

OFFICE OF COMMUNICATIONS

City Manager's Office

Budget Engagement Commission
April 11, 2024

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1

OFFICE OF COMMUNICATIONS

MISSION STATEMENT

The mission of the City of Riverside Office of 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.



2



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2


AREAS OF EXPERTISE

 Graphic Design	 Social Media	 RiversideTV	 Photography	 Email Marketing	
 Website	 RPU Project Communication	 Community Calendar	 Electronic Signs	 Media Relations	 Local Outreach


3
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3

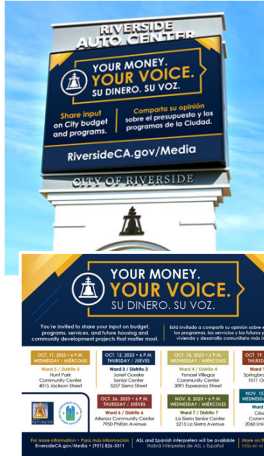
COMMUNICATIONS

 ~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		


4
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4

YOUR MONEY. YOUR VOICE.

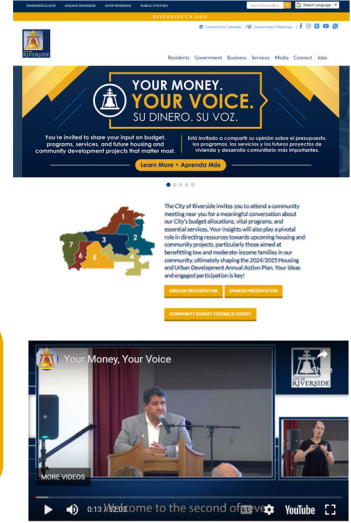


7 Neighborhood-based Meetings | **100+** In-Person Attendees

123,492 Bilingual Postcards Mailed to Residents and Businesses

Webpage Published September 22, 2023

930 Web Views | **2,303** Clicks Within the Webpage | **72** Survey Clicks



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5

YOUR MONEY. YOUR VOICE.

Email Sent in September 2023

45,811 Recipients | **22%** Open Rate



Footer Published to All GovDelivery Email Topics (September - November 2023)



FRIENDLY REMINDER: TRASH PICK UP SCHEDULE

In observance of Columbus Day holiday, trash services will be delayed. View the 2023 Trash Pick Up Holiday Schedule linked below.

TRASH PICK UP HOLIDAY SCHEDULE



Social Media



30 Total Posts | **72,000+** Total Reach

1,900 Total Engagement

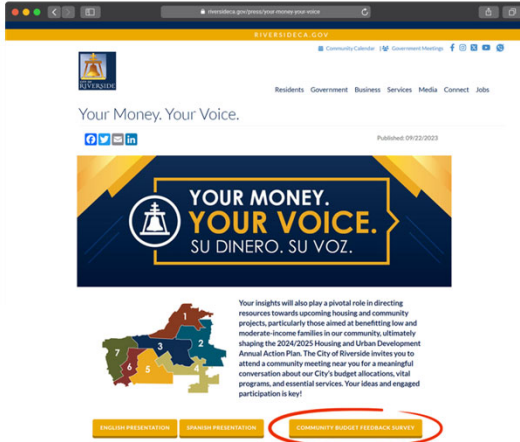



6


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6


YOUR MONEY. YOUR VOICE.



 **72** Clicks to Survey

 **100+** Attendees

 **37** Online Surveys Completed

Scan QR Code to take survey 



7

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8

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8

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COMMUNITY AND ECONOMIC DEVELOPMENT

GENERAL FUND POSITIONS: 111.5

RECEIVED CPIS COMMUNITY AWARD: 160K

MAJOR PROGRAMS (BY DECENDING ORDER):

- \$13.8M Grants Development Services and One Stop Shop
- \$5M Community Plan Studies / Comprehensive
- \$2.5M Arts Programming and Workshops
- \$2M Parks Activation, Attraction & Economic Growth
- \$1.2M General Projects

DEPARTMENT HIGHLIGHTS:

- The Mission Inn Hotel & Spa Festival of Lights
- The Cheech Main Center for Children
- 4K+ Businesses Supported (500+ Economic partner programs)
- \$10M Grant Funding (and additional partner programs)
- 6th Annual Business Conference
- 10.8K+ Small Business Grants

SUBMIT YOUR FEEDBACK

PARKS, RECREATION & COMMUNITY SERVICES

GENERAL FUND POSITIONS: 157.1

RECEIVED CPIS COMMUNITY AWARD: 160K

MAJOR PROGRAMS (BY DECENDING ORDER):

- \$7.9M County's Special Events and Community Programming
- \$4.1M Park Open Space and Tree Maintenance Services
- \$1.7M Senior & Outdoor Activities
- \$1.6M Aquatics Program
- \$1.2M Community and Course Operations

DEPARTMENT HIGHLIGHTS:

- 25K+ Aquatics Participants
- 37K+ Senior Participants
- 10K+ Community Members
- MAINTAINED 180,000 sq. ft. of Open Space and 100,000 sq. ft. of Parks and Recreation

SUBMIT YOUR FEEDBACK

CITY OF RIVERSIDE FIRE DEPARTMENT

GENERAL FUND POSITIONS: 233

RECEIVED CPIS COMMUNITY AWARD: 160K

MAJOR PROGRAMS (BY DECENDING ORDER):

- \$23.5M Fire Response Program
- \$10.9M Emergency Response Services Program
- \$4.7M Training
- \$5M Communication Infrastructure
- \$4.2M Public Education Programs

DEPARTMENT HIGHLIGHTS:

- 17 Fire Stations
- \$4.4M Personnel Cost
- \$4.5M Equipment and Vehicle Budget
- 41K+ Emergency and Non-Emergency Code Responses to

SUBMIT YOUR FEEDBACK

RIVERSIDE POLICE DEPARTMENT

GENERAL FUND POSITIONS: 349

RECEIVED CPIS COMMUNITY AWARD: 160K

MAJOR PROGRAMS (BY DECENDING ORDER):

- \$46.3M Patrol Operations
- \$9.25M Community Policing
- \$7.8M Traffic Division Motor Vehicle and Accident Investigations
- \$3.8M Police Reserve Staff
- \$2.7M Community Services Bureau

DEPARTMENT HIGHLIGHTS:

- 121 Patrol Officers
- \$19.3M Personnel Cost
- \$2.3M Non-Police Personnel Support
- \$44M Police Training
- 156 Professional Staff

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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



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