



RIVERSIDE PUBLIC UTILITIES

Board Memorandum

BOARD OF PUBLIC UTILITIES

DATE: MAY 8, 2023

GENERAL MANAGER'S REPORT

CUSTOMER ENGAGEMENT PROGRAM UPDATES THROUGH MARCH 2023

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 MARCH 2023 HIGHLIGHTS

Residential

- A. Sharing Households Assist Riverside's Energy (SHARE) program assisted 5,421 customers from July 2022 through March 2023 totaling \$1,755,625.
- B. Energy Savings Assistance Program (ESAP) assisted 630 customers from July 2022 through March 2023 and expended \$326,871.69.
- C. Emergency Recovery Assistance Program (ERAP) from July 2022 through March 2023, approved 613 applications and \$245,142 in assistance.
- D. Electric Vehicle (EV) Rebate Program processed from July 2022 through March 2023 a total of 61 applications with \$36,947.62 for customer benefits.

Commercial

- A. Processed a total of 47 large commercial rebates from July 2022 through March 2023 for a total of \$153,801.94 and a kWh savings of 2,567,265.69.
- B. In the month of March 2023, the vendor for Small Business Direct Install (SBDI) Program Richard Heath & Associates (RHA) scheduled 5 audit visits.

Education

- A. Continued water cycle and electricity classes.
- B. RPU participated in Career Vehicle Day at Terrace Elementary School.
- C. Education team has continued to plan for Science Technology Engineering Math in Public Utilities Learning Labs 2023 and Middle School Summer Academies.

Communications

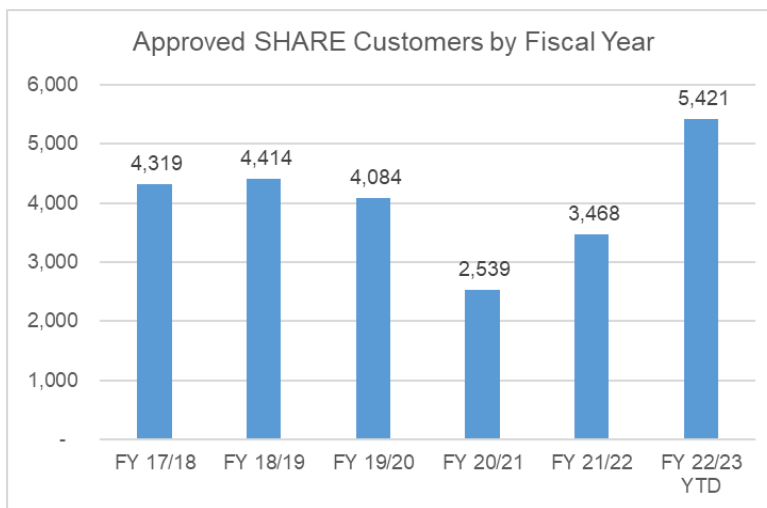
- A. Mailed out Tree Power coupons to paperless billing customers.
- B. Updated Tree Power web page with additional tree care tips.
- C. Delivered tree tags to participating Tree Power nurseries to promote new water rebates.

- D. Held an Irrigation Troubleshooting workshop with Riverside-Corona Resource Conservation District (RCRCD).
- E. Celebrated Women’s History Month with social media posts recognizing contributions made by the women to the energy and water fields
- F. Held an irrigation troubleshooting workshop in partnership with RCRCD on March 25.
- G. Email sent to residential customers on 3/10 - Water Rebates | Assistance programs – ERAP | Women’s History Month | Earth Day/Insect Fair | Investing In Our Future – Streetlight Replacement in Downtown – 74k sent | 46% Unique opens | 2% Unique click rate.

RESIDENTIAL DETAIL

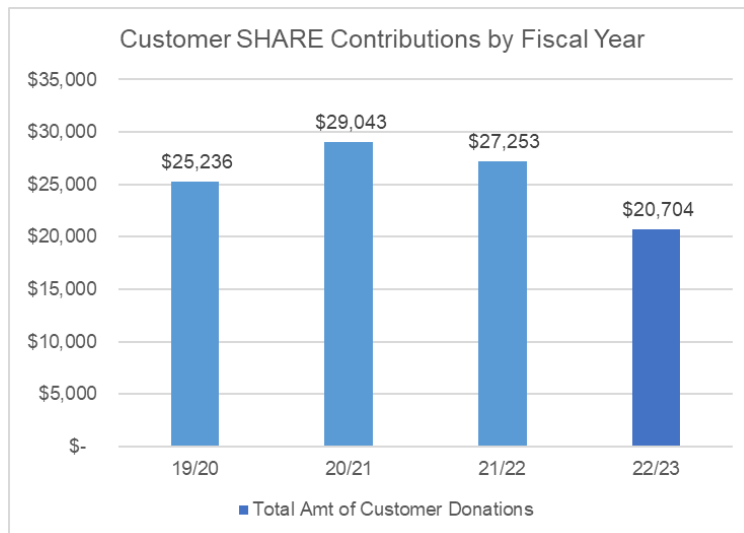
Sharing Households Assist Riverside’s Energy - SHARE PROGRAM

The SHARE program assisted 5,421 through March 2023.



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 per year. Customer donations are promoted through back of utility bill, social media, and customer outreach.



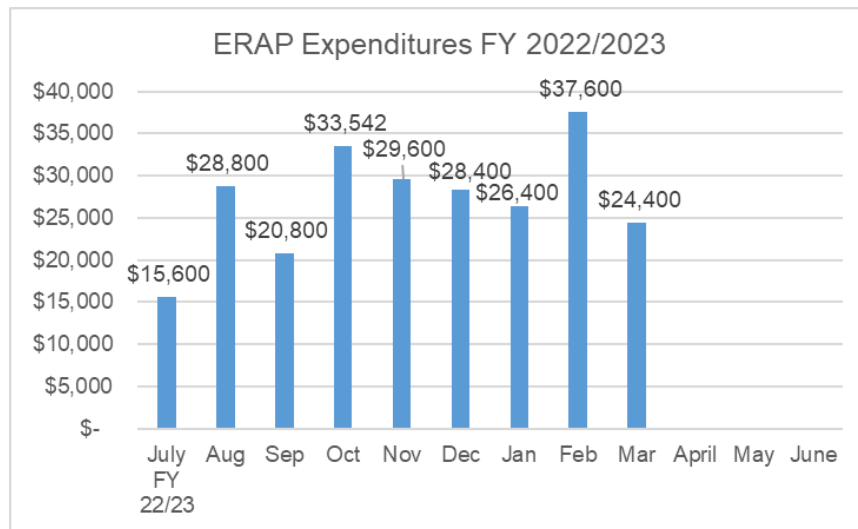
Energy Savings Assistance Program (ESAP)

ESAP was created to help low-income renters and homeowners with energy-savings home improvements at no-cost. From July 2022 through March 2023, the program has benefitted approximately 630 homes in the RPU service area, expending a total of \$326,871.69. The program continues to help our customers with efficiency measures such as A/C tune-ups, LED lightbulbs, electronically commutated motors, and 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 sunset on May 29, 2023.

July 2022 through March 2023, 613 applications have been approved and \$245,142 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), the program was implemented June 2022. Since its launch the, LiHWAP program has assisted 1,444 customers and \$901,504.87 has been paid in past due water and sewer bills.

Residential Rebates

From July 2022 through March 2023 a total of 2,517 residential energy rebates were processed, for a total rebate benefit of \$445,807.86.

Residential Devices	Participation	RPU Expenditures
Air Conditioning	423	\$246,673.85
Energy Star	955	\$76,550.00
Pool Pump	87	\$17,800.00
Tree Power	491	\$25,545.53
Weatherization	285	\$54,338.48
Recycling	276	\$24,900.00
Energy Rebate Total	2,517	\$445,807.86

From July 2022 through March 2023 the Used Electric Vehicle (EV) Rebate Program has approved 34 rebate applications for a total of \$24,593.73. The EV Charger Rebate Program has approved 27 rebates for a total of \$12,353.89.

RPU's water rebate programs are processed via <https://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 1, 2022 to March 31, 2023, a total of 273 residential water rebates were processed with total payout (RPU/MWD) of \$403,519.

Residential Devices	Participation	RPU Expenditure	MWD Expenditure
High Efficiency Clothes Washer (HECW)	108	\$0	\$9,180
Weather Based Irrigation Controllers (WBIC)	60	\$7,200	\$4,800
Rain Barrels	5	\$35	\$245
Residential Premium HET (from 1.6 gpf toilet)	28	\$0	\$1,720
Residential Turf Removal (per square foot)	55	\$139,455	\$236,694
Rotating Nozzle	14	\$2,139	\$1,426
Hose Bib Irrigation Controller	1	\$15	\$35
Water Conservation Total	273	\$148,824	\$254,695

COMMERCIAL DETAIL

From July 2022 through March 2023, a total of 47 commercial rebates were processed (6 performance-based incentive, 11 lighting, 1 weatherization, and 29 air conditioning) with a total payout of \$153,801.94 and a kWh savings of 2,567,265.69.

Beginning March 2023, Richard Heath & Associates (RHA), the vendor for the Small Business Direct Install (SBDI) Program scheduled 5 audit visits for local businesses. On January 10th, 2023, City Council approved a range of consultant administered direct installation services for energy efficiency programs. The programs will assist local businesses with efficiency measures such as outdoor lighting, refrigerated load and beverages storage, and direct installations.

EDUCATION

In March, the team led 8 electricity classes with 280 students, and 24 water cycle classes with 726 students.

RPU participated in Terrace Elementary School's career vehicle day on March 8th where 750 students got to hear all about what RPU linemen do every day and take a tour of bucket trucks.

The team has continued to meet with the Science Technology Education Partnership Foundation among other organizations to plan for the Science Technology Engineering Math in Public Utilities Learning Labs (STEM PULL) program as well as a new middle school summer academy.

COMMUNICATIONS

Below are the in-person events the CE Team participated in during the month of March 2023:

- 3/8 - Terrace Elementary School Vehicle Career Day
- 3/8 - Janet Goeske Center - monthly onsite utility assistance
- 3/11 - Truck a Palooza at the Mission Inn
- 3/24 - Riverside Community College (RCC) Eco Fair and Film festival
- 3/25 - Spring Event at Ismael Villegas Park
- 3/25 - Irrigation Troubleshooting Workshop with the Riverside-Corona Resource Conservation District (RCRCD)

Key social media posts during the month of March 2023 include:

- 3/01 - Women's History Month
- 3/03 - Tree Power
- 3/08 - Save Water Workshop
- 3/09 - Scam Alert
- 3/11 - 311 Day
- 3/14 - Earth Day/Insect Fair Event
- 3/16 - RPU Emergency Recovery Assistance Program
- 3/17 - Women's History Month
- 3/21 - RPU Outage Map
- 3/23 - Save Water Workshop
- 3/27 - Cesar Chavez Day
- 3/29 - Water Conservation/Water Rebates

Back of Bill messaging for March included:

- Paperless Billing

Bill inserts for March included:

- Summer Expo