

RHDG

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RHDG Launches the MyCPAU Campaign

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Riezebos Holzbaaur (RHDG) has launched MyCPAU, a new advertising campaign for the City of Palo Alto Utilities (CPAU). This advertising campaign features staff members of the city's utility department, and highlights the staff's personal passions and what inspires their work at CPAU. The objective of this campaign is to enhance the personal relationships between the city-owned utility and the public by showing ratepayers that CPAU staff are truly motivated to continue to provide them with the service they've come to expect. The MyCPAU campaign features eight utilities staff members ranging from energy and water resource planners to meter readers. The campaign has been placed in online and print media.

The only city-owned utility in California, the City of Palo Alto Utilities, was founded in 1896 and provides electric, fiber optic, natural gas, water, and wastewater services to residents and businesses within the city limits. CPAU is dedicated to innovation and improving the community in which it operates, which has led the Department to focus on programs and services promoting efficiency and environmental sustainability. Initiatives such as Palo Alto Green, SmartEnergy, and water conservation programs allow customers to make informed choices and support sustainability in their community.

For more information of the City of Palo Alto Utilities, please visit their website at www.cityofpaloalto.org/depts/utl.