



ANNUAL UPDATE

Marketing and Communications

Board of Public Utilities
December 9, 2024

RiversideCA.gov

1

AREAS OF EXPERTISE



Graphic Design



Social Media



RiversideTV



Photography



Email Marketing



Website



RPU Project Communication



Community Calendar



Electronic Signs



Media Relations



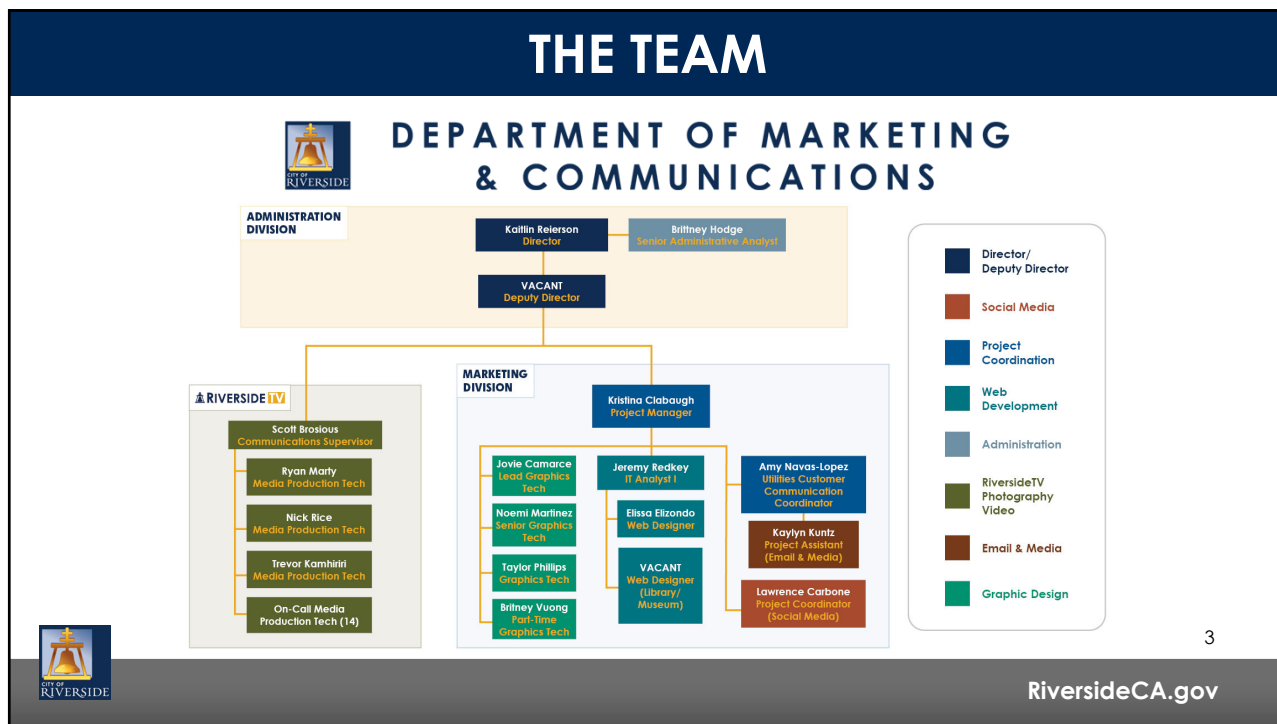
Local Outreach



2


RiversideCA.gov

2




3


BY THE NUMBERS (FY 23-24)




190+
Graphics
Projects




272
Webpages
Managed




Email Open Rate
55% Residential
46% Commercial
Industry Average: 29%




528
Hours Spent
Maintaining
RPU Webpages




55
RPU Videos/
Meetings



Email Engagement
69% Residential
63% Commercial
Industry Avg: 51%



959
Social Media Posts
Across All RPU
Social Media Accounts



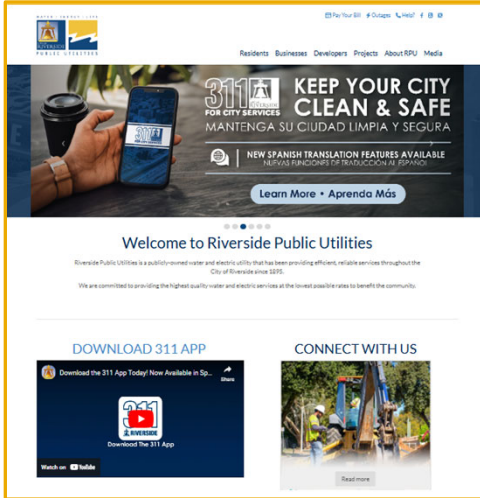
3.5%
Engagement Rate
Across All RPU Social Media
Industry Average: 2.5%

4

RiversideCA.gov

4

WEBSITE AT A GLANCE



Riverside Public Utilities
2,523,988 Web Views (+16%)

TOP PAGES VIEWED

- Homepage
- Utility Bill
- About RPU
- Residents
- Outages

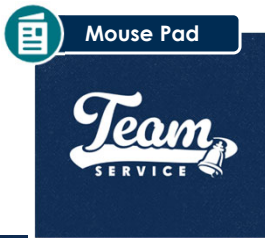


5

RiversideCA.gov

5

CUSTOMER SERVICE WEEK



TEAM SERVICE WEEK ACTIVITY CALENDAR		
Come join us in celebrating Team Service Week, where a week of epic fun results. Explain the activity schedule below and prepare to join the celebration!		
 KICK-OFF YOUR MORNING MONDAY, OCT. 2, 2023 Coffee in One Hand, Donut in the Other!	 THEME: ORANGE YOU GLAD MONDAY, OCT. 2, 2023 Feels: Bright and Bold, Wear Orange Sport Day!	 THEME: DISNEY DAY TUESDAY, OCT. 3, 2023 Disney Dress-Up Day, Embrace the Enchantment!
 THEME: HATS OFF TO YOU WEDNESDAY, OCT. 4, 2023 Hats Off to You, Don Your Signature Hats!	 THEME: SPORTS DAY THURSDAY, OCT. 5, 2023 Sport Your Savory's Savagery, Jersey & T-Shirt Day!	 DOOR DECORATING CONTEST FRIDAY, OCT. 6, 2023 Team Service Edition - Get Creative!



6

RiversideCA.gov

6

CUSTOMER SERVICE WEEK



Web Views: 429



Residential Open Rate: 60%
Commercial Open Rate: 45%



CELEBRATE TEAM SERVICE

Celebrate the dedicated frontline city employees who go above and beyond to serve our community. Show some love to the team that helps keep Riverside thriving.

Whether you have had a positive experience or just want to say **THANK YOU**, here's how you can join in:

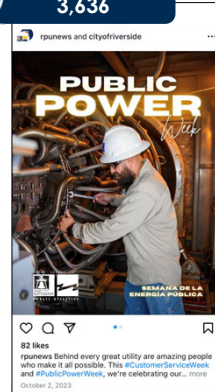
- Call customer service at (951) 782-0330 or dial 311 Call Center at (951) 826-5311 to express your gratitude.
- Submit a compliment [online](#) to either an individual employee or department.
- Use the [311 App](#) to submit a service request with the hashtag [#LoveRiverside](#)
- Share your appreciation on [Social Media](#) and tag us!

Let's celebrate the individuals who shape Riverside into a remarkable community!

[LEARN MORE](#)



Post Reach: 3,636

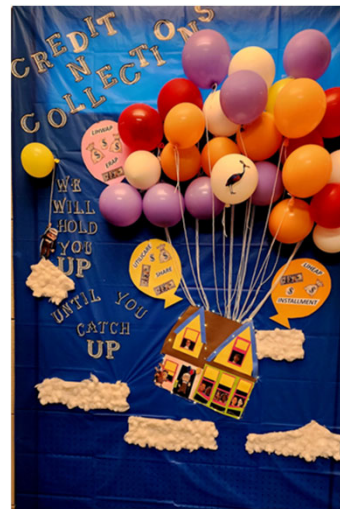


7

RiversideCA.gov

7

CUSTOMER SERVICE WEEK



8

RiversideCA.gov

8

COMMERCIAL EFFORTS

BUSINESS INCENTIVE PROGRAMS

Offered By
Riverside Public Utilities



[RiversidePublicUtilities.com/Businesses](https://www.riversideca.gov/utilities/businesses)

WELCOME TO RIVERSIDE PUBLIC UTILITIES

DOING BUSINESS IN RIVERSIDE

Established in 1910, Riverside Public Utilities provides high-quality, reliable services to customers throughout the City of Riverside. Guided by the customer we serve, we support the individual needs of the community, in which, to live and work. We would love to help you make Riverside home for your business to succeed.

As a RPU business customer, you'll not only receive great rates and comprehensive rebate programs, but we also offer a personalized relationship with your business.

Maximize your operations by having a RPU Account Manager offer expert advice on large- and small-scale efficiency projects. Whatever the water or engineering measure, your Account Manager is ready to help.

CONSTRUCTION INCENTIVES

This program provides incentives for new commercial projects that achieved the 24 standards. This program may cover up to 25% of the project's cost or \$100,000, whichever is less. Call your account manager before you begin your project to discuss program details and requirements. Major tenant improvements or building retrofits for this program may include, but are not limited to:

- Insulation
- Windows and door replacements
- Window film

NOTES

**EMPOWERING BUSINESSES
ENRICHING COMMUNITIES**

The City of Riverside's Community and Economic Development Department is ready to provide support and guidance to resources to help your business thrive.

Businesses Include:

- Island Empire Small Business Development Center
- Riverside Chamber of Commerce

AND MORE

(951) 824-2438
EssaDev@RiversideCA.gov

[RiversideCA.gov/foanDev](https://www.RiversideCA.gov/foanDev)

**RIVERSIDE PUBLIC UTILITIES
ALL DAY EVERY DAY**

WHO TO CALL IN THE CITY OF RIVERSIDE

CITY OF RIVERSIDE 311 CALL CENTER
General information, non-emergency City services & information (951) 824-6311

COMMUNITY RESOURCES

- Eastern Municipal Water District (951) 928-3777
- Western Municipal Water District (951) 477-2122
- Southern California Gas Company (800) 421-2066
- Greater Riverside Chamber of Commerce (951) 683-7100
- Riverside County Economic Development Agency (951) 954-8914

Community and Economic Development (951) 824-0438
Community Development/Phoning/Meeting (951) 824-5371

RIVERSIDE PUBLIC UTILITIES

- Customer Service (951) 762-0330
- Rebate Program (951) 524-6462
- 24-hour Water or Power Emergencies (951) 782-0330
- Technical Engineering (951) 824-5487
- Water Engineering (951) 824-5386

CUSTOMER SERVICE LOCATIONS

Downtown 3001 Orange Street Riverside, CA 92501	Costa Blanca 3023 Mainland Street Riverside, CA 92504
---	---

WEBSITE
[RiversidePublicUtilities.com](https://www.RiversidePublicUtilities.com)

**RPU & NEWSLETTER
SIGN UP NOW!**

[f](#) @RiversidePublicUtilities [i](#) @RPTweets

9

RUSD LED LIGHT REPLACEMENT

ILLUMINATE YOUR OUTDOORS: FREE UPGRADES AVAILABLE FOR QUALIFIED CUSTOMERS

Iluminar Su Exteriores:
Actualizaciones Gratuitas Disponibles para Clientes Elegibles

WHAT IS THE OUTDOOR LIGHTING PROGRAM?
[Click on this program to learn more details.](#)

Riverside Public Utilities' Outdoor Lighting Program offers qualifying businesses FREE LED lighting upgrades to replace old inefficient fixtures.

El Programa de Iluminación Exterior de Riverside Public Utilities ofrece a las empresas que califican actualizaciones LED gratuitas para reemplazar las cerámicas luminosas ineficientes.

All programs are subject to fund availability and may be cancelled, modified or reduced at any time. Todos los programas están sujetos a disponibilidad de fondos y pueden ser cancelados, modificados o reducidos en cualquier momento.

[RiversidePublicUtilities.com/
BusinessRebates](https://www.RiversidePublicUtilities.com/BusinessRebates)

POWER UP YOUR SAVINGS

Ready to cut energy costs? RPU's Small Business Direct Install and Outdoor Lighting Program offers energy-efficient upgrades and technical assistance to help your business save on energy costs. Qualifying businesses can enjoy new high-efficiency lighting, HVAC tune-ups, smart thermostats, and more—all with professional installations. Take advantage of free site evaluations, energy audits, and a range of solutions designed to lower your bills and improve efficiency.

LEARN MORE



rpnews SMALL BUSINESS OWNERS: How would you like to boost your #smallbusiness with better lighting and lower energy bills?

RPU can help you achieve that with our Small Business Direct Install Program. This program provides qualifying businesses with installation of new, energy-efficient lighting and other measures that will help you save money and energy.

Learn more at:
<https://riversideca.gov/utilities/businesses/rebates/energy-rebates/small-business-direct-install-program-and-outdoor-lighting-program>

36w

<https://www.youtube.com/watch?v=VDdlFPQMDk4>

10

10

RiversideCA.gov

CASE STUDIES

RIVERSIDE PUBLIC UTILITIES - CASE STUDY
LOS AMIGOS HOA

TESTIMONIAL 2024

One Winter Saturday morning during a Riverside Public Utilities (RPU) outdoor lighting workshop, the Los Amigos Homeowners Association (HOA) of approximately 100 homes was put to the test.

Homeowners and Los Amigos HOA Board members, Phyllis and Jon Goodenough, were attending the workshop when they learned about the rebate program for HOA customers. They wanted to know more about the program and they were on hand to help with questions and they were on hand to help with questions.

After the workshop, Phyllis met with an RPU Key Account Manager to talk more about the program. The first step was getting approval for an assessment of the HOA homes. Phyllis then worked with the Account Manager, chose the rebate program, and contacted RPU to schedule the assessment. The assessment was completed in a matter of weeks, and the rebate program was approved. Phyllis and Jon are now working on the assessment and the rebate program.

The program saved 32,000 GALLONS OF WATER FOR BEYOND. This was the development of a water conservation plan, which was the first of its kind in the city of Riverside. The plan was submitted in August 2023. The rebate provided \$4 for the first 1,000 square feet of the project and \$4 for the remainder up to 30,000 square feet. Agreements were given about a month later and the water-saving program began.

ALMOST 1 MILLION GALLONS OF WATER SAVED PER YEAR

For more info on rebates to lower energy & water costs for your business, visit RiversidePublicUtilities.com/BusinessRebates

SMALL BUSINESS DIRECT INSTALL & OUTDOOR LIGHTING PROGRAM

Riverside Public Utilities has created the Small Business Direct Installation (SBDI) Program to provide qualifying businesses with installation of new high-efficiency lighting and other energy-efficient measures to reduce customer's energy costs.

Local business owner Jorge Anden participated in the SBDI program in April 2023 when his restaurant received upgraded lighting with energy efficient LED bulbs at no cost.

"These programs are very important to small business. We were able to upgrade our lights for the first time in 6+ years of our operation and now we're saving about \$8 per month on our electric bill. It's a nice bonus with the results - any savings are good savings for a business owner!"

To learn more about the Small Business Direct Installation Program, visit the QR Code below!

RiversidePublicUtilities.com

RIVERSIDE PUBLIC UTILITIES OUTDOOR LIGHTING PROGRAM

To boost energy efficiency efforts and meet the sustainability demands, Riverside Public Utilities (RPU) partnered with local business and community leaders to improve outdoor lighting. Outdoor lighting is a significant energy consumer, and upgrading outdoor lighting can reduce energy costs and improve safety. The program has installed over 347 lighting replacements, including 142 installed sensors.

THE PARTNERSHIP EFFORT FOSTERS A TOTAL OF 347 LIGHTING REPLACEMENTS INCLUDING 142 INSTALLED SENSORS

RPU is dedicated to helping the community with energy and water. The Outdoor Lighting Program was created to further assist businesses by improving their energy efficiency needs for lighting while checking a sustainability box. These are participating who have benefited from a reduction in operating costs due to energy conservation as well as gained enhanced safety and aesthetics. Partnering like this contributes to a sustainable future.

PARTICIPANTS

- RIVERSIDE UNIFIED SCHOOL DISTRICT
- SEYMOUR ELEMENTARY SCHOOL
- ROBINSON (LITTLE) ACADEMY
- ANNEXI TUTORIAL SERVICES LLC
- THOMAS AUGUSTINE (LITTLE) VISITING SCHOOL
- RUCO NATION SERVICES/BUSINESS SERVICES

TESTIMONIALS

"On behalf of the city and staff of the City of Riverside, I would like to thank Riverside Public Utilities for providing all the participants in the Riverside Public Utilities Outdoor Lighting Program with the program energy audit and the energy audit report. The energy audit report is a great resource for our customers and community members, and it helps us understand our energy usage and identify ways to improve our energy efficiency. The program is a great example of how we can work together to improve our energy efficiency and reduce our carbon footprint. Thank you to Riverside Public Utilities for their support and partnership. We look forward to continuing our partnership and working together to improve our energy efficiency and reduce our carbon footprint."

FORNIA BURNETT
CITY MANAGER

"I would like to thank Riverside Public Utilities for their support and partnership in the Riverside Public Utilities Outdoor Lighting Program. The program is a great example of how we can work together to improve our energy efficiency and reduce our carbon footprint. Thank you to Riverside Public Utilities for their support and partnership. We look forward to continuing our partnership and working together to improve our energy efficiency and reduce our carbon footprint."

HEIDI GAMES
VICE CHIEF OF OPERATIONS

"Riverside Public Utilities has been a great partner in our energy efficiency efforts. They have provided us with the resources and support we need to improve our energy efficiency and reduce our carbon footprint. We look forward to continuing our partnership and working together to improve our energy efficiency and reduce our carbon footprint."

BRAN BERNARDI
RIVERSIDE UNIFIED SCHOOL DISTRICT

BUSINESS KIT

WELCOME TO RIVERSIDE PUBLIC UTILITIES

At Riverside Public Utilities (RPU) our mission is simple: provide the most reliable, efficient, water and electric service to the communities and areas of the most affordable rates possible. Since our establishment in 1975, we've been dedicated to meeting the needs of our customers, guided by an appointed board of city community volunteers and the City of Riverside City Council.

At RPU, you're at the heart of everything we do. We're committed to keeping our rates low while providing the highest quality of service. As your utility provider, you're not just getting affordable electric and water, you're also getting the best of our community. Through programs like low-income assistance, senior, and community support initiatives, your contribution makes a brighter future for our community. We're honored to serve you and our city, day after day.

RiversidePublicUtilities.com

BIENVENIDO A RIVERSIDE PUBLIC UTILITIES

En Riverside Public Utilities (RPU) nuestra misión es simple: proporcionar el servicio más confiable y de más calidad a las comunidades y áreas de las tarifas más bajas posibles. Desde nuestra fundación en 1975, nos hemos dedicado a satisfacer las necesidades de nuestros clientes, guiados por un jurado designado y el Consejo Municipal de la Ciudad de Riverside.

En RPU, usted está en el centro de todo lo que hacemos. Nos enfocamos constantemente por mantener las tarifas bajas mientras ofrecemos el servicio más alto calidad de servicio. Como su proveedor de servicios públicos, usted no solo está recibiendo electricidad y agua, también está recibiendo lo mejor de nuestra comunidad. A través de programas como asistencia para personas de bajos ingresos, asistencia a personas mayores y programas de apoyo comunitario, su contribución hace un futuro más brillante para nuestra ciudad todos los días.

RiversidePublicUtilities.com

Well, Hello There

Riverside is excited to have you. To help your business grow and thrive, here are some helpful resources.

- Comprehensive Blog
- Business Energy Rebates
- Business Water Rebates
- Business Rate Tools
- Business Service Maps

For questions about rebate programs to lower your utility costs, contact us at 951-942-6100 or go to RiversidePublicUtilities.com

CITY OF RIVERSIDE

WATER | ENERGY | LIFE

CITY OF RIVERSIDE PUBLIC UTILITIES

Well, Hello There

RIVERSIDE PUBLIC UTILITIES

RiversidePublicUtilities.com

PROJECT COMMUNICATION


Customer Notifications

August 2, 2024

Subject: Lincoln Avenue Tachite Pipe Replacement Project (Jefferson Street to Madison Street)

Dear Customer:

Riverside Public Utilities (RPU) continues to make progress on the Lincoln Avenue Tachite Pipe Replacement Project, maintenance and repair work of existing water system infrastructure. The installation of the pipe is nearing completion. Final pipeline connections and testing are scheduled to begin in Fall 2024. Meanwhile, final pouring and street restoration work will be performed.



There will be minor traffic impacts and traffic delays as the work continues, as well as intermittent restrictions on street parking. Heavy traffic and drivers looking within this reach will remain open during planned work.

We are making of reasonable efforts to minimize any inconvenience and to maintain schedule. Additional updates will be provided as the work progresses, via separate email notices on the enhance existing water system infrastructure while improving system reliability.

For additional information, please visit www.RiversidePublicUtilities.com/Project or call (951) 826-5311 and refer to Lincoln Avenue Tachite Pipe Replacement Project.

Riverside Public Utilities | RiversidePublicUtilities.com

PROJECT UPDATE


Hunter Substation Replacement Project

ESTADO DEL PROYECTO: Proyecto de Sustitución de la Subestación Hunter

COMING SOON TO YOUR AREA / PROXIMAMENTE EN SU ÁREA

RPU has been approved for the construction of a cutting-edge Hunter Substation marking a significant upgrade to the outdated infrastructure and ensuring a robust power supply for our community. Upon completion of the new substation, the current facility will be demolished.

Project Location
Ubicación del Proyecto



RPU has received an approval for the construction of a state-of-the-art Hunter Substation, marking a significant upgrade to the outdated infrastructure and ensuring a robust power supply for our community. Upon completion of the new substation, the current facility will be demolished.

For project information and updates, visit RiversidePublicUtilities.com/HunterSubstation • (951) 826-5311

LINCOLN AVENUE TECHITE PIPE REPLACEMENT PROJECT

JEFFERSON STREET-MADISON STREET

PROYECTO DE REEMPLAZO DE TUBERÍA TECHITE DE LINCOLN AVENUE JEFFERSON STREET-MADISON STREET


ANTICIPATED START DATE	FECHA ESTIMADA DE INICIO	ANTICIPATED COMPLETION DATE	FECHA ESTIMADA DE CONCLUSIÓN
April 2024	Abril de 2024	Spring 2025	Primavera 2025

DATE MAY BE SUBJECT TO CHANGE / LAS FECHAS PODRAN SUJERIRSE A CAMBIO

WORK WILL INCLUDE / EL TRABAJO INCLUIRÁ

- Installation of approximately 3,400 feet of 54-inch water pipe / Instalación de aproximadamente 3,400 pies de tubería de agua de 54 pulgadas
- Pavement restoration / Restauración del pavimento

Project Location / Ubicación del Proyecto



Residential Open Rate: 55%
Commercial Open Rate: 43%



A NEW ERA OF ENERGY

RPU has been approved for the construction of a cutting-edge Hunter Substation, marking a significant upgrade from the outdated infrastructure and ensuring a robust power supply for our community. Upon completion of the new substation, the current one will be demolished.


[LEARN MORE](#)

13

13

RiversideCA.gov

PROJECT COMMUNICATION



JOHN FARLEY
Riverside Public Utilities Water Engineering

Original audio

ixpnews and cityofriverside

ixpnews We're thrilled to announce the completion of the Canyon Crest Booster Station project! Originally built in 1960s, this new facility ensures improved water supply reliability and operational efficiency for years to come.

Learn more about this project at: RiversidePublicUtilities.com/Projects

#RPUAllDayEveryday

35w Reply

pr_and_more Let's go canyon crest!

35w Reply

https://www.youtube.com/watch?v=X0fIBd9_gly



City of Riverside, CA - City Government

December 1, 2023

HEADS UP RIVERSIDE: Riverside Public Utilities is making progress on the Canyon Crest Booster Station Replacement Project. Expect lane & road closures on El Centro Dr. next TUESDAY, DECEMBER 5 - TUESDAY, DECEMBER 12 while contractors install new pavement.

There will be traffic delays at the intersection of El Centro & Canyon Crest Drive. Please plan your commute accordingly and allow for extra travel time.

For more information please visit RiversidePublicUtilities.com/Projects or call (951) 826-5311 and refer to the Canyon Crest Booster Station Replacement Project.

Riverside Public Utilities

December 1, 2023

HEADS UP RIVERSIDE:

Riverside Public Utilities (RPU) continues to make progress on the Canyon Crest Booster Station Replacement Project. Our contractors are scheduled to install new pavement next week Tuesday, December 5 - Tuesday, December 12 on El Centro Drive.


Lane and road closures will be in effect east and westbound on El Centro Drive and north and southbound at the intersection of El Centro Drive and Canyon Crest Drive. Please plan your commute accordingly and allow for extra travel time.

For additional information, please visit www.RiversidePublicUtilities.com/Projects or call (951) 826-5311 and refer to the Canyon Crest Booster Station Replacement Project.

4 comments 2 shares

Like Comment Share

Residential Open Rate: 54%
Commercial Open Rate: 47%



NEW BOOSTER STATION

FLOWING FORWARD IN WATER EFFICIENCY

RPU is excited to announce the completion of the Canyon Crest Booster Station project! This new facility is an essential upgrade for Riverside, enhancing water supply reliability, operational efficiency, and ensuring safer access for maintenance.

The project includes installing a new booster station building, pipelines, and restoring pavement, representing a substantial step forward in our continuous initiative to elevate service for our community.

[LEARN MORE](#)

14

14

RiversideCA.gov

LEAD AWARENESS

Lead Awareness

The City of Riverside Public Utilities Department is committed to the highest quality water at the lowest price benefit the community. Eliminating the risk of lead getting into drinking water is a shared responsibility between Public Utilities and you.

Riverside Public Utilities' drinking water does NOT contain lead when it leaves our treatment plants. The risk for lead entering the drinking water comes from pipes and plumbing material or within your home or business property.



Watch on YouTube

The new EPA Lead and Copper Rule Revisions (LCRR) requires all community water systems to conduct an inventory of service lines connected to the water system's distribution system to determine areas most impacted by lead contamination hazards. To meet regulation requirements, Riverside Public Utilities will classify materials used in water supply pipes on the private-side portion of the water service line as no-lead, lead, or galvanized requiring replacement, based on a process approved by the State Water Resources Control Board.

Due to the approved methods by The Division of Drinking Water (DDW), we will not need information from every customer. We will reach out directly to those where information is requested.



Riverside Public Utilities Service Line Material Inventory

SERVICE LINE INSPECTION NOTICE

AVISO DE INSPECCIÓN DE LA LÍNEA DE SERVICIO

Riverside Public Utilities will be inspecting your water service line on: **Riverside Public Utilities Inspeccionará su línea de servicio de agua en:**

DATE: **FECHA:**

ESTIMADO HORA DE INICIO: _____

ESTIMATED START TIME: _____

DURACIÓN ESTIMADA: 15 MINUTOS

To request a different date/time, contact: **PARA SOLICITAR UNA FECHA/HORA DIFERENTE, CONTACTE:**

ServiceLineInspection@RiversideCA.gov

Inclement weather may affect our ability to inspect on scheduled date. Access to inspect where the water pipe enters the building/homes is needed. This is typically found near the hose bib. La inclemencia del tiempo puede afectar a nuestra capacidad para inspeccionar en la fecha prevista. Se necesita acceso para inspeccionar donde la tubería de agua entra en el edificio/casa. Esto se encuentra típicamente cerca del grifo de la manguera.

3750 University Ave, Suite 300
Riverside, CA 92503
RiversidePublicUtilities.com

CUSTOMERS MIGHT HAVE A PRIVATE LEAD LINE



RPU completed inventory per regulations and found no lead. While Riverside Public Utilities has no known lead service lines, older homes (those typically built before 1960) may have a privately-owned lead line. These privately-owned service lines consist of the portion of the service line running from the back of the Riverside Public Utilities' water meter to the customer's home or business. This portion of the water line resides within the customer's property.




15

RiversideCA.gov

15

TREE POWER PROGRAM



FREE SHADE TREE
ARBOL DE SOMBRA GRATIS

Free Shade Tree Redemptions
12% Increase

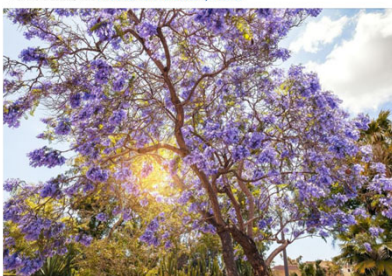
Residential Open Rate: 54%
Commercial Open Rate: 47%

SHADE-MAKERS & MONEY-SAVERS

Spring into action and cool down your space! Redeem your **FREE** shade tree at participating nurseries by using the coupon found on the back of your Riverside Public Utilities (RPU) March utility bill. For our paperless customers, expect your voucher to arrive via mail.


But that's not all! RPU customers are invited to take advantage of our **Tree Power program**. Buy up to 5 eligible trees and receive a \$40 rebate per tree! Experience the ease of automatic rebates added directly to your utility bill, hassle-free.

[LEARN MORE](#)



12

7 comments 1 share



16

RiversideCA.gov

16

TREE POWER PROGRAM

Postcard for Paperless Billing Customers

FREE SHADE TREE
ÁRBOL DE SOMBRA GRATIS

RIVERSIDE PUBLIC UTILITIES' ELECTRIC CUSTOMERS CAN TAKE THIS POSTCARD TO ANY OF THE LISTED NURSERY FOR ONE FREE SHADE TREE. Los clientes de electricidad de Riverside Public Utilities pueden tomar esta tarjeta de invitación a cualquiera de las ferreterías incluidas para un árbol de sombra gratis.

Free Shade Tree
¡Un árbol de sombra gratis!

Bill Insert

RIVERSIDE PUBLIC UTILITIES TREE POWER
FREE SHADE TREE PROGRAM

To celebrate Earth Month, the launch of the Free Shade Tree program is moving to April.

Earth Month is recognized around the world as a time to think about our planet and how we impact it, so let's plant some trees in Riverside!

POTENCIA DE ÁRBOL DE RIVERSIDE PUBLIC UTILITIES
PROGRAMA DE ÁRBOL DE SOMBRA GRATIS

Para celebrar el Mes de la Tierra, el lanzamiento del programa de Árbol de Sombra Gratis se ha cambiado a abril.

El Mes de la Tierra es reconocido en todo el mundo como un momento para pensar en nuestro planeta y cómo lo impactamos, así que plantemos algunos árboles en Riverside!

Back of Bill

Watch for your Free Shade Tree coupon in your April bill!

[RiversidePublicUtilities.com/FreeTree](https://www.riversideca.gov)

17

RIVERSIDE INSECT FAIR CELEBRATING EARTH DAY

Web Views: 8,850

Reach: 241,418

RIVERSIDE INSECT FAIR
SATURDAY, APRIL 20, 2024
10 A.M. - 4 P.M.
RIVERSIDE MAIN LIBRARY
3900 MISSION INN AVE.

Residential Open Rate: 54%
Commercial Open Rate: 47%

Attendee Count: ~12,500+

MARK YOUR CALENDARS FOR A BUZZING ADVENTURE!

Join us for a day of discovery at the Riverside Insect Fair in honor of Earth Day on Saturday, April 20, 2024, at the Main Library from 10 A.M. - 4 P.M. Enjoy a day packed with activities including Storytime adventures with the Library, interact with UC Riverside Entomology Graduate Students, craft your very own bug collection, explore the Wyland Mobile Learning Experience, shopping, and so much more! A buzzing day for all ages available!

Instagram Post:
RIVERSIDE: Mark your calendars and celebrate #EarthDay with us at the Riverside Insect Fair!
Saturday, April 20
Main Library - 3900 Mission Inn Ave.
10am - 4pm

<https://www.instagram.com/reel/C5zflWipudJ/>

18

RIVERSIDE INSECT FAIR CELEBRATING EARTH DAY



BUGGY ADVENTURES

RIVERSIDE INSECT FAIR

ACTIVITY BOOKLET

BROUGHT TO YOU BY:




RP U

Our planet is like a garden, and each drop of water keeps everything growing and thriving. This Earth Day let's join forces to protect our garden by using water wisely.

Turn off the tap when you're brushing your teeth – it's a way to save water and keep our oceans happy.

If you find leaks in your castle (or home), be brave and fix them, stopping any water monsters from escaping.

Remember, only use as much water as you need, just like sharing snacks with friends.

Capture the water while it's heating up for your bath or shower in a bucket to share with the trees outside – they'll thank you with big, leafy smiles.

Let's put on our Earth Day capes and celebrate by being Smart Water Heroes – making our garden even more beautiful!

Help on board our energy-saving mission and supercharge your planet-saving skills with the following energy tips.



Unplug chargers and gadgets when they're on a break – it's like putting them in an energy snooze.



When the sun is on full size mode, sweep in and close the curtains to keep the heat away.

These simple ticks make a big difference in saving energy and keeping our planet happy.

UNSCRAMBLE

laenpl _____ uns _____

atrew _____ lanr _____

raeh _____

loadcs _____

serolt _____

chycere _____

rudece _____

BRANCH OUT WITH TREES

Did you know...

- Trees offer insects a home and food to eat!
- Water-wise trees provide shade and can reduce energy use.
- Native California trees conserve water.

TIC TAC TOE

W	T	M	Y	J
A	P	R	S	X
T	R	N	B	M
E	O	W	F	S
R	T	R	V	Z
X	E	L	D	B
Q	C	O	R	L
L	T	S	D	E
L	J	T	R	Z
H	D	R	E	N
Q	H	E	U	Y
V	S	D	S	F
X	I	U	E	A
S	H	C	K	E
T	C	E	Q	V

COLOR ME!

NOTE: Spend a little time and learn more about the importance of trees to your home and our city!

19

RiversideCA.gov

RECRUITMENT EFFORTS



WE'RE HIRING
ESTAMOS CONTRATANDO

ENGINEERING AIDE OR SENIOR ENGINEERING AIDE - SUBSTATION

APPLY NOW / APLIQUE AHORA
[RIVERSIDECA.GOV/JOBS](https://www.riversideca.gov/jobs)

21 likes
rpnews Kickstart your engineering career and take it to the next level at Riverside Public Utilities... more
February 14



WE'RE HIRING

RIVERSIDE PUBLIC UTILITIES

UTILITIES SENIOR WATER ENGINEER WATER DELIVERY
\$123,588 - \$150,216 ANNUALLY

APPLY AT [RIVERSIDECA.GOV/JOBS](https://www.riversideca.gov/jobs)



NOW HIRING
ESTAMOS CONTRATANDO

UTILITIES ASSISTANT OR ASSOCIATE WATER ENGINEER

[RiversideCA.gov/Jobs](https://www.riversideca.gov/jobs)



WE'RE HIRING
ESTAMOS CONTRATANDO

OPEN JOB OPPORTUNITIES

Join the RPU team! We're seeking skilled and dedicated professionals. Enjoy competitive pay, excellent benefits, and a commitment to a positive and safe workplace. If you're interested in a career in public utilities, we encourage you to apply today at: [RiversideCA.gov/jobs](https://www.riversideca.gov/jobs)

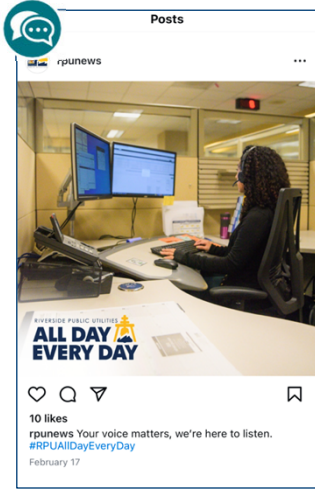
VIEW AVAILABLE JOBS

20

RiversideCA.gov

10

RPU ALL DAY EVERY DAY CONTINUES



21



RiversideCA.gov

21

ASSISTANCE & REBATE PROGRAMS

Riverside Public Utilities
Apr 25 · 🌐

Thinking of going electric? Electrify your ride with Riverside Public Utilities' EV rebates. 🚗⚡

Get up to a \$1,000 rebate for a used Battery Electric or Plug-in Hybrid vehicle if purchased or leased after January 1, 2023. Qualified low-income customers enrolled in RPU's SHARE program are eligible to receive an increased rebate of up to \$2500!

For more information, visit: <https://riversideca.gov/utilities/residents/rebates/electrify-riverside>



Assistance + Rebate Programs

131,222
Webpage Views



MAXIMIZE SAVINGS AND SUSTAINABILITY

Ditch your business's turf for a climate-appropriate landscape! Join RPU's landscape workshop on **Saturday, January 13th, from 10:00 AM - 12:00 PM** at the [Kathleen M. Gonzales Memorial Waterwise Garden](#) located next to the [Casa Blanca Library](#). You can reduce your business's water usage by an estimated 60% by removing turf and converting to drought-tolerant landscape.

Rebates start at \$5 per square foot for the first 4,999 square feet of turf you replace with climate-appropriate landscaping.

LEARN MORE



ASSISTANCE IS HERE FOR YOU

Need help with paying your water or wastewater utility bill? [The Low Income Home Water Assistance Program \(LIHWAP\)](#), administered by the [Community Action Partnership of Riverside County](#), offers assistance of up to \$2,000.

You may be eligible for this program if you are a resident of Riverside County, and your household's income is at or below 60% of the state median income.

To learn more about the program, contact [Community Action Partnership of Riverside County](#).

📍 2038 Iowa Ave, Suite B-101 Riverside, CA 92507
☎ 951-955-4900

LEARN MORE

22

RiversideCA.gov

22

EMAIL HIGHLIGHTS

Open Rate: 50%
Click Rate: 57%

BEAT THE HEAT
COMBATIR EL CALOR
COOL CENTERS

Beat the heat this season at one of our local cooling centers located throughout the city. Locations will be open for all residents in need of temporary relief from the heat once temperatures reach 97° or higher. Click below to find a cooling center near you.

COOLING CENTER LOCATIONS

FLEX ALERT

As temperatures rise this summer we may experience an increase in electricity demand. During these periods, the California ISO may issue Flex Alerts cooling

Open Rate: 45%
Click Rate: 2%

ELECTRIFY RIVERSIDE

EXCITING ELECTRIC VEHICLE (EV) REBATES

Discover our electrifying EV rebates for active RPU electric customers. If you're considering installing Level 2 (240 volt) or higher EV chargers at locations accessible to patrons, you could be eligible for substantial rebates. Here's the inside scoop:

- Up to \$5,000 per charging station for public access locations
- Up to \$10,000 for schools, qualified affordable housing developments, or publicly accessible DC fast plug-in locations

Some restrictions may apply. This incentive is on a first come first serve basis, so don't miss this opportunity to support EV adoption while benefiting your business!

LEARN MORE

Residential and Commercial Email Sign-Up

Businesses

Your business is our business. Riverside businesses are incredibly important to us. If you have questions about our programs, please call (951) 836-5463 and we will connect you with your personal account manager.

Residents

Welcome, Riverside residents. Riverside Public Utilities is proud to serve a city of over 300,000 residents with high-quality water and electric services at the lowest possible rates.

23

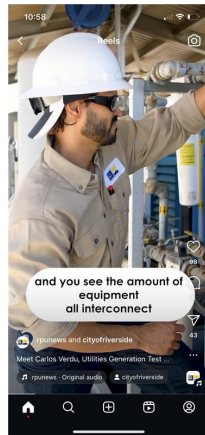
RiversideCA.gov

23

EMPLOYEE HIGHLIGHTS



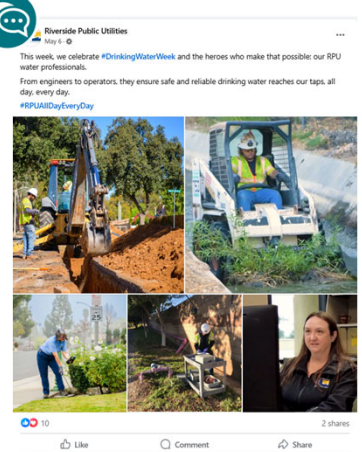
<https://www.instagram.com/p/CwEN4xTpuOq/>



<https://www.instagram.com/p/Cv8HCaVtexG/>



<https://www.instagram.com/p/C3vagnCPLz3/>



24

RiversideCA.gov

24

REPORTS

FY 2022/2023 ANNUAL REPORT

WATER QUALITY REPORT 2023

2023 FINANCIAL REPORT

2023 RIVERSIDE PUBLIC UTILITIES INTEGRATED RESOURCE PLAN

WILDFIRE MITIGATION PLAN 2023

RESOURCE OPERATIONS & STRATEGIC ANALYTICS DIVISION

MISSION SQUARE BUILDING

WATER RESOURCES

RIVERSIDE PUBLIC UTILITIES: 2023 WATER SAMPLING DATA

2023 FINANCIAL REPORT

2023 RIVERSIDE PUBLIC UTILITIES INTEGRATED RESOURCE PLAN

WILDFIRE MITIGATION PLAN 2023

RESOURCE OPERATIONS & STRATEGIC ANALYTICS DIVISION

25

RiversideCA.gov

RIVERSIDER ADS

PLEDGE TO Paper No More In 2024

COMPROMISO A "NO MÁS PAPEL" EN 2024

SWITCH TO PAPERLESS BILLING TODAY

CAMBIE HOY A LA FACTURACIÓN ELECTRÓNICA

SAVE PAPER, POSTAGE, TIME, GO PAPERLESS

ACHORRE PAPEL, AHORRE FRANQUEO, AHORRE TIEMPO, NO USE MÁS PAPEL

EMPOWERING YOUR DRIVE IN 2024

Unleashing the Power of Electric Vehicles with Riverside Public Utilities Rebates

Spring Into Savings

Don't Be Left in the Dark - BE POWER OUTAGE READY

26

RiversideCA.gov

OTHER HIGHLIGHTS



27



RiversideCA.gov

27

SPANISH TRANSLATION EFFORTS

INCLUDES, BUT NOT LIMITED TO:

- Campaigns
- Application Forms
- Back of Bill
- Bill Inserts
- Email Blasts
- Social Media Graphics
- Videos (Increased Spanish Availability)
- Citywide Mailings
- Door Hangers
- Project Notifications
- Flyers
- Website Sliders
- Electronic Signs
- 311 Mobile App
- Water Quality Report

28



RiversideCA.gov

28

STRATEGIC PLAN ALIGNMENT



Priority #5 – High Performing Government

Goal 5.3 – Enhance communication and collaboration with community members to improve transparency, build public trust and encourage shared decision-making.

Cross-Cutting Threads



Community Trust



Fiscal Responsibility



Sustainability & Resiliency



Equity



Innovation



29

RiversideCA.gov

29

RECOMMENDATIONS

WATER | ENERGY | LIFE



That the Board of Public Utilities receive the annual update report on Marketing and Communications efforts on behalf of Riverside Public Utilities.



30

RiversideCA.gov

30