



# Overview of City Branding Efforts

## Marketing & Communications Department

April 17, 2025

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1

# MARKETING & COMMUNICATIONS DEPARTMENT

## 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. We are committed to crafting compelling narratives that showcase Riverside's unique character, achievements, and opportunities. Internally, we prioritize communication and collaboration, ensuring our team is well-equipped to effectively convey the City's messages. 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

## TELLING OUR STORY



**Graphic Design**



**Social Media**



**RiversideTV**



**Photography**



**Email Marketing**

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**Website**



**RPU Project Communication**



**Community Calendar**



**Placemaking**



**Branding**





**Tourism**



3
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3

## MIDTOWN



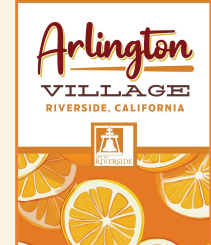
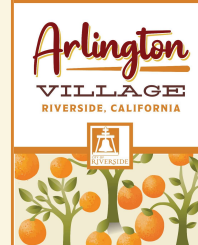
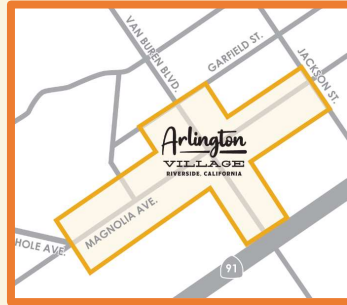



4
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4

# ARLINGTON VILLAGE

*Arlington*  
VILLAGE  
RIVERSIDE, CALIFORNIA



WELCOME TO *Arlington* VILLAGE

WARD 8 COUNCILMEMBER  
SEAN MILL  
RIVERSIDE, CALIFORNIA

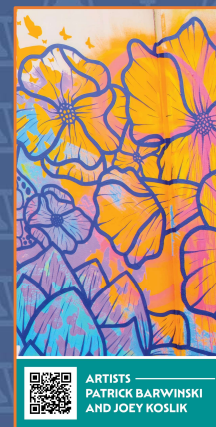
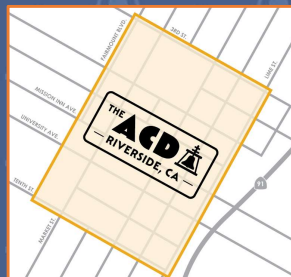


5

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5

# ARTS & CULTURE DISTRICT (THE ACD)



ARTISTS  
PATRICK BARWINSKI  
AND JOEY KOSLIK



6

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6



# ARTS & CULTURE DISTRICT (THE ACD)



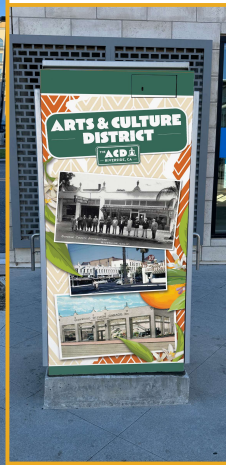
Garage 3 Window Wraps



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7

# ARTS & CULTURE DISTRICT (THE ACD)



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8



# ARTS & CULTURE DISTRICT (THE ACD)



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9

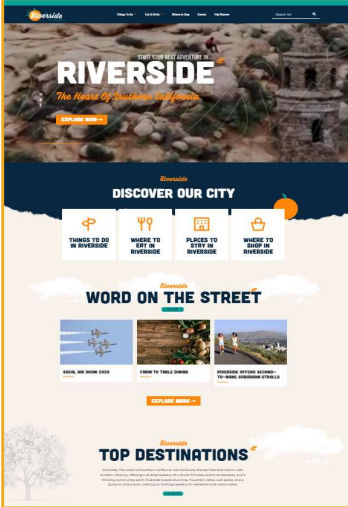
# ARTS & CULTURE DISTRICT (THE ACD)




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10


# VISIT RIVERSIDE






**Launched January 2024**

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VisitRiverside.com

**Nearly 60K Web Views**


11
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11

# VISIT RIVERSIDE





**6.1 Million+**

Video Views

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**21,400 Followers** KRO



Total # of Views

947K



Total # of Views

705K


12
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12

## Slide 12

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- KRO** Followers are for all three platforms  
Reierson, Kaitlin, 2025-03-14T01:18:14.018
- KRO 0** Put number in the middle of lines  
Reierson, Kaitlin, 2025-03-14T03:44:32.763
- KRO 1** Can you please fix my spacing?? 😊  
Reierson, Kaitlin, 2025-03-14T16:00:29.104
- JC0 2** Adjusted a bit, thank you!  
Camarce, Jovie, 2025-03-14T16:47:12.183

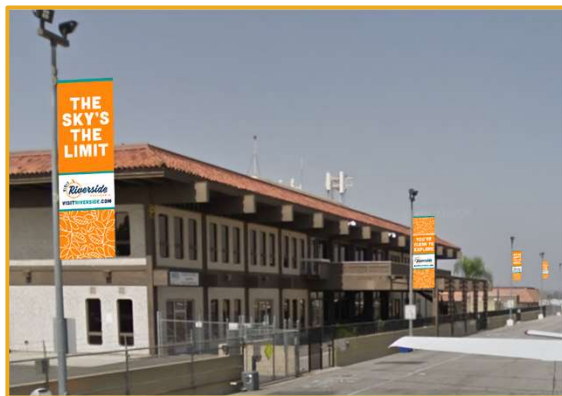


# RIVERSIDE AIRPORT

**WE'RE  
HAPPY  
YOU'RE  
HERE**



**CHART  
YOUR  
COURSE**



**YOU'RE  
CLEAR TO  
EXPLORE**



**THE  
SKY'S  
THE  
LIMIT**



13

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13

# FORMULA 1 LAS VEGAS GRAND PRIX



**Formula 1 Las Vegas Grand Prix  
11/21-11/23**



**Mobile Retargeting:**

- Impressions: 1M+
- Reach: 173K+

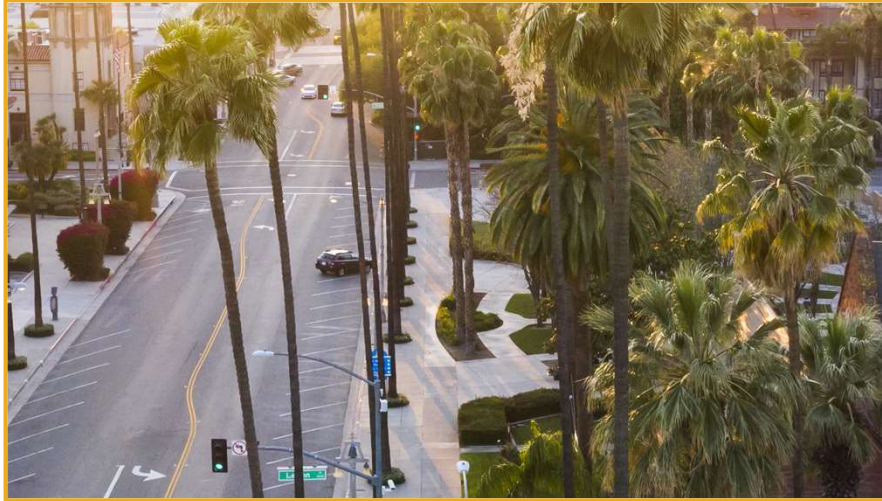


14

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14

# FORMULA 1 LAS VEGAS GRAND PRIX



15

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15

# LOS ANGELES BUSINESS JOURNAL

October 21-27, 2024

State of LA  
The Best Cities to Live,  
Work + Play



16

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16

# SAN DIEGO BUSINESS JOURNAL

2025 Monthly Placement

Weekly Readership: 26K  
Weekly Circulation: 6,401



17

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17

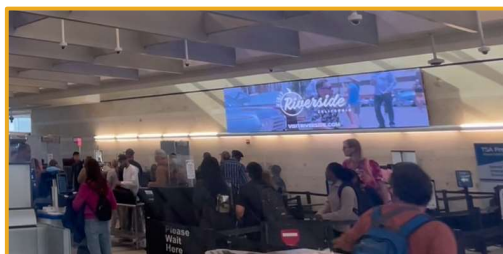
# ONTARIO AIRPORT

Feb – Jul 2025  
Digital Displays

- TSA
- Shuttle Bus
- Brewery X
- International Arrivals
- Static Light Box

6.4M Passengers Annually

580K+ Passengers Pass Through TSA per Month



18

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18



# Inland Empire Magazine



**Cities to Watch  
April 2025**

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**155K Readers  
& Subscribers**



19

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19

# Riversider Magazine



20

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20

## VISIT RIVERSIDE


**iHeart Media Campaign**  
 Sept 2024 – June 2025

- Audio: 125K Impressions Monthly
- Display: 100K Impressions Monthly
- Video: 88K Impressions Monthly

**Visit Riverside Year of Arts and Culture Multi-media Efforts**

**Collaboration with Hotels, Sports Commission, & Convention Center**


21
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21

## ON THE HORIZON


Completion of **Visit Riverside Brand Audit**  
 (Spring 2025)

- Brand position and story, messaging strategies, taglines & unique selling propositions

**Strategic Marketing Plans and Implementation**

- FIFA World Cup 2026
- LA 2028 Olympics

**Strengthen Partnerships and Collaboration** with  
 Regional and National Tourism Organizations


22
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22

KRO

# OFFICE OF SUSTAINABILITY



  **OFFICE OF SUSTAINABILITY**  
CITY OF RIVERSIDE

**RAFAEL GUZMAN**  
Assistant City Manager  
Chief Sustainability Officer

Direct: (951) 826-5403  
Cell: (562) 458-8779  
RGuzman@RiversideCA.gov

 SustainableRiv  SustainableRiverside

3900 Main St., Riverside, CA 92522 | [RiversideCA.gov/Sustainability](http://RiversideCA.gov/Sustainability)



23

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23

# OHMIO / RTA PARTNERSHIP



24

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24



## Slide 23

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**KRO** Can you show Rafael's card instead?  
Reiersen, Kaitlin, 2025-03-14T03:51:00.844

**JCO 0** Swapped out  
Camarce, Jovie, 2025-03-14T15:38:26.557

# ECONOMIC DEVELOPMENT

### WHY RIVERSIDE, CALIFORNIA?



**Centrally**  
Southern California Markets

**12<sup>th</sup>**  
Largest City in California

**59<sup>th</sup>**  
Largest City in the US

**10<sup>th</sup>**  
Largest County in the US

**Faste**  
Economic Rise California

**4.6 Million**  
Regional Population

**80,000+**  
College Graduates

**5**  
Local Institutions of Higher Education

**Low Cost and Reliable**  
Electric and Water Utilities

**Modern Infrastructure**

**2.1+ Million**  
Regional Workforce (Jan. 2024)

**High Speed Internet Access**

**Business Friendly**  
City and County

**13,606**  
Businesses and Cooperatives (Dec. 2024)

### INCENTIVES

**BUSINESS LIAISON** Our Business Liaison helps you navigate your state and local government to understand your business needs and connect you with the right resources. We'll also coordinate your City applications to make sure you get the support you need to succeed.

**SITE SELECTION ASSISTANCE** We'll help you find the perfect location for your business. Our team of experts will work with you to identify the best sites for your business. We'll also help you understand the local market, your workforce needs, and your budget. We'll then help you find a location that meets your needs and helps achieve your business goals. We're here to make the site selection process as smooth and stress-free as possible, so you can focus on growing your business.

**POWERFUL SAVINGS** Riverside is home to a city-owned public utility, Riverside Public Utilities (RPU), which offers some of the most competitive rates in the region. We'll also explore other options for saving on energy and water, such as rebates and incentives for energy-efficient equipment.

**ANNUAL AVERAGE COMMERCIAL RATE COMPARISON**

Utility	Electricity	Water	Gas
Riverside	\$0.12/kWh	\$1.50/cfm	\$1.20/therm
Orange	\$0.15/kWh	\$1.80/cfm	\$1.50/therm
Costa Mesa	\$0.18/kWh	\$2.10/cfm	\$1.80/therm
Fullerton	\$0.20/kWh	\$2.40/cfm	\$2.10/therm

**COMMUNITY AND ECONOMIC DEVELOPMENT DEPARTMENT**  
(951) 854-2888 • [EconomicDevelopment@riversideca.gov](mailto:EconomicDevelopment@riversideca.gov)  
RiversideCA.gov

### RIVERSIDE BUILT FOR BUSINESS, DESIGNED FOR GROWTH

#### WHY BUSINESSES CHOOSE RIVERSIDE

**STRATEGIC LOCATION**

- At the center of all things Inland Empire with access to major highways (I-15, I-78, I-215, I-805)
- Close to busy airports (Ontario, Long Beach, Los Angeles, San Diego, San Jose, San Francisco, Los Angeles, San Diego)

**SKILLED WORKFORCE**

- More than 200,000 skilled workers trained by five institutions of higher education
- 80,000+ Local College Students
- 2.1 Million Regional Workforce
- 2.7 Million People within 25 Miles

**BUSINESS-FRIENDLY**

- Low Cost Electric
- Streamline the permitting process with permit-ready 100% meter interconnection
- Fast-track permitting
- Experienced Permitting
- Convenient Access

**TAKE YOUR BUSINESS TO THE NEXT LEVEL IN A CITY BUILT FOR SUCCESS**

Discover Riverside's strategic advantages and explore opportunities designed for your growth.

[RiversideCA@riversideca.gov](mailto:RiversideCA@riversideca.gov) • (951) 854-2888



# ECONOMIC DEVELOPMENT

### EMPOWERING BIOTECH INNOVATORS TO THRIVE AND SUCCEED

**INNOVATION DISTRICT AND CORRIDOR**

**CONNECTIONS**

- Riverside to Major Ports
- Riverside to Airports

**INFORMING LIVES THROUGH INNOVATION AND EDUCATION**

**A SMART PLACE TO INVEST IN BIOTECHNOLOGY**  
RIVERSIDE, CALIFORNIA

**UCR WET LAB/LIFE SCIENCES INCUBATOR**

### WHY RIVERSIDE

**STRATEGIC LOCATION**

**BUSINESS-FRIENDLY**

**POWERFUL SAVINGS**

**USE EMPLOYERS**

- 1st The Boeing Company
- 2nd Lockheed Martin
- 3rd Northrop Grumman
- 4th Aerojet Rocketdyne
- 5th Raytheon Technologies
- 6th Aerojet
- 7th Aerojet Rocketdyne
- 8th Aerojet
- 9th Aerojet Rocketdyne
- 10th Aerojet
- 11th Aerojet Rocketdyne
- 12th Aerojet
- 13th Aerojet Rocketdyne
- 14th Aerojet
- 15th Aerojet Rocketdyne
- 16th Aerojet
- 17th Aerojet Rocketdyne
- 18th Aerojet
- 19th Aerojet Rocketdyne
- 20th Aerojet


**A SMART PLACE TO INVEST IN AEROSPACE & DEFENSE**  
RIVERSIDE, CALIFORNIA



# RPU CUSTOMER ENGAGEMENT COMMERCIAL EFFORTS

## BUSINESS INCENTIVE PROGRAMS

Offered by  
**Riverside Public Utilities**



RiversidePublicUtilities.com/Business

### WELCOME TO RIVERSIDE PUBLIC UTILITIES

**DOING BUSINESS IN RIVERSIDE**

Established in 1895, Riverside Public Utilities provides high-quality, reliable services to businesses throughout the City of Riverside. Owned by the customers we serve, we support the individual needs of the thriving community in which we live and work. We would love to help you make the most of your business in Riverside.

As an RPU business customer, you'll not only receive great rates and comprehensive rebate programs, but we will offer a personalized relationship with your business.

Monitor your operations by having a RPU Account Manager offer expert advice on large- and small-scale efficiency projects. Whether the water or energy-saving measure, your Account Manager is ready to help.

**SMART SAVINGS**

**ENERGY INCENTIVES**

- Lighting
- Pumps/Motors
- Energy & Water Technical Assistance
- Energy Management Systems

**GRANT OPPORTUNITIES**

- Energy Incentives
- Cultural Energy Technology
- Water Incentives

**WATER INCENTIVES**

- WaterWise Landscape Program
- Planting Incentives
- Landscaping Equipment
- Food Equipment
- IRVAC Equipment

**CONSTRUCTION INCENTIVES**

This program provides incentives for new commercial construction projects that exceed the City of Riverside's energy efficiency goals. The program offers a maximum of 5% of the project's cost up to \$100,000, whichever is less. Call your account manager before you begin your project to discuss program details and requirements. Major tenant improvements or building remodels for this program may include, but are not limited to:

- Insulation
- Windows and door replacements
- Window film

RiversidePublicUtilities.com/BusinessHubSite

**WHO TO CALL IN THE CITY OF RIVERSIDE**

**CITY OF RIVERSIDE 311 CALL CENTER**  
General information, non-emergency City services & information (951) 824-5311

**COMMUNITY RESOURCES**

- Business Municipal Water District (951) 782-2777
- Business Municipal Water District (951) 927-7700
- Business Municipal Gas Company (951) 427-2000
- Greater Riverside Chamber of Commerce (951) 483-7100
- Riverside County Economic Development Agency (951) 944-9114

**RIVERSIDE PUBLIC UTILITIES**

- Customer Service (951) 782-0300
- 24 Hour Water or Power Emergencies (951) 782-0300
- Electrical Engineering (951) 824-6489
- Water Engineering (951) 824-6485

**CUSTOMER SERVICE LOCATIONS**

Customer Service (951) 782-0300	3000 Orange Street, Riverside, CA 92504
Water Engineering (951) 824-6485	3000 Madison Street, Riverside, CA 92504

**WEBSITE**  
RiversidePublicUtilities.com/Business

**RIVERSIDE PUBLIC UTILITIES**  
#RiversidePublicUtilities @RPUFlames

27

# RPU CUSTOMER ENGAGEMENT BUSINESS KIT

**WELCOME TO RIVERSIDE PUBLIC UTILITIES**

All Riverside Public Utilities (RPU) our mission is simple: Deliver top-quality, reliable, water, power, and waste services to the communities that are all of the most affordable rates possible. Since our establishment in 1895, we've been dedicated to meeting the needs of our customers, guided by an approved board of city community members and the City of Riverside City Council.

All RPU, you're at the heart of everything we do. We're committed to keeping our rates low while maintaining the highest standards of service. As your utility provider, you're not just getting electricity, water, gas, or sewer, you're getting a partner in our community. Through programs like low-income assistance, rebates, and community water initiatives, your contribution makes a bigger future for our community. We're honored to serve you and our city, day every day.

**RiversidePublicUtilities.com**

**BIENVENIDO A RIVERSIDE PUBLIC UTILITIES**

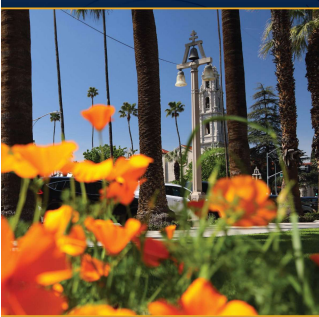
En Riverside Public Utilities (RPU) nuestra misión es simple: Brindar servicios de agua y electricidad confiables y de alta calidad a las comunidades a las que servimos. Desde nuestra fundación en 1895, nos hemos dedicado a satisfacer las necesidades de nuestros clientes, guiados por una junta designada y el Consejo Municipal de la Ciudad de Riverside.

En RPU, usted está en el centro de todo lo que hacemos. Nos enfocamos constantemente por brindar la mejor experiencia de servicio. Como cliente de RPU, no solo está recibiendo servicios públicos, agua, gas, sino que también está desarrollando una relación valiosa con nosotros. A través de programas como asistencia para personas de bajos ingresos, rebates e iniciativas de apoyo comunitario, su contribución hace una diferencia en nuestra Ciudad de todos los días.

**RiversidePublicUtilities.com**

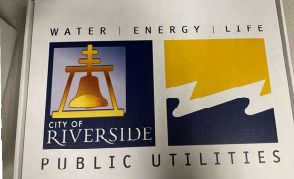
*Well, Hello There*

Riverside is excited to have you.  
To help your business grow and thrive, here are some helpful resources.



**CITY OF RIVERSIDE**

**WATER | ENERGY | LIFE**



**CITY OF RIVERSIDE PUBLIC UTILITIES**



**WELCOME TO RIVERSIDE PUBLIC UTILITIES**

**RiversidePublicUtilities.com**

28

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# CONNECT WITH US



29

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