



RIVERSIDE PUBLIC UTILITIES

Board Memorandum

BOARD OF PUBLIC UTILITIES

DATE: APRIL 10, 2023

GENERAL MANAGER'S REPORT

CUSTOMER ENGAGEMENT PROGRAM UPDATES THROUGH FEBRUARY 2023

Customer Engagement is funded by Assembly Bill (AB) 1890 that was adopted in 1996. The Bill 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 Customer Engagement Team provides and processes a robust and diverse range of assistance and rebate programming; the team also conducts significant education and outreach to support these programs, as well as energy efficiency and water conservation messaging for customers and the wider community.

CUSTOMER ENGAGEMENT FEBRUARY 2023 HIGHLIGHTS

Residential

- A. Sharing Households Assist Riverside's Energy (SHARE) program assisted 4,901 customers from July 2022 through February 2023 totaling \$1,566,349.
- B. Energy Savings Assistance Program (ESAP) assisted 610 customers from July 2022 through February 2023 and expended \$315,437.84.
- C. Emergency Recovery Assistance Program (ERAP) from July 2022 through February 2023, approved 552 applications and \$220,742 in assistance.
- D. Electric Vehicle (EV) Rebate Program processed from July 2022 through February 2023 a total of 45 applications with \$25,572.62 for customer benefits.
- E. Tree Power program approved by Board and Council February 2023.

Commercial

- A. Processed a total of 37 large commercial rebates from July 2022 through February 2023 for a total of \$144,854.54 and a kWh savings of 2,467,911.69.
- B. Beginning February 2023, the vendor for Small Business Direct Install (SBDI) Program RHA, has kick-started outreach efforts and began contacting several businesses.

Education

- A. Continued water cycle and electricity classes.
- B. Community Helpers Event at Freemont Elementary Transitional Kindergarten classrooms.
- C. Career Fair and educational opportunities for the Riverside Unified School District.
- D. Continued planning for summer education program – Science, Technology, Engineering

and Mathematics, Public Utilities Learning Lab (STEM PULL) 2023.

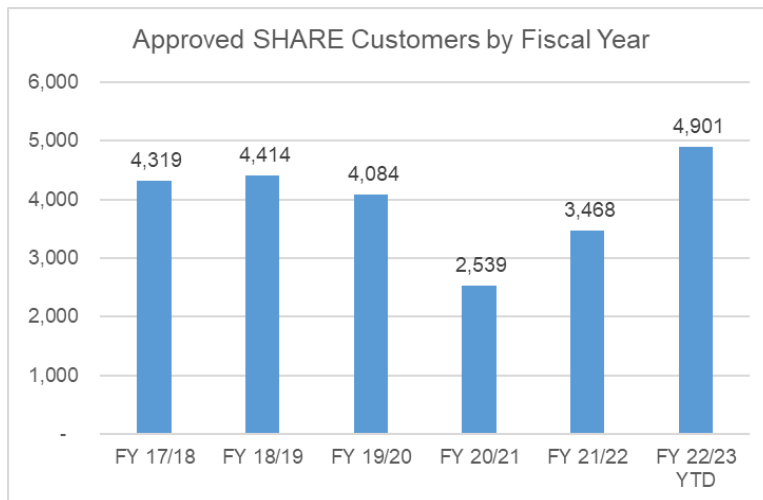
Communications

- A. Replaced ground signage outside of Orange Square to help direct customers to payment counters and drop off box.
- B. Working with Valley Soil, sending emails to customers who qualify for the Smart Irrigation program.
- C. Celebrated Black History Month with social media posts recognizing contributions made by the black community to the energy and water fields
- D. Held a turf replacement workshop in partnership with Riverside County Regional Conservation District (RCRCD) on 2/25.
- E. Mailed letters to SHARE donors thanking them for their support.
- F. Email sent to residential customers on 2/10 - Energy Star Rebates | Assistance programs – ERAP | Black History Month | RCRCD Turf Replacement workshop – 74k sent | 45% Unique opens | 2% Unique click rate.

RESIDENTIAL DETAIL

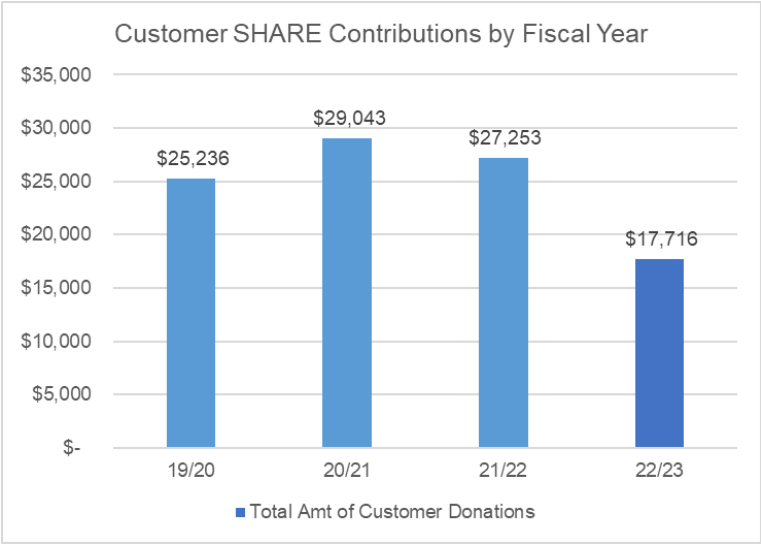
Sharing Households Assist Riverside's Energy - SHARE PROGRAM

The Sharing Households Assist Riverside's Energy (SHARE) program assisted 4,901 through February 2023.



SHARE Customer Donations

RPU customers can donate to the SHARE program that will help qualifying customers with their bills; the average customer donation is \$31 per year. Customer donations are promoted through back of utility bill, social media, and customer outreach.



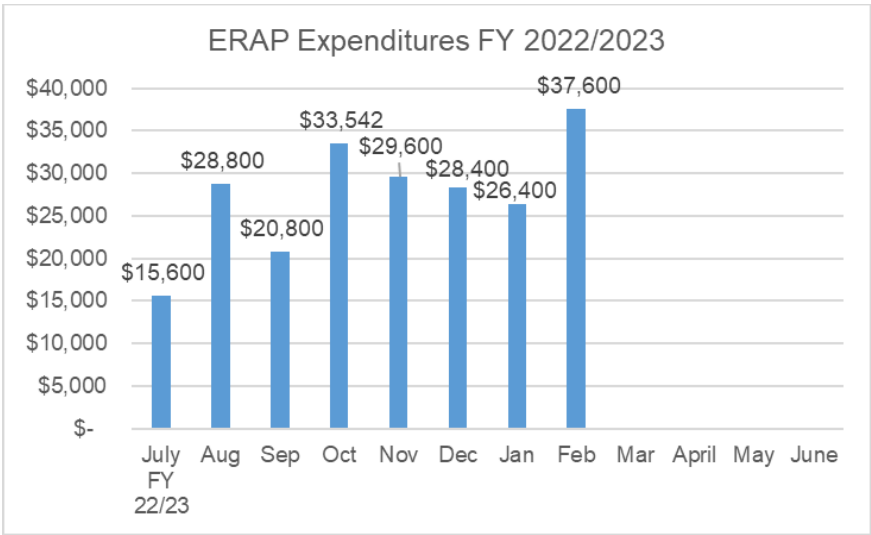
Energy Savings Assistance Program (ESAP)

ESAP was created to help low-income renters and homeowners with energy-savings home improvements at no-cost. From July 2022 through February 2023, the program has benefitted approximately 610 homes in the RPU service area, expending a total of \$315,437.84. The program continues to help our customers with efficiency measures such as A/C tune-ups, LED lightbulbs, electronically commutated motors, and HVAC motor upgrades as the most popular.

Emergency Recovery Assistance Program (ERAP)

ERAP was created to assist residential electric customers who have been unemployed, furloughed or experienced a reduction in work hours due to COVID-19. ERAP launched on May 20,2020 and ends 90 days after the end of the City’s emergency declaration. The City’s emergency declaration ended February 28, 2023, thus ending the ERAP program effective May 31, 2023.

July 2022 through February 2023, 552 applications have been approved and \$220,742 has been expended on the program.



Low-Income Home Water Assistance Program (LiHWAP)

LiHWAP is a temporary emergency program that helps low-income families with assistance on past due water and sewer bills. Program enrollment was accepted with California Department of Community Services & Development (CSD) and Community Action Partnership of Riverside County (CAP), the program was implemented June 2022. Since its launch the, LiHWAP program has assisted 3,903 customers and \$814,278.51 has been paid in past due water and sewer bills.

Tree Power Program

In February meetings, Board and Council unanimously approved the Tree Power Program for 2023. This year's Free Shade Tree campaign will change slightly, with e-bill customers receiving their coupons in the mail during March and those who receive their bill in the mail will have the coupon available on their April utility bill. This year also marks another enhancement to the program, shade trees will come with a tree tag, which provides a link that customers can access that offers a range of useful tips and suggestions on how to best care for trees.

Residential Rebates

From July 2022 through February 2023 a total of 2,227 residential energy rebates were processed, for a total rebate benefit of \$405,074.89.

Residential Devices	Participation	RPU Expenditures
Air Conditioning	380	\$227,023.85
Energy Star	855	\$68,500.00
Pool Pump	78	\$16,000.00
Tree Power	417	\$23,025.37
Weatherization	256	\$48,825.67
Recycling	241	\$21,700.00
Energy Rebate Total	2,227	\$405,074.89

From July 2022 through February 2023 the Used EV Rebate Program has approved 24 rebate applications for a total of \$16,093.73. The EV Charger Rebate Program has approved 21 rebates for a total of \$9,478.89.

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 1, 2022 to February 28, 2023, a total of 251 residential water rebates were processed with total payout of \$360,067.

Residential Devices	Participation	RPU Expenditure	MWD Expenditure
High Efficiency Clothes Washer (HECW)	103	\$0	\$8,755
Weather Based Irrigation Controllers (WBIC)	55	\$6,600	\$4,400
Rain Barrels	4	\$0	\$450

Residential Premium HET (from 1.6 gpf toilet)	28	\$0	\$1,720
Residential Turf Removal (per square foot)	47	\$125,397	\$85,598
Rotating Nozzle	13	\$2,019	\$1,346
Hose Bib Irrigation Controller	1	\$15	\$35
Water Conservation Total	251	\$134,031	\$226,036

COMMERCIAL DETAIL

From July 2022 through February 2023, a total of 42 commercial rebates were processed (3 performance-based incentive, 11 lighting, 1 weatherization, and 27 air conditioning) with a total payout of \$144,854.54 and a kWh savings of 2,467,911.69.

Beginning in February 2023, RHA, the vendor for the Small Business Direct Install (SBDI) Program, kick-started outreach efforts and began contacting local businesses. On January 10, 2023, City Council approved a range of consultant administered direct installation services for energy efficiency programs. The programs will assist local businesses with efficiency measures such as outdoor lighting, refrigerated load and beverages storage, and direct installations. Participation will be recorded and reported here in the upcoming months.

EDUCATION DETAIL

In February, the education team conducted 12 electricity classes with 372 students, and 36 water cycle classes with 864 students.

The team attended a Community Helpers Day at Freemont Elementary School, where 30 transitional kindergarten Students got to hear all about RPU's line workers and their job to keep the lights on.

The team attended a career fair at the Educational Opportunities Center for Riverside Unified School District, meeting 200 high school students and speaking to them about STEM careers at the utility.

The team continues to plan for STEM PULL 2023 and met with Lake Elsinore Valley Water District and the STEP foundation.

COMMUNICATIONS DETAIL

Below are the in-person events the CE Team participated in during the month of February 2023:

- 2/8 – Janet Goeske Center - monthly onsite utility assistance
- 2/15 - Turf Replacement Workshop with the Riverside-Corona Resource Conservation District (RCRCD)

Key social media posts during the month of February 2023 include:

- 2/01 - Black History Month
- 2/06 - TV / Energy Star rebates
- 2/08 - Water conservation / California native plants

- 2/10 - Mylar balloons reminder
- 2/13 - Assistance programs
- 2/15 - Turf replacement workshop
- 2/16 - Black History Month
- 2/21 - Engineers Week
- 2/24 - STEM PULL

Back of Bill messaging for February included:

- Electrify Riverside – EV Rebates

Bill inserts for February included:

- Tree Power
- Museum of Riverside