

# Working with Schools to Engage Redding's Youth

## Redding's School Programs

- Background
- Goals
- Current Offerings
- Benefits and Insights





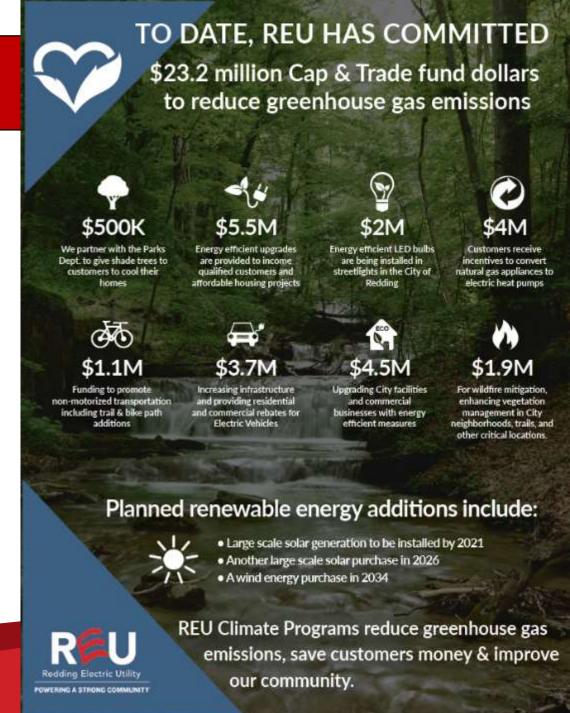
# Redding Electric Utility

- 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

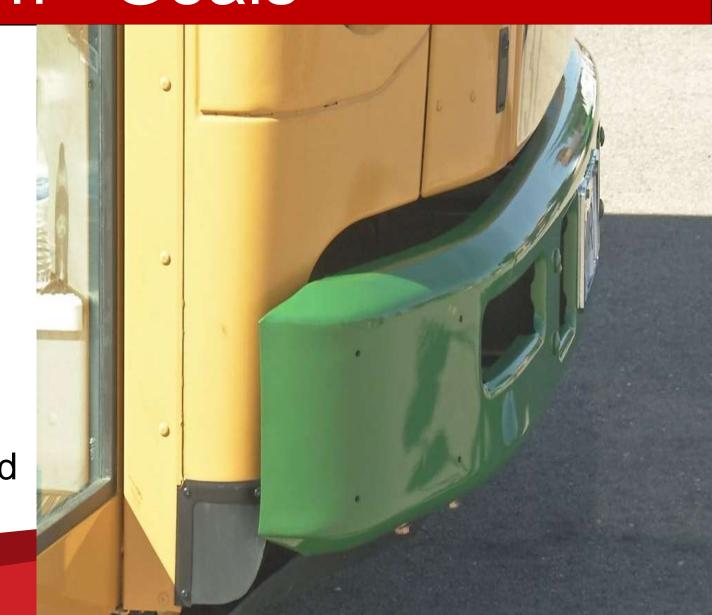
- Transitioning to a greater focus on EE as a resource to meet mandates.
  - Public Benefits (\$3.5 MM/Year)
  - GHG Auction Proceeds (\$23.2
     MM one time)

 Leveraging Customer Programs as a way to add value to our community.



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<br>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



# 5<sup>th</sup> Grade - Living Wise Program

- Turn key educational program
- Provides 5<sup>th</sup> 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 Table
Installation Instructions

This program is brought to you by:



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!

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.

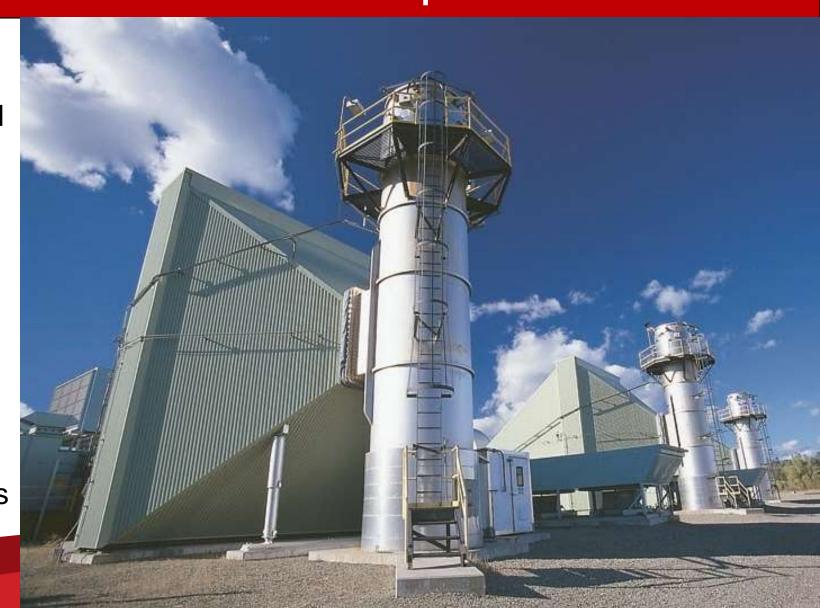
To learn more, visit cityofredding.org/reuscholarships

### 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

### 8th Grade - Public Power Week Open House

- Power Plant was open to public and one hand selected middle school
  - (160) 8<sup>th</sup> 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<br>Required  | Estimated staff hours per year | Estimated Non-Labor<br>Budget | # of students                |
|---------------------------------|--------------------------|--------------------------------|-------------------------------|------------------------------|
| Kinder College                  | 1-2                      | 4-8                            | \$500                         | 1500                         |
| Turtle Bay                      | 2-3                      | 80                             | \$20,000                      | 1100                         |
| Living Wise<br>Program          | 0                        | 15                             | \$50,000                      | 1100                         |
| Public Power<br>Week Open House | 50                       | 500                            | \$8,000                       | 160 students / 300<br>public |
| Science Bowl                    | 40 staff + 60 volunteers | 250                            | \$25,000                      | 150 students / 150<br>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.



### **Nathan Aronson**

naronson@reupower.com