



# RIVERSIDE PUBLIC UTILITIES

## Board Memorandum

**BOARD OF PUBLIC UTILITIES**

**DATE: JUNE 23, 2025**

### **GENERAL MANAGER'S REPORT**

#### **CUSTOMER ENGAGEMENT PROGRAM UPDATES THROUGH APRIL 2025**

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 APRIL 2025 HIGHLIGHTS**

##### ***Residential***

- A. Sharing Households Assist Riverside's Energy (SHARE) program assisted 3,980 customers from July 2024 through April 2025 totaling \$995,000.00.
- B. Energy Savings Assistance Program (ESAP) assisted 351 customers from July 2024 through April 2025 and expended \$528,610.00.
- C. Electric Vehicle (Used-EV) Rebate Program processed 6 applications.
- D. Electric Vehicle (EV) Residential Charger Rebate Program processed 3 applications.

##### ***Commercial***

- A. Processed a total of 92 large commercial rebates from July 2024 through April 2025 for a total of \$203,762.25 and 2,553,646 kWh saved.
- B. Small Business Direct Install and Outdoor Lighting Program - completed 58 direct installs.

##### ***Education***

- A. Live virtual classes were held for grades 4<sup>th</sup> and 5<sup>th</sup>.
- B. STEM Fundamentals and STEM Public Utilities Learning Labs planning.
- C. Attended Career Day at Chemawa Middle School.
- D. Attended Career Day at Sierra Middle School.

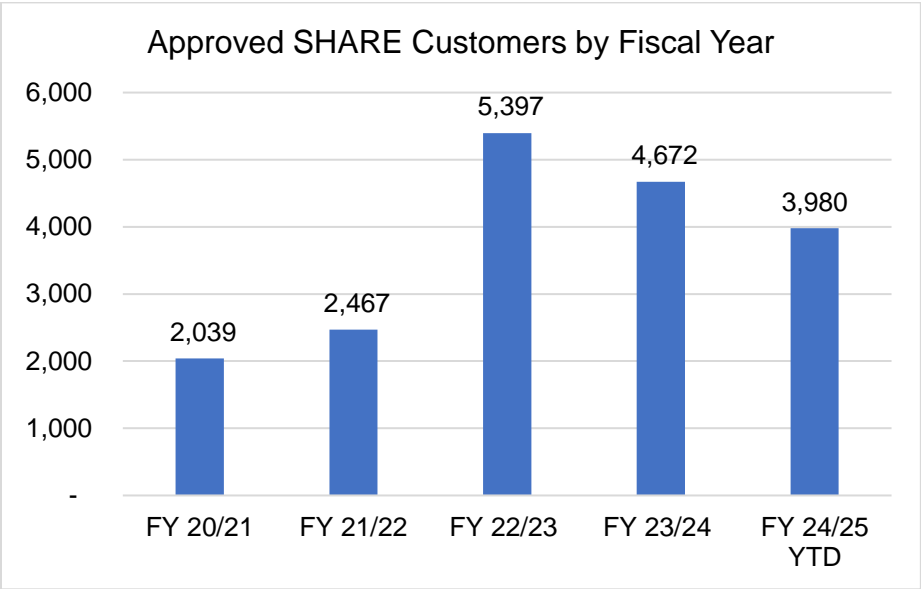
**Communications**

- A. Hosted a breakfast event for commercial key accounts
- B. Attended Insect Fair/Earth Day event with RPU booths to promote our message of conservation and share information on our rebate and assistance programs.
- C. Residential Emails: 4/11 & 4/25
- D. Commercial Emails: 4/10 & 4/28

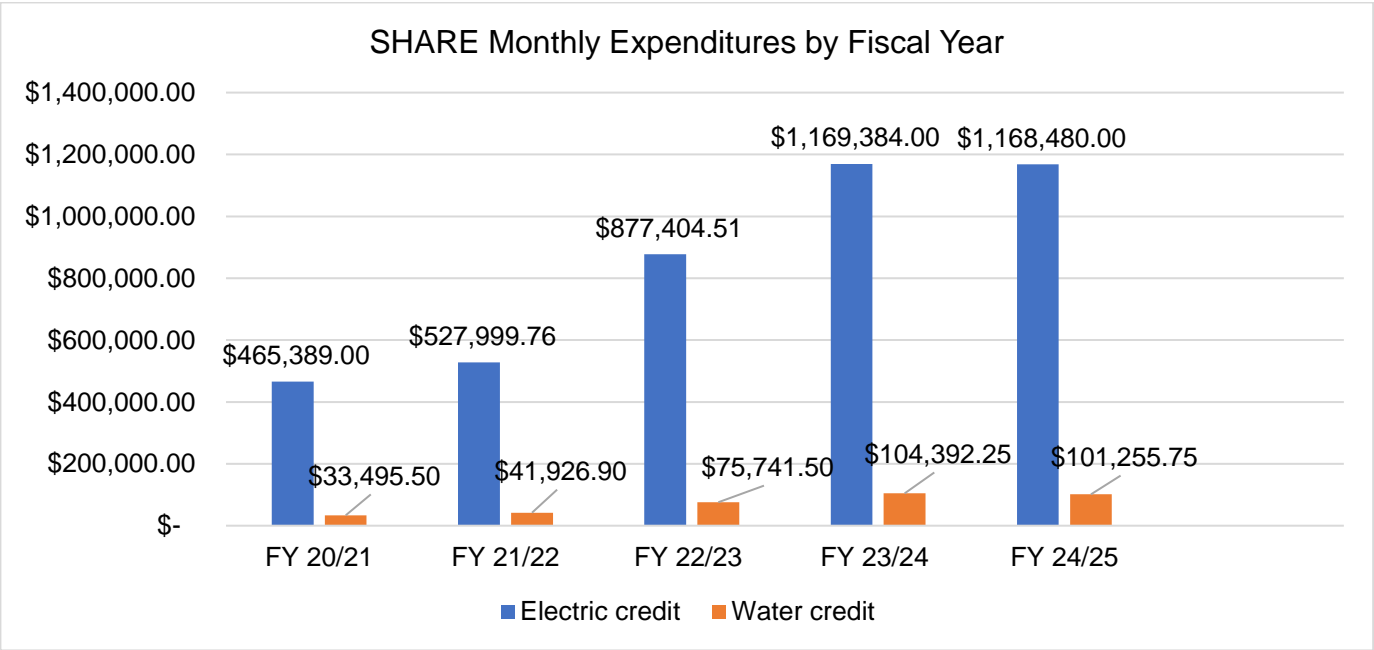
**RESIDENTIAL DETAIL**

**Sharing Households Assist Riverside’s Energy - SHARE PROGRAM**

The Sharing Households Assist Riverside’s Energy (SHARE) program assisted 3,980 customers from July 2024 through April 2025, which reflects the total participant amount for the \$250.00 shut-off and/or deposit assistance credit.

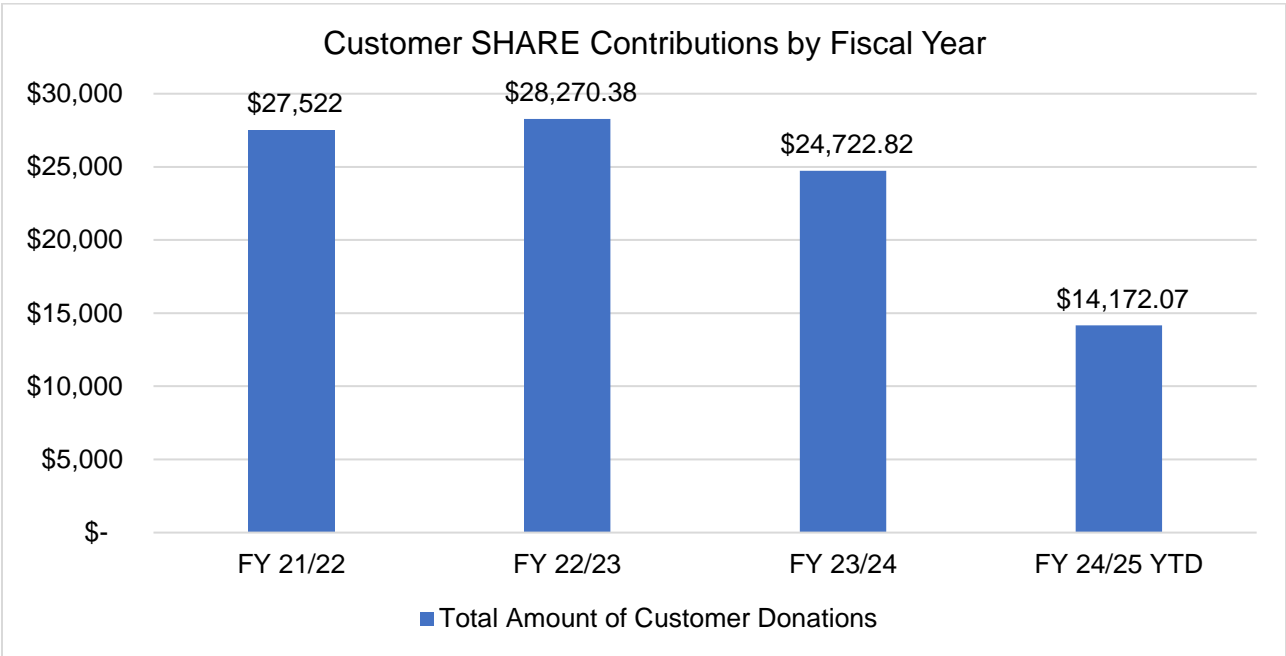


From July 2024 through April 2025, the SHARE Program has expended a total of \$1,168,0480 on electric monthly credits, and a total of \$101,255.75 on water monthly credits.



**SHARE Customer Donations**

RPU customers can donate to the SHARE program that will help qualifying customers with their bills; the average customer donation is \$48.00 per year. Customer donations are promoted through the back of the 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 April 2025, the program worked with 351 homes in the RPU service area, expending an estimated total of \$528,610. 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.

**Mobile-Home and Multi-Family Energy Efficiency Program**

MHMF Energy Efficiency Program assists customers residing in a mobile-home or multi-family unit. From August 2024 through December 2024, the program served 107 mobile-homes and 303 multi-family homes in the RPU service area, expending a total of \$494,859.06. The program offers a range of direct install measures including weatherization, LED lighting, lifecycle refrigerant management, installation of new Energy Star-rated refrigerators and the recycling of old refrigerators.

**Residential Rebates**

From July 2024 through April 2025 a total of 4,288 residential energy rebates were processed, for a total rebate amount of \$1,055,955.67.

| Residential Devices | Participation | RPU Expenditures |
|---------------------|---------------|------------------|
| Air Conditioning    | 374           | \$123,225.00     |
| Heat Pump           | 184           | \$638,164.46     |
| Energy Star         | 868           | \$77,100.00      |
| Pool Pump           | 59            | \$12,200.00      |

|                            |              |                       |
|----------------------------|--------------|-----------------------|
| Tree Power                 | 1482         | \$71,221.06*          |
| Weatherization             | 303          | \$51,485.15           |
| Recycling                  | 313          | \$28,000.00           |
| A&G Recycling              | 705          | \$54,560.00           |
| <b>Energy Rebate Total</b> | <b>4,288</b> | <b>\$1,055,955.67</b> |

\*Tree Power program expenditures above account for free shade tree coupons and regular tree program rebates

From July 2024 through April 2025, the Used Electric Vehicle (EV) Rebate Program has approved 73 rebate applications for a total of \$90,500.00. The EV Charger Rebate Program has approved 35 rebates for a total of \$16,674.18.

### **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](http://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 high-efficiency clothes washers, premium high-efficiency toilets, weather-based irrigation controllers, high efficiency sprinkler nozzles, hose bib irrigation controllers, leak monitoring devices and turf removal projects. From July through April 2025 a total of 217 residential water rebates were processed with total payout (RPU/MWD) of \$283,402, representing annual water savings of 4,753,534 gallons.

| <b>Residential Devices &amp; Turf</b>                | <b>Participation / Devices</b> | <b>RPU Expenditure</b> | <b>MWD Expenditure</b> |
|--|--------------------------------|------------------------|------------------------|
| Flow Monitor/Leak Detection Device                   | 19                             | \$1,500.00             | \$2,000.00             |
| High-efficiency Clothes Washer                       | 105                            | \$14,800.00            | \$8,925.00             |
| Hose Bib Irrigation Controller                       | 1                              | \$15.00                | \$35.00                |
| Premium HET (from 1.6 GPF toilet)                    | 5                              | \$300.00               | \$200.00               |
| Rotating Nozzles                                     | 3 (124)                        | \$372.00               | \$248.00               |
| Turf Removal (per square foot)                       | 36 (60,671)                    | \$119,143.00           | \$126,666.00           |
| Weather-based Irrigation Controllers (WBIC / WBICLL) | 48                             | \$5,673.00             | \$3,525.00             |
| <b>Total</b>   | <b>217</b>                     | <b>\$141,803.00</b>    | <b>\$141,599.00</b>    |

### **Smart Irrigation Program**

Residential and business customers are helping to reduce water use and costs by installing smart irrigation controllers and high-efficiency sprinkler nozzles via the Smart Irrigation Program (SIP). The SIP provides a free irrigation assessment to evaluate water use and the corresponding efficiency opportunities and repair or replacement of up to \$300 of irrigation

equipment. From July 2024 through April 2025, 182 customers have been assisted.

### ***Waterwise Landscape Workshops***

A series of free landscape workshops designed to assist customers in being water efficient and environmentally helpful are scheduled through Spring 2025.

### ***Turf Takeout – Waterwise Instead & Learning Tour of Bourns' Landscape***



On April 12, approximately 25 participants joined the RPU waterwise workshop at Bourns Technology in Riverside. This local company, known for its forward-thinking approach, converted 3.3 acres of turf into a sustainable, water-efficient landscape over a decade ago. Attendees had the opportunity to learn from experts, including the Master Gardeners, the Riverside-Corona Resource Conservation District, and Public Works' arborists. These professionals shared valuable tips on transforming outdoor spaces into climate-appropriate landscapes. The event also featured a guided tour of Bourns' waterwise grounds, offering participants hands-on insights into smart landscaping practices.

## **COMMERCIAL DETAIL**

### ***Energy Rebates***

From July 2024 through April 2025, a total of 92 commercial rebates were processed (17 lighting, 5 energy star, 1 weatherization, 3 performance-based incentive, and 66 air conditioning) with a total payout of \$203,762.25 and a total kWh saving of 2,553,646.

### ***Direct Install Programs***

During April 2025, the Small Business Direct Install and Outdoor Lighting Program conducted 69 audit visits at local businesses and a total of 58 direct installs were completed, expending an estimated \$225,102 for businesses.

### *Water Rebates*

From July 2024 through April 2025, 8 commercial accounts and 1 public agency removed 85,454 square feet of turf with a rebate total of \$223,692; these projects represent annual water savings of 3,499,077 gallons. One commercial account replaced 238 Premium High Efficiency Toilets (PHET) representing 935,116 gallons of water saved annually.

## **EDUCATION DETAIL**

This April, the team taught 4 electricity conservation classes with a total of 100 students in 4<sup>th</sup> grade, and 6 water cycle classes with a total of 192 students in 5<sup>th</sup> grade residing in the Riverside Public Utilities service area.

On April 2, 2025, the team visited Chemawa Middle School for their Career Day. Water Careers were discussed with students as well as promoting our STEM Fundamentals middle school summer program.

On April 9, 2025, the team visited Sierra Middle School where there was a discussion on careers, and RPU's summer STEM Fundamentals middle school program was promoted.

Planning for the 2025 STEM in Public Utilities Learning Labs and STEM FUNDamentals has begun.

## **COMMUNICATIONS DETAIL**

### *Email Communications*

- Residential Email sent on 4/11/25. Content included an upcoming Turf Workshop, Tree Power, and Insect Fair/Earth Day.
  - i. 77,326 emails sent
  - ii. 49,237 emails opened by customers
- Residential Email sent on 4/25. Content included: EV Rebates, SHARE, and Premium High-Efficiency Toilet Rebate.
  - i. 74,149 emails sent
  - ii. 40,934 emails opened by customers
- Commercial email sent on 4/10/25. Content included: Founders Hike, Turf Workshop, Tree Power, Insect Fair/Earth Day.
  - i. 5,228 emails sent
  - ii. 3,879 emails opened by customers
- Commercial email sent on 4/28/25. Content included: EV Rebates, Small Business Direct Installation Program, and Premium High-Efficiency Toilet Rebate.
  - i. 4,922 emails sent
  - ii. 2,996 emails opened by customers

### *In-Person Events*

Below are the in-person events the CE Team participated in April 2025:

- 4/2 – Career Day at Chemawa Middle
- 4/5 – Eggstravaganza, Bonaminio Park
- 4/2 – 3<sup>rd</sup> Annual Citrus Festival, Cal Citrus Park
- 4/9 – STEM Presentation, Sierra Middle

- 4/12 – Spring Fest, La Sierra Park
- 4/12 – Spring Egg Hunt, Villegas Park
- 4/12 – Waterwise Workshop, Bourns Inc.
- 4/12 – Glow in the Dark Egg Hunt, Hunt Park
- 4/15 – Key Accounts Breakfast, Mission Square
- 4/19 – Miracle the Polar Bears Easter Egg Hunt, North Park
- 4/23 – Sustainability Showcase and Flea Market, UC Riverside
- 4/26 – Riverside Earth Day and Insect Fair, Main Library
- 4/26 – AUSD's Annual Community Health & Wellness Fair, La Sierra Park
- 4/26 – Riverside Tamale Festival, White Park
- 4/26 – 116<sup>th</sup> Annual Cinco de Mayo Celebration, Villegas Park

### *Social Media Outreach*

Key social media posts during the month of April 2025:

- 4/1 – Online Bill Pay Update
- 4/2 – Eggstravaganza Easter Egg Hunt
- 4/3 – Waterwise Workshop
- 4/4 – Insect Fair
- 4/4 – High-Efficiency Nozzles
- 4/7 – Waterwise Workshop
- 4/8 – LED Lighting
- 4/10 – Go Paperless
- 4/11 – Insect Fair
- 4/15 – STEM PULL
- 4/16 – Miracle the Polar Bear Easter Egg Hunt
- 4/19 – Utilicare
- 4/19 – Water-Efficient Landscaping
- 4/22 – Earth Day
- 4/22 – Outdoor Lighting Program
- 4/23 – We're Hiring
- 4/23 – Earth Day Insect Fair
- 4/24 – Use Car Washes
- 4/29 – STEM PULL

### **UPCOMING EVENTS – July**

- 7/3 – Concert for the Heroes, Riverside National Cemetery
- 7/3-7/11 – STEM in Public Utilities Learning Labs
- 7/9 – Concert in the Park, Fairmount Park
- 7/16 – Concert in the Park, Fairmount Park
- 7/20 – Inland Empire Abilities Faire
- 7/23 – Concert in the Park, Fairmount Park
- 7/22-7/24 – STEM FUNdamentals

Back of Bill messaging for July

- Flex Alerts/Outage Preparation



## RPU - COMMUNITY ENGAGEMENT EVENTS GALLERY

Career Day, Chemawa Middle School, 4/2/2025



Citrus Festival, Ca Citrus State Park, 4/5/2025



Eggstravaganza, Ryan Bonaminio Park, 4/5/2025





## Spring Fest, La Sierra Park, 4/12/2025



## Spring Egg Hunt, Villegas Park, 4/12/2025



## Landscape Workshop, Bourns Inc., 4/12/2025



## Key Accounts Breakfast, Mission Square, 4/15/2025



Miracles and Dreams Foundation Miracle the Polar Bear Easter Egg Hunt, North Park, 4/19/2025



UCR Sustainable Flea Market, UCR, 4/23/25



Riverside Tamale Festival, White Park, 4/26/2025



AUSD Community Health and Wellness Fair, La Sierra Park, 4/26/2025



116<sup>th</sup> Cinco de Mayo Celebration, Villegas Park, 4/26/2025



Earth Day and Insect Fair, Main Library, 4/26/2025

