



RIVERSIDE PUBLIC UTILITIES

Board Memorandum

BOARD OF PUBLIC UTILITIES

DATE: DECEMBER 09, 2024

GENERAL MANAGER'S REPORT

CUSTOMER ENGAGEMENT PROGRAM UPDATES THROUGH OCTOBER 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 OCTOBER 2024 HIGHLIGHTS

Residential

- A. Sharing Households Assist Riverside's Energy (SHARE) program assisted 1,780 from July 2024 through October 2024 totaling \$445,000 in past-due assistance, monthly electric and water credits.
- B. Energy Savings Assistance Program (ESAP) assisted 130 customers from July 2024 through October 2024 and expended \$203,597.
- C. Electric Vehicle (Used-EV) Rebate Program processed 9 applications.
- D. Electric Vehicle (EV) Residential Charger Rebate Program processed 3 applications.

Commercial

- A. Processed a total of 25 large commercial rebates from July 2024 through October 2024 for a total of \$53,952.36 and 626,029 kWh saved.
- B. Small Business Direct Install and Outdoor Lighting Program vendor Richard Heath & Associates completed 26 direct installs.

Education

- A. Family STEAM Day at Marcy Library.
- B. Classes continue with full schedules for water and energy.
- C. Participated in National Night Out and STEP Con 2024.

- D. Hosted G.R.O.W Fellows Internship students at SSGT Salvador Lara Library and the customer resource center

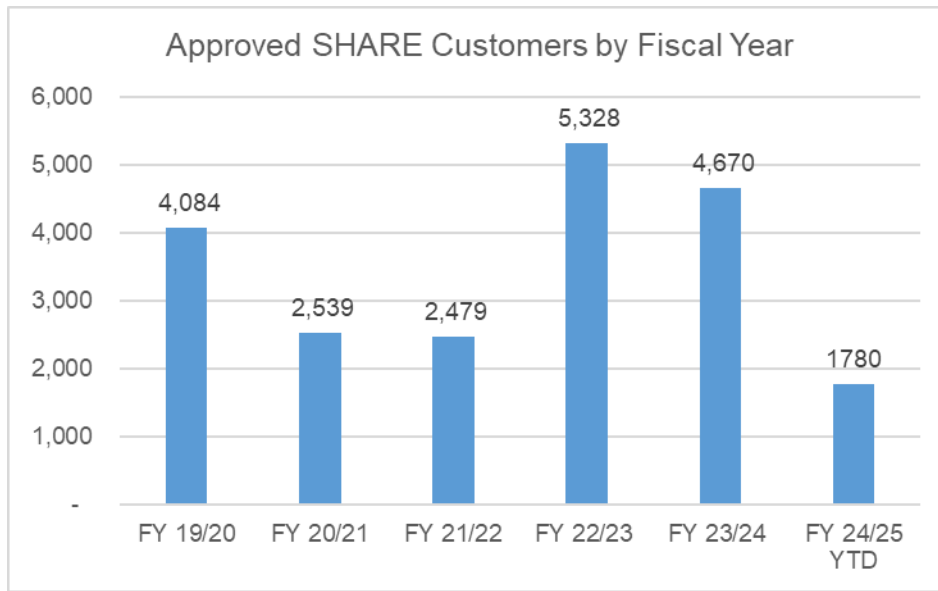
Communications

- A. Participated in Customer Service Week
- B. Working with Office of Communications, celebrated Water Professionals week and Public Power week
- C. Launched and promoted new Mobile Home/Multi-Family Assistance Program
- D. Accepted APPA Award of Merit for our Braille and Large Format materials
- E. Residential Email: 10/29
- F. Commercial Email: 10/23

RESIDENTIAL DETAIL

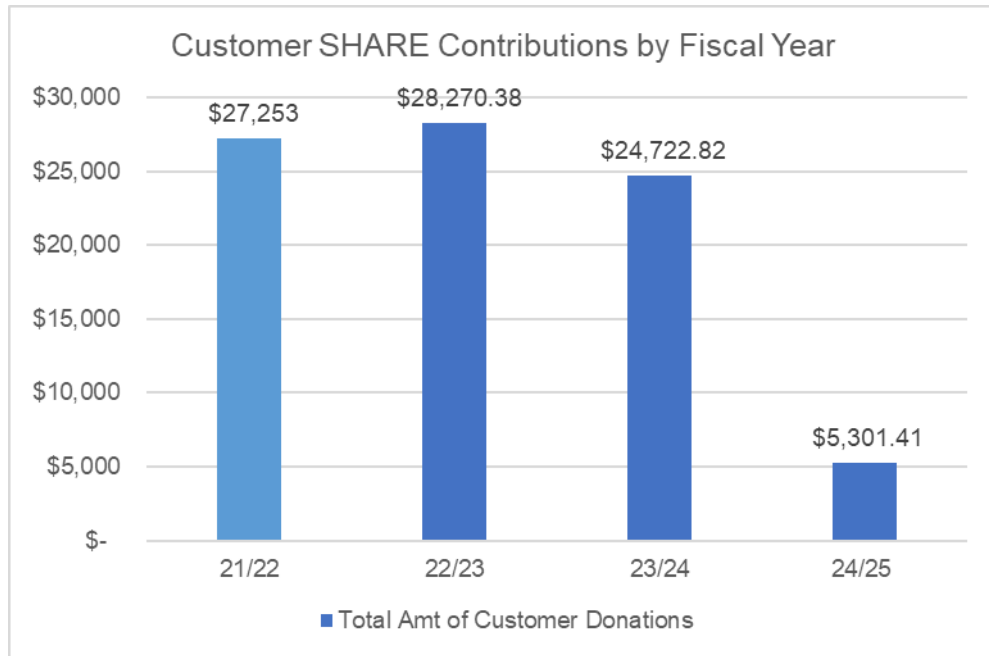
Sharing Households Assist Riverside’s Energy - SHARE PROGRAM

The Sharing Households Assist Riverside’s Energy (SHARE) program assisted 1,780 customers from July 2024 through October 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 October 2024, the program has benefitted 130 homes in the RPU service area, expending a total of \$203,597. 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 October 2024 a total of 1,285 residential energy rebates were processed, for a total rebate amount of \$336,969.68.

Residential Devices	Participation	RPU Expenditures
Air Conditioning	168	\$64,975.00
Heat Pump	63	\$172,015.73
Energy Star	308	\$27,750.00
Pool Pump	25	\$5,000.00
Tree Power	81	\$6,356.46
Weatherization	105	\$17,817.49
Recycling	114	\$10,200.00
A&G Recycling	421	\$32,855.00
Energy Rebate Total	1,285	\$336,969.68

From July 2024 through October 2024, the Used Electric Vehicle (EV) Rebate Program has approved 23 rebate applications for a total of \$30,500. The EV Charger Rebate Program has approved 15 rebates for a total of \$6,651.99.

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 2024 through October 2024 a total of 93 residential water rebates were processed with total payout (RPU/MWD) of \$146,092, representing annual water savings of 2,536,858 gallons.

Residential Devices & Turf	Participation / Devices	RPU Expenditure	MWD Expenditure
Flow Monitor/Leak Detection Device	3	\$225	\$300
High-efficiency Clothes Washer	33	\$400	\$2,805
Hose Bib Irrigation Controller	1	\$15	\$35
Premium HET (from 1.6 GPF toilet)	2	\$0	\$80
Rotating Nozzles	2 (109)	\$327	\$218
Turf Removal (per square foot)	21 (37,157)	\$59,643	\$76,044
Weather-based Irrigation Controllers (WBIC / WBICLL)	31	\$3,600	\$2,400
Total	93	\$64,210	\$81,882

WATERWISE WORKSHOPS

Customer Engagement works in partnership with the Riverside-Corona Resource District to host waterwise landscaping workshops four times per year. The October workshop was held at the La Sierra Library and attended by several customers seeking information on how to replace their turf with waterwise options. The focus of the workshop was to help customers reduce their bills by using climate appropriate landscaping, it was taught by Kerwin Russell, RCRC District Assistant Manager.



COMMERCIAL DETAIL

Energy Rebates

From July 2024 through October 2024, a total of 25 commercial rebates were processed (6 lighting, 1 energy star, and 18 air conditioning) with a total payout of \$53,952.36 and a kWh

savings of 626,029.

Direct Install Programs

In October 2024, the Small Business Direct Install and Outdoor Lighting Program conducted 32 audit visits at local businesses and a total of 19 direct installs were completed, expending a total of \$70,921 for businesses.

Water Rebates

From July 2024 through October 2024, 6 commercial accounts removed 59,836 square feet of turf with a rebate total of \$127,230; these projects represent annual water savings of 2,534,694 gallons. Additionally, 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 on October 17, at the Marcy library. Students and their families were able to put electricity circuits together, do an oil spill clean-up activity, and learn all about wind turbines.

The Team conducted 39 Water Cycle classes with 1,161 students and 24 Electricity circuits classes with 728 students.

On October 1st the Team participated in national night out at La Sierra Park and on October 10th, STEP Con at Bourns, Inc. Students learned all about RPU's watershed through a demonstration with the water table. Students were also able to put snap circuits together and learn all about electricity circuits.

On October 16, the Team hosted the new G.R.O.W Fellows Internship students at the Casa Blanca Library. Interns learned all about the utility, the different careers in the utility, and all about customer engagement at the Customer Resource Center.

COMMUNICATIONS DETAIL

Email Communications

- Residential email sent on 10/29. Content included: Tips to Lower Energy Bill, Paperless Billing, Water Rebates – Clothes Washers, Assistance Program - ESAP, Lineman's Rodeo.
 - i. 77,800 emails sent
 - ii. 49,700 emails opened by customers
- Commercial email sent on 10/23. Content included: Water Conservation – Turf Replacement, Paperless Billing, Energy Star Rebates, Lineman's Rodeo.
 - i. 5,100 emails sent
 - ii. 4,000 emails opened by customers

In-Person Events

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

- 10/1 - National Night Out
 - La Sierra Park
 - Villegas Park
 - Hunt Park

- 10/5 – Fall Festival, Villegas Park
- 10/10 – Monthly Utility Assistance Visit- Janet Goeske Senior Center
- 10/12 – Eastside Fall Festival, Bordwell Park
- 10/12 – 2nd Annual Love Riverside Family Health Fair, Hunt Park
- 10/12 – Climate-Appropriate Landscape Workshop, La Sierra Library
- 10/18 – Halloween Happenings, Orange Terrace Park
- 10/19 – Clean Up Riverside with Public Works, 8095 Lincoln Ave
- 10/19 – 47th Annual Mission Inn Run, Mission Inn Breezeway
- 10/24 – Halloween Happenings, Villegas Park
- 10/25 – Trunk or Treat RPD, Downtown Riverside

Social Media Outreach

Key social media posts during the month of October 2024:

- 10/1 – Cooling Centers
- 10/2 – Refrigerator Recycling Program
- 10/3 – Weatherization Rebates
- 10/5 – RPU ADED
- 10/7 – Customer Service Week
- 10/8 – Water Professionals Appreciation Week
- 10/9 – Landscape Workshop
- 10/11 – Customer Service Week
- 10/12 – RPU ADED
- 10/14 – Columbus Day
- 10/16 – Events
- 10/17 – Waterwise Wednesday
- 10/17 – Imagine a Day without Water
- 10/19 – Check Electrical Decorations for Halloween
- 10/22 – Toilet Rebate
- 10/22 – Landscape Workshop
- 10/26 – Unplug Electronics
- 10/28 – Mobile Home/Multi-Family Program

UPCOMING EVENTS – JANUARY

- 1/25 – Lunar Festival, Mission Inn Ave

Back of Bill messaging for January

- Ways to Save – Energy Conservation

RPU - COMMUNITY ENGAGEMENT EVENTS GALLERY

Fall Festival Villegas Park 10/5/24



STEP Con Bourns Inc 10/10/24



GROW at Casa Blanca Library 10/16/24



Halloween Happenings at Orange Terrace 10/19/20



Mission Inn Run Downtown Breezeway 10/19/24



Halloween Carnival Villegas Park 10/24/24



Trunk or Treat Downtown Riverside 10/25/24

