



# eCommunicator

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## That's a Wrap: 28th Annual General Assembly and Future of Cities Symposium

On June 20, 2019, WRCOG held its 28th Annual General Assembly and Leadership Conference at Pechanga Resort Casino. This year's event was a full-day affair, beginning with the morning "Future of Cities" Symposium where expert panelists and presenters addressed some of the most pressing issues the subregion will face in the coming years.



The General Assembly Dinner and Keynote Address, attended by more than 850 people, featured Josh Earnest, White House Press Secretary under President Barack Obama (2014-2017) and current Senior Vice President and Chief Communications Officer for United Airlines. Earnest shared insights on communicating tough issues, and discussed the importance of embracing unity and collaboration.

A special thank you to all of the many sponsors and attendees who made WRCOG's 28th Annual General Assembly and Leadership Conference possible! For more highlights, check out the video recap linked [here](#).

[Contact Staff](#)

WRCOG Welcomes its Fourth Cohort of Fellows



The fourth cohort of WRCOG's Public Service Fellowship Program has begun! This program connects young professionals to public service opportunities by placing Fellows in WRCOG member agencies. Fellows experience hands-on training and gain valuable work experience as they support their host agency. The 2019-2020 Fellowship

cohort is eager to provide meaningful service to the subregion. A big thank you to WRCOG member agencies for their critical support in this partnership!

**Contact Staff**

## Enhancing Communication with the COGCast

The COGCast is intended to enhance communication and information sharing throughout Western Riverside County through a series of 20-ish minute podcast episodes. Each episode features people from within and beyond the subregion who are working in the private and public sectors to make a difference in our communities. With a library of episodes ranging from homelessness, to economic development, to transportation, tune in today to stay up to date on the latest happenings across the subregion!



The COGCast is available on Spotify, Apple Podcasts, Podbean, and Google Play. Click [here](#) to listen.

**Contact Staff**

## Streetlight Conversion Nears Completion in Murrieta



From this...



...to this!

The task of converting nearly 6,500 streetlights to LED lamps is nearly complete

in the City of Murrieta. With these improvements, the City will capture annual savings of \$6.5 million over 20 years from lower energy consumption and utility costs. Murrieta is the first of 11 jurisdictions that will reap the benefits of the WRCOG Streetlight Program. Stay tuned for the next update on the subregion's brighter, greener, and less expensive future as retrofits get underway in other communities!

[Contact Staff](#)

## TUMF Collections Hit Highest Level in 10 Years

The TUMF Program collected over \$58 million dollars in fiscal year (FY) 2018/2019, which is the most collections in TUMF since FY 2007/2008. TUMF funds help to build transportation projects as prioritized by WRCOG's member jurisdictions and partner agencies, the Riverside County Transportation Commission, and the Riverside Transit Agency. Since inception, TUMF has helped fund 100 projects



across Western Riverside County including two bridges, five grade separations, twenty-two interchange projects, fifty-six roadway improvement / widening projects, and fifteen transit improvements. The 100th project is the Temecula Promenade Mobility Hub, which will improve waiting accommodations for RTA riders by providing shelter from rain and intense heat.

[Contact Staff](#)

## Save the Date: SoCal Alt Car Event



Save the date for the SoCal Alt Car Expo on Wednesday, October 16, 2019 at the Riverside Convention Center. The AltCar Expos, Conferences and Ride & Drives are among the most respected and important alternative technology transportation events in the country, bringing together vital partners in the alternative transportation and energy sector. You don't want to miss this opportunity to network and hear from regional and national policymakers, scientists, academics, manufacturers, and industry leaders.

[Contact Staff](#)

## Executive Director's Column

**What do local ratepayers think about Western Riverside**

## County's new energy provider?

In [April 2018](#) this column introduced Western Community Energy (WCE), a new agency formed for the purpose of developing a Community Choice Aggregation (CCA) Program that will purchase energy for area residents and businesses, potentially offering lower rates than what's in their current electric bill. WCE is modeled after several similar programs that are being successfully implemented throughout California. As articulated then, WCE's goals today remain as follows:



- Competitive, often lower, electricity rates
- Cleaner, more energy efficient, energy supply
- Consumers can have a choice, rather than just having a single energy provider
- Rates and local programs developed and set by local elected officials at meetings held in the subregion rather than by state officials at meetings held in San Francisco

We've always been fired up about the opportunities that WCE can provide to residents and businesses. But we haven't had a good handle on what potential WCE customers think of the idea.

Until now.

A recently-completed survey of voters in the Cities of Canyon Lake, Eastvale, Hemet, Jurupa Valley, Norco, Perris, and Wildomar (the cities that are the initial members of WCE) reveals that residents not only initially support WCE (upon first hearing about it), but support grows even stronger when residents become more informed about what the Program offers. The survey showed that upon first hearing about WCE, 58.5% of voters indicated support. After hearing more about WCE's offerings, support increased to 64.2%. Opposition stood at just 11%, with the remaining 25% of survey participants indicating neutrality. If one were to assume that just half of the neutral respondents were to become supportive of WCE (with the other half opposing), that would mean that support for WCE would stand at about 77%, with only about 23% percent in opposition.

Those are compelling numbers. A strong majority of voters favor having the option of another energy provider, governed by local officials, with the ability to save money on their utility bill - ANY amount of money. In fact, nearly 69% indicated they are in favor of saving ANY amount of money on their electric bill.

And the good news for those who oppose WCE is this... wait for it... it's not a mandatory Program. Community Choice Aggregation programs, like WCE, simply provide customers with a choice in where they get their energy from. If a resident or business wants to stick with SCE, that's not a problem.

WCE is ramping up its public awareness efforts about community choice; activities range from a comprehensive marketing campaign that incorporates social media advertisement, billboards, Pandora radio commercials and engagement at numerous community events in participating jurisdictions throughout the remainder of this year and into 2020.

WCE remains committed to educating constituents about the choice available to them and of the other benefits that come with this new program. Let us know where we can present - and be present - at events in your community. And be sure to visit [www.westerncommunityenergy.com](http://www.westerncommunityenergy.com) for more information, including access to more detailed survey results.

*Rick Bishop*

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## CALENDAR OF EVENTS



CLICK HERE

