

RIVERSIDE PUBLIC UTILITIES

Board Memorandum

BOARD OF PUBLIC UTILITIES

DATE: MARCH 11, 2019

ITEM NO: 11

SUBJECT: SERVICE LEVEL AGREEMENT BETWEEN PUBLIC UTILITIES DEPARTMENT AND CITY MANAGER'S OFFICE OF COMMUNICATIONS

ISSUE:

Receive an update on the Service Level Agreement between the Public Utilities Department and the City Manager's Office of Communications.

RECOMMENDATION:

That the Board of Public Utilities receive an update on the Service Level Agreement between the Public Utilities Department and the City Manager's Office of Communications.

BACKGROUND:

On July 23, 2018, the Board of Public Utilities (Board) approved a Service Level Agreement (SLA) between Riverside Public Utilities (RPU) and the City Manager's Office of Communications (Communications) (Attachment 1). The SLA establishes service commitments from Communications in return for the transfer and funding of five full-time RPU Customer Engagement positions budgeted within Communications. The SLA requires that Communications and RPU Executive Management provide biannual reports to the Board on the status of key performance indicators (KPIs), goals and objectives outlined in the SLA, as well as a summary of all efforts, measurable impacts, and fiscal impacts associated with the SLA.

The following biannual report reflects work done by Communications on behalf of RPU for the period July 1, 2018 through December 31, 2018.

DISCUSSION:

In alignment with Utility 2.0 goals and objectives, Communications has made significant progress in the following key areas:

Major Accomplishments in Q1 & Q2 of Fiscal Year 2018-19

Reliability & Resiliency

- Refinement of the outage notification process and outreach efforts while executing an educational campaign to promote digital outage maps and online resources
- Significant support and resources for the Riverside Reliability Transmission Project (RTRP) including collateral, video, web, and strategic communications activities

Customer Experience

- After the hiring of the Social Media Coordinator (Nov. 2018), RPU social media pages has drastically increased allowing for additional spaces for RPU customers to interact with the Utilities and drive engagement

Affordability

- Expanded communication efforts to targeted audiences including the low-income community

Strong Workforce

- Hired Social Media Project Assistant (November 2018)
- Hired Email Marketing Project Assistant (November 2018)
- Executed “Day in the Life” video series to highlight the employees across the organization

Operational Excellence

- Refinement of the Hive Project Tracking System
- Brand refinement
- Weekly staff coordination meeting with Customer Engagement
- Completion of Public Information Officer duties

Sustainability

- Established framework for the water bottle replacement strategy

KPI Reporting & Metrics

- 275 projects for a total of 2,048 project hours on behalf of RPU
- The value of Communications staff time dedicated to RPU projects was \$251,161.02 – this equates to 119% of RPU funding transferred to Communication (\$210,369.80), which is favorable to RPU

KPI	Goal	Actual
Social Media Following/Engagement	10%	7.4%
Website Page View Increase	1%	1.89%
Unique Web Page View Increase	1%	3.89%
Total Video Views (YouTube)	10%	11.4%
Annual Increase in Videos Developed	5%	-5.9%

**Reported KPI metrics are as of December 31, 2018*

Looking Forward to Q3 & Q4 of Fiscal Year 2018-19

Reliability & Resiliency

- Execute “2.0 Campaign” focused on value of investments in Utilities infrastructure
- Continued RTRP support

Customer Experience

- Continued refinement of Project Communications & Outreach
- Execute a comprehensive “Utilities 101” video series
- Transition RPU website to Drupal platform

Affordability

- Demonstrate value of utilities through a variety of media
- Develop and execute strategy to provide additional support to programs and services

Strong Workforce

- Hire last full time position (Graphics Technician, February 2019)
- Continue to highlight RPU employees in “Day in the Life” video series
- Place RPU-related articles in trade/industry publications

Operational Excellence

- Continue brand refinement and development
- Establish working groups within each RPU division to support and prioritize activities through divisional outreach meetings
- Inclusion of representatives from RPU divisions in Citywide Marketing Committee
- Review and expand KPIs and goals and objectives in partnership with RPU staff
- Execute Communications Plan

Sustainability

- Revamp GreenRiverside.com and Citywide sustainability communication efforts
- Execute bottled water program replacement strategy

KPI Reporting & Metrics

- Develop annual email capture increases
- Develop annual increase in participation in programs and services
- Review possibility of annual customer service survey
- Develop metric to measure on-going reduction in graphic design turnaround time

The next update to the Board will be in August 2019 for the reporting period of January 1, 2019 through June 30, 2019.

FISCAL IMPACT:

There is no fiscal impact associated with this update.

Prepared by: Stephanie Harvey, Communications Director
Approved by: Todd M. Corbin, Utilities General Manager
Approved by: Al Zelinka, FAICP, City Manager
Approved as to form: Gary G. Geuss, City Attorney

Certifies availability
of funds: Aileen Ma, Interim Utilities Assistant General Manager/Finance & Administration

Attachment: Presentation