



*City of Arts & Innovation*

# City of Riverside

## Economic Development, Placemaking, and Branding/ Marketing Committee

### Agenda - Revised

Committee Members:

Ronaldo Fierro  
Chair

Erin Edwards  
Vice Chair

Steve Hemenway  
Member

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Meeting Date: Thursday, June 23, 2022  
Publication Date: Friday, June 17, 2022

3:00 PM

City Hall - Art Pick Council Chamber  
3900 Main Street, Riverside  
View Virtual Meeting at  
[www.RiversideCA.gov/Meeting](http://www.RiversideCA.gov/Meeting) or  
[www.WatchRiverside.com](http://www.WatchRiverside.com)  
Originally Published: June 10, 2022

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#### MISSION STATEMENT

The City of Riverside is committed to providing high quality municipal services to ensure a safe, inclusive, and livable community

The Economic Development, Placemaking, and Branding/Marketing Committee will conduct an in-person and virtual meeting.

Face coverings are strongly recommended regardless of vaccination status.

To participate virtually, two options are available:

#### TO PARTICIPATE VIA TELEPHONE:

Call (669) 900-6833 and enter Meeting ID: 926 9699 1265

Press \*9 to be placed in the queue to speak.

Individuals in the queue will be prompted to unmute by pressing \*6 to speak.

#### TO PARTICIPATE VIA ZOOM:

Use the following link: <https://zoom.us/j/92696991265>

Public comments are limited to 3 minutes.

Please follow along with the meeting via [www.riversideca.gov/meeting](http://www.riversideca.gov/meeting), RiversideTV cable channels, or City social media live feeds to ensure you call in at the appropriate time for your item(s).

Public comments regarding items on this agenda or any matters within the jurisdiction of the City Council can be submitted by eComment at [www.riversideca.gov/meeting](http://www.riversideca.gov/meeting) until two hours before the meeting.

Email comments to [City\\_Clerk@riversideca.gov](mailto:City_Clerk@riversideca.gov).

**Pursuant to the City Council Meeting Rules adopted by Resolution No. 23618, the Members of the City Council and the public are reminded that they must preserve order and decorum throughout the Meeting. In that regard, Members of the City Council and the public are advised that any delay or disruption in the proceedings or a refusal to obey the orders of the City Council or the presiding officer constitutes a violation of these rules.**

**The City of Riverside is committed to fostering a respectful workplace that requires all employees and external stakeholders to embrace a culture of transparency and inclusivity. This includes acceptable behavior from everyone; a workplace that provides dignity, respect, and civility to our employees, customers, and the public they serve. City meetings should be a place where all members of our community feel safe and comfortable to participate. While there could be a high level of emotion associated with topics on this agenda, the City would like to set the expectation that all members of the public use language appropriate to a collaborative, professional, and respectful public environment.**

**The City is resolute in its commitment to eliminate any form of harassment, discrimination, or retaliation in the workplace. The City maintains a zero-tolerance policy for harassment, discrimination, and retaliation in compliance with new harassment and discrimination laws.**

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*LISTENING ASSISTIVE DEVICES are available for the hearing impaired. The City of Riverside wishes to make all of its public meetings accessible to the public. Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities, as required by 42 U.S.C. §12132 of the Americans with Disabilities Act of 1990. Any person with a disability who requires a modification or accommodation in order to participate in a meeting should direct such request to the City's ADA Coordinator at 951-826-5427 at least 72 hours before the meeting, if possible. TTY users call 7-1-1 for telecommunications relay services (TRS).*

*Agenda related writings or documents provided to the Committee are available in the Office of the City Clerk, at [www.RiversideCA.gov/Meeting](http://www.RiversideCA.gov/Meeting), and in the binder located near the entrance of the Art Pick Council Chamber while the meeting is in session.*

*PLEASE NOTE--The numerical order of items on this agenda is for convenience of reference. Items may be taken out of order upon request of the Members of the Committee.*

**CHAIR CALLS MEETING TO ORDER**

## PUBLIC COMMENT

*Audience participation is encouraged. Public comments are limited to 3 minutes.*

- 1 To comment on any matters within the jurisdiction of the Committee, you are invited to participate in person or call at (669) 900-6833 and enter Meeting ID: 926 9699 1265. Press \*9 to be placed in the queue to speak. Individuals in the queue will be prompted to unmute by pressing \*6 when you are ready to speak.

To participate via ZOOM, use the following link: <https://zoom.us/j/92696991265>, select the "Raise Hand" function to request to speak. An on-screen message will prompt you to "unmute" and speak.

## DISCUSSION CALENDAR

*Audience participation is encouraged. Public comments are limited to 3 minutes. Via phone: Press \*9 to be placed in the queue to speak when the discussion item is called. Via Zoom: Select the "Raise Hand" function to request to speak. An on-screen message will prompt you to "unmute" and speak.*

- 2 Reach Riverside Building Decarbonization ordinance proposal providing local amendment to California Building Standards Code for newly constructed buildings to be all electric buildings for building permits filed on or after January 1, 2023, for three-stories or less and for building permits filed on or after January 1, 2026, for newly constructed buildings four stories or more - Exemptions to Reach Code - Explore Electric Vehicle Infrastructure Reach Code - Hire consultant to draft retrofitting strategy (All Wards) (10-minute presentation)

Caleb Ragan, Council Assistant Ward 3

**Attachments:** [Report](#)  
[All Electric Ordinance](#)  
[DAG Meeting Summaries](#)  
[DAG Membership Roster](#)  
[Presentation](#)

## COMMUNICATION

- 3 Economic Opportunity Update (All Wards) (5-minute presentation)

Rafael Guzman, Assistant City Manager

- 4 Placemaking Update (All Wards) (5-minute presentation)

Rafael Guzman, Assistant City Manager

5 Branding/Marketing Update (All Wards) (5-minute presentation)

Rafael Guzman, Assistant City Manager

6 Decarbonization and Electrification Update (All Wards) (5-minute presentation)

Rafael Guzman, Assistant City Manager

7 Items for future Economic Development, Placemaking, and Branding/Marketing Committee consideration as requested by Members of the Committee

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*The next Economic Development, Placemaking, and Branding/Marketing Committee meeting is scheduled for July 21, 2022, at 3 p.m.*

*Committee meetings broadcast on  
AT&T Channel 99,  
Charter Spectrum Channel 3,  
and Frontier Cable Channel 21*

*View live Webcast of the Committee Meetings at:  
[www.RiversideCA.gov/Meeting.com](http://www.RiversideCA.gov/Meeting.com) or  
[www.WatchRiverside.com](http://www.WatchRiverside.com)*

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*[www.RiversideAlert.com](http://www.RiversideAlert.com)*