



RPU EMAIL MARKETING UPDATE

Office of Communications

April 22, 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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TOP RESIDENTIAL EMAILS



62% Open Rate
Industry Average: 29%

5% Click Rate
Industry Average: 4%



BEAT THE HEAT
COMBATIR EL CALOR
COOL CENTERS
CENTROS DE ENFRIAMIENTO

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 97°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



HELPING OUR NEIGHBORS IN NEED

We've got you covered. Riverside Riverside Public Utilities is lending a helping hand to those in need. The City of Riverside's [Sharing Households Assist Riverside's Energy \(S.H.A.R.E.\) program](#) provides vital utility assistance to qualified residents.

Applying is easy! Simply gather required documents for eligibility and access the online [SHARE application](#). If you need assistance, our dedicated team of RPU Customer Service Center is here to help. Monday – Friday, 9:00 AM – 5:00 PM.

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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 heartfelt wishes for a holiday season filled with warmth, 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

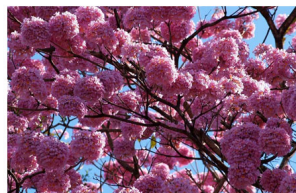
RIVERSIDE'S HOLIDAY SAFETY ESSENTIALS

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



SHADE-MAKERS & MONEY-SAVERS

Spring into action and cool down your space! Redeem your **FREE** shade tree at participating nurseries by using the coupon found on the back of your Riverside Public Utilities (RPU) March utility bill. For our paperless customers, expect your voucher to arrive via mail.

But that's not all! RPU customers are invited to take advantage of our [Tree Power program](#). Buy up to 5 eligible trees and receive a \$40 rebate per tree! Experience the ease of automatic rebates added directly to your utility bill, hassle-free.

LEARN MORE



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 invita a 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 a que nos visiten en persona para discutir las opciones disponibles. Los clientes con saldos vencidos sin pagar se les invita para un acuerdo de pago, sueldo a corto plazo.

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



A medida que el calor del verano continúa, es importante estar al tanto de las posibles Alertas Flex.

Enviado por el **Comité del Sistema Independiente de California (CISO)**, una Alerta Flex es un llamamiento a los consumidores para que conserven voluntariamente la electricidad durante el período de máxima demanda de energía en la red estatal. Las alertas flexibles suelen enviarse en verano, cuando el clima extremadamente caluroso aumenta la demanda de electricidad.

¿Qué hacer si se envía una Alerta Flex?

Se invita a los clientes a:

- Apagar el termostato a 78°F o más, si la salud lo permite.
- Evitar el uso de electrodomésticos grandes.
- Apagar todos los luces innecesarias.

PREPÁRESE



ATTENTION

EXCESSIVE HEAT WARNING

Atención: Exceso de calor

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.
- Evite las actividades de la mañana por calor.
- Si la salud lo permite, evite el uso de electrodomésticos grandes.

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:

- Bájelo el termostato a 78°F 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 CALOR

ALERTAS DE FLEX Y CONSEJOS DE CONSERVACIÓN

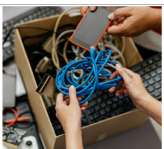
PROGRAMA DE ASISTENCIA SHARE

A partir del 1 de julio de 2023, los niveles de ingresos que califican para el programa SHARE han aumentado al 200% de los saldos federales de ingresos de pobreza. 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 visitenos en persona para discutir otros programas disponibles.

¿CALIFICA?

COLLABORATION EFFORTS



E-WASTE DROP OFF EVENT

Saturday, September 16, 2023
8 AM – 1 PM

Get rid of unwanted electronics, bulbs, batteries, and small old documents this Saturday, September 16, from 8 AM to 1 PM at the City of Riverside. [Click Here](#)

LEARN MORE



PIONEERING THE FUTURE OF RENEWABLE ENERGY

Riverside Public Utilities (RPU) has secured 125 megawatts of wind-generated energy from a new facility being built in Kern County. The groundbreaking deal will allow RPU to reach the 2025 sustainable clean energy mandate just more than three years to spare. The power purchase and sale agreement will allow RPU to renewable energy resources from 45.48 to nearly 708 when the project comes online in March 2026. The agreement reflects the City's dedication to clean energy and helps RPU continue to meet and exceed renewable mandates for clean energy.

LEARN MORE



SHARING RESOURCES THROUGH SHARE

Big news SHARE just got better! The **SHARE program** has been a lifeline 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 \$1000 annually, it's a testament to our community's commitment to supporting one another.

Please note, a one-time credit for City's water services will be applied to existing active SHARE customer accounts for dates of service between 11/1/2023 and 1/31/2024.

LEARN MORE



TURF REPLACEMENT WORKSHOP

Are you looking to learn how to preserve water while maintaining a beautiful yard? Join Riverside Public Utilities for Turf Replacement Workshops at 10 AM on Saturday, September 30th at the [Joint Civic Center](#).

At this workshop, you'll have the opportunity to learn valuable tips and tricks on how to transform your yard, 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



ELEVATE YOUR HOLIDAY SAVINGS WITH ENERGY STAR REBATES

Dreaming of new appliances this season? The holidays are ideal for smart home upgrades. Just discover at TV on your wish list may qualify for rebates. Take advantage of Riverside Public Utilities **Energy Star** rebates to reduce your energy bills and enjoy energy-efficient products. Rebate savings are just a click away!

SAVE MORE TODAY



GET READY FOR THE BIG GAME!

Getting up for the big game by upgrading your TV? RPU customers who purchase a qualifying Smart TV (over 40 inches) and a 4K or more can score up to \$100 in exclusive rebates!

SAVE WITH ENERGY STAR

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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