

RHDOG

RIEZEBOS HOLZBAUR GROUP 847 SANSOME STREET, 3RD FLOOR, SAN FRANCISCO, CA 94111 T. 415.983.3700 F. 415.983.3701

City of Palo Alto extends RHDG advertising & design contract

July 2010

Zero Waste Palo Alto (Zero Waste) and the City of Palo Alto Utilities (CPAU) have both renewed their contract with RHDG for a third year running. Since 2008, RHDG has been the agency of record for these two departments, providing strategic design and advertising for integrated outreach campaigns and communications pieces.

Formerly known as the Palo Alto Recycling Program, Zero Waste Palo Alto hopes to achieve zero waste (no waste to landfill) by 2021. CPAU is the only city-owned utility in California that operates its own utilities, including electric, fiber optic, natural gas, water and wastewater services. One of the key roles of utilities staff is to provide programs and rebates to help customers reduce their electricity and water usage. As an agency with a history of successful behavior-change campaigns, RHDG has been a strong collaborator with both departments as they strive to achieve community-wide conservation goals.

Since 2008, RHDG has established brand identities for both departments and run several campaigns, including the Zero Waste Citywide Yard Sale and MyCPAU campaigns. The RHDG team has also developed numerous outreach tools, including a variety of print collateral and interactive games. The RHDG team is honored to continue to assist the City of Palo Alto as they endeavor to maintain a vibrant and happy community. To learn more about Zero Waste or CPAU please visit their websites at www.zerowastepaloalto.org and www.cityofpaloalto.org/depts/utl.