

Customer Engagement

Electric Conservation Tool

*Board of Public Utilities
November 28, 2016*

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Legislative History

1. **California Senate Bill 1037** (Kehoe, 2005) report energy efficiency savings to the California Energy Commission annually
2. **California Assembly Bill 2021** (Levine, 2006) establish a 10-year energy savings targets on a triennial basis
RPU has set 10-year EE goal of 1% of retail energy sales
3. **California Senate Bill 350** (De Leon, 2015) establishes annual targets for statewide energy savings

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Customer Engagement Programs

1. Efficiency programs relied on financial incentives (i.e. rebates)
2. Non-financial influences
3. Insights and engagement strategies motivate customers by comparing them with their neighbors
4. Reinforces energy and water efficiency

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Last Summer Comparison You used 8% MORE electricity than your efficient neighbor. Your usage last summer: May 10 - Sep 10

Efficient Neighbors: 2,289 kWh
YOU: 2,490
All Neighbors: 4,296

How you did last summer: **GOOD** (Based on your usage)

Action Steps | Personalized tips chosen for you based on your energy use and housing profile

Smart Purchase Save a lot by spending a little

- Reduce AC costs with fans: Fans help you stay cool while reducing your air conditioning costs. Portable fans and ceiling fans keep air circulating, which allows you to raise the thermostat setting 4° and stay just as comfortable.
- Install sun screens: Installing sun screens that block the sun's heat from entering your home can significantly reduce your summer air conditioning needs.
- Reduce pool pump run-time: Many pool owners find that they can keep their pool clean and save energy by reducing their pump run-time.

SAVE UP TO **\$10** PER YEAR

Smart Purchase Save a lot by spending a little

- Install sun screens: Installing sun screens that block the sun's heat from entering your home can significantly reduce your summer air conditioning needs.
- Reduce pool pump run-time: Many pool owners find that they can keep their pool clean and save energy by reducing their pump run-time.

SAVE UP TO **\$20** OR MORE PER YEAR

Quick Fix Something you can do right now

- Reduce pool pump run-time: Many pool owners find that they can keep their pool clean and save energy by reducing their pump run-time.

SAVE UP TO **\$400** PER YEAR

Source: Oracle / Opower 2016

Program Benefits

1. Enhance interaction between utility and its customers
2. Educate customers on efficient use
3. Target specific customers with applicable programs through customer segmentation
4. Promote existing rebate programs

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UtilityCo

Compare your bill

Electricity: \$81
Gas: \$73

What type of home do you live in?

Single family home (checked) Apartment / condo

12% complete

Home Energy Analysis

Source: Oracle / Opower 2016

WATER | ENERGY | LUPE

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Energy Program

New energy efficiency program to achieve greater kWh savings:

1. Savings harder to achieve due to market saturation
 - a. Flat participation in rebate programs
 - b. Rising program costs (ie. direct installation)
2. Studies show 11% waste due to customer habits
3. Engagement strategies empower customers to manage their energy use



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Water Program

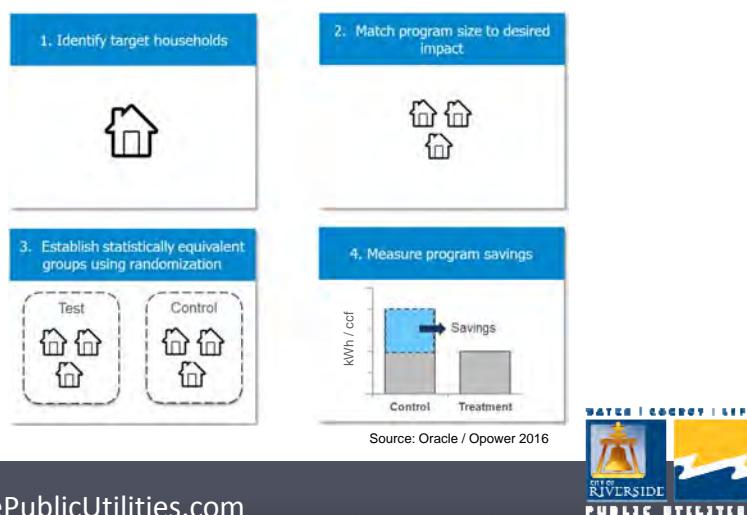
New water efficiency program to achieve greater ccf savings:

1. RPU participating in Department of Water Resources grant funded research project conducted by UC Davis
No cost to RPU for one year
2. WaterSmart Software used for customer messaging on water & energy consumption
3. 15,000 RPU residential customers will receive bi-monthly Home Water Reports



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How Are Savings Calculated?



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Proactively Engaging Customers

Direct mailed reports to customers comparing energy and water usage to similar homes

- Efficient Neighbors
- Specific Customer
- Average Neighbors



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Proactively Engaging Customers Cont.'

Online Web Portal:

1. View usage
2. Set efficiency goals
3. Track progress
4. Conduct self evaluations on utility usage



Recommendations

That the Board of Public Utilities recommend that the City Council:

1. Approve the creation of an ongoing Customer Engagement Program for energy efficiency;
2. Approve funding in the amount up to \$250,000 for Fiscal Year 2016-2017 for the Customer Engagement Program for energy efficiency;
3. Authorize City Manager, or his designee, to procure services through Southern California Public Power Authority for the Customer Engagement Program for energy efficiency; and
4. Authorize City Manager, or his designee, to make any minor non-substantive changes to the Customer Engagement Program for energy efficiency.

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