



Working with Schools to Engage Redding's Youth

Redding's School Programs

- Background
- Goals
- Current Offerings
- Benefits and Insights





Redding Electric Utility

- Public Utility Serving 44,000 customers
 - 39,000 Res. Accounts = 50% sales
 - 5,000 Com. Accounts = 50% sales
- 25% Renewable, 75% Carbon Free
- Located in rural Northern California

Customer Programs

- Transitioning to a greater focus on EE as a resource to meet mandates.
 - Public Benefits (\$3.5 MM/Year)
 - GHG Auction Proceeds (\$23.2 MM - one time)
- Leveraging Customer Programs as a way to add value to our community.



TO DATE, REU HAS COMMITTED

\$23.2 million Cap & Trade fund dollars to reduce greenhouse gas emissions



\$500K

We partner with the Parks Dept. to give shade trees to customers to cool their homes



\$5.5M

Energy efficient upgrades are provided to income-qualified customers and affordable housing projects



\$2M

Energy efficient LED bulbs are being installed in streetlights in the City of Redding



\$4M

Customers receive incentives to convert natural gas appliances to electric heat pumps



\$1.1M

Funding to promote non-motorized transportation including trail & bike path additions



\$3.7M

Increasing infrastructure and providing residential and commercial rebates for Electric Vehicles



\$4.5M

Upgrading City facilities and commercial businesses with energy efficient measures



\$1.9M

For wildfire mitigation, enhancing vegetation management in City neighborhoods, trails, and other critical locations.

Planned renewable energy additions include:



- Large scale solar generation to be installed by 2021
- Another large scale solar purchase in 2026
- A wind energy purchase in 2034



REU Climate Programs reduce greenhouse gas emissions, save customers money & improve our community.

Schools Program - Goals

- Highlight REU as a future employment option
 - STEM focused students
 - Trades
- Support our local schools with additional resources
- Help reinforce energy efficiency, conservation, and electric safety



Schools Program - Strategy

Work with kids throughout their educational career

Age Group	Fun	Safety	Energy Efficiency	STEM	Careers
Kindergarten	X	X		X	X
4th-5th	X	X	X	X	
Jr High	X		X	X	X
High School	X			X	X

Kindergarten - KinderCollege

- Gets kids and parents out to a university campus
- Present the idea of career possibilities early in academic career
- Reinforce STEM topics and safety



4th Grade - Turtle Bay Field Trip

- Sponsor Area Schools with transportation and entry fee into Turtle Bay Exploration Park
- Linemen and Engineers provide a 60 minute presentation on science and safety



5th Grade - Living Wise Program

- Turn key educational program
- Provides 5th grade energy/water/environment curriculum
- Each student receives a kit to take home and install EE measures in their homes.
- Able to reach 1107 participants in the first year
- 100% of teachers surveyed recommended that we continue to offer the program



Items Above

High-Efficiency Showerhead
LED Light Bulb
Filtertone® Alarm
LED Night Light
Kitchen Faucet Aerator
Mini Tape Measure
Digital Thermometer

Items Below

Flow Rate Test Bag
Natural Resource Fact Chart
Toilet Leak Detector Tablets
Parent/Guardian Comment Card
Teflon Tape
Installation Instructions

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This program is brought to you by:



Redding Electric Utility

POWERING A STRONG COMMUNITY

Need help? Visit WWW.GETWISE.ORG or
call our TOLL FREE help line at 1.888.GET.WISE

POWERING REDDING'S FUTURE

Scholarship & Grant Program

Earn up to \$5000!
You hold the keys to
Redding's energy future,
and REU wants to
invest in YOU!

Junior High / High School

- Job Fairs
- Power Plant Tours
- College Scholarships
 - (4) \$5000 for STEM college major
 - (4) \$3,500 for non-STEM major
 - (4) \$1,000 for community college
 - (6) \$2,000 for technical school

Interested in pursuing a career at Redding Electric Utility (REU) or motivated to shape the local community?

Start by applying for a college scholarship or technical school grant offered by your community-owned electric utility, REU!

Requirements: Must be an REU customer or have an REU customer as your legal guardian.

Application deadline is March 13, 2019.

To learn more, visit cityofredding.org/reuscholarships

REU

Redding Electric Utility

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8th Grade - Public Power Week Open House

- Power Plant was open to public and one hand selected middle school
 - (160) 8th graders
 - Rotations through 8 display booths
 - Power Plant Tour
 - Bucket Truck Rides
 - Lunch was provided
- Planning to host 300 students in 2019.



Far Nor Cal Regional Science Bowl

- REU hosts Regional competition from 10 Northernmost Counties in CA.
- 2018: 49 teams from 25 schools
- Winners advance to nationals in Washington DC



Level of Effort

Event	# of People Required	Estimated staff hours per year	Estimated Non-Labor Budget	# of students
Kinder College	1-2	4-8	\$500	1500
Turtle Bay	2-3	80	\$20,000	1100
Living Wise Program	0	15	\$50,000	1100
Public Power Week Open House	50	500	\$8,000	160 students / 300 public
Science Bowl	40 staff + 60 volunteers	250	\$25,000	150 students / 150 public

Benefits

- Provides an opportunity for staff to engage with the public, and each other, in a positive way.
- Reinforces the value that REU brings to the community.
- Reminds staff why we do what we do.

Lessons Learned

- Some staff perceive this as “extra work.”
- Weekend events are difficult to staff with volunteers.
- School programs will falter if they aren't a priority for leadership.
- Benefits can be maximized by working with other City departments.
- The first time is always the hardest. It gets easier as you go.

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