



RIVERSIDE PUBLIC UTILITIES

Board Memorandum

BOARD OF PUBLIC UTILITIES

DATE: OCTOBER 28, 2024

GENERAL MANAGER'S REPORT

CUSTOMER ENGAGEMENT PROGRAM UPDATES THROUGH AUGUST 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 as 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 (while the Water Conservation Surcharge has funds available) water conservation for customers and the wider community.

CUSTOMER ENGAGEMENT AUGUST 2024 HIGHLIGHTS

Residential

- A. Sharing Households Assist Riverside's Energy (SHARE) program assisted 633 from July 2024 through August 2024 totaling \$158,250 in past-due assistance, monthly electric and water credits.
- B. Energy Savings Assistance Program (ESAP) assisted 59 customers from July 2024 through August 2024 and expended \$99,329.00.
- C. Electric Vehicle (EV) Rebate Program processed 7 applications.

Commercial

- A. Processed a total of 17 large commercial rebates from July 2024 through August 2024 for a total of \$21,146.56 and 313,289 kWh saved.
- B. Small Business Direct Install Program vendor Richard Heath & Associates completed 42 direct installs.

Education

- A. Family STEAM Day at the Main Library
- B. Pilot 3rd grade Class – The Electricity and Magnetism: The Dynamic Duo
- C. Began promoting classes to education community for 2024/25 school year.

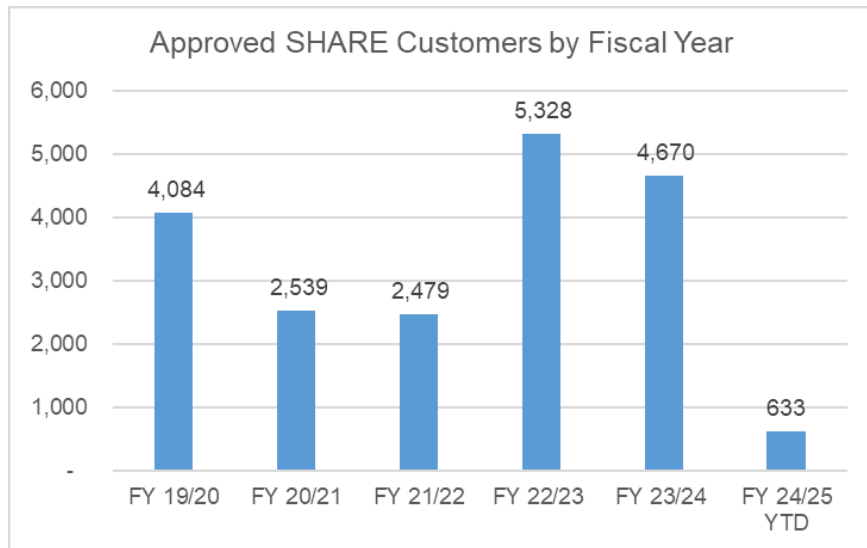
Communications

- A. Updated the Verify Identity website section to list acceptable forms of identification
- B. Completed branded wrap on Customer Engagement Chevrolet Bolt
- C. Added signage to select plants at Kathleen Gonzalez Memorial Water-Wise Garden
- D. Updated SHARE page to reflect changes in assistance amounts
- E. Reviewed sponsorship requests for events occurring between January and May of 2025
- F. Began promotion of upcoming Water-Wise Landscaping workshops
- G. Residential Email: 8/23
- H. Commercial Email: 8/29

RESIDENTIAL DETAIL

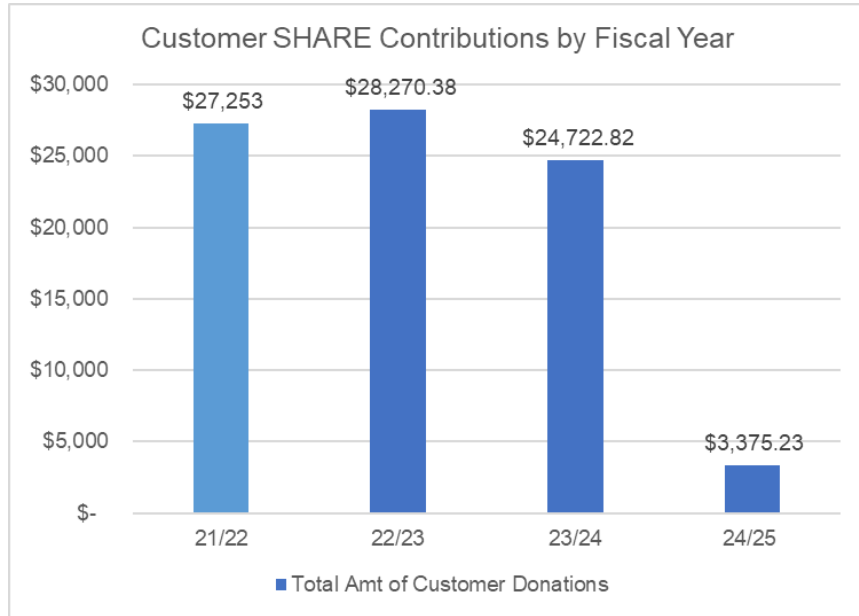
Sharing Households Assist Riverside’s Energy - SHARE PROGRAM

The Sharing Households Assist Riverside’s Energy (SHARE) program assisted 633 customers from July 2024 through August 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 August 2024, the program has benefitted 59 homes in the RPU service area, expending a total of \$99,329.00. 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 August 2024 a total of 726 residential energy rebates were processed, for a total rebate benefit of \$151,342.42.

Residential Devices	Participation	RPU Expenditures
Air Conditioning	90	\$37,725.00
Heat Pump	25	\$61,637.99
Energy Star	170	\$14,300.00
Pool Pump	35	\$2,600.00
Tree Power	82	\$5,156.46
Weatherization	60	\$9,202.97
Recycling	63	\$5,450.00
A&G Recycling	201	\$15,270.00
Energy Rebate Total	726	\$151,342.42

From July 2024 through August 2024, the Used Electric Vehicle (EV) Rebate Program has approved 7 rebate applications for a total of \$7,000. The EV Charger Rebate Program has approved 8 rebates for a total of \$4,073.00.

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 only remain available until funds are exhausted.

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 2024 through August 2024 a total of 59 residential water rebates were processed with total payout (RPU/MWD) of \$95,166; representing water savings of 1,014,744 gallons.

Residential Devices & Turf	Participation / Devices	RPU Expenditure	MWD Expenditure
Flow Monitor/Leak Detection Device	3	\$225	\$300
High-efficiency Clothes Washer	21	\$0	\$1,785
Premium HET (from 1.6 gpf toilet)	2	\$0	\$80
Rotating Nozzles	1 (66)	\$198	\$132
Turf Removal (per square foot)	13 (25,120)	\$38,406	\$50,240
Weather-based Irrigation Controllers (WBIC / WBICLL)	19	\$2,280	\$1,520
Total	59	\$41,109	\$54,057

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 \$300 (or higher depending on customer type and landscape size) of irrigation equipment. From July 2024 through August 2024 a total of 25 residential and 3 commercial customers were assisted. To date in FY 24-25, 751,582 gallons of water will be saved on an annual basis.

COMMERCIAL DETAIL

Energy Rebates

From July 2024 through August 2024, a total of 17 commercial rebates were processed (4 lighting, 1 energy star, and 12 air conditioning) with a total payout of \$21,146.56 and a kWh savings of 313,289.

Direct Install Programs

In August 2024, the Small Business Direct Install and Outdoor Lighting Program conducted 23 audit visits at local businesses and a total of 42 direct installs were completed. The Refrigerated Load Program has completed refrigeration efficiency upgrades at 8 businesses with an additional

2 businesses approved and ready to start upgrades.

Water Rebates

From July 2024 through August 2024, five commercial accounts removed 53,000 square feet of turf with a rebate total of \$102,230; these projects represent annual water savings of 2,245,201 gallons.

EDUCATION DETAIL

Family STEAM Day was held on August 22, 2024 at the main library. Students and their families were able to put electricity circuits together, do an oil spill clean-up activity, and create windmill blades.

The education team created and piloted a new class: Electricity and Magnetism: The Dynamic Duo and taught to 6 third grade classes at Mark Twain Elementary School. It was a successful class and will now be promoting to other schools.

The education team has started scheduling classes for the new school year. Materials have been purchased for the first half of the school year and will be used in classroom settings for hands-on activities.

COMMUNICATIONS DETAIL

Email Communications

- Residential email sent on 8/23. Content included: Energy Star Rebates, Soaker Hose Rebate, ESAP, Heat Pump and Air Conditioning Rebate, Waterwise Workshops, Riverside Alerts.
 - i. 77,500 emails sent
 - ii. 42,500 emails opened by customers
- Commercial email sent on 8/29. Content included: Energy Star Rebates, Riverside Alerts, Irrigation Controller Rebate, Waterwise Workshops.
 - i. 5,000 emails sent
 - ii. 3,300 emails opened by customers

In-Person Events

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

- 8/03 – Alvord USD Resource Workshop, La Sierra School
- 8/06 – National Night Out, 4pm-8pm, City Hall Breezeway
- 8/22 – Family STEAM, 2pm-5pm, Main Library

Social Media Outreach

Key social media posts during the month of August 2024:

- 8/01 – Cooling Centers
- 8/02 – Heat Pump and AC Rebates
- 8/05 – 311 App
- 8/06 – Turf Replacement Program
- 8/07 – Water Quality Report

- 8/08 – Bulky Item Pick-Up Event
- 8/08 – City Hat Day
- 8/09 – STEAM Day
- 8/12 – Refrigerator Recycling Program
- 8/13 – Free Soaker Hose
- 8/14 – Rotating Nozzle Rebate
- 8/15 – Outage Map
- 8/16 – STEAM Day
- 8/17 – All Day Every Day
- 8/20 – Spot a Scam
- 8/21 – Landscape Workshop
- 8/22 – STEAM Day
- 8/23 – Energy Star Rebates
- 8/23 – Staff Twin Day
- 8/23 – 311
- 8/26 – Website Maintenance
- 8/28 – SHARE
- 8/29 – Landscape Workshop
- 8/30 – Tree Power program
- 8/31 – Energy Savings Assistance Program

UPCOMING EVENTS – NOVEMBER

- 11/2-3 – Dia de Los Muertos, White Park
- 11/9 – Veterans Parade, Downtown Riverside
- 11/16 – Martin Luther King Band Review, Van Buren and Orangecrest
- 11/19 – Salute to Veterans parade, TBD

Back of Bill messaging for November

- Ways to Save – Energy and Water Rebates

RPU - COMMUNITY ENGAGEMENT EVENTS GALLERY

8/3/24 AUSD Back to School, La Sierra High School



8/6/24 National Night Out, City Hall Breezeway



8/20/24 Chamber of Commerce Presentation, Hunter Park

