

## Customer Engagement Program

### Electric Conservation Tool

City Council  
June 13, 2017

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## LEGISLATIVE HISTORY

1. **Assembly Bill 1890** (Brulte, 1996) requires 2.85% of electric revenue funds for rebates, low-income, research and development and renewable energy
2. **Senate Bill 1037** (Kehoe, 2005) report energy efficiency savings to the California Energy Commission annually
3. **Assembly Bill 2021** (Levine, 2006) establish a 10-year energy savings target on a triennial basis. RPU has set 10-year EE goal of 1% of retail energy sales
4. **Senate Bill 350** (De Leon, 2015) requires the state to double statewide energy efficiency savings in electricity and natural gas by 2030



2

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## BACKGROUND

### 1. December 6, 2016

City Council approved creation and funding up to \$250,000 for the Customer Engagement Program

### 2. February 21, 2017

- a. City Council received an update on RPU's participation in Southern California Public Power Authority (SCPPA)
- b. Requested City Council approval of SCPPA Task Orders over \$50,000



3

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## BACKGROUND CONTINUED

1. Board and City Council approves all new EE programs, including initial budget prior to implementation
2. If program is above \$50,000, Task Order is approved by Board and City Council to accept services from SCPPA
3. Ongoing annual costs to continue EE programs is included in the Public Benefits Fund Budget, which is approved by Board and City Council

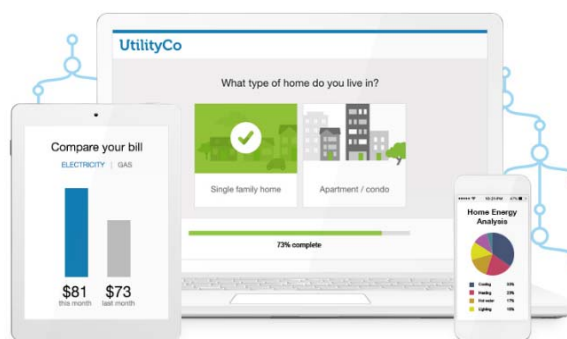


4

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## CUSTOMER ENGAGEMENT PROGRAM

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



Source: Oracle / Opower 2016

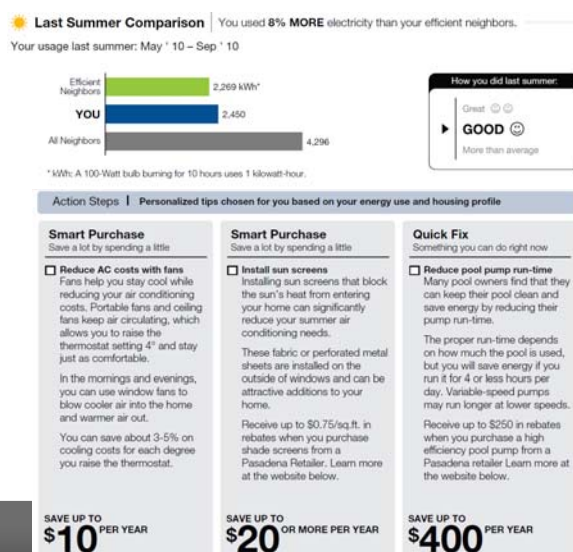


5

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## CUSTOMER ENGAGEMENT PROGRAM CONTINUED

1. Behavioral studies show that human beings are motivated by what they see their neighbors doing
2. Colorful reports are mailed to demonstrate how each resident is doing with energy usage compared to a like grouping of similar homes



## TASK ORDER

1. Task Order between RPU and SCPPA for services from Oracle Inc.
2. One year agreement for \$250,000
3. Seeks to achieve 560 MWh energy savings in program year one
4. Engages 12,000 residential electric customers through:
  - a. Home Energy Reports
  - b. Online Web-Portal
  - c. Energy Savings Tips Library
  - d. Inside Opower Reporting Tool
  - e. Customer Engagement Tracker (Survey)
  - f. RPU Program Branding



7

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## TASK ORDER CONTINUED

1. Savings through SCPPA economies of scale pricing  
– **\$12,000 (5% discount)**
2. Savings through negotiated "Strategic Partner Discount"  
– **\$39,000 (15% discount)**



8

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## RECOMMENDATIONS

That the City Council:

1. Approve the Task Order for the Customer Engagement Program through June 30, 2018, between Riverside Public Utilities and Southern California Public Power Authority in the amount of \$250,000 for services offered by Oracle Inc. through a Master Professional Services Agreement with Southern California Public Power Authority; and
2. Authorize the City Manager, or his designee, to sign the Task Order for the Customer Engagement Program through June 30, 2018, between Riverside Public Utilities and Southern California Public Power Authority in the amount of \$250,000 for services offered by Oracle Inc. through a Master Professional Services Agreement with Southern California Public Power Authority; and
3. Authorize City Manager, or his designee, to make any minor non-substantive changes to the Customer Engagement Program Task Order without exceeding the previously approved program budget.



9

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