



# City of Eustis

P.O. Drawer 68 • Eustis, Florida 32727-0068 • (352) 483-5430

TO: EUSTIS CITY COMMISSION

FROM: TOM CARRINO, CITY MANAGER

DATE: DECEMBER 12, 2024

RE: RESOLUTION NUMBER 24-111 AUTHORIZING A UTILITY INCENTIVE CREDIT OF \$25.00 FOR UTILITY CUSTOMERS WHO SIGN UP FOR BOTH E-BILLING AND AUTOPAY SERVICES

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## **Introduction:**

On November 21, 2024, Water Customer Service presented to the Commission for consideration an incentive for utility customers to receive a \$25.00 credit per customer, per address, to enroll in both E-Billing and Autopay. Moving forward with this incentive would enable the City to save \$8.28 on postage and processing costs per year per customer. This process will also have a positive effect on our environmental impact, collection efforts by staff and increase timely revenue collection. Having more customers on Autopay will also help reduce the number of utility service disconnects.

Customers would have to be signed up for both programs in order to receive the one-time utility incentive credit. Should a customer drop either service, they would receive a \$25.00 charge on their next utility bill. This incentive would be applied to all customers who are currently enrolled in both E-Billing and Autopay.

## **Recommended Action:**

Staff recommends approval of Resolution Number 24-111 authorizing the Utility Incentive Credit program to proceed.

## **Background:**

The City mails out approximately 11,500 monthly utility bills. This equates to an annual cost of \$95,351.30 for bulk mailings. Given the ever-increasing rates of postage and the steady increase in our customer base, this number is going to continue to climb. Offering customers a one-time incentive to signing up for both E-Billing and Autopay will:

- 1) Lower the City's annual postage costs
- 2) Ensure delivery of each bill (email returns are received same day)
- 3) Reduce collection activities associated with overlooked utility payments
- 4) Increase timely revenue collection

Incentive programs to promote E-Billing and Autopay have already been adopted by two sister cities and have shown positive results.

**Budget/Staff Impact:**

The current bulk mail budget is set at \$95,351.30 which will only increase as more homes are built and postage continues to increase. Staff feels the only way to lower this amount is to incentivize more customers to sign up for E-Billing. By combining the additional paperless service of Autopay, we are making the package deal more appealing to our customers while increasing the benefits to the City.

**Prepared By:**

Nichole Jenkins, Water Customer Service Manager

**Reviewed By:**

Lori Carr, Finance Director