

Department Update and Employee Recognition

Marketing & Communications Department

October 28, 2025

RiversideCA.gov

1

MARKETING & COMMUNICATIONS

MISSION STATEMENT

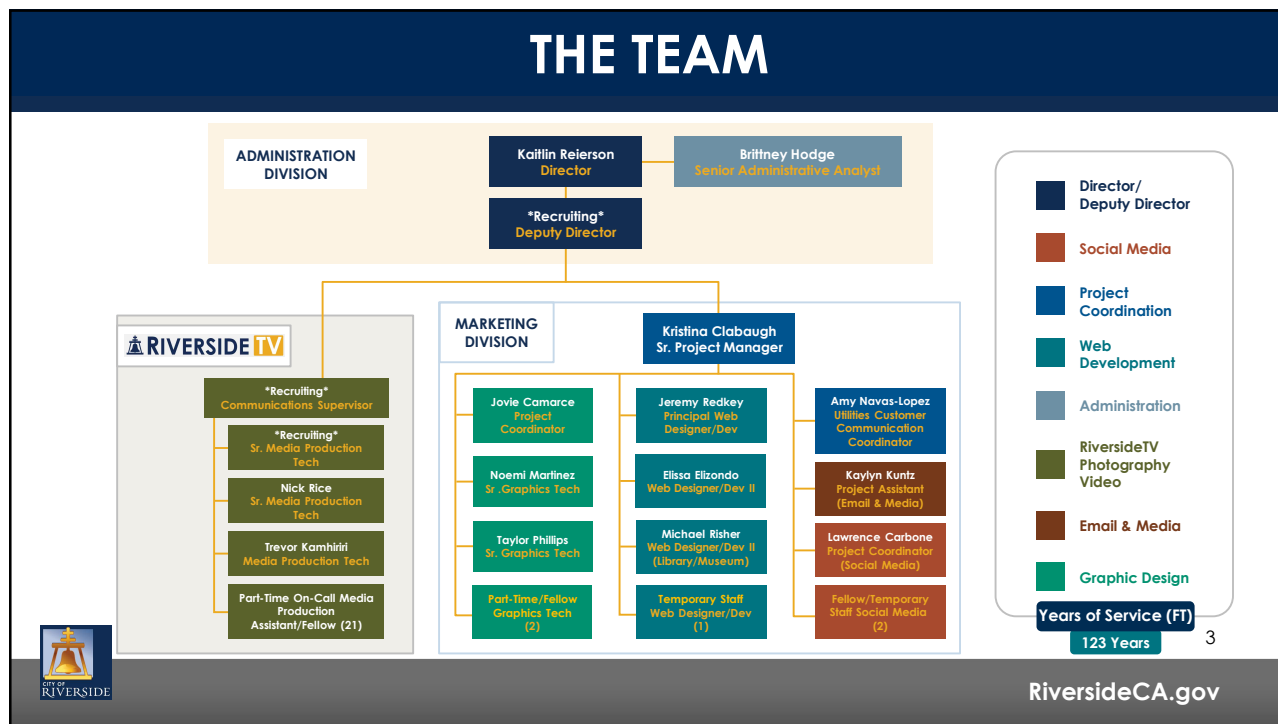
The mission of the City of Riverside Office of Communications is to **strategically amplify the City's identity, values, and initiatives**. Through innovative marketing and communication strategies, we aim to engage residents, businesses, and visitors. Our mission is to **foster civic pride, promote economic growth, and enhance the overall well-being of our community** through creative and impactful initiatives.



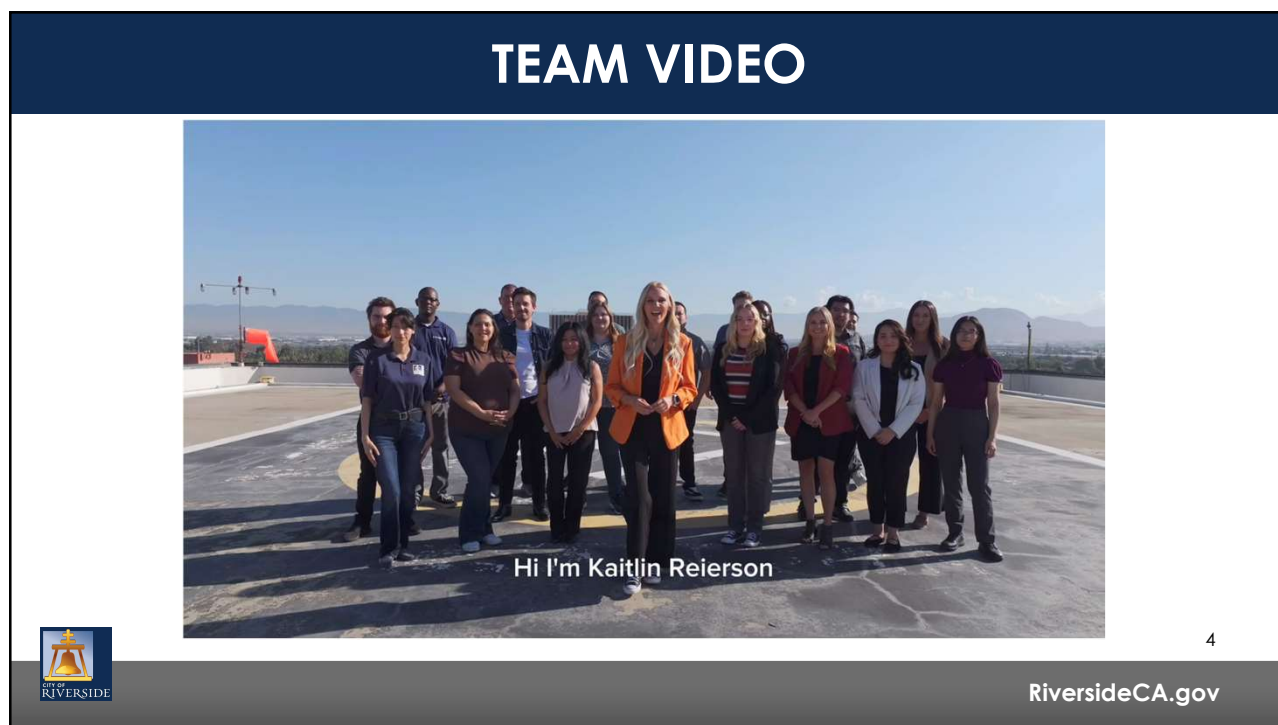
2

RiversideCA.gov

2



3



4

TELLING OUR STORY



Graphic Design



Social Media



RiversideTV



Photography



Email Marketing



Website



RPU Project Communication



Community Calendar



Placemaking



Branding



Tourism



5

RiversideCA.gov

5

American Advertising Federation, Inland Empire (ADDY) & CAPIO STAR AWARDS

2024-2025 Awards

17



- **Riverside Arts & Culture District** – Gold
- **Explore Article: The Rustik Fork** – Silver
- **Explore Riverside Magazine Winter/Spring 2024** – Silver
- **Fox Arts Center Box Office Wrap** – Bronze
- **Insect Fair 2024 Social Promo** – Bronze
- **Explore Article Copy: Rustik Fork** – Bronze
- **Festival of Lights 2024 Social Promo** – Bronze
- **Watch Riverside TV Website** – Bronze
- **City of Riverside Sustainability Logo** – Gold
- **Arlington Village Branding** – Silver
- **Riverside Turning Dreams To Reality** – Silver
- **Riverside Economic Development Logo Design** – Bronze
- **Inside Riverside** – March 22, 2024 – News Monthly Weekly or Daily
- **Friday Night "Pep Rally"** – Sports Programming – Edited
- **Live College Football Fullerton vs Riverside City College**
- **Elsinore vs JW North** - Sports Programming Live
- **Live High School Football Playoffs** - San Geronio vs Ramona



6

RiversideCA.gov

6

ADMINISTRATION



Kaitlin Reiersen
15 Years

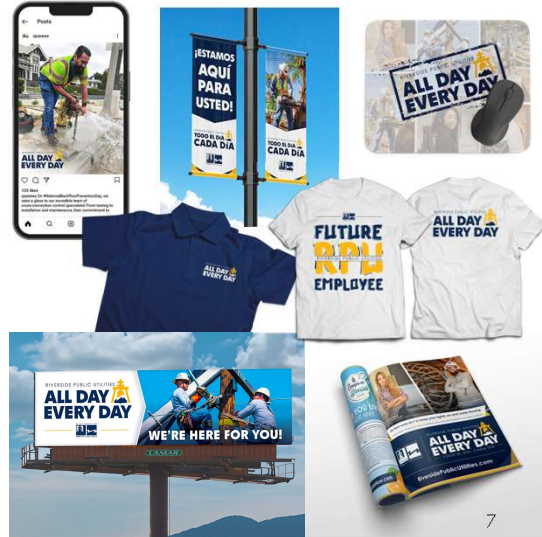


Kristina Clabaugh
8 Years



Brittney Hodge
9 Years

- Ensure operational needs, strategic planning, and project execution are carried out to support progress and success
- Develop strategies that will improve efficiency
- Provide support on complex administrative duties
- Manage the budget
- Coordinate and gather relevant project information



7

RiversideCA.gov

7

GRAPHICS

FULL-TIME STAFF



Jovie Camarce
11 Years



Taylor Phillips
9 Years



Noemi Martinez
6 Years

PART-TIME STAFF



Britney Vuong
2 Years



Diego Lomell
10 Months

The **Graphic Design team** is responsible for visualizing, creating and branding all things Riverside. From flyers, logo designs, wall wraps, and more, the Graphic Design team helps bring the ideas and inspirations of their clients to life.



1,427+
Projects & Campaigns
Created Annually



60+
Campaigns
Created Annually



8

RiversideCA.gov

8

GRAPHICS

RiversideCA.gov

9

WEB

FULL-TIME STAFF



Jeremy Redkey
4 Years



Elissa Elizondo
9 Years



Michael Risher
4 Months

TEMP STAFF



Mario Luna
4 Months

The **Web Design team** is dedicated to the City of Riverside in all front-end web technologies and currently manage and maintain **over 14,400 ADA compliant** web pages and **19 department sites**.



7.2M+
Website Visitors
Annually



2M+
First Time Users
in the Past Year



~172,000
Hours
Spent by Website Visitors Viewing
Webpages Annually



100+
New Webpages
Updated and/or Redesigned

10

RiversideCA.gov

10

WEB

RIVERSIDE ADVENTURE CENTER AND MIXED-USE TOWN CENTER DEVELOPMENT

The 120-acre project site is home to the former Riverside Golf Course, but has since remained vacant and undeveloped. To create an open space/recreational area and establish a mixed-use village development within the project site that represents a destination for the community. The project consists of three parcels - the northern parcel is zoned for the two southern parcels are zoned Riverside Village Center. The ADR proposal has provided a conceptual design that meets the policies and objectives of the RGP while creating tremendous economic development opportunities.

ADR Survey

Press Release | Riverside Sports Plan | News Coverage (The Riverside Gazette) | Media Coverage (ABC) | Submit Questions & Input

Adventure Sports Resorts (ASR) Project Overview
Riverside Adventure Park FAQ
About the Adventure Sports Resorts (ASR) Collaboration
The Adventure Sports Resorts (ASR) Plan
World Class Adventure Park for Active Lifestyle and Community Well-being
Positive Recreation Renewal/Rejuvenation
Programming and Educational Development for the Youth

Local Sports

Local Football

Local Soccer

Local Basketball

Local Volleyball

Local Tennis

Local Golf

Local Cycling

Local Running

Local Swimming

Local Fishing

Local Hunting

Local Skating

Local Climbing

Local Biking

Local Snowboarding

Local Skiing

Local Water Skiing

Local Jet Skiing

Local Parasailing

Local Paragliding

Local Hang Gliding

Local Skydiving

Local Hot Air Ballooning

Local Ziplining

Local Canyoning

Local Rafting

Local Kayaking

Local Canoeing

Local Rowing

Local Sailing

Local Windsurfing

Local Kitesurfing

Local Surfing

Local Bodyboarding

Local Stand Up Paddling

Local Windsurfing

Local Kitesurfing

Local Surfing

Local Bodyboarding

Local Stand Up Paddling

Celebrating Three Decades of Education, Conservation & Community

POWERING BRIGHT FUTURE

Celebrate Customer Service Week

CUSTOMER SERVICE WEEK

CELEBRATE OCTOBER 7 - 11, 2024

Planes and Trains

PLANE & TRAIN TREATS

Saturday, October 10, 2025

Fall Festival

FALL FESTIVAL

Saturday, October 11, 2025

Dog Parade

DOG PARADE

Saturday, September 27, 2025

Arts & Music Festival

ARTS & MUSIC FESTIVAL

Saturday, June 7, 2025

RiversideCA.gov

11

RIVERSIDETV VIDEO & PHOTOGRAPHY

Nick Rice
23 Years

Trevor Kamhiriri
15 Years

21+ On-Call and/or Part-time Staff

- Award-winning high school and RCC Tigers football coverage
- Tell Riverside's story
- Episodes that showcase Riverside's history
- Business spotlights

- Live event coverage
- City Council/Committee public meetings
- Press conferences
- Large-scale emergency scenarios
- Photography to support citywide efforts

339+
Public Meetings Covered

101,539 Views
For Live Football Games
Covering 28 High School and Riverside City College Games

663,584 Views | **253K Hours Watch Time** | **+2.1K Subscribers**

RiversideCA.gov

12

RIVERSIDETV VIDEO & PHOTOGRAPHY

INSIDE RIVERSIDE




Inside Riverside | Ep. 64 | Fourth of July Info, Summer... 5:29

Inside Riverside | Ep. 63 | Arts & Culture District, Cheech... 12:12

RIVERSIDE SPORTS UPDATE



RIVERSIDE SPORTS UPDATE 3:48



CORE VALUES

LIFE WORKS HERE




LIVING IN RIVERSIDE, CALIFORNIA 3:00

2:08








RIVERSIDE
TURNING DREAMS TO REALITY.



13

RiversideCA.gov

13

CONTENT CREATORS



Lawrence Carbone
4 Years

The primary role of the **Social Media Project Coordinator** is to maintain the City's online presence through social media.



44
Active Accounts



589,358
Total Followers Across All Social Platforms

+11%
Increase in Followers Year-over-Year Growth

13M+ Impressions
10M+ Reach



Kaylyn Kuntz
2 Years

The **Email & Marketing Project Assistant** aids with creative storytelling and relevant content writing for a wide range of subjects to promote a variety of City initiatives and programs.



71
Subscriber Lists

374,386
Unique Subscribers

40
GovDelivery Admins

~37% Overall Email Open Rate
Industry Average: 36%

~56% Overall Email Engagement Rate
Industry Average: 56%



14

RiversideCA.gov

14

CONTENT CREATORS

SOCIAL MEDIA

CONNECT WITH US
RiversideCA.gov/Connect

EMAIL MARKETING

PRINT PUBLICATIONS

RiversideCA.gov

15

RPU CUSTOMER COMMUNICATIONS

Amy Navas-Lopez
7 Years

The MarComm team is **ingrained with RPU**, with consistent open lines of communication and weekly standing meetings to ensure all communications needs are coordinated and met.

19,247+ RPU FOLLOWERS
across all social platforms

51% Residential Email Open Rate

44% Commercial Email Open Rate

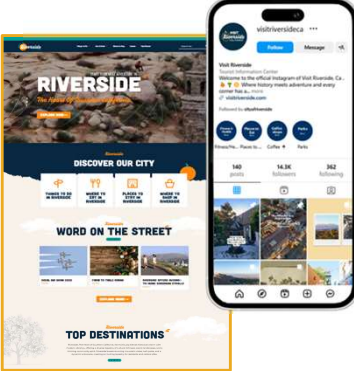
Industry Average: 36%

16

RiversideCA.gov

16

VISIT RIVERSIDE



VisitRiverside.com
~124K+ Web Views
70K+ Unique Users



YouTube Channel
Launched May 2025



9.8 Million+
Total Video Views



Visit Riverside Email Newsletter
Launched June 2025



17

RiversideCA.gov

17

VISIT RIVERSIDE



Social Media
Launched Sept. 2024
1 Year



33,259
Total Followers

8M+ Impressions
6M+ Reach



<https://www.facebook.com/reel/1271350171085676>



<https://www.instagram.com/reel/DCFFi2y1AI/>



<https://www.tiktok.com/@visitriversideca/video/7436246670980992287>



18

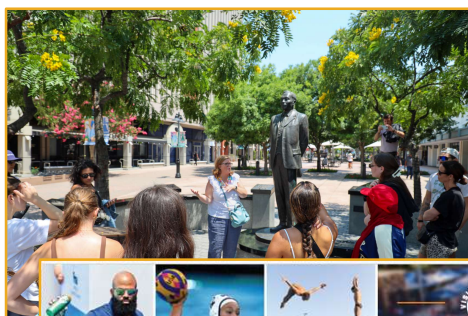
RiversideCA.gov

18

VISIT RIVERSIDE



Collaboration with Hotels, Sports Commission, Convention Center, Riverside Airport & Discover IE



RiversideCA.gov

19

VISIT RIVERSIDE ADS

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



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



Mobile Retargeting:

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



RiversideCA.gov

20

20

VISIT RIVERSIDE ADS



Los Angeles Business Journal
October 21-27, 2024

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



Cities to Watch
April 2025

155K Readers &
Subscribers



21

RiversideCA.gov

21

MIDTOWN



22

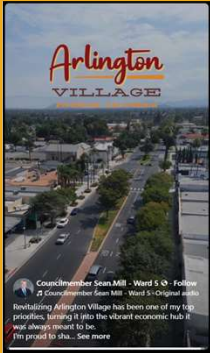
RiversideCA.gov

22

ARLINGTON VILLAGE



Arlington
VILLAGE
RIVERSIDE, CALIFORNIA



Arlington
VILLAGE

Councilmember Sean Mill - Ward 5 10 - Follow
of Councilmember Sean Mill - Ward 5 10 - Follow
limiting Arlington Village has been one of my top
priorities, turning it into the vibrant economic hub it
was always meant to be.
I'm proud to do so. See more



RIVERSIDE

Arlington
VILLAGE



Arlington
VILLAGE
RIVERSIDE, CALIFORNIA



Arlington
VILLAGE
RIVERSIDE, CALIFORNIA



WELCOME
TO *Arlington* VILLAGE



WARD 5 COUNCILMEMBER
SEAN MILL
RIVERSIDE, CALIFORNIA



23

RiversideCA.gov

23

ARTS & CULTURE DISTRICT (THE ACD)



ARTS & CULTURE
DISTRICT



THE ACD
— RIVERSIDE, CA —



THE ACD
— RIVERSIDE, CA —



ARTISTS
PATRICK BARWINSKI
AND JOEY KOSLIK



Welcome to
THE ARTS & CULTURE
District



THE ACD
— RIVERSIDE, CA —



RiversideCA.gov

24

ARTS & CULTURE DISTRICT (THE ACD)

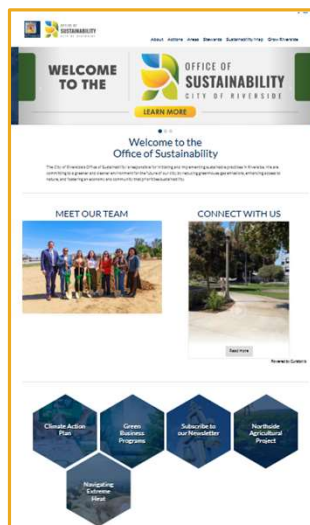


RiversideCA.gov

25

25

OFFICE OF SUSTAINABILITY



RiversideCA.gov

26

ILLEGAL FIREWORKS

City of Riverside Fire Department and City of Riverside, CA - City Government · Follow
June 26 · 48
Think fireworks are harmless? Think again. Fireworks are illegal because they put lives, homes, and our first responders at risk. It's just not worth it. Let's keep our community safe and celebrate responsibly! 🇺🇸 #LiveInRiverside

FIREWORKS ARE ILLEGAL
IT ONLY TAKES ONE BOOM TO CHANGE EVERYTHING.
They may look like fun, but they're dangerous. Don't get caught. Don't get hurt. Don't get in the City of Riverside. Every year, illegal fireworks cause fires, injuries, property damage, and thousands of dollars in damage.

KNOW THE LAW
FIREWORKS CAUSE CAUTION
DON'T GET CAUGHT
DON'T GET HURT
DON'T GET IN THE CITY OF RIVERSIDE

RIVERSIDE AUTO CENTER
ALL FIREWORKS ARE ILLEGAL
TODOS LOS FUEGOS ARTIFICIALES SON ILEGALES
RiversideCA.gov/Fire
CITY OF RIVERSIDE

ALL FIREWORKS ARE ILLEGAL
TODOS LOS FUEGOS ARTIFICIALES SON ILEGALES
MINIMUM FINE: MULTA MINIMA: \$1,500
REPORT ILLEGAL FIREWORKS
REPORTA FUEGOS ARTIFICIALES ILEGALES
Riverside Police Department
Departamento de Policía de Riverside
(951) 354-2007
311 Riverside
(951) 824-5311 | 311 app
RiversideCA.gov/Fire

BOOMS BURN RIVERSIDE

FIRE STATION

RiversideCA.gov

27

WILDFIRE PREPAREDNESS

PROTECT YOUR HOME FROM WILDFIRES
Wildfires pose a serious risk to Riverside's neighborhoods. Protect what matters most with these quick and effective steps:
KEEP IT CLEAN
A clean home is a safe home!
KEEP IT CLEAR
Clear your brush and defend your property!
KEEP INFORMED
Sign up for Riverside Alert and AlertRivCo.
ACT TODAY!
Taking these simple steps today can protect your home, your loved ones, and the City of Riverside. Visit RiversideCA.gov/wildfire and make wildfire preparedness your priority!

PROTECT YOUR HOME FROM WILDFIRES IN 3 SIMPLE STEPS
1. Keep It Clean
A clean home is a safe home!
• Clear roofs, gutters, and yards of dead leaves, pine needles, and debris. Store firewood, propane tanks, and other flammable materials at least 30 feet away from your home.
2. Keep It Clear
Create a defensible space to defend your property!
• Remove at least 100 feet of defensible space around your property.
• Remove or prune trees, shrubs, and other flammable vegetation at least 10 feet away from your home.
3. Keep It Informed
Knowledge is power—be prepared!
• Sign up for RiversideAlert and Alert RivCo for real-time emergency updates. Update your contact info with Riverside Public Utilities (RPU) to stay connected.
By taking these steps today, you're not just protecting your home, you're helping safeguard the entire City of Riverside. Visit RiversideCA.gov/wildfire and make wildfire preparedness a priority!
#ReadyRiverside #WildfirePreparedness #DefendYourSpace

CALIFORNIA DEPARTMENT OF FORESTRY AND FIRE PROTECTION (CAL FIRE) RELEASES NEW FIRE HAZARD SEVERITY ZONES MAPS
RiversideCA.gov/Wildfire

WILDFIRE INFO PORTAL
PROTECT YOUR HOME AND COMMUNITY
[LEARN MORE](#)

City of Riverside Fire Department · Follow
January 10 · 48
PROTECT YOUR HOME FROM WILDFIRES IN 3 SIMPLE STEPS
Wildfires are a real threat to Riverside, especially in Wildland-Urban Interface (WUI) areas. Stay safe and protect what matters most with these quick, effective tips:
1. KEEP IT CLEAN
A clean home is a safe home! 🏠
Regularly clear roofs, gutters, and yards of dead leaves, pine needles, and debris. Store firewood, propane tanks, and other flammable materials at least 30 feet away from your home.
2. KEEP IT CLEAR
Create a defensible buffer zone around your property! 🌿
Maintain 100 feet of defensible space—remove dry plants, trim overgrown vegetation, and create spacing between trees and shrubs to slow the spread of fire.
3. KEEP INFORMED
Knowledge is power—be prepared! 📱
Sign up for RiversideAlert and Alert RivCo for real-time emergency updates. Update your contact info with Riverside Public Utilities (RPU) to stay connected.
By taking these steps today, you're not just protecting your home, you're helping safeguard the entire City of Riverside. Visit RiversideCA.gov/wildfire and make wildfire preparedness a priority!
#ReadyRiverside #WildfirePreparedness #DefendYourSpace

WILDFIRE INFO PORTAL
PROTECT YOUR HOME AND COMMUNITY
[LEARN MORE](#)

RiversideCA.gov

28

28

ECONOMIC DEVELOPMENT

WHY RIVERSIDE, CALIFORNIA?

Centrally located in All Southern California Markets

12th Largest City in California

59th Largest City in the US

10th Largest County in the US

Fastest Growing City in California

4.6 Million Regional Population

319,190 Riverside Population (2022)

80,000+ Higher Education Degrees

5 Local Institutions of Higher Education

Low Cost and Reliable Electric and Water Utilities

Modern Infrastructure

2.1+ Million Regional Workforce (Jan. 2023)

High Speed Internet Access

Business Friendly City and County

13,606 Businesses and Companies (Jan. 2024)

INCENTIVES

BUSINESS LIAISON Our Business Liaison team is your single point of contact for all economic development services. We work with you to understand your business needs and connect you with the right resources. We also coordinate with City departments 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 assist you in identifying the factors that are important to your business, such as your target 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 water and wastewater rates in the area. We're a strategic partner for businesses looking to lower operating expenses. With rates for water and power that are among the lowest in the state, businesses can save significantly on operational costs, helping them stay competitive and profitable.

ANNUAL AVERAGE COMMERCIAL RATE COMPARISON

Utility	Water	Electricity	Gas	Wastewater
Riverside	\$4.50	\$12.50	\$1.50	\$1.50
Orange	\$5.50	\$15.00	\$2.00	\$2.00
San Diego	\$6.50	\$18.00	\$2.50	\$2.50
San Jose	\$7.50	\$20.00	\$3.00	\$3.00

The comparison uses 2024 published rates for utilities within the city limits. It does not include the cost of property taxes, which vary by city. The comparison is for a 100,000 sq. ft. building with a 100,000 sq. ft. lot. The comparison is for a 100,000 sq. ft. building with a 100,000 sq. ft. lot. The comparison is for a 100,000 sq. ft. building with a 100,000 sq. ft. lot.

RIVERSIDE
BUILT FOR BUSINESS, DESIGNED FOR GROWTH

WHY BUSINESSES CHOOSE RIVERSIDE

STRATEGIC LOCATION

- At the center of a thriving logistics hub with 30+ ports
- Major highways (94, 15, 78, 52, 10)
- Close to key airports (Ontario, Long Beach, Los Angeles, San Diego, San Jose)
- Long Beach, Los Angeles, San Diego

SKILLED WORKFORCE

- More than 80,000 highly trained workers
- Partnered with five institutions of higher education
- 10,000+ local college students
- 2.1+ million regional workforce
- 2.7 million people within 25 miles

BUSINESS-FRIENDLY

- Low cost of living
- Streamlined permitting process
- Generous incentives and tax breaks
- Experienced workforce
- Convenient location

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.gov](https://www.RiversideCA.gov) • (951) 884-2438



29

RiversideCA.gov

29

SAN DIEGO BUSINESS JOURNAL

2025 Monthly Placement

Weekly Readership: 26K
Weekly Circulation: 6,401

Los Angeles Premier Outlet: Opening Border Business

The Leukemia & Lymphoma Society

2024 Challenge Winner

RIVERSIDE

2024 Challenge Winner

2024 Challenge Winner

REGISTER TODAY!

CFO

CFO of the Year 2025 - Luncheon

August 28th, 2025 from 4:00 pm to 6:00 pm

Farmer & The Seahorse

RIVERSIDE BRINGS THE ENERGY

CALIFORNIA'S LOWEST WATER & POWER RATES

FOR MORE INFORMATION

[RiversideCA.gov](https://www.RiversideCA.gov)

POWERFUL SAVINGS for Your Business!

RIVERSIDE

ANNUAL AVERAGE COMMERCIAL RATE COMPARISON

Utility	Water	Electricity	Gas	Wastewater
Riverside	\$4.50	\$12.50	\$1.50	\$1.50
Orange	\$5.50	\$15.00	\$2.00	\$2.00
San Diego	\$6.50	\$18.00	\$2.50	\$2.50
San Jose	\$7.50	\$20.00	\$3.00	\$3.00



RiversideCA.gov

30

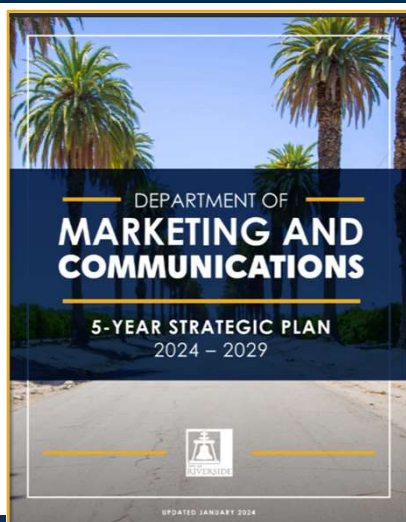
Riversider Magazine



RiversideCA.gov

31

LOOKING AHEAD



GOAL 5 TOURISM PROMOTION AND DESTINATION BRANDING	
Action Item	Performance Indicator
Create a Tourism Brand Identity	Disseminate the distinctive Visit Riverside brand identity, created specifically for tourism in Riverside. The identity includes logo, tagline, and visual elements that encapsulate the City's attractions and offerings.
Visitor Experience Enhancement	Collaborate with local businesses and attractions to show the Visit Riverside mission, thus improving the overall visitor experience. Highlight activities that focus on providing memorable and positive experiences for tourists.
Promotional Materials	Create visually appealing and informative promotional materials, including brochures, maps, magazines, and digital guides. Distribute these materials at strategic locations, events, and online platforms to attract and inform potential visitors.
Online Tourism Portal	Develop and maintain an interactive website and online portal dedicated to tourism in Riverside. Include information on attractions, events, accommodations, and suggested itineraries to assist visitors in planning their trips.
Digital Marketing Campaigns	Launch targeted digital marketing campaigns to reach potential tourists through social media, search engines, and travel websites. Utilize engaging visuals and compelling content to showcase Riverside's unique offerings to those outside its traditional boundaries.
Partnerships with Travel Agencies	Establish partnerships with travel agencies and tour operators to include Riverside in their itineraries. Provide them with promotional materials and incentives to encourage tourist bookings.
Cultural and Heritage Events	Promote cultural and heritage events that highlight Riverside's history, traditions, and diversity. Position these events as key attractions for tourists seeking unique and authentic experiences.
Collaboration with Local Influencers	Collaborate with local influencers, travel bloggers, and content creators to showcase Riverside's tourism offerings. Leverage their reach and influence to attract a wider audience.
Destination Storytelling	Develop compelling stories about Riverside as a tourist destination. Use various mediums, including print, video, and social media to tell engaging stories that resonate with potential visitors.

Generate Revenue by Way of Tour Packages and Special Offers Visitor Centers and Information Kiosks User-Generated Content Campaigns Strategic Events and Festivals Collaboration with Stakeholders Tourism Ambassador Program	Work with local businesses to create attractive tour packages and special offers for tourists. Collaborate on promotions that include accommodations, dining, and activities, enhancing the overall visitor experience and increasing revenue for the tourism industry. Establish visitor centers and information kiosks at key locations to provide assistance, maps, and information to tourists. Train staff to offer personalized recommendations based on visitor interests. Launch campaigns encouraging visitors to share their experiences on social media using dedicated hashtags. Create and promote user-generated content on official platforms to build authenticity and engage potential tourists. Promote and support strategic events and festivals that draw in tourists. Highlight these events in promotional materials and online platforms to attract a diverse audience. Collaborate with various sectors including the National Cemetery, and hospitality, education, and medical industries to ensure a positive experience for tourists and economic benefits for the community. Provide them with promotional materials, training on showcasing Riverside's attractions, and feedback mechanisms to enhance visitor satisfaction. Create and implement a tourism ambassador program involving residents who are passionate about Riverside. Provide training and resources to provide information, assistance, and recommendations to the visitors as well as to tourists.
---	---



RiversideCA.gov

32

MARCOMM STRATEGIC GOALS



Tourism Promotion & Placemaking



Collaborative Partnerships



Internal Communication Enhancement



Crisis Communication Preparedness



Inclusive and Accessible Community Engagement



Sustainability and Green Initiatives

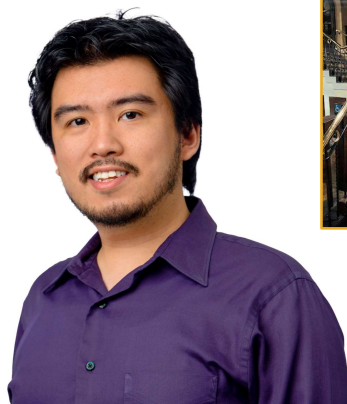


33

RiversideCA.gov

33

EMPLOYEE OF THE YEAR



Jovie Camarce



RiversideCA.gov

34

CONNECT WITH US









@CityofRiverside



@RiversideCAgov



35

RiversideCA.gov