending \$111,322 for businesses.

### *Water Rebates*

From July 2024 through March 2025, 7 commercial accounts and 1 public agency removed 82,602 square feet of turf with a rebate total of \$206,580; these projects represent annual water savings of 3,499,077 gallons. One commercial account replaced 238 Premium High Efficiency Toilets (PHET) representing 814,303 gallons of water saved annually.

## EDUCATION DETAIL

This March, the team taught 20 electricity conservation classes with a total of 620 students in 4<sup>th</sup> grade, and 3 water cycle classes with a total of 72 students in 5<sup>th</sup> grade residing in the Riverside Public Utilities service area.

On March 18, the team attended the Unleash Your Potential-Young Men's Conference 2025 held at Bourns Inc. Over 100 young men from the Inland Empire attended the conference. The team was able to speak to students about our summer program STEM in Public Utilities, STEM FUNDamentals, and about careers in the utility.

On March 19, the second Family STEAM Day event was held at the Orange Terrace Library. The theme of the day was magnets, with a total of 20 participants attending. Students and their families made magnetic robots, magnetic motors, and did magnetic paintings.

## COMMUNICATIONS DETAIL

### *Email Communications*

- Residential Email sent on 3/6/25. Rebate Month with focus on Energy Star-rated products that qualify for rebates.

- i. 74,117 emails sent
  - ii. 46,062 emails opened by customers
- Residential Email sent on 3/13. Content included: 311 app, National Groundwater Awareness Week, Family STEAM Day, Tree Power, UCR-EcoCAR EV survey, & Women's History Month.
  - i. 77,454 emails sent
  - ii. 61,149 emails opened by customers
- Commercial email sent on 3/7/25. Content included: Rebate Month with focus on Energy Star-rated products that qualify for rebates.
  - i. 4,873 emails sent
  - ii. 2,662 emails opened by customers
- Commercial email sent on 3/14/25. Content included: 311 app, National Groundwater Awareness Week, Family STEAM Day, Tree Power, UCR-EcoCAR EV survey, & Women's History Month.
  - i. 5,778 emails sent
  - ii. 3,900 emails opened by customers

#### *In-Person Events*

Below are the in-person events the CE Team participated in March 2025:

- 3/8 – Truck-a-Palooza, 8:00am-3:00pm, Downtown Riverside
- 3/18 – Young Men's Conference, 8:00am-2:00pm, Bournes Inc.
- 3/19 – Family STEAM Day, 2:00pm-4:00pm, Orange Terrace Library

#### *Social Media Outreach*

Key social media posts during the month of March 2025:

- 3/1 – Women's History Month
- 3/1 – Shade Tree Program
- 3/3 – Truck-a-Palooza Event
- 3/5 – Northside Agricultural Innovation Center
- 3/6 – Water-Based Irrigation Controller
- 3/7 – Shade Tree Program
- 3/8 – International Women's Day
- 3/11 – Bulky Item Drop-off Event
- 3/12 – 311 App
- 3/13 – Waterwise Workshop
- 3/15 – Groundwater Awareness Week
- 3/17 – Happy St. Patrick's Day
- 3/18 – STEAM Day
- 3/19 – Online Bill Pay Down During Scheduled Maintenance
- 3/21 – Landscape Workshop
- 3/22 – Energy Star

#### **UPCOMING EVENTS – June**

- 6/11 – Concert in the Park, Fairmount Park
- 6/14 – Cut Your Bill with Climate-Appropriate Landscaping, Virtual

- 6/18 – Concert in the Park, Fairmount Park
- 6/25 – Concert in the Park, Fairmount Park

Back of Bill messaging for June

- Safety/Water Quality Report

## RPU - COMMUNITY ENGAGEMENT EVENTS GALLERY

Truck-a-Palooza, Downtown Riverside, 3/8/2025



Young Men's Conference, Bourns Inc., 3/18/2025



STEAM Day, Orange Terrace, 3/19/25

