



City of Arts & Innovation

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Riverside Public Utilities Recognized for Excellence in Communications

American Public Power Association Commends RPU for “All Day Every Day” campaign

RIVERSIDE, Calif. – Riverside Public Utilities has been recognized for excellence in communications for its “All Day Every Day” campaign, which highlighted ways in which RPU employees work around the clock to ensure Riverside residents and business owners have access to water and power.

The American Public Power Association recently bestowed the Award of Excellence in Public Power Communications to RPU as part of its effort to celebrate public power providers that excel in communicating to their customers and the public.

The campaign sought to educate the 315,000 Riverside residents on how RPU employees work on their behalf. The messages in English and Spanish went to 112,000 metered electric customers and 66,000 metered water customers. The content also was shared across all City of Riverside social media accounts.

“RPU takes great pride in providing safe and reliable water and electric service to our ratepayers,” General Manager Todd Corbin said. “This award reflects our commitment to also ensuring our customers know the many ways in which RPU employees are working on their behalf.”

The awards were given to agencies that showed ingenuity and creativity in telling their stories through outstanding copy, design, financial data presentation, graphics, social media engagement, video editing, and web layout and interactivity. RPU’s award recognized its excellent in the web/social media category.

The All Day Every Day (ADED) campaign included the creation of a video series and photographs displayed across all Riverside Public Utilities social media channels, giving a glimpse into the everyday lives of RPU employees.

By using the friendly faces of staff members, the campaign built a direct connection with customers and provided key information regarding the roles that each person plays in keeping the lights on and the water flowing.

“Our employees are the key to everything we do at RPU, so it made sense to feature them in this campaign,” said RPU Board Chair Gil Ocegüera. “I’m proud to be part of an organization that benefits so much from such a highly trained and professional staff. I also congratulate our award-winning staff for always being on the cutting edge with communications and service to our community.”