



RIVERSIDE PUBLIC UTILITIES

Board Memorandum

BOARD OF PUBLIC UTILITIES

DATE: JUNE 10, 2024

GENERAL MANAGER'S REPORT

CUSTOMER ENGAGEMENT PROGRAM UPDATES THROUGH APRIL 2024

Customer Engagement electric programs are funded by Assembly Bill (AB) 1890, adopted in 1996. The bill requires publicly owned utilities to collect and spend public benefits and 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, a 1.5% charge on water bills that ended on March 22, 2024, will use the reserve balance in the fund to support water conservation rebates, education, and outreach programs.

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

CUSTOMER ENGAGEMENT APRIL 2024 HIGHLIGHTS

Residential

- A. Sharing Households Assist Riverside's Energy (SHARE) program assisted 4,106 customers from July 2023 through April 2024 totaling \$1,026,500.
- B. Energy Savings Assistance Program (ESAP) assisted 318 customers from July 2023 through April 2024 and expended \$286,892.34.
- C. Electric Vehicle (EV) Rebate Program has processed a total of 60 applications.

Commercial

- A. Processed 66 large commercial rebates from July 2023 through April 2024 for a total of \$203,918,43 and 2,567,307.50 kWh saved.
- B. Small Business Direct Install Program vendor Richard Heath & Associates completed 60 direct installs.

Education

- A. Continued water and energy conservation classes.
- B. Kindergarten classes were continued.
- C. Attended the Young Men's Conference.
- D. Attended Insect Fair celebrating Earth Day Event.
- E. Attended Arbor Day event.
- F. Attended various Summer Expos to promote STEM programs.

Communications

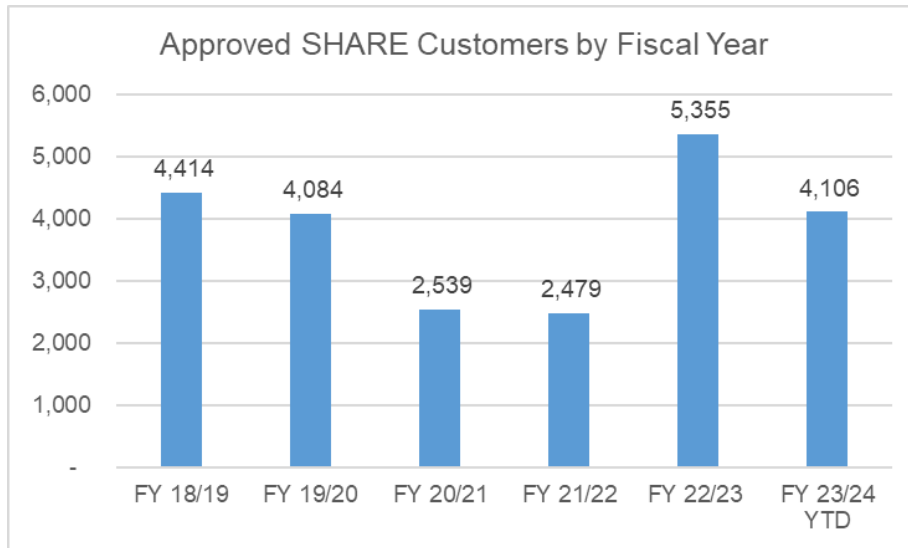
- A. Coordinated IRP (Integrated Resource Plan) outreach meetings.
- B. Installed exterior signage at Customer Resource Center.

- C. Created a postcard flyer for commercial outdoor lighting program.
- D. Created a flyer to promote upcoming Landscaping Workshop event.
- E. Created a Sustainable Buying Guide to assist other staff with sourcing sustainable promotional materials.
- F. Residential Email: 4/12
- G. Commercial Email: 4/17

RESIDENTIAL DETAIL

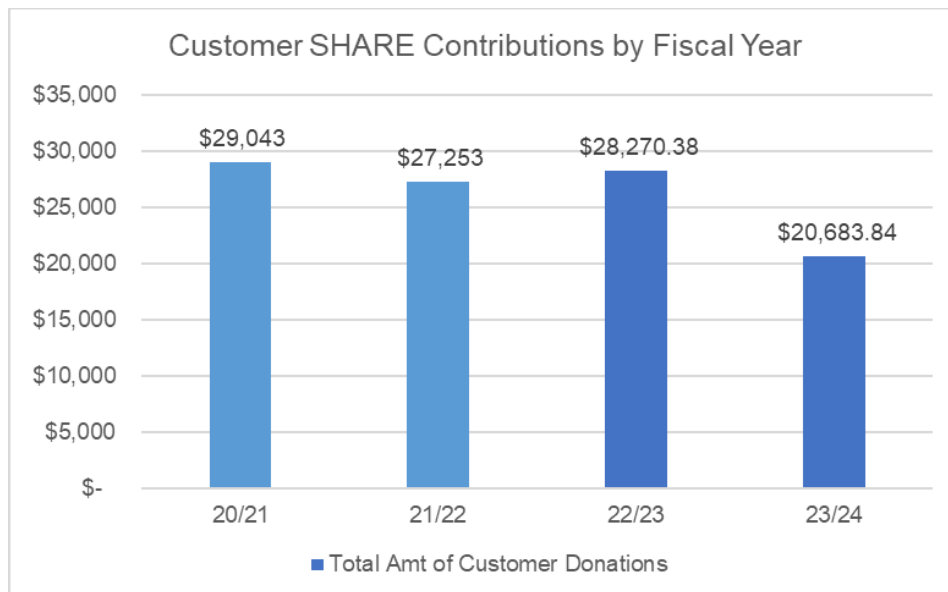
Sharing Households Assist Riverside’s Energy - SHARE PROGRAM

The Sharing Households Assist Riverside’s Energy (SHARE) program assisted 4,106 customers from July 2023 through April 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, which will help qualifying customers with their bills; the average customer donation is \$31.00 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-saving home improvements at no cost. From July 2023 through April 2024, the program benefitted 318 homes in the RPU service area, spending \$286,892.34. The program helps customers access a range of efficiency measures, with the most popular being A/C tune-ups, LED lightbulbs, Wi-Fi thermostats, and HVAC motor upgrades. In January 2024, a new program for whole-house fans was introduced and has assisted 90 customers.

Residential Rebates

From July 2023 through April 2024, 5,053 residential energy rebates were processed for a total rebate benefit of \$475,067.40.

Residential Devices	Participation	RPU Expenditures
Air Conditioning	357	\$190,940.48
Energy Star	881	\$72,932.32
Pool Pump	73	\$14,600.00
Tree Power	3,245	\$129,622.08
Weatherization	261	\$46,722.52
Recycling	236	\$20,250.00
Energy Rebate Total	5,053	\$475,067.40

From July 2023 through April 2024, the Used Electric Vehicle (EV) Rebate Program approved 60 rebate applications for a total of \$66,999, and the EV Charger Rebate Program approved 61 rebates for a total of \$27,594.20.

Water Efficiency Programs

In June 2004 and April 2014, the Board and City Council approved a 10-year Water Conservation Surcharge of 1.5% of water usage charges for retail sales to fund water conservation, education, and water use efficiency programs, as well as research development and demonstration programs to advance science and technology. The surcharge was not renewed and ended on April 22, 2024. The remaining balance in the surcharge fund will be used to continue to support the same goals.

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 2023 through April 2024, 215 residential water rebates were processed, with a total payout (RPU/MWD) of \$293,392.

Residential Devices & Turf	Participation	RPU Expenditure	MWD Expenditure
Flow Monitor/Leak Detection Device	5	\$375	\$500
High-efficiency Clothes Washer (HECW)	93	-	\$7,905
Hose Bib Irrigation Controller	1	\$15	\$35
Rain Barrels	1	-	\$70
Residential Premium HET (from 1.6 gpf toilet)	5	-	\$280
Residential Turf Removal (per square foot)	43	\$100,701	\$164,636
Rotating Nozzles	2	\$237	\$158
Weather-based Irrigation Controllers (WBIC/WBICLL)	65	\$6,960	\$11,520
Water Efficiency Total	215	\$108,288	\$185,104

Smart Irrigation Program

Residential and business customers are reducing water use and costs by installing smart irrigation controllers and high-efficiency sprinkler nozzles via the Smart Irrigation Program (SIP). SIP provides a free irrigation assessment to evaluate water use and the corresponding efficiency opportunities and repairs or replacements of up to \$300 of irrigation equipment. From July 2023 through April 2024, 236 customers have been assisted, and 261 are scheduled.

COMMERCIAL DETAIL

Rebates

From July 2023 through April 2024, 86 commercial rebates (2 performance-based incentives, 31 lighting, 40 air conditioning, nine weatherization, and four energy stars) were processed, with a total rebate of \$203,918.43 and a kWh savings of 2,567,37.50.

Direct Install Programs

In April 2024, the Small Business Direct Install and Outdoor Lighting Program conducted 39 audit visits at local businesses, and 60 direct installs were completed. The Refrigerated Load Program has completed refrigeration efficiency upgrades at 20 businesses, and an additional six businesses have been approved and are ready to start upgrades.

EDUCATION DETAIL

In April, the education team taught 12 water conservation classes to 324 students, 20 electricity classes to 680 students, and six kindergarten classes to 88 students.

On April 16th, the team attended the Annual Young Men's Conference, where STEM PULL and STEM Fundamentals programs were promoted.

On Saturday April 20th, the team actively participated in the Insect Fair celebrating Earth Day event. They conducted two Bug Hotel presentations, engaging students and their families in the process of making a Bug Hotel. This active involvement in community events is a testament to our commitment to fostering a sense of community and environmental awareness.

On April 27th, the team attended Arbor Day, where students could make a craft from tree rings.

On April 29th and 30th, the team attended the City's Summer Expos at Bobby Bonds Park, Bordwell Park, and Bryant Park. The team spoke to families about Family STEAM Day events at various city library locations and promoted summer STEM Public Utilities Learning Labs and the new middle school STEM FUNDamentals program.

COMMUNICATIONS DETAIL

Email Communications

- Customer email to residents sent on 4/12. Content included: IRP Outreach Events, Insect Fair/Earth Day, Job Opportunities, Tree Power, Refrigerator Recycling Program, SHARE, Air Conditioning Incentives, Weather-Based Irrigation Controllers, Waterwise Workshop, Bulky Item Drop-Off Event.
 - i. 77,000 emails sent
 - ii. 36,000 emails opened by customers

- Commercial email sent on 4/17. Content included: IRP Outreach Events, Insect Fair/Earth Day, Tree Power, Waterwise Workshop, Lighting Incentives.
 - i. 5,000 emails sent
 - ii. 2,200 emails opened by customers

In-Person Events for April 2024:

- 4/10- Janet Goeske Senior Center's Monthly Utility Assistance Programs Visit
- 4/13 – IRP Community Meeting, Riverside Main Library
- 4/16 - Young Men's Conference, Bourns Technology Center
- 4/18 - IRP Community Meeting Riverside, Casa Blanca Library
- 4/20 – Riverside Earth Day and Insect, Fair Main Library
- 4/27 - Annual Community Health and Wellness Resource Fair, La Sierra Park
- 4/27 - Riverside Tamale Festiva, White Park
- 4/27 - Cinco de Mayo Celebration, Villegas Park
- 4/27 - Arbor Day, City Hall
- 4/29 - Summer EXPO, Orange Terrace Community Center
- 4/29- Summer EXPO, Bobby Bonds
- 4/30- Summer EXPO, Bryant Park
- 4/30- Summer EXPO, Brodwell Park

Social Media Outreach for April 2024:

- 4/01 – Refrigerator Recycling program
- 4/02 – SHARE
- 4/03 – Earth Day Event Reminder
- 4/04 – Reminder to change AC filter
- 4/05 – Free Shade Tree with utility bill
- 4/06 – All Day Every Day
- 4/09- Integrated Resource Plan Workshop
- 4/11 – Arbor Day Event
- 4/12 - All Day Every Day Street Banner on Madison
- 4/12 - Earth Day Event Reminder
- 4/13 - Earth Day Event Reminder
- 4/13 – 311 Heads up for longer wait times
- 4/14 – Young Men's Conference, UCR's Sustainability Showcase, Wild and Scenic Film
- 4/15 - Earth Day Event Reminder

- 4/16- Integrated Resources Plan Meeting
- 4/17 - Waterwise with Mulch
- 4/19 - Arbor Day Event
- 4/19 - Scam Alert
- 4/19 - Earth Day Event Reminder
- 4/20 - Earth Day Event Reminder
- 4/22 - Happy Earth Day
- 4/22 - Arbor Day Event
- 4/23 - STEM Pull Event
- 4/25 - Shade Tree Program
- 4/26 - EV Rebate
- 4/27 - Arbor Day Event
- 4/30 - Family STEAM Day

UPCOMING EVENTS - JULY

- 7/1 - Science & Tech Education Partn. (STEP), Bourns Tech. Center
- 7/1 - Janet Goeske Foundation Event, Janet Goeske Center
- 7/3 - Concert for Heroes, Riverside National Cemetery
- 7/10- Janet Goeske Senior Center's Monthly Utility Assistance Programs Visit
- 7/11- Good Morning Riverside, Mission Inn Hotel

Back of Bill messaging for July

- AC Tips

RPU - COMMUNITY ENGAGEMENT EVENTS GALLERY

4/6/24 Riverside Citrus Festival, California Citrus State park



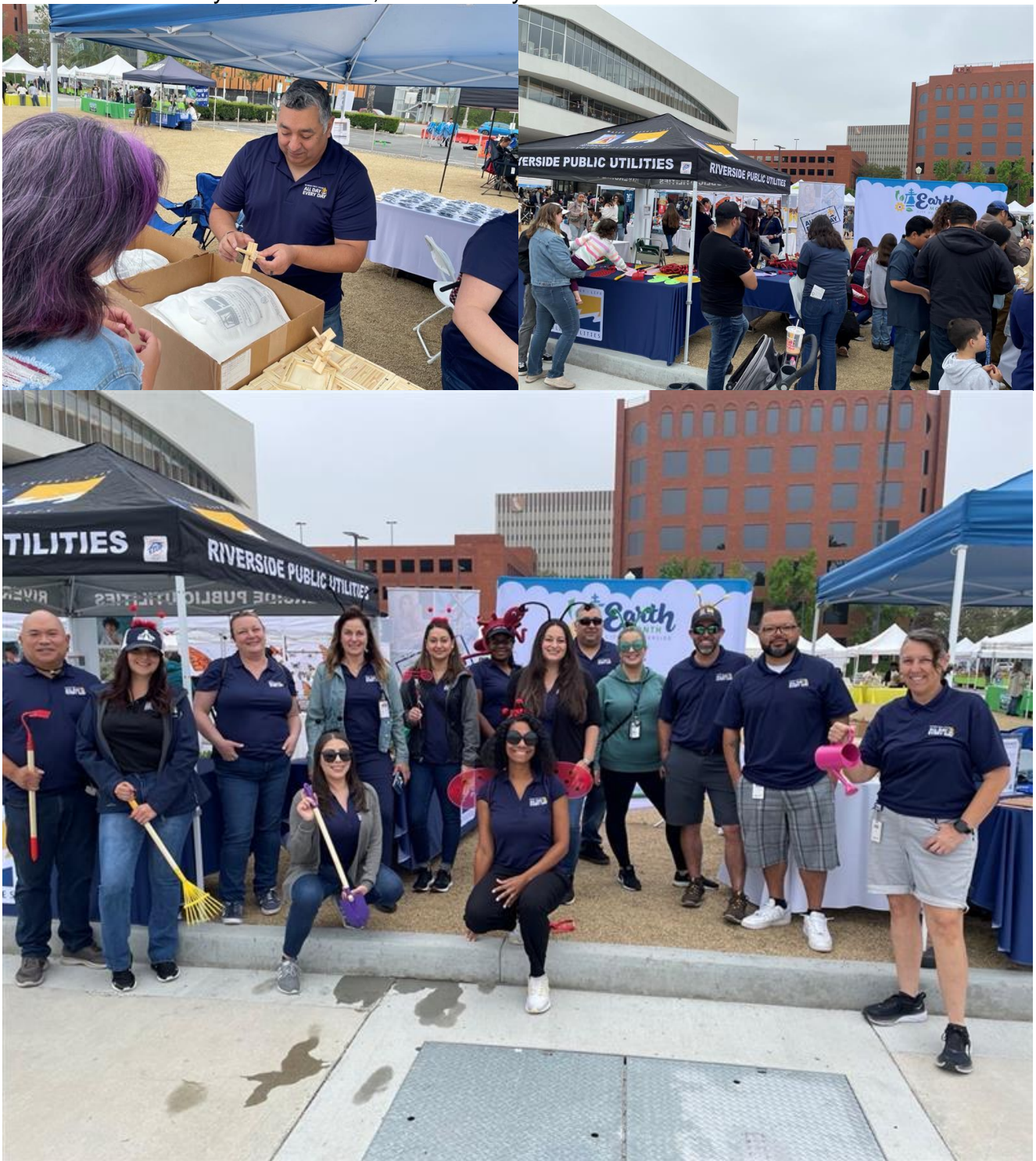
4/13/24 - IRP Meeting, Main Library



4/16/24 - Young Men's Conference, Bourns Tech. Center



4/20/24 – Earth Day & Insect Fair, Main Library



4/27/24 - AUSD Community Fair Event, Villegas Park



4/27/27 - Arbor Day, City Hall Breezeways



4/27/27 - Cinco De May, Villegas Park



4/27/24 - Tamale Festival, White Park



4/29/24 - Summer EXPO, Orange Terrace Community Center

