



# City of Eustis

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TO: EUSTIS CITY COMMISSION  
 FROM: TOM CARRINO, CITY MANAGER  
 DATE: NOVEMBER 21, 2024  
 RE: E-BILLING AND AUTOPAY INCENTIVES

**Introduction:**

The Commission has expressed interest in finding new ways to encourage residents to take advantage of our E-Billing processes which will allow the City to save valuable funds from reduced postage.

**Background:**

The City currently provides options for both E-Billing and AutoPay. Staff have been tasked with finding ways to increase utilization of these options.

**E-Billing**

Below you will find a recent analysis which shows the breakdown of cost to mail one year's worth of utility bills out to a single customer comes to \$8.28. Using the City's current average of 11,500 monthly bills being mailed this leaves our annual bulk postage budget at \$95,351.30.

POSTAGE COST				
*Item Description	Yearly Cost	Monthly Cost	Average Printed Bills per Month	Avg Cost (Per Bill)
Window Envelopes	\$ 6,142.50	\$ 511.88	11,500	\$ 0.04
Bill Paper	\$ 4,560.00	\$ 380.00	11,500	\$ 0.03
Return Envelopes	\$ 3,036.80	\$ 253.07	11,500	\$ 0.02
Average Postage per bill (Bulk)	\$ 80,712.00	\$ 6,726.00	11,500	\$ 0.58
Toshebia Charges for Printing	\$ 900.00	\$ 75.00	11,500	\$ 0.01
<b>TOTAL COST PER PRINTED BILL</b>	<b>\$ 95,351.30</b>	<b>\$ 7,945.94</b>	<b>11,500</b>	<b>\$ 0.69</b>

ANNUAL COST TO MAIL BILLS PER ACCOUNT \$8.28

**AutoPay**

The City currently has approximately 28% of customers on AutoPay. Excluding cash payments, this method of payment has the lowest processing fees charged to the City.

**Summary**

Historically, the City has never given an incentive to customers to go paperless, nor has the City charged a penalty for requesting a paper bill via mail. Incentives and/or penalties given by local municipalities is included in the data below.

PAPERLESS INCENTIVE OR SURCHARGE SISTER CITY INFORMATION					
Location	One Time Ebilling Credit	Penalty if Cancelled	AutoPay Incentive	Surcharge for Paper Billing	Fee for using credit card to pay
Leesburg	\$5.00	Charged back to customer	None	None	\$3.50
Mt. Dora	\$25.00	Charged back to customer	Incentive for signing up for both Ebill and Autopay	None	None
Tavares	None		None	None	None
Clermont	None		None	None	2.5%

By increasing participation in both paperless options, the City would see savings on postage as well as bank and labor fees incurred when processing payments via paper check or credit card. Other benefits would alleviate bills and payments getting lost in the mail, a reduction in late fees for customers, and reduced staff time for processing check payments.

To encourage participation and get the word out, the City could have utility billing representatives at various City events – First Friday, GeorgeFest, etc. For residents who are not tech savvy, the City could set up a kiosk at the library. Residents would be provided assistance with setting up paperless options and the library would see increased traffic.

**Recommended Action:**

Discuss the Commission’s desire to increase residents’ participation in both E-Billing and AutoPay by providing a monetary incentive for dual enrollment to our paperless systems. Once enrolled in both E-Billing and Autopay customers would see a one-time credit on their account. If the customer opts out of either paperless option the credit would be revoked, and they would see the credit reversed from their utility account.

**Prepared by:**

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**Reviewed by:**

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