

Attachment 2

City Council Joint Workshop with the Board of Public Utilities November 28, 2017

Community Outreach

On October 1, 2017, RPU staff began a citywide outreach effort to discuss the electric and water utility ten-year rate plan proposal with Riverside's residents and businesses.

Community meetings were scheduled in all city wards, with the exception of Wards 6 and 7 that were combined into one meeting. At these meetings, RPU presented information on the rate proposal, and audience members were invited to ask questions and provide comments. Feedback cards were passed out and collected by staff in exchange for an LED lightbulb. Meeting summaries – including photos, statistics, links to presentations and handouts, feedback card responses, and a record of all questions asked and answers provided – were circulated to all meeting attendees, Board and Council members, and posted on the RPU website: RiversidePublicUtilities.com/rateplan/documents.asp. Any follow-up requested by members of the audience were forwarded to RPU's account management staff. Attendance at the ward community meetings ranged from a handful to over 30 participants.

A community meeting was also held specifically for the 197 grove customers on WA-3 and WA-9 water rates. More than 70 members of the public attended the meeting to learn more about the proposal and provide feedback. A comprehensive meeting summary, including specific customer responses to the proposal, is posted on the RPU website: RiversidePublicUtilities.com/rateplan/documents.asp.

In addition, efforts were made to schedule as many meetings as time allowed with service groups, neighborhood groups and business groups. Overall, 50 presentations were conducted during the outreach period, with more scheduled after that. See the below list of meetings and groups for whom we presented the rate plan and received public feedback.

Information on the rate plan proposal was communicated through multiple venues. Flyers on upcoming community meetings were distributed at all libraries and community centers, RPU customer service centers, and the One Stop Shop and concierge area at Riverside City Hall. In addition, flyers were dropped off or delivered to various interested groups such as Meals on Wheels, Fair Housing Council, Community Action Partnership, and Riverside County Child Protective Services for distribution to their members, clients, and community event participants. Meeting notifications were also delivered to interested groups by way of email and to the public through social media on RPU, City of Riverside and various customer pages. Overall, RPU communicated to over 150 groups and/or locations. See the below list of groups with whom RPU communicated regarding the rate plan.

Flyers were created to describe the rate proposal as it affects both residents and businesses and to answer frequently asked questions (FAQ). All of these flyers were translated into Spanish and posted on RPU's website: RiversidePublicUtilities.com/rateplan/documents.asp. Additionally, RPU maintained an updated FAQ page on its website that was constantly updated with new questions and answers from the community meetings: RiversidePublicUtilities.com/rateplan/faq.asp.

RPU utilized social media for rate plan outreach through pages on Facebook, Twitter and Instagram. RPU created a variety of posts on how customers could learn more about the rate plan and posted them throughout the outreach period. Total people reached through social media: 5,178 on Facebook, 5,087 on Twitter, and 2,462 on Instagram, for a total of 12,727.

The RPU website was used as a storing house of all content for communication and outreach. From October 1 through October 31, 2017, there were 293 separate user sessions on the Rate Plan page: RiversidePublicUtilities.com/rateplan. The average page session lasted about 4 minutes.

A specific effort was made to communicate with RPU's commercial customers. This was accomplished through various methods including the back of the utility bill, an article in the Riverside Downtown Partnership newsletter, targeted roundtable meetings with various business groups, and email outreach to key accounts. All top industrial commercial accounts were contacted by RPU account management staff and provided information about the proposed rate plan.

Feedback Received through Outreach

RPU received a significant amount of feedback from the community, much of which is reflected in the meeting summaries posted on RPU's website: RiversidePublicUtilities.com/rateplan/documents.asp. Some of the themes that emerged were as follows:

- 91% of community meeting attendees indicated on their feedback cards that they found the meetings helpful, 62% expressed an overall awareness of RPU's rebate programs, 73% expressed an overall awareness of the SHARE Program's income limits, and nearly all indicated they are interested in participating in at least one of these programs.
- Customers seemed to understand the need for a rate increase, especially after seven years without one, but wanted RPU to explore every way possible to make the increase smaller. There is a general feeling that the increase is poorly timed, due to recent increases in sales, property, and gas taxes.
- There is interest in increasing programs and services for low-income, fixed income and senior customers, as well as enhanced opportunities for all customers to better manage their utility bills.
- Customers were interested in knowing more about utility finances, reserves, bond-funding, and the General Fund Transfer. Some expressed interest in the City Council reconsidering the amount of the General Fund Transfer as a way to lower the rate increase.
- Customers asked about recent negative press coverage concerning a large overtime payment to a utility employee, and some thought salaries are too high.
- Many questions focused on how infrastructure was funded, how improvements are prioritized, whether investments will be made in all city wards, and whether RPU has looked at all alternatives for rehabilitation and financing.
- Questions were raised about why RPU had to meet the state renewable energy requirements.
- Some had comments about RPU's solar energy program and how the rates would impact solar customers.
- Many customers are concerned about the impact of the WA-3 and WA-9 transitional rates on Riverside's agricultural customers and heritage.
- Some customers requested better, more consistent and ongoing communications from RPU regarding the state of the utility, its infrastructure and finances.
- RPU received compliments on its transparent rate-setting process, its outreach efforts, and the rate plan website.

Rate Plan Presentations

Community Meetings

- Ward 1
- Ward 2
- Ward 3
- Ward 4
- Ward 5
- Ward 6/7
- WA-3 and WA-9 Customers

Neighborhood and Civic Group Meetings

- Casa Blanca Community Action Group
- Downtown Area Neighborhood Alliance
- The Group
- Historic Wood Streets Association
- Kiwanis Club
- Low-Income and Fixed Income Advocates (two meetings)
- Mayor's Education Roundtable
- The Meadows Mobile Home Park
- Neighborhood Engagement Workshop
- The Raincross Group
- Riverside Budget Engagement Commission
- Riverside Neighborhood Partnership
- Wood Streets Green Team

Business Group Meetings

- Greater Riverside Chambers of Commerce
 - Board of Directors
 - Utility Rates Task Force
 - Arlington Business Council
 - Downtown Business Council
 - East Hills Business Council
 - Hunter Park Business Council
 - La Sierra Business Council
 - Magnolia Business Council
 - Economic Development Council
- Arlington Business Partnership
- Business Outreach
 - Airport
 - Auto Center
 - Downtown
 - Hunter Park
 - La Sierra
 - Magnolia Center
 - Sycamore Canyon
- Riverside County Black Chamber of Commerce
- Riverside Downtown Partnership
- RPU Key Accounts Meeting

RPU Employee Meetings

- All RPU Locations

Rate Plan Communications
(emails and hard-copy flyers)

- A Piece of Mind Living
- Ability Counts Incorporated
- Access Unlimited
- Alternatives to Domestic Violence
- AmPac Tri State Certified Development
- Arc of Riverside County
- Arlington Seventh Day Adventist
- Arlington Temporary Assistance
- Assistance League of Riverside
- Big Brother Big Sisters Inland Empire
- Blindness Support Services Inc.
- Blue Star Regiment Boosters
- California Baptist University
- Care Connexus, Inc.
- Casa Blanca Home of Neighborly Services
- Casa Blanca Latino Family & Youth Services
- Catholic Charities San Bernardino/Riverside
- Child Leader Project
- Church of God of Prophecy
- Church of Stughf
- City Hall Lobby
- City Hall One Stop Shop
- Coachella Valley Housing Coalition
- Community Action Partnership
- Community Connect
- Community Health Corporation
- Community Settlement Association
- Computers for Kids Foundation
- Cotton Enterprise
- Court Appointed Special Advocates for Riverside Co.
- Cypress Alano Club
- Dress for Success Riverside
- Ebony Foundation
- Elder Citizen Protection Service
- Exceed
- Exclusive Recovery Inc.
- Fair Housing Council of Riverside Co.
- Faith Community Church
- Family Service Association
- Family Solutions
- Feeding America
- Feeding Homeless for the Love of God
- Fitness 1st
- Foothill Aids Project
- Foster Youth Services
- God Holy Temple Ministry Inc.
- Goodwill
- Group Home
- Habitat for Humanity
- Harvest Pointe CDC
- Health to Hope Topics
- Healthy Leaders Thriving Cities
- Hope Town, Inc.
- Housing Authority
- Icetown
- Inland Agency - Pink Ribbon Place
- Inland Commerce and Security Institute
- Inland Counties Legal Services
- Inland Empire Latino Lawyers Assoc.
- INSPIRE
- International Missionary Ministry of Salvation Church, Inc.
- Janet Goeske Foundation
- John J. Hewitt House Landmark #93
- Jubilee House
- Keep Riverside Clean and Beautiful
- KIDS Interactive Development Services
- La Sierra University
- Latin Sounds Initiative, Inc.
- Latino Lawyers Association
- Latino Mentor Program, Inc.
- Lutheran Social Services
- Mayflower Guest Home
- MFI Recovery Center, Inc.
- Mount Rubidoux Manor
- My Learning Studio

- Neighborhood Housing Services of the Inland Empire, Inc.
- New Technology Learning Concepts
- New World Independent Living Centers
- Olive Crest
- Operation SafeHouse
- Palm Communities
- Path of Life Ministries
- People Reaching Out
- Project K.I.N.D.
- RCC – Disability Services
- Rebuilding Together Riverside
- Refreshing Spring Temple
- Resource Center for Nonprofit Management
- Riv. Cem. Assoc./Evergreen Mem. Park
- Riverside Alano Club
- Riverside Area Rape Crisis
- Riverside Art Museum
- Riverside Arts Council
- Riverside County Dept. of Public Social Services
- Riverside County Office of Education / Dep. of Youth Services & Mental Health
- Riverside County Philharmonic Association
- Riverside County Physicians Memorial Foundation
- Riverside Housing Development Corp.
- Riverside Latino Network
- Riverside Lincoln Boxing Club
- Riverside Meals on Wheels Inc.
- Riverside Public Library
- Riverside Safe Temple Church
- Riverside Track and Field
- Riverside Unified School District
- RPU Customer Service (Orange Square)
- RPU Customer Service (Casa Blanca)
- Second Baptist Church
- Second Harvest Feeding America
- Sereg Martial Arts
- Services Helping our Community
- Sisterhood University
- Smooth Transition, Inc.
- So Cal Reinvestment CDFI
- St. James Church
- Survive Food Bank
- Templo Roca Firme
- The Carolyn E. Wylie Center
- Today's Urban Renewal Network
- United Way Inland Valleys
- Victory Worship Center
- Visiting Nurse Association of the Inland Counties
- Voices for Children
- We the People/Cultural Dance Center and Troupe
- Wesley UMC Grants
- Whiteside Manor, Inc.
- WISR Ministries, Inc.
- Young Dragons After-School Program
- Young Eye Consulting
- YMCA of Riverside County
- YWCA of Riverside
- Rebirth Homes
- Radys Childrens Hospital
- Ombudsman Program
- Wakeland Housing and Development Corporation
- Bobby Bonds Park/César Chávez Center
- Bordwell Park/Stratton Center
- Bryant Park/Arlanza Center
- Hunt Park/Renck Center
- La Sierra Community Center
- Lincoln Park/Lincoln Center
- Nichols Park/Joyce Jackson Center
- Orange Terrace Park/Center
- Reid Park/Ruth Lewis Center
- Villegas Park/Ysmael Villegas Center
- Arlington Library
- Arlanza Library
- SSgt. Salvador J. Lara Casa Blanca Library
- SPC. Jesus S. Duran Eastside Library
- La Sierra Library
- Main Library
- Marcy Library
- Orange Terrace Library