



RIVERSIDE PUBLIC UTILITIES

Board Memorandum

BOARD OF PUBLIC UTILITIES

DATE: SEPTEMBER 12, 2022

GENERAL MANAGER'S REPORT

CUSTOMER ENGAGEMENT PROGRAM UPDATES THROUGH JULY 2022

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 provides and processes a robust and diverse range of assistance and rebate programming; the team also conducts significant education and outreach to support these programs, as well as energy efficiency and water conservation messaging for customers and the wider community.

CUSTOMER ENGAGEMENT JULY 2022 HIGHLIGHTS

Residential

- A. Sharing Households Assist Riverside's Energy (SHARE) program assisted 402 customers in July 2022 totaling \$133,897.
- B. Energy Savings Assistance Program (ESAP) assisted 115 customers in July 2022 and expended \$65,080.
- C. Emergency Recovery Assistance Program (ERAP) in July 2022, approved 39 applications and \$15,600 in assistance.
- D. Electric Vehicle (EV) Rebate Program applications are currently being processed into the new FY 22-23.

Commercial

- A. In July 2022, commercial rebates remain in pending status and will be finalized for payout in the upcoming weeks.

Education

- A. Education program collaborated with Park & Rec Splash Camp for a day at the Garden.
- B. STEM PULL was a success with the highest number of in-person attendees to date.
- C. Planning for the 2022-2023 School Year has begun.

Communications

- A. Hosted Greater Riverside Chambers' Good Morning Riverside event on 7/14 to share

drought and summer energy outlook messaging

- B. Continued ReStart program campaign
- C. Continued drought messaging with “Don’t Doubt the Drought” campaign
- D. Began outreach to community organizations to promote our Summer Speakers Bureau to discuss the drought, the summer energy outlook, and Riverside’s Carbon Neutrality plans
- E. Email to customers on 7/27 - Last Call to Sign Up for ReStart program

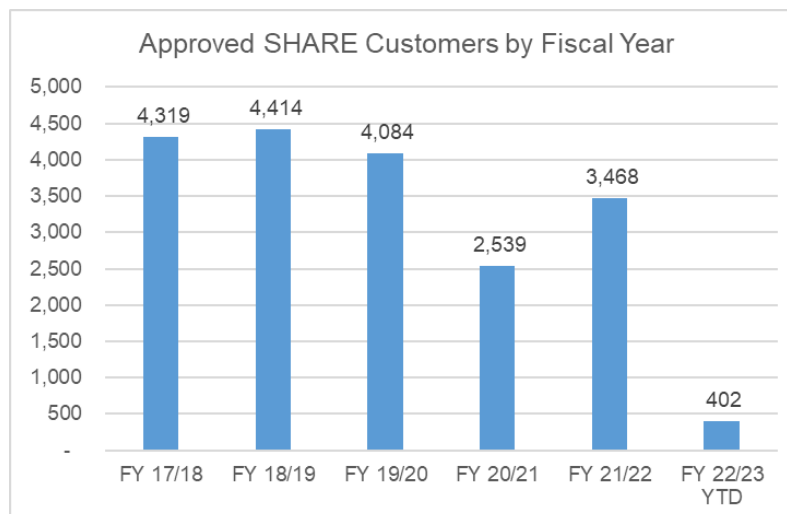
New and Emerging Programs

- A. ReStart program began June 1st which is helping customers who are behind on their bills due to COVID.
- B. Board and Council approved an increase in SHARE qualification to 250% of Federal Poverty Guidelines and increased monthly assistance to \$16 electric and \$3.25 water, effective July 1, 2022.
- C. Low-Income Home Water Assistance Program (LiHWAP) – Program enrollment was accepted with California Department of Community Services & Development (CSD) and Community Action Partnership of Riverside County (CAP).
- D. Community Action Partnership of Riverside County (CAP), is now present at the Casa Blanca Customer Resource Center (CRC) on Tuesdays and Thursdays 3 p.m. to 5 p.m. In the upcoming month the hours will likely be extended. Through the month of July, CAP representatives have assisted a total of 102 walk-in customers at the CRC center.
- E. Effective July, CRC representatives will temporarily expand program outreach and will be located at the Downtown Customer Service Center on Saturdays from 8:30am-12:30pm.
- F. CE Team is shaping a comprehensive study the equity of CE programs with consideration of a community needs assessment. Meeting with community partners, CBU, UCR, and others to take this work forward.

RESIDENTIAL DETAIL

Sharing Households Assist Riverside’s Energy - SHARE PROGRAM

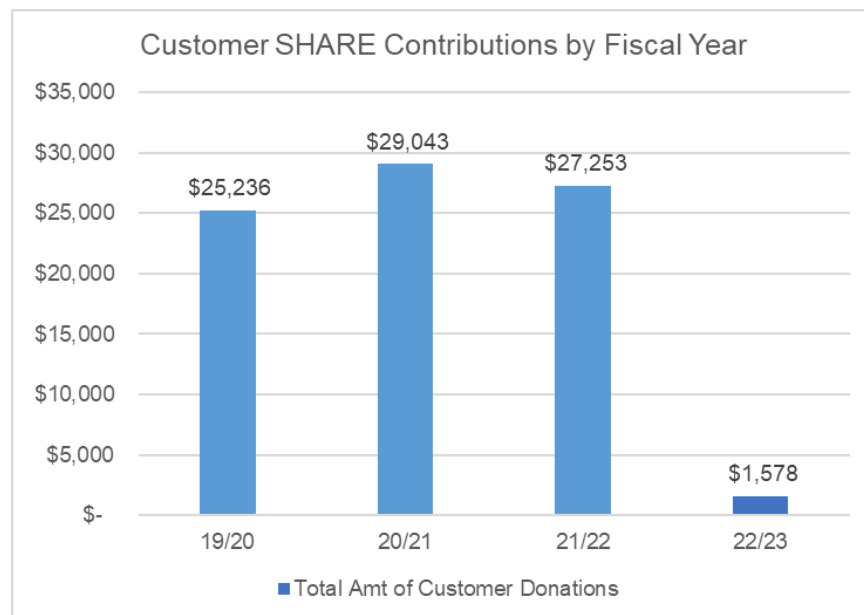
The Sharing Households Assist Riverside’s Energy (SHARE) program assisted 402 customers in July 2022.



On May 17, 2022, City Council approved the fourth yearly SHARE enhancement increase for electric and water monthly credits. Effective July 1, 2022, electric monthly credits will increase from \$15.50 to \$16.00, and water monthly credits increase from \$3.00 to \$3.25. In addition to the monetary increase, the qualification criteria were also increased from 200% federal poverty guidelines to 250%, meaning that a family of 4 can have a household income of up to \$69,375 or less to qualify for SHARE.

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. Through July 2022, customers have donated a total of \$1,578 and have provided emergency/deposit assistance to six customers.



Energy Savings Assistance Program (ESAP)

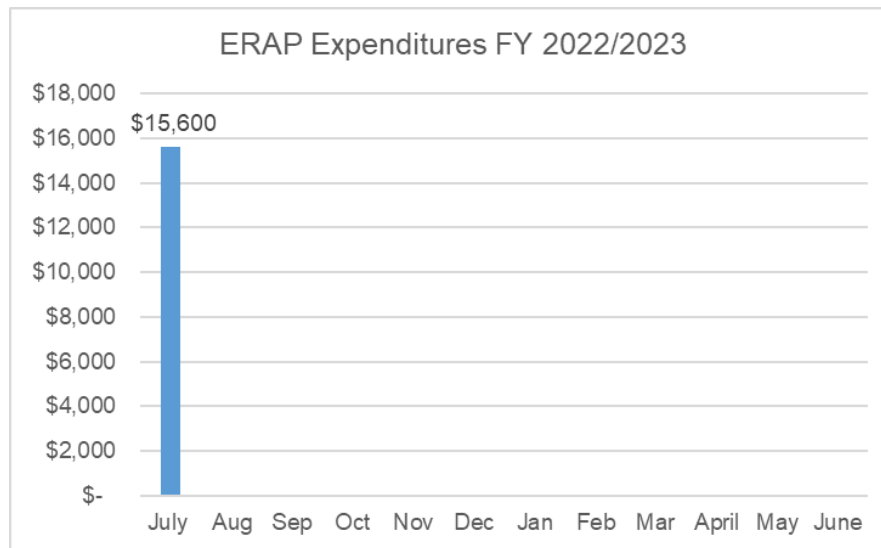
ESAP was created to help low-income renters and homeowners with energy-savings home improvements at no-cost; however, the program was put on hold due to the COVID-19 pandemic. The ESAP agreement has been amended and restated with SoCal Gas and was approved by Board on January 24, 2022, and by City Council on February 8, 2022.

In July 2022, the program benefitted approximately 115 homes in the RPU service area, expending a total of \$65,080. The program continues to help our customers with installation of measures to improve energy savings such as A/C tune-ups, LED lightbulbs, and ECM HVAC motor upgrades as the most popular.

Emergency Recovery Assistance Program (ERAP)

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 and will end 90 days after the City is no longer under the present Emergency declaration.

In July 2022, 39 applications were approved and \$15,600 was expended on the program.



Low-Income Home Water Assistance Program (LiHWAP)

LiHWAP is a temporary emergency program that helps low-income families with assistance on past due water and sewer bills. Program enrollment was accepted with California Department of Community Services & Development (CSD) and Community Action Partnership of Riverside County (CAP) for program implementation in June 2022. Since the launch of the program, LiHWAP has assisted 59 customers and \$31,107.81 has been paid in past due water and sewer bills.

Residential Rebates

In July 2022 a total of 404 residential energy rebates were processed for a total rebate benefit of \$39,306.69.

Residential Devices	Participation	RPU Expenditures
Air Conditioning	25	\$1,650.00
Energy Star	153	\$11,825.00
Pool Pump	16	\$3,200.00
Tree Power	123	\$10,844.64
Weatherization	44	\$7837.05
Recycling	43	\$3,950.00
Energy Rebate Total	404	\$39,306.69

On August 9, 2021, the Board of Public Utilities voted to recommend that the City Council approve the Electric Vehicle Rebate Program, and on October 12, 2021, this item was unanimously approved by the City Council. Electric Vehicle (EV) Rebate Program applications are currently being processed into the new FY 2022-23.

Currently the water rebates for the month of July are under review by the department and will be discussed in the upcoming months.

COMMERCIAL DETAIL

In July 2022, commercial rebates remain in pending status and will be finalized for payout in the

upcoming weeks.

Account management staff continues to work with key accounts on summer readiness and the Power Partners program to help with potential high summer loads and possible CAISO resource shortfalls. In addition, account management staff is reaching out to key accounts and commercial customers regarding drought restrictions and organizing virtual informational meetings with key accounts to address customer specific needs and questions.

EDUCATION DETAIL

The Education program collaborated with Villegas Park Splash Camp on July 28. 45 Students attended and learned about where the City of Riverside gets its water and how to conserve it.

STEM PULL was a success; students were engaged in workshops on engineering, wind energy, and able to speak to many water field and lineman workers. RPU also collaborated with Elsinore Valley Water District and took a tour of their Back Basin Water Treatment plant.

The Education team is starting to prepare virtual classes for the 2022-2023 school year.

COMMUNICATIONS DETAIL

Below are the in-person events the CE Team participated in during the month of July 2022:

- 7/01 - Goeske Independence Day BBQ
- 7/06, 7/13, 7/20, 7/27 – Concerts in the Park
- 7/09 - Miracles and Dreams Foundation Backpack Giveaway and Resource Fair
- 7/13 - RUSD Back to School Resource Fair
- 7/13 - Janet Goeske Center - Monthly onsite utility assistance
- 7/14 - Good Morning Riverside event
- 7/27 - 2nd Annual NAACP Breaking Bread Unity Event
- 7/28 - Villegas Summer Camp
- 7/28 - EDA Workforce - Monthly onsite utility assistance
- 7/30 - Arlanza Elementary School Health and Wellness Fair

Key social media posts during the month of July 2022 include:

- 7/05 - Outage tips
- 7/07 - SHARE program, change in income eligibility level
- 7/10 - Thank a Lineworker
- 7/12 - Start of STEM Learning Labs
- 7/18 - Outage tips
- 7/19 - Flex Alerts
- 7/20 - Saturday hours at Downtown Customer Service Center
- 7/25 - Restart program

Back of Bill messaging for July included:

- Energy saving tips

In July, the CE Team continued to promote the Restart program and other assistance programs

ahead of the upcoming resumption of utility shut-offs. Other messaging included water conservation and drought education, as well as outage tips ahead of the summer heat. In addition, the CE team began outreach to community organizations to offer presentations on three key topics: Drought, Summer Energy Outlook, and Riverside's Carbon Neutrality plans.