



RIVERSIDE PUBLIC UTILITIES

Board Memorandum

BOARD OF PUBLIC UTILITIES

DATE: NOVEMBER 14, 2022

GENERAL MANAGER'S REPORT

CUSTOMER ENGAGEMENT PROGRAM UPDATES THROUGH SEPTEMBER 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 SEPTEMBER 2022 HIGHLIGHTS

Residential

- A. Sharing Households Assist Riverside's Energy (SHARE) program assisted 1,996 customers from July through September 2022 totaling \$555,039.
- B. Energy Savings Assistance Program (ESAP) assisted 382 customers from July through September 2022 and expended \$206,897.48.
- C. Emergency Recovery Assistance Program (ERAP) from July 2022 through September 2022, approved 163 applications and \$65,200 in assistance.
- D. Electric Vehicle (EV) Rebate Program processed from July 2022 through September 2022 a total of 11 applications with \$6,354.00 for customer benefits.

Commercial

- A. Processed a total of 8 large commercial rebates from July 2022 through September 2022 for a total of \$53,803.51 and a kWh savings of 709,110.75.

Education

- A. Essay Contest has opened and ready to promote.
- B. Education Team has visited schools and scheduled lessons.

Communications

- A. Mailed letters to Utilicare customers reminding them to reapply.
- B. Created a bilingual 'Assistance Programs' flyer to share at customer counters and distributed

by City Neighborhoods team.

- C. Key messaging for the month included drought and Flex Alerts/energy conservation.
- D. Emails sent to residential customers on 9/2 - Heat Warning | Assistance Programs | Ready Riverside Expo
- E. Emailed residential customers on 9/14 to thank them for doing their part to help save energy during recent heat waves and flex alerts.

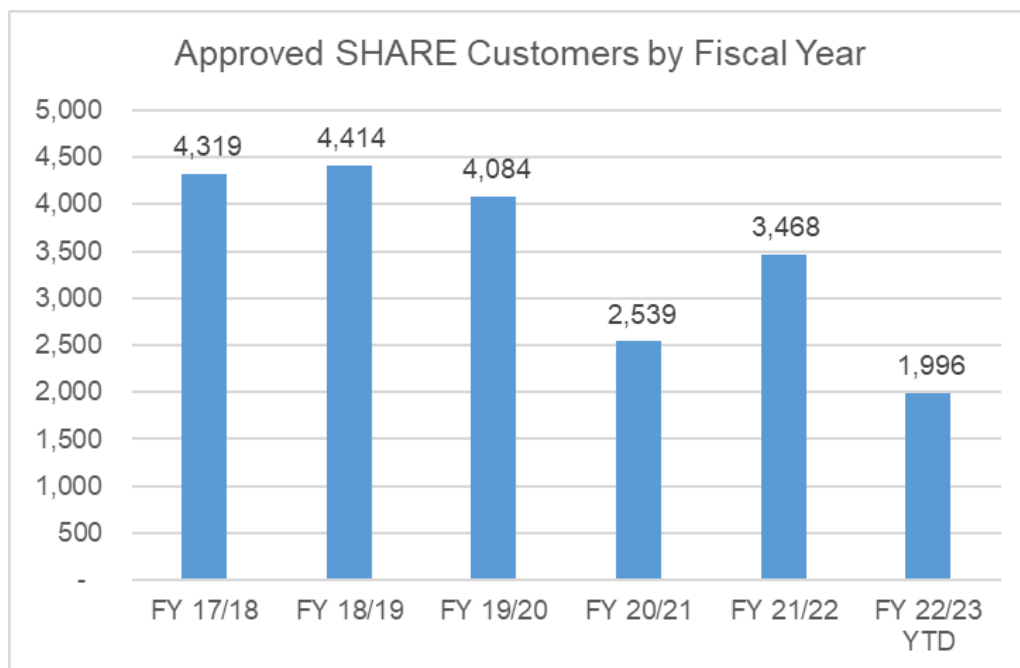
Emerging Programs

- A. Beginning September 2022, Customer Engagement has temporarily expanded program outreach and will be assisting customers at the Community Action Partnership of Riverside County office every Wednesday from 9:00am-5:00pm. Presence has been well received by the community.
- B. Since July 2022, CRC representatives have increased outreach efforts for low-income residents by extending hours on Saturdays at the Downtown Customer Service Center from 8:30am-12:30pm. Customers are taking advantage of the extended hours for assistance.
- C. CE Team is continuing to shape 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

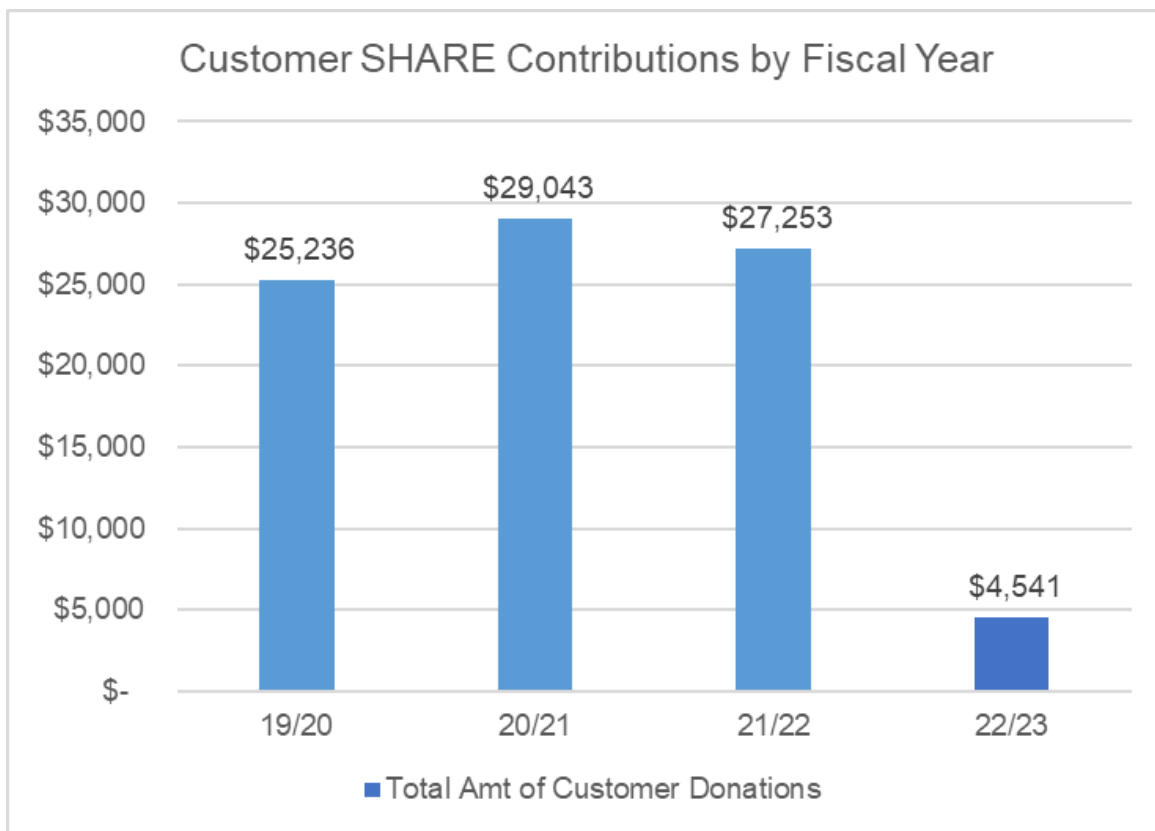
Sharing Households Assist Riverside's Energy - SHARE PROGRAM

The Sharing Households Assist Riverside's Energy (SHARE) program assisted 1,996 through September 2022.



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.



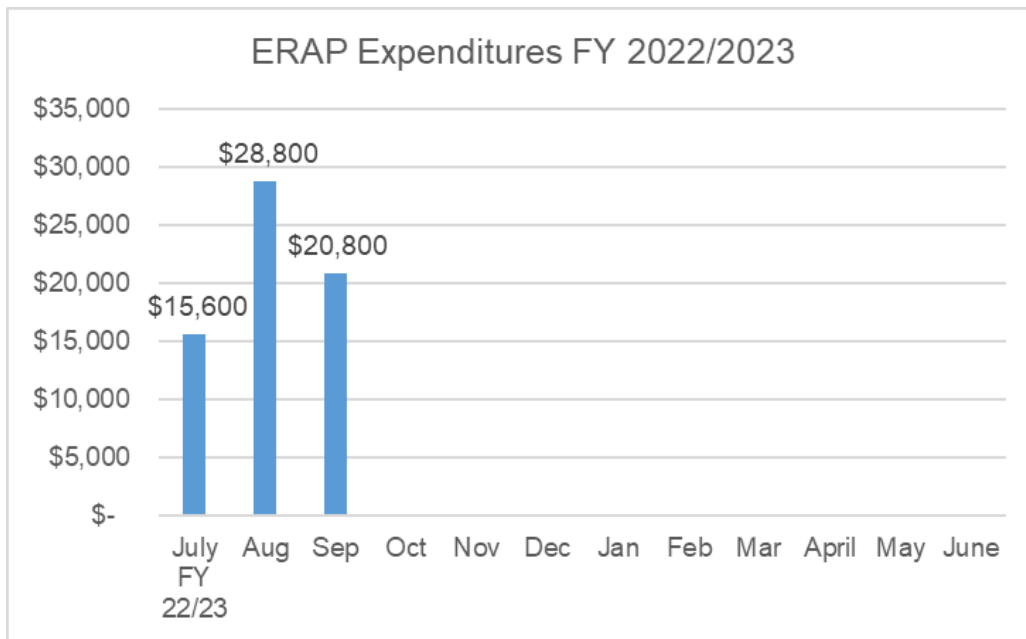
Energy Savings Assistance Program (ESAP)

ESAP was created to help low-income renters and homeowners with energy-savings home improvements at no-cost. From July 2022 through September 2022, the program has benefitted approximately 382 homes in the RPU service area, expending a total of \$206,897.48. The program continues to help our customers with measure installments such as A/C tune-ups, LED lightbulbs, and electronically commutated motors 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.

July 2022 through September 2022, 163 applications have been approved and \$65,200 has been 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) program was implemented June 2022. Since the launch of the program, LiHWAP has assisted 294 customers and \$184,754.71 has been paid in past due water and sewer bills.

Residential Rebates

From July 2022 through September 2022 a total of 1050 residential energy rebates were processed, for a total rebate benefit of \$163,817.64.

Residential Devices	Participation	RPU Expenditures
Air Conditioning	135	\$76,523.41
Energy Star	386	\$30,600.00
Pool Pump	38	\$7,600.00
Tree Power	270	\$18,015.55
Weatherization	117	\$21,578.68
Recycling	104	\$9,500.00
Energy Rebate Total	1050	\$163,817.64

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. From July 2022 through September 2022 the Used EV Rebate Program has approved four rebate applications for a total of \$3,000. The EV Charger Rebate Program has approved seven rebates for a total of \$3,354.

The Board of Public Utilities approved to increase water efficiency rebate programs on July 25, 2022. The report was presented and approved by Council on September 6, 2022. There are now enhancements to the existing water rebates in place and also a number of new water rebates including additional rebates for turf replacement, new residential flow devices, a hose bib irrigation controller and a new tree care program. Participation numbers for these programs will be provided in the coming months.

COMMERCIAL DETAIL

From July 2022 through September 2022, a total of eight commercial rebates were processed (one performance-based incentive, two lighting, one weatherization, and four air conditioning) with a total payout of \$53,803.51 and a kWh savings of 709,110.75.

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 Designs Solutions Essay Contest has been updated on the education website. A flyer and social media posts are currently being produced and will be available for outreach later in the Fall.

Education team has visited over 30 schools and hand delivered letters promoting the school education program. The team has been in contact with many classroom teachers who are very interested in the program and classes are currently being scheduled.

COMMUNICATIONS DETAIL

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

- 9/14 - Janet Goeske Center- Monthly onsite utility assistance
- 9/22 - EDA Workforce- Monthly onsite utility assistance
- 9/24 – Riverside Music and Arts Festival at White Park

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

- 9/1-9/9 - Flex Alerts
- 9/02 - Labor Day closure
- 9/08 - Outdoor water rebates
- 9/12 - Assistance programs
- 9/15 - Thank you to RPU teams
- 9/16 - RPU Assistance program help available at Riverside County Economic Development Agency office
- 9/19 - Utilicare
- 9/21 - Drought – tree watering
- 9/22 - Ready Riverside
- 9/26 - Electric Vehicles
- 9/27 - Drought billboard
- 9/30 - Water conservation

Back of Bill messaging for September included:

- Energy and water rebates

Bill inserts for September:

- Reshape Riverside
- Power Content Label
- Public Works – Food Waste Program