



RIVERSIDE PUBLIC UTILITIES

Board Memorandum

BOARD OF PUBLIC UTILITIES

DATE: JANUARY 10, 2022

GENERAL MANAGER'S REPORT

Customer Engagement Program Updates through November 2021

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 has had maintained momentum while following the City's COVID safety protocols. Outreach continues and interest in programs and rebates has remained steady. Education and STEM PULL programs have continued albeit in a new, virtual format, which have been well attended.

Customer Engagement Highlights

Residential Highlights

- A. Sharing Households Assist Riverside's Energy (SHARE) program assisted 1,616 customers July – November 2021 totaling \$505,790
- B. Emergency Recovery Assistance Program (ERAP) from July 2021 through November 2021, approved 359 applications and \$143,468 in assistance
- C. RPU processed a total of 127 water rebates in collaboration with regional stakeholder Municipal Water District.
- D. New Electric Vehicle (EV) Rebate Program processed 24 applications with \$11,102 for customer benefits

Commercial Highlights

- A. Processed a total of 27 commercial electric rebates
- B. New construction rebates for the Cheech Marin Center for Chicano Art

Educational Highlights

- A. Planning and preparation efforts for Earth Month 2022
- B. Science, Technology, Engineering, Math (STEM) Public Utilities Learning Lab (PULL) planning meetings have begun
- C. Contacted high schools to encourage entry to essay contest before deadline – December 21, 2021

Communications Highlights

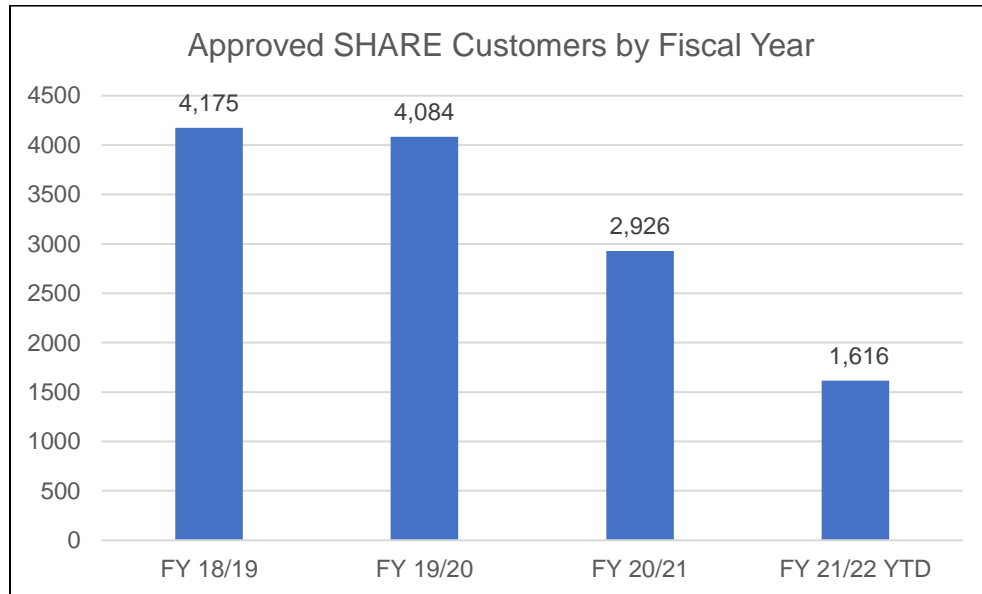
- A. Consistent in-person outreach efforts
- B. Significant translation efforts including application forms and website

- C. Ongoing development of RPU website – expected launch Winter 2022
- D. Initiated Self-generation outreach program – Introduction to Chamber of Commerce

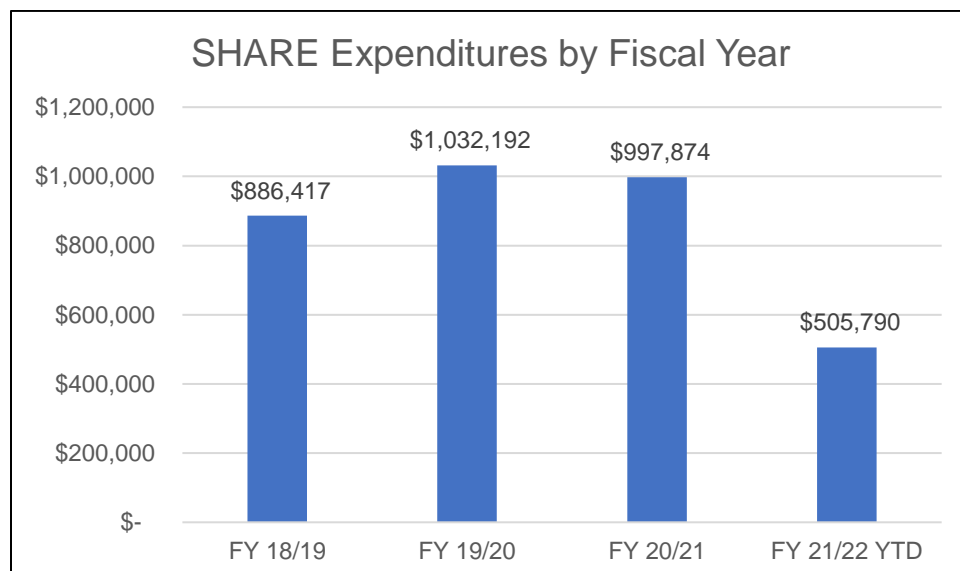
RESIDENTIAL

Sharing Households Assist Riverside's Energy - SHARE PROGRAM

The Sharing Households Assist Riverside's Energy (SHARE) program assisted 1,616 customers through November 2021.

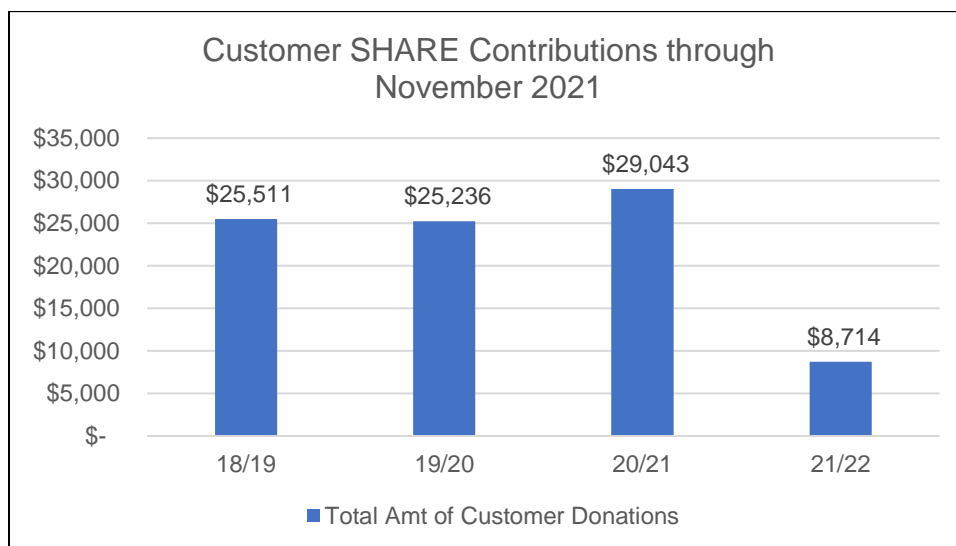


On March 8, 2021, the Board approved an increase to the emergency/deposit assistance from \$150 to \$250. Approximately 1,548 customers that received the \$150 from March 1, 2020 to March 31, 2021 received a retroactive \$100 credit. On August 3, 2021 the City Council approved the third SHARE monthly electric increase from \$15.00 to \$15.50 and the monthly water increase from \$2.75 to \$3.00.



SHARE Customer Donations

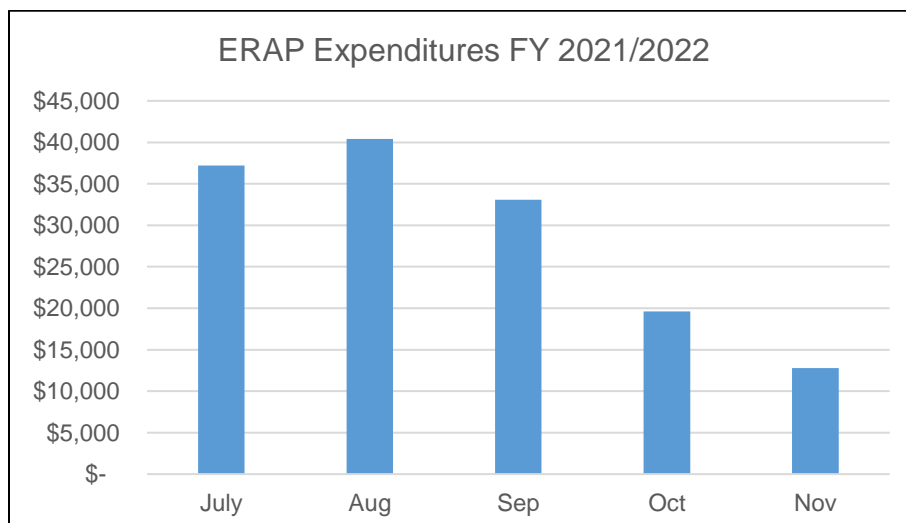
RPU customers can donate to the SHARE program and the average customer donation is \$28.00 per year. Customer donations are promoted through back of utility bill, social media, and customer outreach. From July 1, 2021 through November 30, 2021 customers have donated a total of \$8,714 and have provided emergency/deposit assistance to 36 customers.



Emergency Recovery Assistance Program – ERAP Program

The Emergency Recovery Assistance Program (ERAP) was created to assist residential electric customers who have been unemployed, furloughed or experienced a reduction in work hours due to COVID-19. ERAP launched on May 20, 2020

From July 2021 through November 2021, 358 applications have been approved and \$143,068 has been expended. Since the launch of the program, over 5,100 customers have received ERAP assistance.



Residential Rebates

From July 2021 through November 2021, a total of 1,532 residential energy rebates were processed for a total rebate benefit of \$302,769.06.

Residential Devices	Participation	RPU Expenditures
Air Conditioning	254	\$172,675.00
Energy Star	697	\$58,375.00
Pool Pump	49	\$9,800.00
Tree Power	126	\$10,498.18
Weatherization	178	\$30,070.88
Recycling	228	\$21,350
Energy Rebate Total	1532	\$302,769.06

The Electric Vehicle Rebate Program was approved by the Board of Public Utilities on August 9, 2021 and by the City Council October 12, 2021 and has had great participation with 24 processed rebates valued at \$11,102.

RPU's water rebate programs are processed through 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 certain water conservation measures.

Currently, RPU pays an additional rebate for weather-based irrigation controllers, high efficiency sprinkler nozzles, and turf removal projects. From the beginning of the fiscal year to December 2021, a total of 127 residential water rebates were processed with total payout of \$97,194.

Residential Devices	Participation	RPU Expenditure	MWD Expenditure
High Efficiency Clothes Washer (HECW)	41	\$0.00	\$3,485.00
Residential Cistern Large	1	\$0.00	\$300.00
Residential Cistern Medium	1	\$0.00	\$300.00
Residential Premium HET (from 1.6 gpf toilet)	3	\$0.00	\$120.00
Residential Turf Removal (per square foot)	9	\$13,703.00	\$27,406.00
Rotating Nozzle	3	\$432.00	\$288.00
Weather Based Irrigation Controller (WBIC) (each < acre)	69	\$8,280.00	\$42,880.00
Water Conservation Total	127	\$22,415.00	\$74,779.00

COMMERCIAL

From July 2021 through November 2021, a total of 27 commercial energy rebates (1 weatherization, 20 HVAC, 6 energy star) were processed for a total rebate payout of \$215,907.70 and an energy savings of 2,342,605 kWh.

Public Utilities is currently working with the General Services Department on New Construction Rebates for The Cheech Marin Center for Chicano Art, Culture & Industry at the old Main Library. Incentives for Lighting, HVAC and Cool Roof expected to be approximately \$70k+.

EDUCATION

Following the success of the 2021 Earth Day celebrations, the Education team has initiated a suite of meetings in late Fall to begin planning activities and content in readiness for Earth Day 2022.

The virtual learning platform continues to see an increased number of student participants. As a result, the number of classes offered will be increased over the coming months. This teaching format has proved to be such a success that it will be used as a hybrid model with the STEM Public Utilities Learning Labs program. Discussions are underway to determine the format and content of the program for 2022.

December 30, 2021 marked the deadline of the high school essay contest, which focused on the sustainability element of the City's Strategic Plan. The team will review the 2021 submissions and announce winners as part of the 2022 Earth Day celebration.

COMMUNICATIONS

During the month of November, the CE Team participated in the following in-person events:

- Mujeres Activas en La Salud (MAS) Meeting- Riverside Community Health Foundation (11/18/21)
- Greater Riverside Chamber of Commerce (GRCC) Economic Development Council (11/30/21)

Key events attended in December 2021 will be highlighted in the next Manager's Report.

The CE Team continues to improve accessibility and has translated a range of materials and application forms from English to Spanish.

Key social media posts made in November 2021 include:

- November 3, 2021 - Water Quality Report
- November 4, 2021 - Electric Vehicle Rebates
- November 5, 2021 - PSPS Reminder
- November 17, 2021 - Utilities Scam Reminder
- November 24, 2021 - Thank You to RPU Team

Back of Bill messaging in November 2021 included:

- New Electric Vehicle Rebates
- SHARE/Assistance programs
- Riverside Alert

A comprehensive Outreach Campaign to involve businesses and residents in conversations about proposed changes to the current NEM (Net Energy Metering) Program, proposed to be the Self-Generation program, have begun. The planned outreach includes a series of meetings with the Riverside Chambers of Commerce, Builders Industry Association, business partnerships, residents, and local solar providers. Outreach efforts include meetings, bill inserts, social media, back of bill messaging, and other channels.

With the launch of the new RPU website, translation options that mirror those on the City's website, will allow users to convert the webpage into over 100 languages. RPU continues to explore opportunities to incorporate additional language and digital formats to allow for communication in ASL, larger font, braille, and browse aloud features. Through the incorporation of new tools, RPU enables and empowers the community to participate in an cohesive and inclusive engagement process.