



SERVICE LEVEL AGREEMENT COMMUNICATIONS EFFORTS ON BEHALF OF RPU

Office of Communications

Board of Public Utilities
August 9, 2021

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BACKGROUND: COMMUNICATIONS OVERVIEW

UTILITY CUSTOMER ENGAGEMENT


**Communications
Strategy**

**Content
Development**

**Customer &
Community
Outreach**

**Coordination
& Quality
Control**

OFFICE OF COMMUNICATIONS


**Public
Information &
Media Relations**

**Industry Best
Practices &
Technical Expertise**

**Communications Product
Development & Deployment**

- Print & Digital Media
- Social Media
- Video
- Photography
- Website
- Graphic Design
- Email
- Project Comm₂



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DISCUSSION: POSITION UPDATES

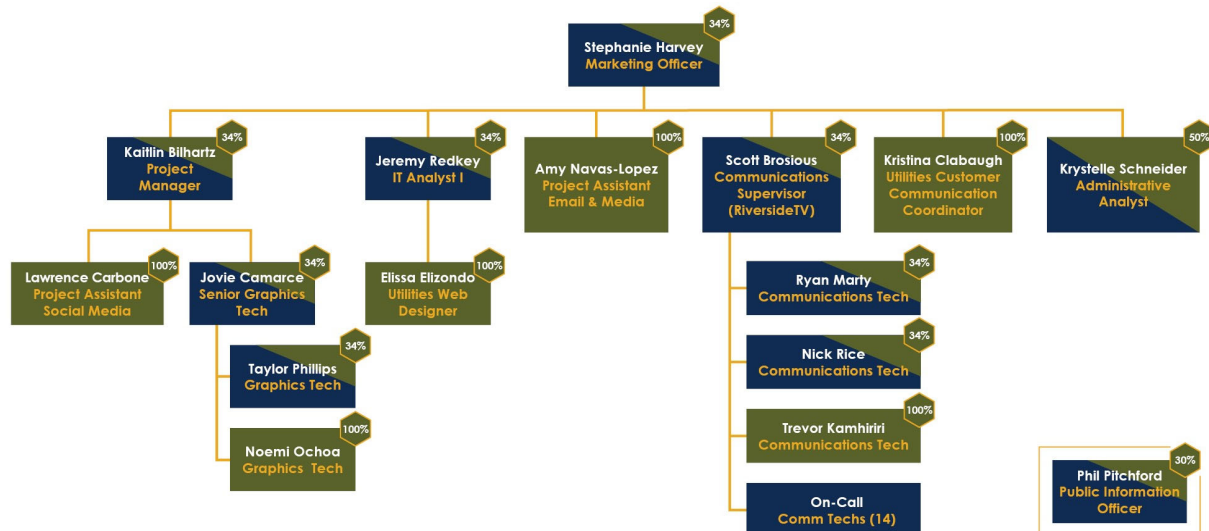
1. Video/Photo, Web Designer (2018)
2. Filled Email, Social, Graphics (2018, 2021)
3. Project Communications (2019)
4. Administrative Analyst (2020, 50%)



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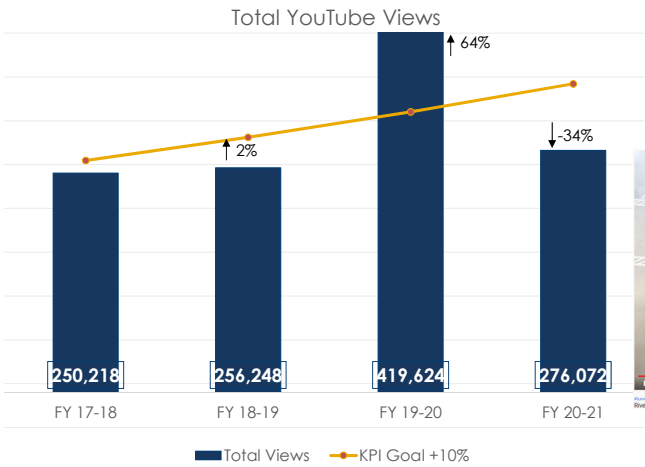
OFFICE OF COMMUNICATIONS ORG CHART



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KPI – TOTAL VIEWS ON YOUTUBE

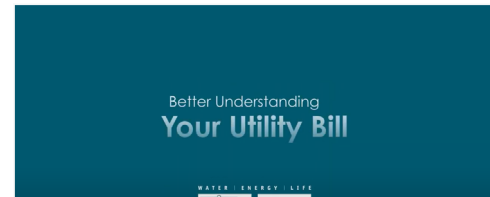
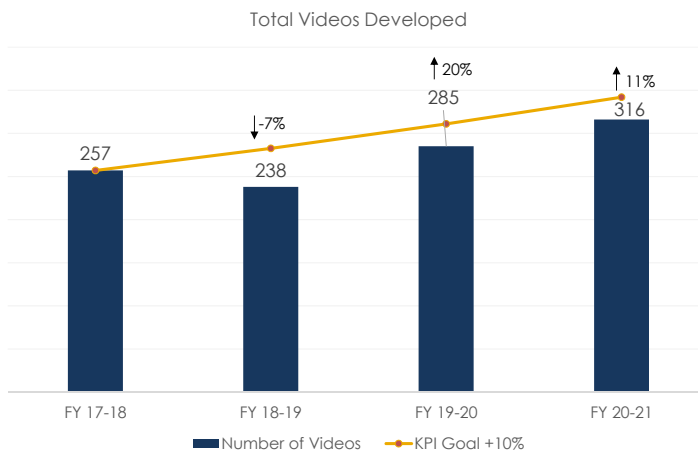


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KPI – ANNUAL INCREASE IN VIDEOS DEVELOPED

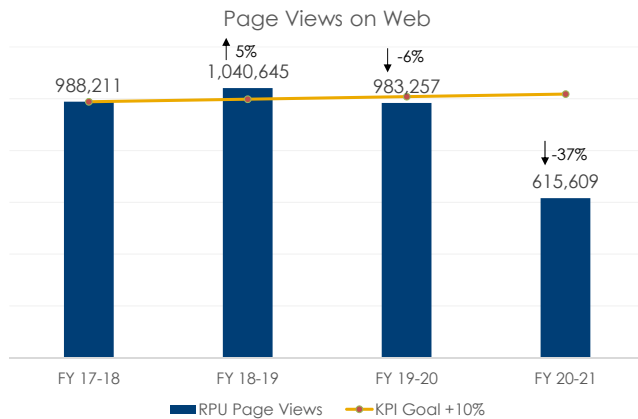


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KPI – ANNUAL INCREASE IN PAGE VIEWS ON WEB



*Note, the significant decrease in web traffic is due to non-payment from customers (roughly 60% of our web traffic stems from online bill payment)



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PROJECT COMMUNICATION

1. Project Webpage
2. Customer Notifications
 - a. Postcards
 - b. Letters
3. Video/Photography
4. Social Media
5. Digital Ads & Messaging
6. Updates to stakeholders
7. Internal/External Coordination

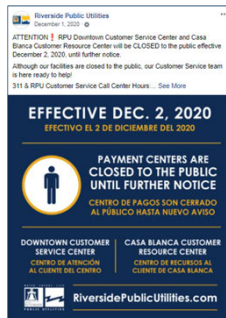
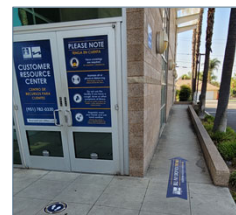
The collage includes the following items:

- Wells & Cypress Avenue Water Main Replacement Project (Phase II)**: A project webpage showing the location, timeline, and contact information.
- Investing in Our Future**: A customer notification postcard for the Magnolia Ave. Techite Replacement Project.
- Transmission Pole Repair**: A social media post for the Daffodil Dr. project.
- Magnolia Ave. Road Closures**: A video thumbnail showing the project location and timeline.


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COVID-19 RESPONSE

1. Safety Protocol Signage
 - a. RPU Facilities
 - b. Customer Service Counters
 - c. Payment Drop Boxes
2. Assistance Program Campaigns (ERAP, SHARE, Restart)
3. COVID-19 Regional Water Supply Campaign



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PUBLIC RELATIONS

1. Significant work regarding the Riverside Transmission Reliability Project (RTRP)
2. Ongoing dialogue between Public Information Office and Councilmember Hemenway regarding options for project, need for public outreach.
3. Online public meeting in December with RPU, SCE, Councilmember Hemenway and members of the public, with extensive documentation of all questions asked and answered before meeting and issues raised in chat.



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SERVICE LEVEL AGREEMENT KPIs (2017)

1. Annual Increase in Social Media Following/Engagement (10%)
 2. Annual Increase in Page Views on Web (1%)
 3. Annual Increase in Total Views on YouTube (10%)
 4. Annual Increase in Video Development (10%)
 5. Annual Increase in Email Capture (10%)
-
1. Reduction in Graphic Design Turnaround Time (Goal: 15 Business Days)
 2. Annual Increase of Participation in Programs & Services (Share, Paperless Billing)
 3. Annual Customer Survey Results



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UPDATES TO KPIs (2021 SLA)

Current Metric: Increase in Social Media Following/Engagement by 10%
Updated Metric*:

Platform	Following	Reach/Impressions	Engagement
Facebook	5% Increase	10% Increase	5% Increase
Instagram	8% Increase	7% Increase	3% Increase
Twitter	8% Increase	10% Increase	5% Increase

BASELINES	Following	Reach/Impressions	Engagement
Facebook	11,654	1.3M	13,138
Instagram	2,579	235K	10,148
Twitter	2,223	2,004	472K

*Social media metrics will be tracked and reported via Hootsuite Analytics



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UPDATES TO KPIs (2021) (CONT.)

Current Metric: Reduction in Graphic Design Turnaround Time (Goal: 15 Business Days)

Updated Metric: Increase in total number of Graphics Design Projects to 120 Annually

Baseline: 120 projects annually

Total Number of Projects	FY 17-18	FY 18-19	FY 19-20	FY 20-21	Average Total
	126	133	142	171	143



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UPDATES TO KPIs (2021) (CONT.)

Current Metric: Annual Increase in total views on YouTube (10%)/Annual Increase in total Video Development

Updated Metric: Annual Increase in total # of Videos Developed*

Baseline: 250 videos annually

Total Number of Videos	FY 17-18	FY 18-19	FY 19-20	FY 20-21	Average Total
	257	238	285	316	270

*Videos Developed metric refers to ALL videos produced, not specific to RPU related content. This is due to the limited tracking mechanisms for RPU specific video requests.



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UPDATES TO KPIs (2021) (CONT.)

Current Metric: Annual Increase in Email Capture (10%)

Updated Metric: Annual Email Open and Click Rates to remain above industry average (Open Rate Goal: >23%, Click Rate goal: >2%)

Baseline : Open Rate: >23%, Click Rate: >2%

Total Number of Videos	FY 18-19	FY 19-20	FY 20-21	Average Total
Open Rate	21%	*44%	*42%	36%
Click-Through Rate	2.9%	7.5%	4.7%	5%



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SERVICE LEVEL AGREEMENT KPIs (2021)

Social Media:

1. Facebook
 - a. Annual increase in following by 5%
 - b. Annual increase in reach by 10%
 - c. Annual increase in total engagement (reactions, comments, shares, post clicks) by 5%
2. Instagram
 - a. Annual increase in following by 8%
 - b. Annual increase in reach by 7%
 - c. Annual increase in total engagement (likes, comments, shares, saves) by 3%
3. Twitter
 - a. Annual increase in following by 8%
 - b. Annual increase in Impressions by 10%
 - c. Annual increase in engagement (likes, retweets) by 5%



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SERVICE LEVEL AGREEMENT KPIs (2021)(Cont.)

4. Annual Increase in Page Views on Web (1%)
5. Annual Increase in Video Development (Goal: 250)
6. Increase in Total Number of Graphic Design Projects (Goal: 120)
7. Annual Email Open and Click Rates to remain above industry average (Open Rate Goal: >23%, Click Rate goal: >2%)
8. Biannual RPU Executive Update, Annual RPU Board Update



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COMMUNICATIONS ACCOUNTABILITY

FISCAL YEAR	TOTAL HOURS ON RPU PROJETS	TOTAL PROJECT DOLLARS	ACTUAL RPU FUNDING	PERCENTAGE
2018-2019	7.3K	\$399K	\$391K	102%
2019-2020	11.8K	\$501K	\$522K	106%
2020-2021*	9.6K	\$518K	\$501K*	103%

*FY 20-21 Hours were pulled from 7/1/2020 – 6/25/2021



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COMING SOON...

1. Paperless Billing
2. Hour Tracking System – TeamDynamics
 - a. Better Analytics
 - b. More Data
 - c. Real Time Tracking for Client & OoC
3. Website Conversion to Drupal (Final Review Stages, Drupal9 Upgrade in 2021)
4. Annual Update Fall 2021



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STRATEGIC PLAN ALIGNMENT

This item meets Strategic Priority 8 High Performing Government and Goal 5.3 to enhance communication and collaboration with community members to improve transparency, build public trust and encourage shared decision-making.

This item aligns with each of the five Cross-Cutting Threads as follows:

1. **Community Trust** – Communications provides transparent, timely communications for RPU programs, projects, and various areas of community engagement to educate and inform the community and build public trust.
2. **Equity** – Communications provides RPU's ratepayers with multiple outreach efforts to ensure information about RPU's programs and services is equally available to provide the highest public benefit.
3. **Fiscal Responsibility** – The service level agreement brings economies of scale to RPU thus minimizing operational costs to rate payers.
4. **Innovation** – The service level agreement has proven to be collaborative and adaptable by implementing creative solutions to best meet the needs of the Public Utilities Department.
5. **Sustainability & Resiliency** – Communications ensures that RPU can communicate and adapt communication methods as needed to continue providing long-lasting programs that meet the current and future needs of ratepayers.



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RECOMMENDATION

That the Board of Public Utilities receive a report regarding the operations and accountability measures for the Service Level Agreement between Riverside Public Utilities and Office of Communications.



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