

ESTABLISHMENT OF THE DEPARTMENT OF MARKETING & COMMUNICATIONS

City Manager's Office

City Council
June 11, 2024

RiversideCA.gov

1

DEPARTMENT OF MARKETING & COMMUNICATIONS

MISSION STATEMENT

The mission of the City of Riverside Department of Marketing & Communications is to **strategically amplify the City's identity, values, and initiatives.**

Through innovative marketing and communication strategies, we aim to engage residents, businesses, and visitors. Our mission is to **foster civic pride, promote economic growth, and enhance the overall well-being of our community** through creative and impactful initiatives.



RiversideCA.gov

2

BACKGROUND

2015
9 FTE



Marketing and Communications function separated from Economic Development and became housed in the **Office of the City Manager**.

2018
14 FTE



RPU strategically reallocated **five positions** to enhance utility communications.

2020
15 FTE /
2.55 PT



COVID-19 dramatically **increases online broadcast of all City meetings**, public communications, and increased demand for Marketing & Communications.

2023
15 FTE /
2.55 PT



Mission expansion of Marketing & Communications to include a greater role in Economic Development, RiversideTV, crisis communications, branding, social media, City events, tourism, and the external promotion of Riverside.



2024
17 FTE /
2.55 PT

Creation of standalone **Department of Marketing & Communications (MarComm)**, providing greater transparency of activities and budget allocations/expenditures, and focused leadership on branding the City, Economic Development, and connecting with community members.



3

RiversideCA.gov

3

AREAS OF EXPERTISE



Graphic Design



Social Media



RiversideTV



Photography



Email Marketing



Website



RPU Project Communication



Community Calendar



Electronic Signs



Media Relations



Local Outreach



4

RiversideCA.gov

4

COMMUNICATIONS



~1,060
Graphics Projects



365,000
Subscribers



42%
Email Engagement Rate



577
Total Video
Productions

350
Meetings
Broadcasted

152 Other Videos
75 Live Feeds

35
Football
Games



7M+ Webpage
Views



20,004,083
Social Media Reach
Across All Social Media Accounts



5

RiversideCA.gov

5

ORGANIZATIONAL CHART

ADMINISTRATION DIVISION

- Director
 - Senior Administrative Analyst
 - Deputy Director


RIVERSIDE TV

- Communications Supervisor
 - Media Production Tech
 - Media Production Tech
 - Media Production Tech
 - On-Call Media Production Tech (14)

MARKETING DIVISION

- Project Manager
 - Lead Graphics Tech
 - Graphics Tech
 - Graphics Tech
 - Part-Time Graphics Tech
 - IT Analyst I
 - Web Designer
 - Web Designer (50% Library, 50% Museum)
 - Utilities Customer Communication Coordinator
 - Project Assistant (Email & Media)
 - Project Assistant (Social Media)

- Director/Deputy Director
- Social Media
- Project Coordination
- Web Development
- Administration
- RiversideTV Photography Video
- Email & Media
- Graphic Design



6

RiversideCA.gov

6

MARCOMM STRATEGIC GOALS

<ul style="list-style-type: none"> Brand Development and Enhancement Economic Development Promotion Digital Presence and Social Media Management Media Innovation and Expansion	<ul style="list-style-type: none"> Tourism Promotion and Destination Branding Data Analytics and Performance Metrics Human Capital Expansion for External Collaboration
--	---

7RiversideCA.gov

7

MARCOMM STRATEGIC GOALS

<ul style="list-style-type: none"> Effective Communications and Marketing for Riverside Public Utilities (RPU) Internal Communication Enhancement Innovative Communication Strategies	<ul style="list-style-type: none"> Crisis Communication Preparedness Inclusive and Accessible Community Engagement Collaborative Partnerships Sustainability and Green Initiatives
---	---

8RiversideCA.gov

8

STRATEGIC PLAN ALIGNMENT



Priority #5 – High Performing Government

Goal 5.3 – Enhance communication and collaboration with community members to improve transparency, build public trust and encourage shared decision-making.

Cross-Cutting Threads



Community Trust



Fiscal Responsibility



Sustainability & Resiliency



Equity



Innovation



9

RiversideCA.gov

9

RECOMMENDATIONS

That the City Council:

1. Accept and receive the establishment of the Department of Marketing & Communications; and
2. Amend Riverside Municipal Code Section 2.08.020 to establish the Departments of Marketing & Communications and Housing & Human Services and the respective department heads as part of the administrative organizational structure of the City.



10

RiversideCA.gov

10