



RIVERSIDE PUBLIC UTILITIES

Board Memorandum

BOARD OF PUBLIC UTILITIES

DATE: FEBRUARY 24, 2025

GENERAL MANAGER'S REPORT

CUSTOMER ENGAGEMENT PROGRAM UPDATES THROUGH DECEMBER 2024

Customer Engagement electric programs are funded by a 2.85% Public Benefits charge based on electricity usage established by Assembly Bill (AB) 1890 that was adopted in 1996. The legislation requires publicly owned utilities to collect and spend public benefits charge funds in four areas: low-income assistance, energy efficiency and conservation programs, renewable energy, and research, development, and demonstration projects.

The Water Conservation Surcharge is a charge that RPU no longer collects (per the City Council decision of 4/22/24), the Surcharge was a 1.5% charge on water bills. Surcharge funds will be used to fund RPU's portion of water conservation rebates, and water efficiency and conservation education and outreach programs. These programs will be provided until the Water Conservation Surcharge fund is fully expended.

The Customer Engagement Team provides and processes a diverse range of assistance and rebate programs; the team also conducts a wide range of education and outreach to support energy efficiency and water conservation for customers and the wider community.

CUSTOMER ENGAGEMENT DECEMBER 2024 HIGHLIGHTS

Residential

- A. Sharing Households Assist Riverside's Energy (SHARE) program assisted 2,687 from July 2024 through December 2024 totaling \$671,750.00 in past-due assistance.
- B. Energy Savings Assistance Program (ESAP) assisted 179 customers from July 2024 through December 2024 and expended \$284,652.
- C. Electric Vehicle (Used-EV) Rebate Program processed 9 applications.
- D. Electric Vehicle (EV) Residential Charger Rebate Program processed 5 applications.

Commercial

- A. Processed a total of 52 large commercial rebates from July 2024 through December 2024 for a total of \$129,438.71 and 1,659,297 kWh saved.
- B. Small Business Direct Install and Outdoor Lighting Program vendor Richard Heath & Associates completed 31 direct installs.

Education

- A. Family STEAM Day at SPC Jesus S. Duran Eastside Library
- B. Live virtual classes were held for grades 3,4,5

Communications

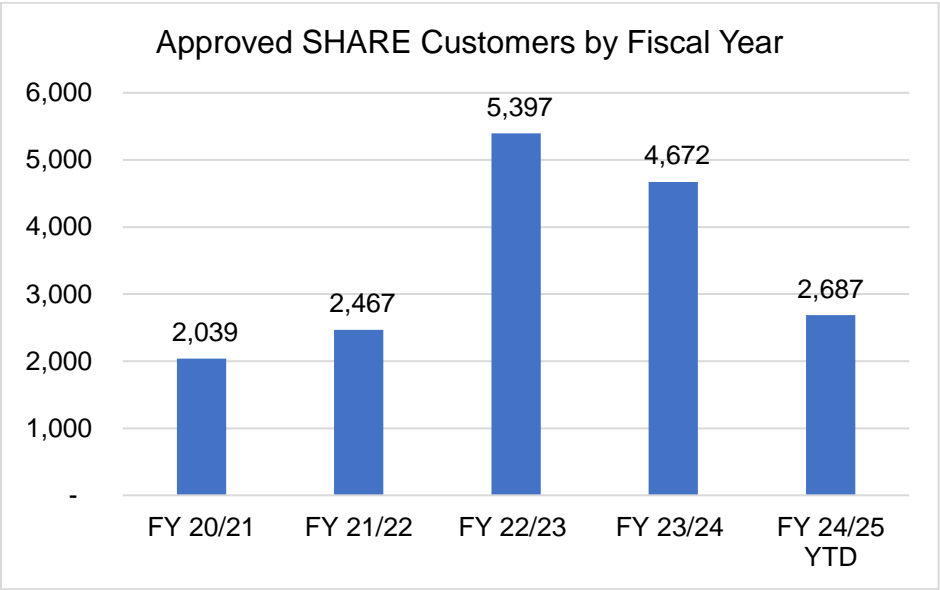
- A. Working with Office of Communications and CEDD, created a rates comparison flyer

- B. Working with Office of Communications, updated our combined rebates brochure
- C. Residential Email: 12/13
- D. Commercial Email: 12/17

RESIDENTIAL DETAIL

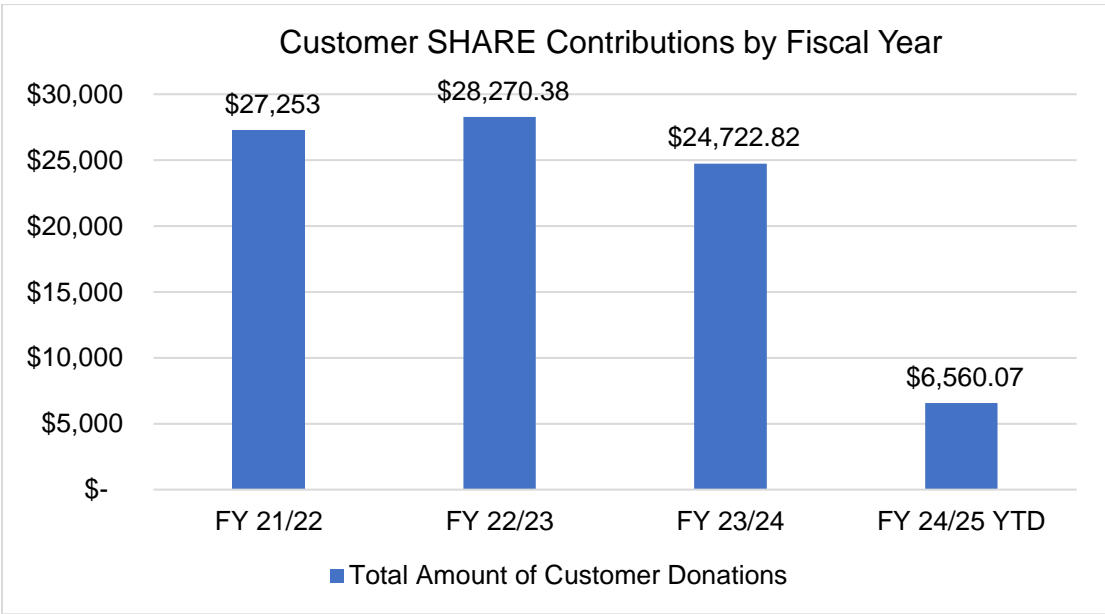
Sharing Households Assist Riverside’s Energy - SHARE PROGRAM

The Sharing Households Assist Riverside’s Energy (SHARE) program assisted 2,687 customers from July 2024 through December 2024, which reflects the total participant amount for the \$250.00 shut-off and/or deposit assistance credit.



SHARE Customer Donations

RPU customers can donate to the SHARE program that will help qualifying customers with their bills; the average customer donation is \$46.00 per year. Customer donations are promoted through back of utility bill, social media, and customer outreach.



Energy Savings Assistance Program (ESAP)

ESAP helps low-income customers access energy-savings home improvements at no-cost. From July 2024 through December 2024, the program has benefitted 179 homes in the RPU service area, expending a total of \$284,652. The program helps customers access a range of energy efficiency measures such as HVAC tune-ups, LED lightbulbs, Wi-Fi thermostats, and newly installed whole house fans as the most popular.

Residential Rebates

From July 2024 through December 2024 a total of 1,972 residential energy rebates were processed, for a total rebate amount of \$637,985.91.

Residential Devices	Participation	RPU Expenditures
Air Conditioning	271	\$95,450.00
Heat Pump	126	\$389,690.73
Energy Star	513	\$46,100.00
Pool Pump	37	\$7,400.00
Tree Power	104	\$8,986.36
Weatherization	181	\$30,318.82
Recycling	193	\$17,400.00
A&G Recycling	547	\$42,640.00
Energy Rebate Total	1,972	\$637,985.91

From July 2024 through December 2024, the Used Electric Vehicle (EV) Rebate Program has approved 49 rebate applications for a total of \$60,500. The EV Charger Rebate Program has approved 22 rebates for a total of \$9,622.19.

Water Efficiency Programs

In June 2004, RPU adopted the 10-year Water Conservation Surcharge, it was again adopted in 2014; it assessed a rate of 1.5% of water usage charges for retail sales. The funds from the surcharge are used for conservation, education, and water use efficiency programs, as well as research development and demonstration programs to advance science and technology with respect to water conservation. At its meeting on April 16, 2024, the City Council voted to cease collecting the Water Conservation Surcharge. Programs and rebates funded by the Surcharge will remain available until funds are exhausted.

RPU's water rebate programs are processed via www.SoCalWaterSmart.com, Metropolitan Water District's (MWD) rebate portal. All rebates issued to RPU water customers are paid out of the MWD budget, unless RPU elects to add additional funding to selected measures.

RPU pays an additional rebate for weather-based irrigation controllers, high efficiency sprinkler nozzles, hose bib irrigation controllers, leak monitoring devices and turf removal projects. From July through December 2024 a total of 111 residential water rebates were processed with total payout (RPU/MWD) of \$179,138, representing annual water savings of 2,968,256 gallons.

Residential Devices & Turf	Participation / Devices	RPU Expenditure	MWD Expenditure
Flow Monitor/Leak Detection Device	5	\$450.00	\$600.00
High-efficiency Clothes Washer	43	\$2,400.00	\$3,655.00
Hose Bib Irrigation Controller	1	\$15.00	\$35.00
Premium HET (from 1.6 GPF toilet)	2	\$0	\$80.00
Rotating Nozzles	2 (109)	\$327.00	\$218.00
Turf Removal (per square foot)	27 (43,664)	\$76,143.00	\$89,215.00
Weather-based Irrigation Controllers (WBIC / WBICLL)	31	\$3,600.00	\$2,400.00
Total	111	\$82,935.00	\$96,203.00

COMMERCIAL DETAIL

Energy Rebates

From July 2024 through December 2024, a total of 52 commercial rebates were processed (12 lighting, 2 energy star, 1 tree power, 1 weatherization, 1 performance-based incentive, and 35 air conditioning) with a total payout of \$129,438.71 and a kWh savings of 1,659,297.

Direct Install Programs

In December 2024, the Small Business Direct Install and Outdoor Lighting Program conducted 25 audit visits at local businesses and a total of 31 direct installs were completed, expending a total of \$684,249 for businesses.

Water Rebates

From July through December 2024, 7 commercial accounts removed 60,602 square feet of turf with a rebate total of \$140,580; these projects represent annual water savings of 2,567,142 gallons. One commercial account replaced 238 Premium High Efficiency Toilets (PHET) representing 814,303 gallons of water saved annually.

EDUCATION DETAIL

Family STEAM Day was held Thursday December 12 at the SPC Jesus S. Duran Eastside Library. Students and their families experimented with building circuits, investigated the water cycle, interacted with watershed models and learned about Riverside's ground water supply. For the holiday season, participants of all ages were supplied with materials and instruction on creating paper circuits to make light up Christmas cards.

The team conducted a total of 6 Water Cycle classes with 177 students, and 16 electricity circuits classes with 480 students.

COMMUNICATIONS DETAIL

Email Communications

- Residential Email sent on 12/13. Content included: Holiday Safety Tips, SHARE Donations, Holiday Scam Alert, Wildfire Prevention.
 - i. 77,505 emails sent
 - ii. 58,968 emails opened by customers
- Commercial email sent on 12/17. Content included: Holiday Safety Tips, SHARE Donations, Holiday Scam Alert, Wildfire Prevention.
 - i. 4,982 emails sent

- ii. 3,486 emails opened by customers

In-Person Events

Below are the in-person events the CE Team participated in December 2024:

- 12/6 – The Eastside’s 9th Annual Holiday Posada, Patterson Park
- 12/7 – AUSD & RivCo’s Office of Ed. Winter Wonderland, Norte Vista High School
- 12/7 – Annual Snow Day, Stratton Center
- 12/11 – Monthly Utility Assistance Visit, Janet Goeske Senior Center
- 12/12 – Family STEAM, East Side Branch Library
- 12/12 – AUSD Family Night, Loma Vista Middle School
- 12/12 – Cookies and Cocoa with Councilmember Mill, Hunt Park Renck Center
- 12/14 – Breakfast With Santa, Orange Terrace Community Center
- 12/14 – Winter Wonderland, Hunt Park
- 12/15 – Miracle on Main St., Main St. between 5th and 6th Streets
- 12/20 – Sledding Under the Stars in Arlanza, Bryant Park

Social Media Outreach

Key social media posts during the month of December 2024:

- 12/2 – Emergency Utility Repairs
- 12/2 – SHARE
- 12/3 – Inspect Christmas Lights
- 12/4 – Weather Based Irrigation Controllers
- 12/6 – Temporary Street Closure
- 12/10 – RPU Events
- 12/11 – Water Christmas Tree
- 12/12 – Succulents
- 12/14 – Riverside Flashback Friday
- 12/16 – Utilities Scam Alert
- 12/17 – LED Christmas Lights
- 12/18 – Turf Replacement Program
- 12/19 – E-Bike Incentive
- 12/20 – Energy Efficient Appliances
- 12/24 – Holiday Hours
- 12/25 – Merry Christmas
- 12/26 – Happy Hanuka
- 12/27 – Happy Kwanzaa
- 12/28 – Energy Star TV

Back of Bill messaging for March

- Tree Power

RPU - COMMUNITY ENGAGEMENT EVENTS GALLERY

Eastside's 9th Annual Holiday Posada, Patterson Park, 12/6/24



Snow Day at Bordwell Park 12/7/24



AUSD & RivCO Office of Ed Winter Wonderland, Norte Vista HS, 12/7/24



Cookies and Coco with Councilmember Mill, 12/12/24



AUSD's Family Night at Loma Vista Middle, 12/13/24



Winter Wonderland at Hunt Park, 12/14/24



Breakfast with Santa, Orange Terrace, 12/14/24



Miracles and Dreams on Main Street, 12/15/24



Sledding Under the Stars, Bryant Park 12/20/24

