



Customer Engagement

Electric Conservation Tool

*City Council Meeting
December 6, 2016*

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Legislative History

1. **California Senate Bill 1037** (Kehoe, 2005) report energy efficiency savings to the California Energy Commission annually
2. **California Assembly Bill 2021** (Levine, 2006) establish a 10-year energy savings targets on a triennial basis
RPU has set 10-year EE goal of 1% of retail energy sales
3. **California Senate Bill 350** (De Leon, 2015) establishes annual targets for statewide energy savings

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Customer Engagement Programs

1. Efficiency programs relied on financial incentives (i.e. rebates)
2. Non-financial influences
3. Insights and engagement strategies motivate customers by comparing them with their neighbors
4. Reinforces energy and water efficiency



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Program Benefits

1. Enhance interaction between utility and its customers
2. Educate customers on efficient use
3. Target specific customers with applicable programs through customer segmentation
4. Promote existing rebate programs



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Energy Program

New energy efficiency program to achieve greater kWh savings:

1. Savings harder to achieve due to market saturation
 - a. Flat participation in rebate programs
 - b. Rising program costs (ie. direct installation)
2. Studies show 11% waste due to customer habits
3. Engagement strategies empower customers to manage their energy use

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Water Program

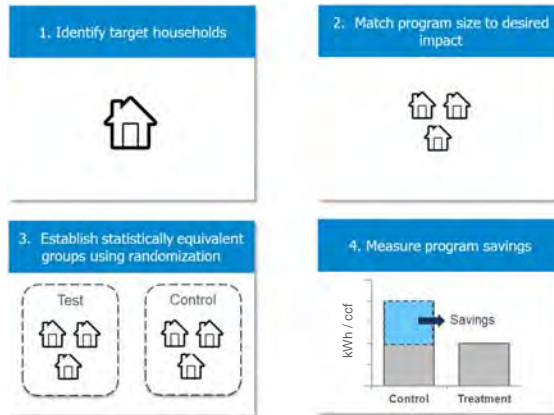
New water efficiency program to achieve greater ccf savings:

1. RPU participating in Department of Water Resources grant funded research project conducted by UC Davis
No cost to RPU for one year
2. WaterSmart Software used for customer messaging on water & energy consumption
3. 15,000 RPU residential customers will receive bi-monthly Home Water Reports

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How Are Savings Calculated?



Source: Oracle / Opower 2016



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Proactively Engaging Customers

Direct mailed reports to customers comparing energy and water usage to similar homes

- Efficient Neighbors
- Specific Customer
- Average Neighbors



Source: WaterSmart 2016

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Proactively Engaging Customers Cont.'

Online Web Portal:

1. View usage
2. Set efficiency goals
3. Track progress
4. Conduct self evaluations on utility usage



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Recommendations

That City Council:

1. Approve the creation of an ongoing Customer Engagement Program for energy efficiency;
2. Approve funding in the amount up to \$250,000 for Fiscal Year 2016-2017 for the Customer Engagement Program for energy efficiency;
3. Authorize City Manager, or his designee, to procure services through Southern California Public Power Authority for the Customer Engagement Program for energy efficiency; and
4. Authorize City Manager, or his designee, to make any minor non-substantive changes to the Customer Engagement Program for energy efficiency.

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