OUR VISION: Riverside, California is a city that honors and builds on its assets to become known as a location of choice that catalyzes innovation in all forms, enjoys a high quality of life and is unified in pursuing the common good.
Seizing Our Destiny

• Requires
  – Breaking down silos
  – Connecting dots
  – Involving others
  – Building partnerships
  – Seeking mutual gain
  – Getting out of our comfort zones
PUT THE "RIVER" BACK IN RIVERSIDE

ABCD NEIGHBORHOOD STRATEGIES — 26 IN 26

CLIMATE ACTION PLAN — RIVERSIDE RESTORATIVE GROWTH PLAN

LOCAL FOOD SYSTEM / AGRIC. ECONOMY — GROWTH

URBAN FUTURE — SMARTCODE

HIGH QUALITY TRANSIT CORRIDOR — STREETCAR
What If?

• What if a fundamental premise of all efforts of the City of Riverside were to achieve multiple or mutual benefits?

• What if healthy watersheds and sustainable watershed management were among those benefits?

• What if community members and organizations were highly engaged and involved in community design and visioning related to integrated planning and implementation efforts?
Could it be?

• Could otherwise “silo-ed thinking and action” (i.e., degenerative relationships between two or more issues) become entrepreneurial, inventive, and regenerative?

• Could unique partnerships be achieved and regulatory and funding barriers be removed?

• Could healthy watersheds, improved mobility, real estate development, greenhouse gas reductions, neighborhood-level “community building,” economic prosperity, infrastructure reinvestment, social equity, cultural heritage, and ecological restoration be attained simultaneously?
Why Not?

- Riverside is a high opportunity location for stormwater capture and infiltration because of its permeable soils located over important aquifers.

- Stormwater capture is a strategic goal for larger scale Santa Ana River Watershed sustainability - and, so, it could be in Riverside as well.

- As Riverside plans for its future mobility, food security, climate change resiliency, and urban development, it can also seek to decrease impervious surfaces and improve water quality.
How?

• We – collectively “we” – need to want win/win relationships between issues that have traditionally worked against each other; “no” or “us vs. them” is just that: no win/win.

• “We” need to look at opportunities for how these issues relate to one another early on in a process – rather than waiting to look at these things later on in the project implementation stages.

• No matter what your role (consultant, advocate, public staffer, resident, etc.), just ask: “I hear what you want to do, can we also commit to seeking mutual gain to achieve more and, perhaps, better outcomes for all?”

• We all have “voices,” let’s use them for mutual gain in Riverside.
Connecting the Dots = Seizing Our Destiny

Food Systems

Urban Investment

Mobility
Define a community-based vision for the City’s commercial, industrial, and office areas that is inter-connected with all other livability, mobility, sustainability, equity, and prosperity efforts.
1. Develop Community-Driven Vision of a Desirable Future
2. Prepare Code/SP to Implement the Vision
3. Prepare Streamlined Project Conformance Review
4. Achieve Program-Level CEQA Clearance
5. Facilitate Investment
GrowRIVERSIDE STATISTICS

• Sold out to 425 Registered Attendees
• Marketing Efforts
  – Seedstock promotion and social media
  – Print pieces with varying focus
  – Press Releases
    • IMPRESSIONS: 4.3 million
    • READS: 300,000
    • REACH: 3,100 news outlets
  – Letter to Greenbelt residents
  – Area signage
  – Mayor’s State of the City
  – In-Person Outreach to Community Groups
    – Universities, colleges and high schools
• More than 30 sponsors
GrowRIVERSIDE TOPICS

• Examples of Keynote Presentations:
  – “The Economic and Societal Benefits of Developing a Local Food Systems Infrastructure in a City”
  – “Putting Policy into Place”
  – “Health and Community Benefits of Local Agriculture”
  – “California’s Drought and Its Impact on Local Agriculture”

• Examples of Panel Presentations:
  – The Value and Meaning of Local Agriculture
  – Local Ag Growth Strategies
  – The Market Opportunity for Local Agriculture
  – Local Agriculture Innovation
  – Funding the Future of Local Agriculture
  – Resource Rich Riverside
  – Logistics of Galvanizing the Local Food System in Riverside
OUTCOMES

The success of GrowRiverside 2014 has ignited a movement to:

• Develop business relationships between farmers and local restaurants;

• Promote community-wide awareness and celebration of the City’s agriculture heritage and assets;

• Create a position within the City Manager’s Office of Economic Development focused on promoting investment in sustainable agriculture and to connect local food producers and business owners;
OUTCOMES

The success of GrowRiverside 2014 has ignited a movement to:

• Establish mobile local food delivery stops to address the City’s food deserts;

• Formulate a Local Food Policy and establish a Riverside Food Systems Alliance;

• Expand the availability of locally sourced foods for the Riverside Unified School District;

• Lease School District Land in the greenbelt to a farmer to produce fruits and vegetables for RUSD;
OUTCOMES

- Develop a partnership with ARC of Riverside County and growers in the greenbelt area;
- Create an available agricultural lands database to connect growers with properties available for lease or for sale;
- Provide information and assistance to growers from other jurisdictions who seek to relocate to the City;
- Planning GrowRiverside 2015; and
- This is a sampling of what has occurred in the 7 months since the conference.
The way we build, rebuild, restore, manage & maintain our communities affects people, economy, & environment. At a time when stakes have never been higher and resources constrained, the degree to which multiple or mutual gains can be realized will directly affect the vitality of our communities (Riverside, included).

Can Riverside achieve these mutual gains and others? Most certainly, we can.