



# 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**

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 thermostats 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 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 at RPU Customer Service Center is here to help. Monday – Friday, 9:00 AM – 5:00 PM.

**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 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



De ir a los clientes con saldos vencidos impropagado 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 también pueden ser elegibles para un acuerdo de pago, cuotas a corto plazo. Además, existen otros programas de asistencia que pueden ayudar a los clientes que cumplen los requisitos a reducir sus facturas mensuales de servicios públicos.

**PROGRAMAS DE ASISTENCIA**

**POWER THROUGH.**  
BE AWARE. BE PREPARED.  
Haga la Lucha. Esté Consciente. Esté Preparado.


A medida que el calor del verano continúa, es importante estar al tanto de las posibles Alertas Flex. Emitido por el **Centro del Sistema Independiente de California (CAISO)**, una Alerta Flex es un llamado a los consumidores para que conserven voluntariamente la electricidad durante la parte más calurosa del día cuando la demanda de energía en la red estatal. Las alertas flexibles suelen emitirse en verano, cuando el clima extremadamente caluroso aumenta la demanda de electricidad.

**¿Qué hacer si se emite una Alerta Flex?**

De ir a los clientes si:

- Aumenta el termómetro a 78° o más, si la salud lo permite.
- Existe el uso de electrodomésticos grandes.
- Apague todos los luces innecesarios.

**PREPARATE**



**ATTENTION**  
EXCESSIVE HEAT WARNING  
Atención: Advertencia de calor excesivo

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 enfermedad por calor.
- **Evite los extremos de refrigeración, mal aislamiento y aislamiento.**

Debido al calor extremo y al aumento de la demanda de electricidad, la **CAISO 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.

- Fongos y termómetro a 78° o más, si la salud lo permite.
- Evite el uso de electrodomésticos grandes.
- Apague todas las luces innecesarios.

**MÁS INFORMACIÓN SOBRE LAS ALERTAS FLEX Y LAS EMERGENCIAS DE CARGO**


**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 al 200% de los puntos federales de ingresos de pobreza. Aprende de la 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.

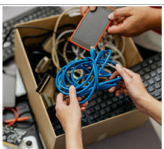
**¿CALIFICAS?**



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# COLLABORATION EFFORTS



**E-WASTE DROP OFF EVENT**  
Saturday, September 16, 2023  
8 AM - 1 PM

Get rid of unwanted electronics, bulbs, batteries, and small oil documents this Saturday, September 16, from 8 AM to 1 PM at the City Courthouse (500 N. 1st St.).


**LEARN MORE**



**PIONEERING THE FUTURE OF RENEWABLE ENERGY**

Riverside Public Utilities (RPU) has secured 120 megawatts of wind-generated energy from a new facility being built in Kern County. This groundbreaking deal will allow RPU to reach the 2025 statewide clean energy mandate 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 statewide mandates to 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 \$5000 households. 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 1/31/2024.

**LEARN MORE**




**TURF REPLACEMENT WORKSHOP**

Are you looking to keep your lawn green and vibrant while maintaining a beautiful yard? Join Riverside Public Utilities for our Turf Replacement Workshop at 10 AM on Saturday, September 30th at the **James Cassin Center**.

At this workshop, you'll have the opportunity to learn valuable tips and tricks on how to transplant your turf, care for it, 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, but did you know you can also save money on your bills? Take advantage of our **Energy Star Rebates** to reduce your energy bills and enjoy energy-efficient products. Rebates 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 Energy Star-rated 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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