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RHDG helps Palo Alto get Inspired

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Even though utility rates were expected to rise by an average of only 1.4 percent, the City of Palo Alto Utilities (CPAU) anticipated a negative backlash from utility consumers. In response to CPAU's needs, RHDG created a comprehensive campaign that framed the rate changes not as a necessary evil, but as an inspiring change for the future of the community. The "Inspired" campaign champions the cause of a bright future in Palo Alto and the next generation of energy, while acknowledging the modest 1.4 percent contribution of Palo Altans to their community.

The reason for the price hike was noble: the city-owned utility provider is investing in renewable energy sources, clean water, and low-waste refuse collection, which will make Palo Alto a cleaner, more sustainable place to live.

The "Inspired" campaign spanned print media, online banner ads, and bill inserts. RHDG also created a microsite for the campaign to call home, and invited Palo Altans to visit the site and learn about the rate increase as well as the positive changes it will bring to the community.

To read about the rate change and see the campaign firsthand, go to cityofpaloalto.org/inspired