



RPU EMAIL MARKETING UPDATE

Office of Communications

June 10, 2024

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OVERVIEW


July 2023 – March 2024

Total Emails Sent: **18**

RESIDENTIAL



Email List
77,087



Engagement
68%


Average Open Rate
56%

COMMERCIAL


Email List
5,029


Engagement
61%


Average Open Rate
46%




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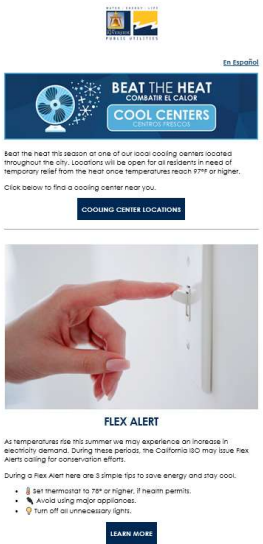
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TOP RESIDENTIAL EMAILS



62% Open Rate
Industry Average: 29%

5% Click Rate
Industry Average: 4%



BEAT THE HEAT
COMBATIR EL CALOR
COOL CENTERS

Beat the heat this season at one of our local cooling centers located throughout the city. Locations will be open for all residents in need of temporary relief from the heat once temperatures reach 95°F or higher. Click below to find a cooling center near you.

COOLING CENTER LOCATIONS


FLEX ALERT

As temperatures rise this summer we may experience an increase in electricity demand. During these periods, the California ISO may issue Flex Alerts calling for conservation efforts.

During a Flex Alert there are 3 simple tips to save energy and stay cool:


- Set thermostat to 78° or higher, if health permits.
- Avoid using major appliances.
- Turn off all unnecessary lights.

LEARN MORE



60% Open Rate
Industry Average: 29%

3% Click Rate
Industry Average: 4%




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TOP COMMERCIAL EMAILS



48% Open Rate
Industry Average: 29%

4% Click Rate
Industry Average: 4%



Happy Holidays!
(FELICES FIESTAS)

Season's Greetings, Riverside! Our team sends you heartiest wishes for a holiday season filled with health, happiness, and cherished moments with your loved ones. We look forward to another year serving our valued customers and the community.

-Riverside Public Utilities Team


RIVERSIDE'S HOLIDAY SAFETY ESSENTIALS

Season's greetings, Riverside! In the spirit of the season, let's keep your business safety in mind. Riverside Public Utilities (RPU) would like to share some helpful tips to ensure you and your business are safe!

Simple safety tips:


- Switch off all holiday lights at your business when it's closing time or if you're sleeping out.
- Keep candles away from flammable materials.
- Don't let your holiday tree dry out!

VIEW ADDITIONAL HOLIDAY SAFETY TIPS



47% Open Rate
Industry Average: 29%

2% Click Rate
Industry Average: 4%




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SPANISH TRANSLATION EFFORTS



¿TIENE UN SALDO VENCIDO?
SI TIENE DIFICULTADES PARA PAGAR SU FACTURA DE SERVICIOS, PODEMOS AYUDARLE



Se trata de los clientes con saldos vencidos impagados a que se pongan en contacto con nuestro centro de llamadas de atención al cliente en el (951) 782-0330 o que nos visiten en persona para discutir las opciones disponibles. Los clientes con saldos vencidos con pueden ser elegibles para un acuerdo de pago, ayuda o subsidio. Además, existen otros programas de asistencia que pueden ayudar a los clientes que cumplan los requisitos a reducir sus facturas mensuales de servicios públicos.

[PROGRAMAS DE ASISTENCIA](#)

**POWER THROUGH.
BE AWARE. BE PREPARED.**
Haga lo Luchas. Esté Consciente. Esté Preparado.


A medida que el calor del verano continúa, es importante estar al tanto de las posibles Alertas Flex.
Emisión por el **Gobernador del Sistema Independiente de California (CAISO)**, una Alerta Flex es un llamamiento a las conservaciones para que conserven voluntariamente la electricidad durante el período de un acceso de suministro de energía en la red estatal. Las alertas flexibles suelen emitirse en verano, cuando el clima extremadamente cálido aumenta la demanda de electricidad.

¿Qué hacer si se emite una Alerta Flex?

Se trata de los clientes que:

- Ajuste el termostato a 78° o más, si la salud lo permite.
- Evite el uso de electrodomésticos grandes.
- Apague todas las luces innecesarias.

[PREPARADO](#)



**ATTENTION
EXCESSIVE HEAT WARNING**

El Servicio Meteorológico Nacional ha emitido un aviso de calor excesivo para toda la región del sur de California, incluida la ciudad de Riverside. Los siguientes consejos pueden ayudarle a usted y a su familia a mantenerse a salvo durante esta ola de calor.

- Manténgase hidratado.
- Conserve las mascotas de la enfermedad por calor.
- Evite las actividades de recreo al aire libre.

Debido al calor extremo y al aumento de la demanda de electricidad, la **ISO de California** puede seguir emitiendo Alertas Flex a lo largo de la ola de calor para pedir esfuerzos de conservación.

Durante una Alerta Flex, hay 3 sencillos consejos para ahorrar energía y mantenerse fresco.

- Bájale el termostato a 78° o más, si la salud lo permite.
- Evite el uso de electrodomésticos grandes.
- Apague todas las luces innecesarias.

[MÁS INFORMACIÓN SOBRE LAS ALERTAS FLEX Y LAS EMERGENCIAS DE CASO](#)


[ALERTAS DE FLEX Y CONSEJOS DE CONSERVACIÓN](#)

PROGRAMA DE ASISTENCIA SHARE

A partir del 1 de julio de 2022, los niveles de ingresos que califican para el programa SHARE han aumentado el 200% de los puntos federales de ingresos de pobreza aprobados de asistencia para el pago mensual de los servicios de agua y electricidad. Esto significa que más clientes pueden calificar para recibir asistencia mensual de servicios públicos a través de nuestro programa SHARE.

Si actualmente no puede pagar su factura, por favor, póngase en contacto con nuestro Centro de Atención al Cliente al (951) 782-0330 o visítanos en persona para discutir otros programas disponibles.

[¿CALIFICO?](#)




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COLLABORATION EFFORTS



E-WASTE DROP OFF EVENT
Saturday, September 14, 2023
8 AM - 1 PM

Get rid of unwanted electronics, bulbs, batteries, and small old documents this Saturday, September 14, from 8 AM to 1 PM at the City Center (951) 782-0330.

[LEARN MORE](#)




TURF REPLACEMENT WORKSHOP

Are you looking to save water to conserve water while maintaining a beautiful lawn? Join Riverside Public Utilities for our Turf Replacement Workshop at 10 AM on Saturday, September 30th at the **James Ocasio Center**.

At this workshop, you'll have the opportunity to learn valuable tips and tricks on how to transform your turf to save water, and ensure your lawn remains in excellent condition. Don't miss this chance to make a positive impact on our community's conservation efforts!


[LEARN MORE](#)



PIONEERING THE FUTURE OF RENEWABLE ENERGY

Riverside Public Utilities (RPU) has secured 120 megawatts of wind-generated energy from its new facility being built in Kern County. This groundbreaking deal will allow RPU to reach the 2025 justifiable clean energy milestone just more than three years in advance. The power purchase and sale agreement will boost RPU's renewable energy resources from 45.48 to nearly 70% when the project comes online in March 2024. The agreement reflects the City's dedication to clean energy and helps RPU continue to meet and exceed ambitious mandates to clean energy.


[LEARN MORE](#)



ELEVATE YOUR HOLIDAY SAVINGS WITH ENERGY STAR REBATES

Dreaming of new appliances this season? The holidays are ideal for smart home upgrades that deliver on TV on your wish list. Now, qualify for rebates. Take advantage of **Energy Star Utilities Rebates** that rebates to reduce your energy bills and enjoy energy-efficient products. Rebates savings are just a click away!

[SAVE MORE TODAY](#)




SHARING RESOURCES THROUGH SHARE

Big news! SHARE just got better! The **2023 program** has been a hit for families, providing essential assistance with electric and water services. SHARE assistance is now available for the City's solid waste portion of your monthly Riverside Public Utilities bill. Saving over \$5000 annually, it's a testament to our community's commitment to supporting one another.

Please note: a one-time retro credit for City water services will be applied to existing active SHARE customer accounts for dates of service between 11/1/2022 and 12/31/2023.


[LEARN MORE](#)



GET READY FOR THE BIG GAME!

Getting up for the big game by judging your TV RPU customers who purchase a qualifying **Energy Star** smart television that is 32" or more can score up to \$100 in exclusive rebates!

[SAVE WITH ENERGY STAR](#)



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GOALS FOR 2024

- Cross-promotion and collaboration in Citywide newsletters
- Tailor email campaigns to highlight successful initiatives and address areas requiring enhancement
- Targeted drip campaigns to strategically raise engagement on chosen topics
- Promote RPU Rebate Programs based on their performance metrics
- Implement A/B testing to increase open and click rates



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