



RIVERSIDE PUBLIC UTILITIES

Board Memorandum

BOARD OF PUBLIC UTILITIES

DATE: MAY 13, 2024

GENERAL MANAGER'S REPORT

CUSTOMER ENGAGEMENT PROGRAM UPDATES THROUGH MARCH 2024

Customer Engagement electric programs are funded by Assembly Bill (AB) 1890, 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 Water Conservation Surcharge, a 1.5% charge on water bills, funds water conservation rebates, education, and outreach programs.

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 energy efficiency and water conservation for customers and the wider community.

CUSTOMER ENGAGEMENT MARCH 2024 HIGHLIGHTS

Residential

- A. Sharing Households Assist Riverside's Energy (SHARE) program assisted 3,780 customers from July 2023 through March 2024 totaling \$945,000.
- B. Energy Savings Assistance Program (ESAP) assisted 266 customers from July 2023 through March 2024 and expended \$224,644.07.
- C. Electric Vehicle (EV) Rebate Program has processed a total of 56 applications.

Commercial

- A. Processed 66 large commercial rebates from July 2023 through March 2024 for a total of \$197,569.23 and 2,493,811.70 kWh saved.
- B. Small Business Direct Install Program vendor Richard Heath & Associates completed 58 direct installs.

Education

- A. Continued water and energy conservation classes
- B. Attended two UCR Grad Slams events
- C. Purchased and constructed materials for Earth Day
- D. Second Family STEAM Day at Orange Terrace Library

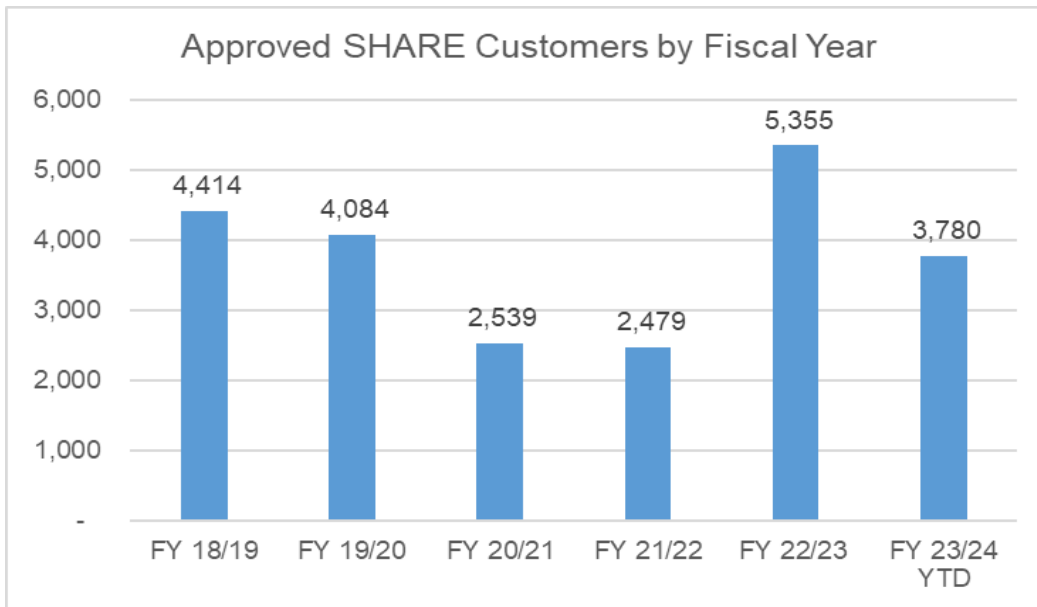
Communications

- A. Reviewed the latest round of sponsorship requests; approving 14 requests
- B. Worked with Office of Communications creating light pole banners for All Day Every Day
- C. Customer email to residents sent on 3/14.
- D. Commercial email sent on 3/12.
- E. Tree Power back-of-bill messaging/postcard coupon for e-bill customers.

RESIDENTIAL DETAIL

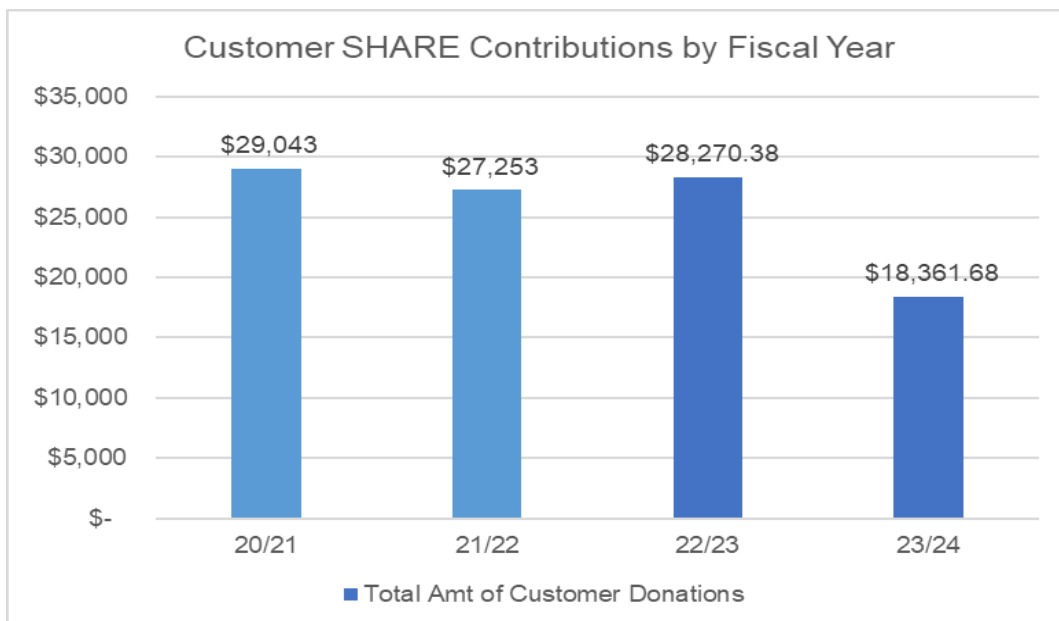
Sharing Households Assist Riverside’s Energy - SHARE PROGRAM

The Sharing Households Assist Riverside’s Energy (SHARE) program assisted 3,780 customers from July 2023 through March 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 \$31.00 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 2023 through March 2024, the program has benefitted 266 homes in the RPU service area, expending a total of \$224,644.07. The program helps customers access a range of efficiency measures such as A/C tune-ups, LED lightbulbs, Wi-Fi thermostats, and HVAC motor upgrades as the most popular. Beginning January 2024, a new measure for whole house fans was introduced, and from January 2024 through March 2024, 70 customers have benefited.

Residential Rebates

From July 2023 through March 2024 a total of 2,172 residential energy rebates were processed, for a total rebate benefit of \$333,101.66

Residential Devices	Participation	RPU Expenditures
Air Conditioning	317	\$171,765.48
Energy Star	805	\$66,207.32
Pool Pump	70	\$14,000.00
Tree Power	526	\$20,921.27
Weatherization	239	\$41,757.59
Recycling	215	\$18,450.00
Energy Rebate Total	2,172	\$333,101.66

From July 2023 through March 2024 the Used Electric Vehicle (EV) Rebate Program has approved 56 rebate applications for a total of \$62,999.00. The EV Charger Rebate Program has approved 57 rebates for a total of \$25,370.20.

Water Efficiency Programs

In June 2004, RPU adopted the 10-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 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.

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 2023 through March 2024 a total of 206 residential water rebates were processed with total payout (RPU/MWD) of \$273,898.

Residential Devices & Turf	Participation	RPU Expenditure	MWD Expenditure
Flow Monitor/Leak Detection Device	4	\$300	\$400
High-efficiency Clothes Washer (HECW)	88	-	\$7,480
Hose Bib Irrigation Controller	1	\$15	\$35
Rain Barrels	1	-	\$70
Residential Premium HET (from 1.6 gpf toilet)	5	-	\$280
Residential Turf Removal (per square foot)	41	\$94,701	\$156,382
Rotating Nozzles	2	\$237	\$158
Weather-based Irrigation Controllers (WBIC/WBICLL)	64	\$6,960	\$11,520
Water Efficiency Total	206	\$102,213	\$176,325

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 up to \$300 of irrigation equipment. From July 2023 through March 2024, 217 customers have been assisted and 254 are scheduled.

Commercial Turf Replacement

Riverside HOA, Los Amigos, replaced 30,000 square feet of turf with climate-appropriate landscaping and received a \$75,000 rebate. The conversion of turf will save RPU 1,270,000 gallons per year, which furthers efficiency efforts for commercial customers.



COMMERCIAL DETAIL

From July 2023 through March 2024, a total of 66 commercial rebates were processed (2 performance-based incentive, 26 lighting, 29 air conditioning, 6 weatherization, and 3 energy star) with a total payout of \$197,569.23 and a kWh savings of 2,493,811.70.

In March 2024, the Small Business Direct Install and Outdoor Lighting Program conducted 31 audit visits at local businesses and a total of 58 direct installs were completed. The Refrigerated Load Program has completed refrigeration efficiency upgrades at 12 businesses with an additional 13 businesses approved and ready to start upgrades.

EDUCATION DETAIL

In March, the education team taught 21 water conservation classes to 546 students at three schools and three water pollution classes to 69 students at two schools. They provided 28 electricity class to 840 students at two schools.

On March 7th, the team attended UCR's GRAD SLAM and connected with graduate students and the Office of Sustainability; on March 8th attended day 2 of GRAD SLAM connecting with students in conservation and climate change.

On March 21st, the second successful STEAM Day Event was held at the Orange Terrace Library. There were more than 60 people at the event and there was an opportunity to connect with at some home school organizations for potential classes next school year.

COMMUNICATIONS DETAIL

Email Communications

- Customer email to residents sent on 3/14. Content included: Tree Power, Insect Fair/Earth Day, Job Opportunities, Hose Bib Program, Canyon Booster Station, 20th Anniversary of 311 App, Groundwater Awareness Week, Women's History Month.
 - i. 78,000 emails sent
 - ii. 42,000 emails opened by customers
- Commercial email sent on 3/12. Content included: Tree Power, Water Savings Incentive Plan, Insect Fair/Earth Day, Canyon Booster Station, 20th Anniversary of 311 App, Groundwater Awareness Week, Hose Bib Program.
 - 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 March 2024:

- 3/9 – Truck-a-Palooza
- 3/13 - Janet Goeske Senior Center's Monthly Utility Assistance Programs Visit
- 3/16 - Spring Eggstravaganza
- 3/21 - Family STEAM Day
- 3/23 – Miracle The Polar Bear's Easter Egg Hunt

Social Media Outreach

Key social media posts during the month of March 2024:

- 3/01 – Free Shade Tree
- 3/05 – Canyon Crest Booster Station
- 3/06 – Truck-a-Palooza Event
- 3/06 – 311 20 Year Anniversary
- 3/08 – STEAM Event

- 3/08 – International Women’s Day
- 3/11 - 311 Appreciation
- 3/13 – Groundwater Awareness Week
- 3/14 - STEAM Event
- 3/15 – High Winds Warning
- 3/15 – ESAP Program
- 3/16 – Free Shade Tree
- 3/17 – Happy St. Patrick’s Day
- 3/19 – STEAM Day
- 3/20 – Heat Pump Rebate
- 3/21 – Turf Replacement Rebate
- 3/22 – Easter Events
- 3/22 – Free Shade Tree
- 3/24 – Cesar Chavez Day
- 3/26 – Paperless Billing
- 3/28 - Rotating Sprinkler Nozzles
- 3/29 - Rebates for Food Steamers and Ice Machines
- 3/30 - Energy Rebates
- 3/31 - Happy Easter

UPCOMING EVENTS - JUNE

- 6/12 - Janet Goeske Senior Center’s Monthly Utility Assistance Programs Visit

Back of Bill messaging for June

- AC Tips

RPU - COMMUNITY ENGAGEMENT EVENTS GALLERY

3/9/24 Truck-a-Palooza, Mission Inn Ave



3/16/24 - Spring Eggstravaganza, Ryan Bonaminio Park with City Manager



3/21/24 - Family STEAM Day, Orange Terrace Community Center



3/23/24 – Miracle The Polar Bear’s Easter Egg Hunt, North Park



All Day Every Day Street Banners

Located at Customer Resource Center - CRC



Located near La Colina Substation



Located near UOC

