



**BLUE ZONES®**

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**ASSESSMENT, READINESS,  
AND FEASIBILITY REPORT**

City of Riverside  
Riverside County, CA

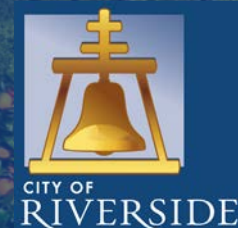
April 2023



# Thank You

We want to thank Riverside University Health System - Public Health for partnering with us in this assessment. We applaud them in their ongoing commitment to improving well-being in Riverside County by bringing the best innovations to the region. We also want to acknowledge the support of our assessment contributors, who share our vision of a healthier, happier future for Riverside County.

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Activate Riverside Keynote — January 31, 2023

## Activate Riverside - By the Numbers

KEYNOTE EVENT



92

key community stakeholder attendees

COMMUNITY ENGAGEMENT/  
SCHOOLS FOCUS GROUPS



49

individuals engaged

POLICY FOCUS GROUPS



44

individuals engaged



# How to read this report:

The report is divided into the following sections:

- The Executive Summary contains a high-level look at our major findings and recommendations.
- The next section outlines the Blue Zones approach to community well-being transformation.
- The next three sections provide detailed findings and recommendations for the Policy, Places, and People sectors we explored.
- The last section is the Appendix with additional data, references, policy scans, and other supplemental information.

This report builds upon what we have learned from Riverside. It is not exhaustive of what is going on in all these arenas, but an assessment of the feasibility of applying the Blue Zones model to Riverside.

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# Executive Summary

The City of Riverside\* is a beautiful, historic city with a strong sense of community, diverse population, vibrant arts scene, love of the outdoors, and rich agricultural heritage.

\*unless otherwise stated, “Riverside” within this report refers to the City of Riverside.  
Riverside County is either referred to as “Riverside County” or “the County”

## Riverside is a unique and inspiring place to call home.

Riverside is a rapidly growing city located in the Inland Empire, which is known for its warm, dry climate and diverse economy. With a population of around 320,000 people, Riverside serves as the county seat of Riverside County.

A diverse city, Riverside has a large Hispanic/Latino population making up approximately 52% of the city’s residents, and a growing number of Asian and African American residents. There is a strong sense of community, with residents taking pride in their city and actively participating in local events and the vibrant arts and culture scene.

The City is known for its bustling Downtown core, which features a variety of local shops, restaurants, and cultural attractions. Riverside is a center for higher learning, with institutions including University of California - Riverside, La Sierra University, Cal Baptist University, and Riverside City College located within City limits. Riverside is therefore home to many students, university staff, and faculty, who collectively play an active role in shaping the city’s identity and contributing to an enviable intellectual and cultural diversity.

Riverside has a strong and growing economy, with job growth outpacing the national average in recent years. The city also boasts an extensive park system, with over 60 parks and 2,000 acres of open space, providing ample opportunities for outdoor recreation. Riverside is also actively investing in infrastructure improvements and various initiatives to promote healthy living.

However, although the median household income in Riverside is on par with the national median income, it is significantly lower than California’s median income. The city also faces challenges with traffic congestion and air pollution, which can have negative health effects on residents.

In addition, Riverside is plagued by the same U.S. well-being trends that threaten the health and prosperity of many Americans. According to Gallup, 1 in 2 are struggling with their health, 7 in 10 are obese or overweight, and 1 in 2 experience regular financial stress.

These well-being shortcomings are not only causing needless suffering for the people in Riverside, they are also costing countless billions in lost productivity, absenteeism, and healthcare costs.

We estimate that over the next ten years, Riverside could save about \$468 million with a coordinated comprehensive effort.\*

\*See Appendix for full Value Brief



The city is plagued by the same U.S. trends that threaten the health and prosperity of many Americans.

According to Gallup:



1 in 2 Riverside residents are struggling with their health



1 in 2 report they are not proud of their community



1 in 2 are experiencing regular financial stress

For the people of Riverside, everyone needs better access to the things that measurably improve well-being, including healthy food, transportation options, jobs, education, and safe places to gather with others. Everyone gains from creating a resilient, prosperous city where all residents have equitable access to opportunities and can contribute to the larger community and economy.

The people of Riverside and organizations like the Riverside University Health System are ready to jumpstart community transformation. A long-term, regional collective vision is foundational for success, and will allow the people and organizations working together to leverage and amplify each other’s efforts over time.

Blue Zones help communities optimize their human-made surroundings so the healthy choice is not only the easy choice, but at times the unavoidable choice in the places and spaces people spend the most time. We achieve this by improving:

Policy

We’ve aggregated evidence-based policy “menus” that favor healthy food over junk food, walkability over increased traffic, the non-smoker over smokers, and a “sweetspot” for alcohol consumption that allows for a vibrant community with a minimum of misuse. Then, we help the city drive consensus around most feasible and effective policies. Finally, we ensure that the chosen policies are implemented.

Places

We administer a Blue Zones Approval Program that recognizes places that make it easy to help people eat less junk food, move naturally all day, smoke less, build strong social networks, and live out their lives with purpose. In five years, we aim to get 30% of all of the region’s schools, grocery stores, restaurants, and workplaces Blue Zones Approved.

People

Our teams will help 15% of the adult population to optimize their homes for less mindless eating and more natural movement, upgrade their social circle so that they have at least five friends committed to healthy living they see regularly, and identify their life purpose and put it to work through volunteering. This perfect storm of healthy nudges and defaults sets people up for success as they move through their day.



Blue Zones brought a team of experts together during the assessment period, where we investigated conditions, talked to local stakeholders, ran focus groups across sectors, and dove deeply into data. To truly understand the community and its strengths and challenges, we try to understand it from as many angles as we can - from a bird’s eye view to a data-centric view to close conversations with residents and neighbors. This process was the foundation for our community transformation plan centered around the Blue Zones philosophy of making healthy choices easier for everyone living in Riverside.



READINESS MEASUREMENT

Readiness is measured on a scale from 1-5 (low to high, respectively) and is a reflection of attendance of key leadership at events or one-on-one meetings, and overall community input during the assessment process.



CRITERIA: Alignment of community’s current initiatives and strategic plans with Blue Zones

Riverside City Council has adopted six Strategic Priorities that are well aligned with Blue Zones, most notably the priority on Community Well-Being. During the assessment Blue Zones gathered evidence of many initiatives in support of this priority and Community leaders identified multiple opportunities for collaboration between Blue Zones and initiatives currently underway across Riverside. Many community leaders also voiced a desire to learn more about and engage with Blue Zones.



CRITERIA: Leadership Support Across Sectors

Riverside leaders from health care, education, government, civic and non-profit organizations, human service organizations, and faith-based organizations, demonstrated strong commitment and support for a Blue Zones transformation in Riverside. Many of these leaders attended presentations and focus groups and were eager to share information and suggestions for alignment with Blue Zones. Several cited an opportunity for greater cross sector communication and collaboration.



CRITERIA: Governing Body Support and Continuity

Elected officials and supervisory representatives who participated demonstrated support for a Blue Zones transformation in Riverside. In addition, the City’s Envision 2025 Strategic Plan contains numerous strategic priorities that align with Blue Zones’ mission, including Community Well-Being, Economic Opportunity, Environmental Stewardship, and Infrastructure, Mobility, & Connectivity In a next stage transformation, it will be important to engage additional municipal leaders.



CRITERIA: Well-Being Improvement

Key well-being indicators show that there is a high need across Riverside for a well-being transformation effort, such as a Blue Zones Project. This includes higher than average rates of obesity, high blood pressure, diabetes, and depression among other risks when compared to top MSA (Metropolitan Statistical Area) communities. By leveraging Blue Zones model for transformation, we believe there is an opportunity to positively impact these, and other, risks and improve well-being for all residents of Riverside.





# The Blue Zones Approach

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# What is Blue Zones

## The Original Blue Zones

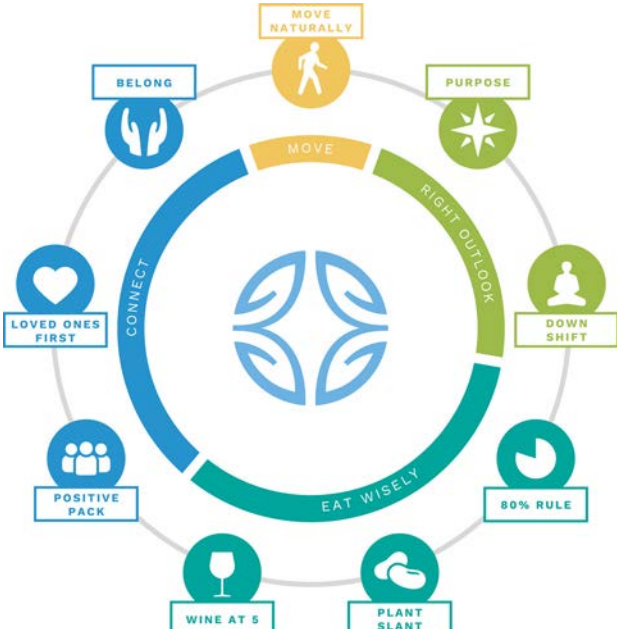
Places where people live measurably longer, healthier lives

In 2004, Dan Buettner teamed with National Geographic, the National Institutes on Aging, and the world’s best longevity researchers to identify pockets around the world where people lived measurably better, longer. In these blue zones, they found that people reach age 100 at rates 10 times greater than in the United States.



## Power 9®

Though the original blue zones are located across vastly different parts of the world, their residents share nine specific traits that lead to longer, healthier, and happier lives. We call these the Power 9®.



**1. Move Naturally**  
The world’s longest-lived people are in environments that nudge them into moving without thinking about it.

**2. Purpose**  
Waking up in the morning knowing your purpose is worth up to seven years of extra life expectancy.

**3. Down Shift**  
Stress leads to chronic inflammation and is associated with every major age-related disease. The world’s longest-lived people have routines that shed stress.

**4. 80% Rule**  
“Hara hachi bu”—the Okinawans say this mantra before meals as a reminder to stop eating when 80 percent full.

**5. Plant Slant**  
The cornerstone of most centenarian diets? Beans. They typically eat meat—mostly pork—only five times per month.

**6. Wine at 5**  
Moderate drinkers outlive non-drinkers, especially if they share those drinks with friends.

**7. Positive Pack**  
The world’s longest-lived people chose or were born into social circles that support healthy behaviors.

**8. Loved Ones First**  
Centenarians put their families first. They keep aging parents and grandparents nearby, commit to a life partner and invest in their children.

**9. Belong**  
Attending faith-based services four times per month—no matter the denomination—adds up to 14 years of life expectancy.



**Blue Zones Mission:** We help people live better, longer by improving their environment.

Blue Zones focuses first on changing the human-made surroundings and systems that have such a big impact on our health instead of focusing on changing individual behaviors. We take an environmental approach to improving the health and well-being of entire communities by impacting the places and spaces people live, work, and play.

We focus on the Life Radius<sup>®</sup>, the 20-mile radius close to home where we spend 90% of our lives.





# What We Do



## The Blue Zones Approach

How can we improve all the places and spaces we spend the most time so that the healthy choice is the easiest choice?

In our work in communities, we improve the food environment and built environment to increase the availability and accessibility of healthy food and opportunities to walk, bike, and move. To reduce the culture of excessive drinking and the culture of smoking on the population level, we focus on policies to reduce the access and availability of alcohol and tobacco products. To improve the social environment and reduce loneliness, we help people find ways to connect, give back, and find their purpose.



We weave together a set of complementary strategies that are multi-faceted and multi-level and target the entire community — we use policy as the biggest lever to create positive change, but we also reach into all the places people live, work, learn, worship and play.

We use Gallup’s Well-Being Data to inform our work. Well-being includes not just physical health, but also social, financial, community, and career health. You can predict someone’s life expectancy and health status based on their zip code, and this “Zip Code Effect” shows wide health disparities exist.

These disparities affect well-being and quality of life but also cost billions of dollars in terms of unnecessary healthcare costs and lost productivity. The interconnectedness of our health to that of our neighbors has never been more clear, and we believe that communities can bridge glaring gaps with a community-wide initiative that combines macroscale policies and micro-level grassroots action.

### Community Collaboration

An essential component to Blue Zones is meeting the community where they are. **A Blue Zones Project is not something that is “done” to a community, but rather in full collaboration with the community.** From hiring the local team directly from the community to hosting design charrettes to dedicated staff specifically for community engagement, the Blue Zones process is grounded on collaborating, listening, and learning from residents, stakeholders, and leaders within the neighborhoods.



In our work in over 70 communities in America, we’ve demonstrated a measurable ability to increase levels of physical activity and the consumption of healthy food over junk food. We’ve seen smoking, obesity, and loneliness decline. We are good at helping people find their purpose and put that purpose to work. All of these factors have a measurable impact on people’s well-being. We work with the world’s top experts, use the science of well-being, and find deep engagement at the community level. We build a collective vision with people and leaders to drive consensus around policies that will be most effective and feasible in creating a healthier and happier population.

We test rigorously, innovate relentlessly, and use evidence-strategies to improve health at a population level. The result is that people improve their lives and strengthen their community at the same time.



# Fort Worth, TX, the largest Certified Blue Zones Community®

Since we began work in 2014, the largest gains in well-being came among those who needed it the most. Neighborhoods and sectors of Fort Worth whose residents showed the highest well-being disparities in 2014 now show the greatest gains in well-being. Higher risk populations have lower health outcomes and higher-than-average rates of healthcare costs; this significant achievement comes at a time when most cities in the U.S. see widening gaps in health disparities.



Fort Worth moved from **185th to 31st healthiest in the nation** since launch of Blue Zones Project.



Physical activity is **up 16.8 percent since 2014.**



**\$9.9M funding secured for built environment** policies and infrastructure projects and **\$656k secured for community and school gardens.**







## Transformation is Possible

**In 2009, Blue Zones worked in partnership with the AARP and the United Health Foundation to apply the Power 9 principles to Albert Lea, Minnesota.**

It worked: After just one year, participants added an estimated 2.9 years to their average lifespan, while health care claims for city workers dropped 49 percent.

Blue Zones has since expanded to over 70 communities across the United States and Canada, impacting millions of people.

At Blue Zones, we transform communities. Applying the principles of the world's longest lived people, we are pioneers in creating big picture change through altering environments — the places where people live, work, learn, and play. Rather than a siloed approach that concentrates on specific challenges, we represent a paradigm shift to a focus on root causes, not just the symptoms. We help re-engineer environments and cultures to make the healthy choice the easy choice and measurably improve the well-being of entire populations.

**“...the biggest healthy living experiment in America.”**  
— DALLAS MORNING NEWS

## Value Delivered and Measured

Transforming communities takes time, but every step of the way adds value. Blue Zones rigorously measures this value throughout the entire process so that change is not just felt, but proven. Our work is quantifiable through three levels of meaningful impact:

### Reduction in lifestyle risks

Well-being isn't just an idea. It's calculable. We measure risk reduction with the Gallup Well-Being Index® and survey elements tied to overall well-being improvement and Blue Zones interventions.

### Movement in community prioritized metrics

This isn't a one-size-fits-all approach. Your community has its own unique challenges and concerns, and a Blue Zones activation is tailored to make them a priority. We work with community leadership to identify and track community-specific metrics utilizing available data sources.

### Media interest

Working with Blue Zones is a partnership with a global brand, respected for our pioneering longevity research and groundbreaking work transforming communities in America. Media interest in our work becomes media interest in your work, helping you generate support and secure grant funding for your project.

The New York Times



THE WALL STREET JOURNAL.

SCIENTIFIC AMERICAN

Newsweek

Men'sHealth



HUFFPOST





# Well-Being Imperative

The Economy of Well-Being is defined as the ‘capacity to create a virtuous circle in which citizens’ well-being drives economic prosperity, stability and resilience, and vice-versa.”

ANGEL GURRIA,  
OECD SECRETARY GENERAL

In February of 2021, consulting firm Deloitte released a new report that predicted healthcare spending as a percentage of GDP would decelerate over the next 20 years. **They expect healthcare spending to grow to \$8.3 trillion by 2040, which is \$3.5 less than the current federal government estimate.** The discrepancy is what they call a “well-being dividend,” or the return on investment for tools, systems, or protocols that help consumers to take an active role in their health and well-being.”



In January of 2021, the Office of the Surgeon General and the U.S. Department of Health and Human Services released a Community Health and Economic Prosperity report. The first of its kind, it raises awareness to business leaders of the advantage of investing in community health for the health of their businesses and the health of their economy. It shows that the return on investment in community well-being is economic development which means more prosperity and happiness for individuals, organizations, and the community at large.

By 2040, 60% of healthcare spending will go to improving health and well-being.

DELOITTE CONSULTING



# The State of Well-Being in Riverside County

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“Our well-being and that of our families and community is what matters. Creating the best possible conditions for well-being is not just the right thing to do philosophically, but it is also the smart thing to do since happier individuals are more pro-social, more productive, and live longer and healthier lives.”

— Jan-Emmanuel De Neve, Economist and Professor, Oxford University



# What is Well-Being?



Well-being is about how we are doing as individuals and communities and, in turn, how that makes us feel about the way our lives are going.



## Why Does Well-Being Matter?

Our well-being and that of our families and community is what ultimately matters

A recent large-scale survey shows that **over three quarters (78%) of people globally now feel strongly that happiness and well-being should be prioritized** over money.\*

This demand for change is being championed by the younger members of our society, with the 25-34-year-old age group representing the highest percentage of responses in favor of change.

\*Unilever Wall's 2020 Happiness Research  
[https://www.unilever.com/Images/walls-manifesto\\_tcm244-558473\\_en.pdf](https://www.unilever.com/Images/walls-manifesto_tcm244-558473_en.pdf)

Most policy-makers underestimate that creating the best possible conditions for well-being is not just the right thing to do philosophically, but that it is also the smart thing to do since happier individuals live longer and healthier lives, are more pro-social, more productive, and also show greater support for incumbent government leaders.



# The State of Well-Being in Riverside County



The goal of this work is to help us identify policies that are most likely to improve the happiness of the people of Riverside.

## Understanding & Mapping Life Satisfaction in Riverside County

For this assessment, we teamed up with Oxford University and Gallup to understand both what seems to make people in Riverside County most happy and what specific policies are most likely to increase happiness and life satisfaction. The goal of this work is to help us identify policies that are most likely to improve the happiness of the people of Riverside County.

Over the past decade, Gallup has surveyed Americans to determine their life satisfaction and what characteristics most drive that satisfaction. We know from this work that the happiest Americans are socializing more than six to seven hours per day, that people who sleep less than six hours a day are 30% less happy than people who sleep at least eight hours, and that obese people are 11% less happy than similar people of normal weight.

Our experts have analyzed the Gallup Well-Being Data for Riverside County to determine what seems to be most driving life satisfaction and day-to-day happiness in this community. While health, city, community, safety, and work are all important for happiness everywhere, we are able to discern their relative importance. Knowing this will help policymakers decide what policies should provide the most happiness for Riverside.

The primary measure for well-being asks survey respondents to evaluate the quality of their life. This is normally done by asking respondents to rate their life satisfaction on a scale from 0 to 10.

Survey respondents evaluate their life as follows:

“Please imagine a ladder with steps numbered from zero at the bottom to ten at the top. The top of the ladder represents the best possible life for you and the bottom of the ladder represents the worst possible life for you. On which step of the ladder would you say you personally feel you stand at this time?”

Secondary measures for well-being also survey optimism as well as positive and negative emotions.

“On which step do you think you will stand about five years from now? ”

“Did you experience the following feelings during a lot of the day yesterday?  
How about \_\_\_\_\_?” (well-rested, smile or laugh, enjoyment, etc)

“Did you experience the following feelings during a lot of the day yesterday?  
How about \_\_\_\_\_?” (physical pain, worry, stress, sadness, etc

Best possible  
life for you

10
9
8
7
6
5
4
3
2
1
0

Worst possible  
life for you





## Data Source

### 01

#### Between 2009-18

All data analyses in this report draw on the Gallup daily poll which ran between 2009-18

### 02

#### N=16,829 surveys

We look at Riverside County as the main geographic unit of interest in our principal analyses

### 03

#### N=29,082 surveys

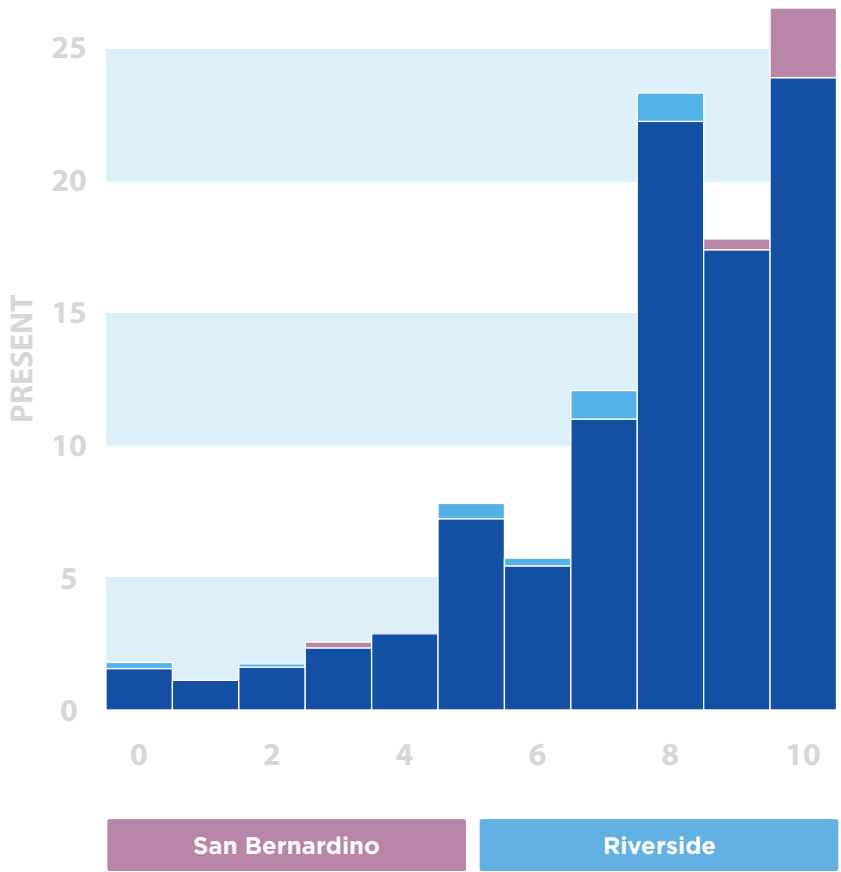
We also compare San Bernardino MSA to Riverside County in some analyses

## Well-Being in Riverside County

### Life Satisfaction

Average well-being in Riverside County is **7.02 out of 10**.

This is above **San Bernardino (6.95)**, but below average for **California (7.09)** and the **USA (7.07)**.

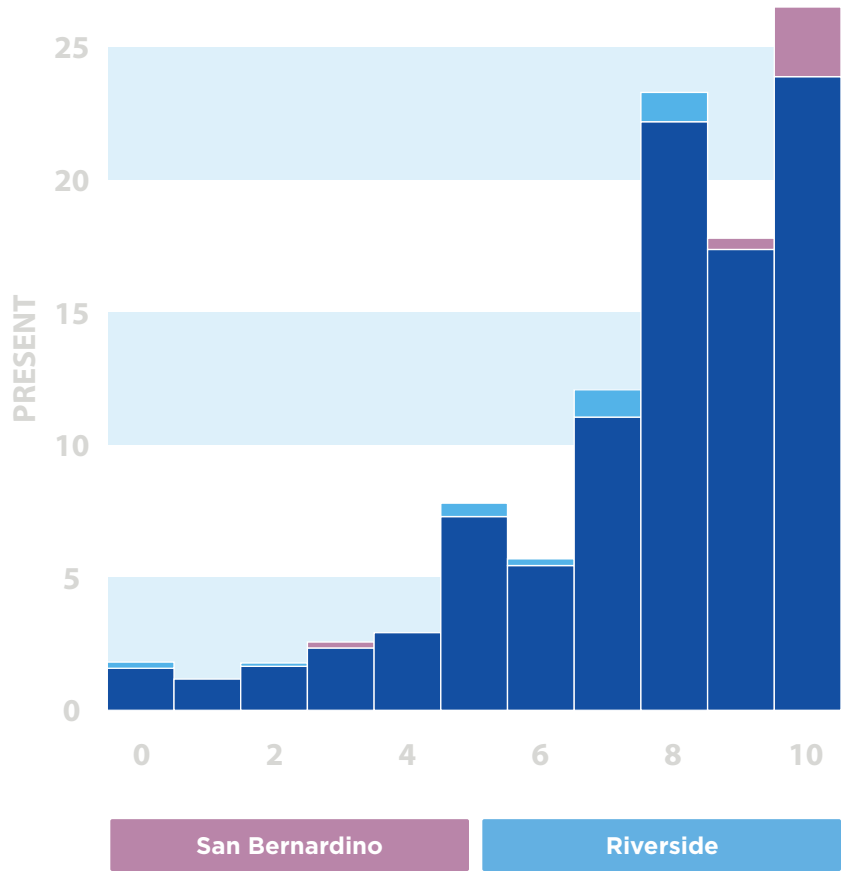


## Optimism in Riverside County

### Life Satisfaction in 5 Years

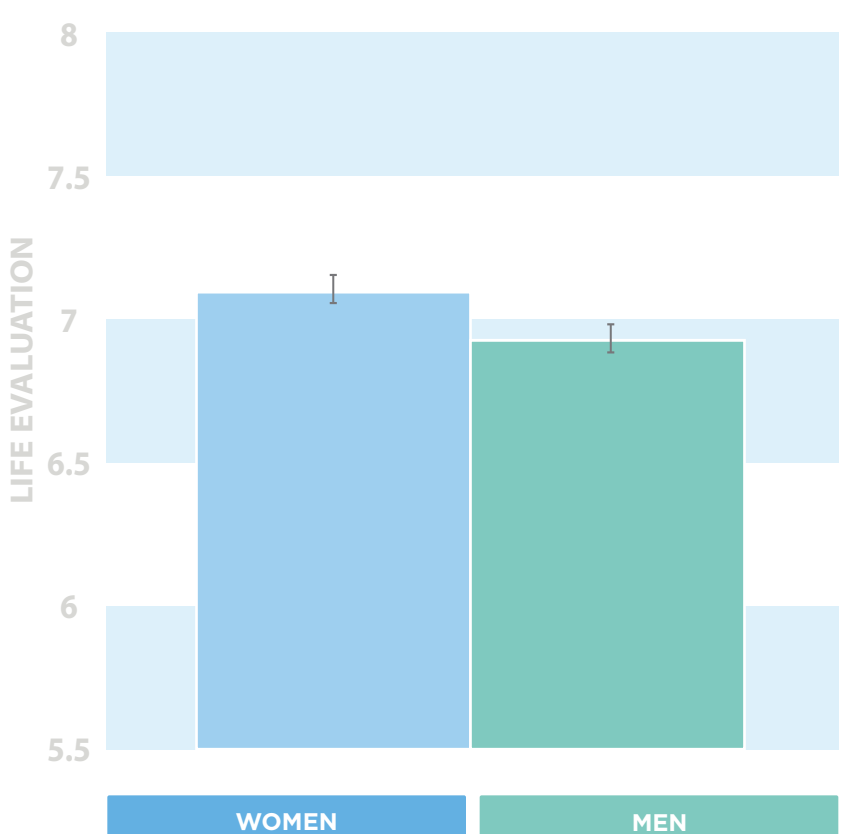
Average expected well-being in Riverside County is **7.62 out of 10**.

This is slightly below **San Bernardino (7.73)**, **California (7.70)**, but above the **USA average (7.56)**.

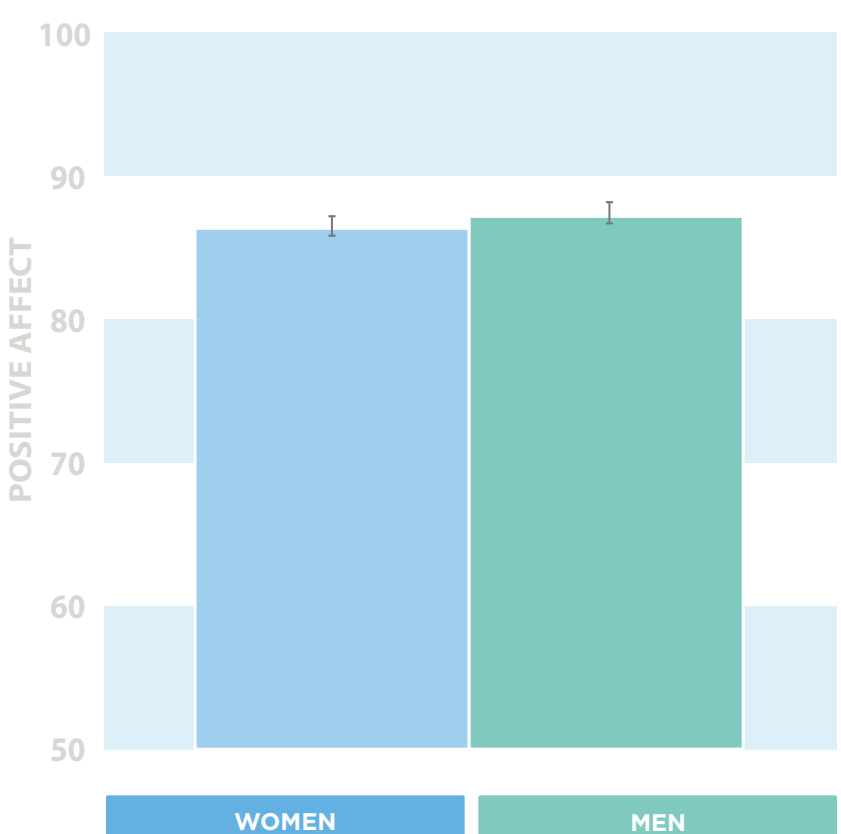




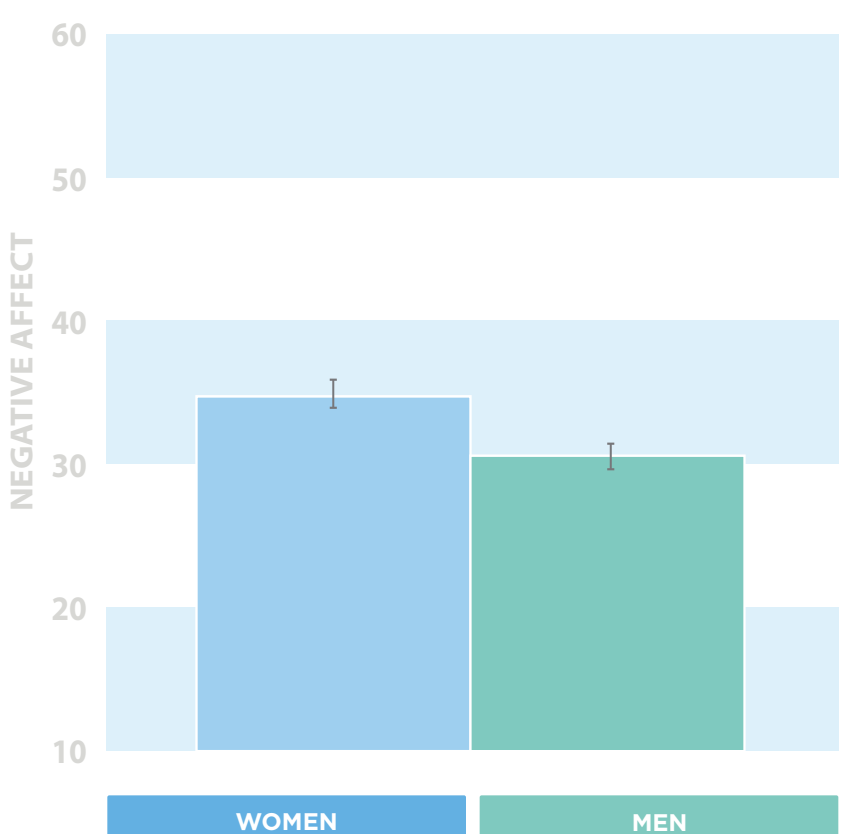
# Well-Being by Gender



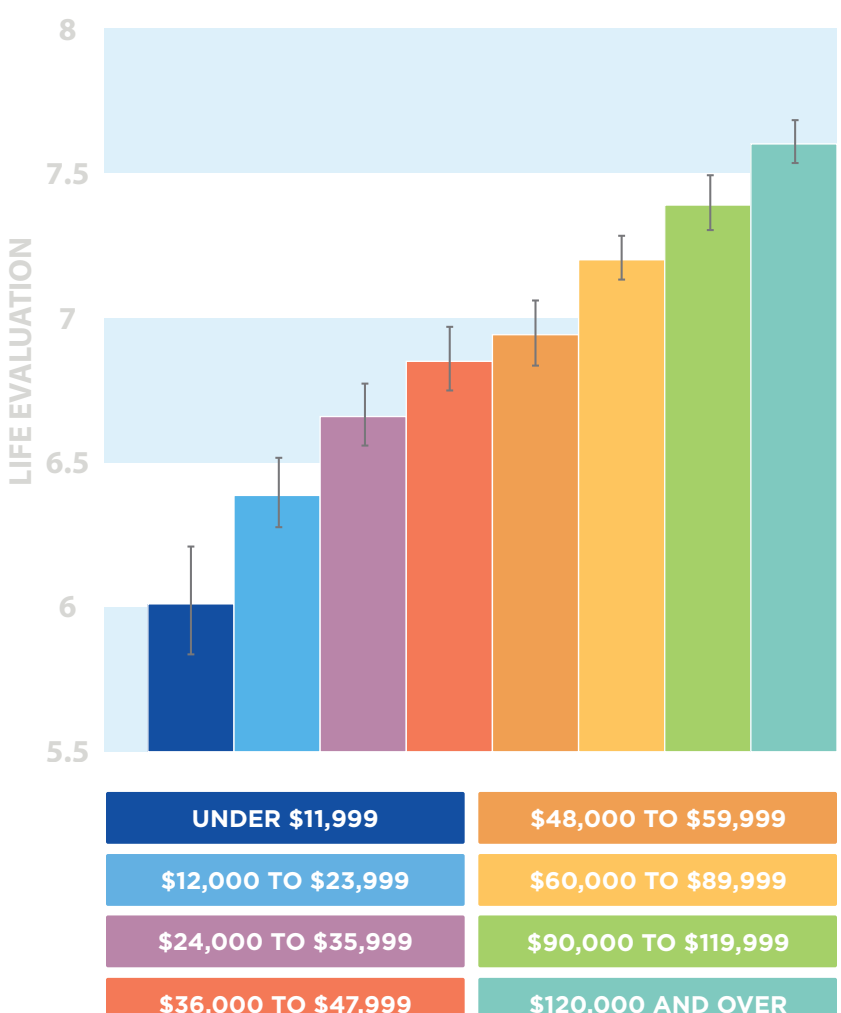
# Positive Emotions by Gender



# Negative Emotions by Gender

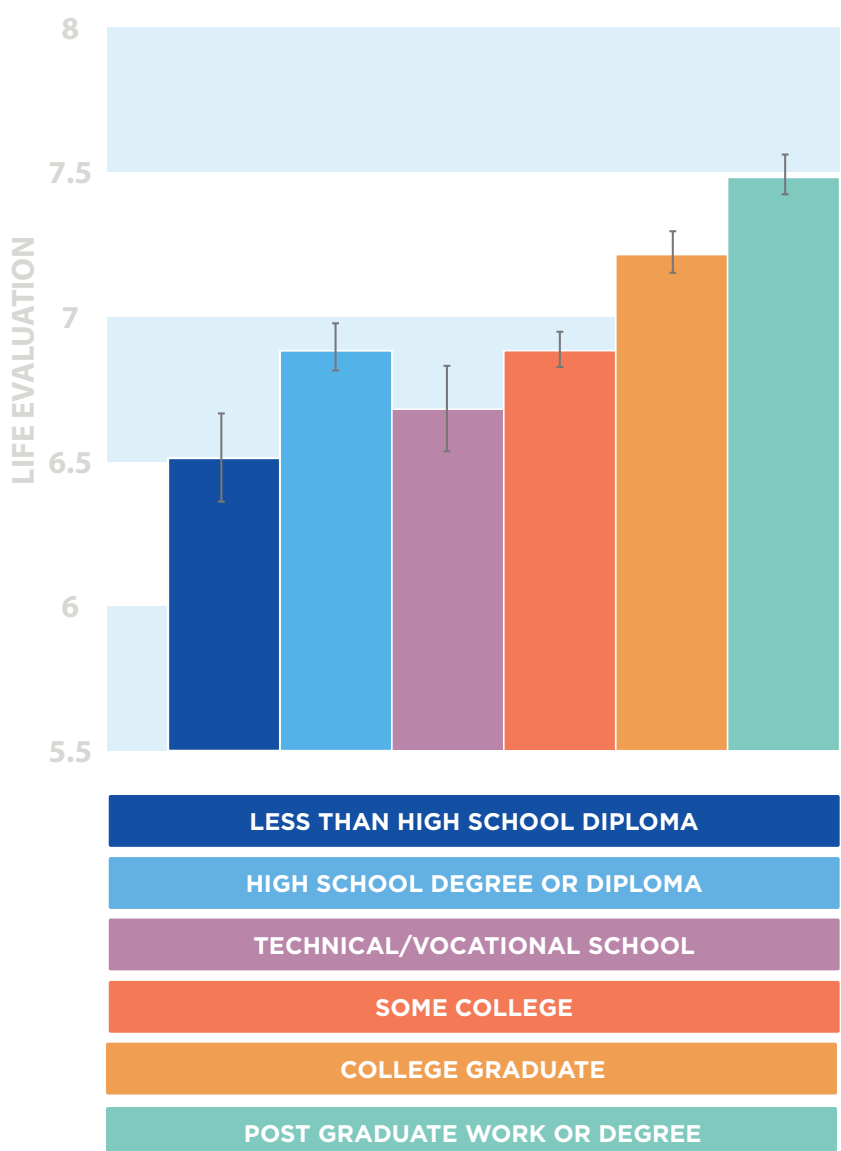


# Well-Being by Income

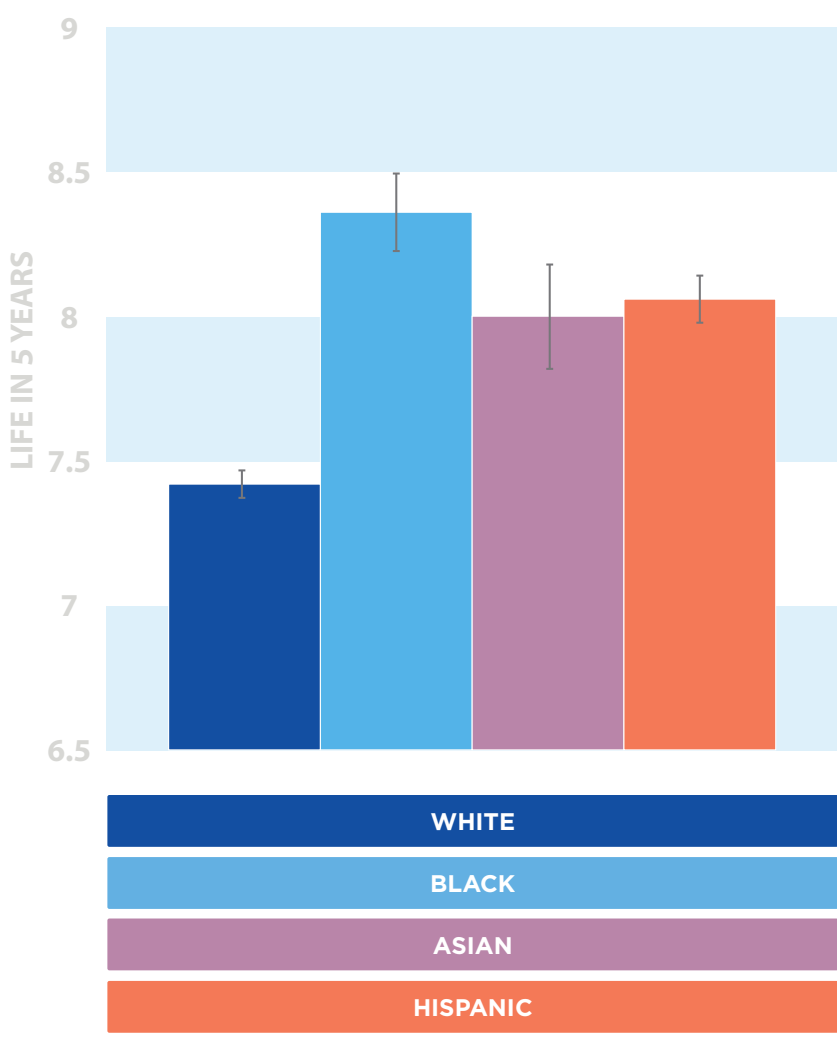




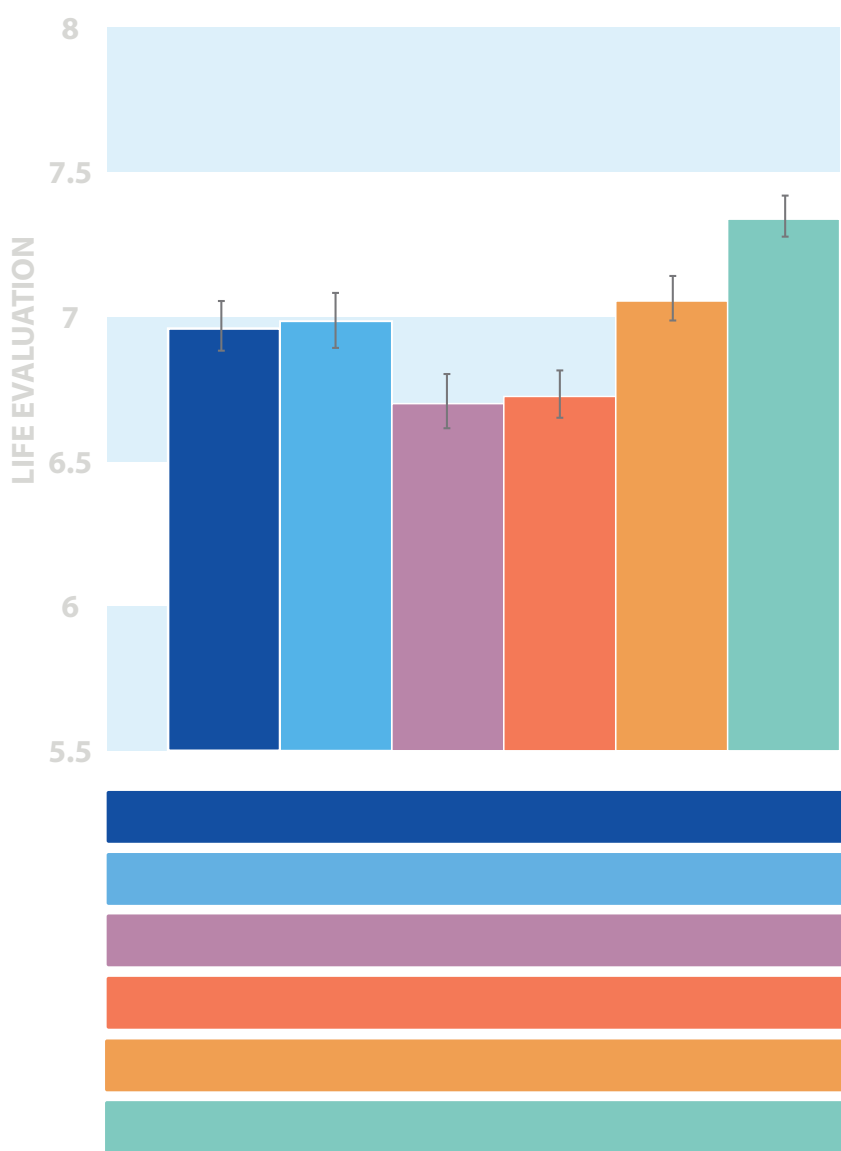
# Well-Being by Education



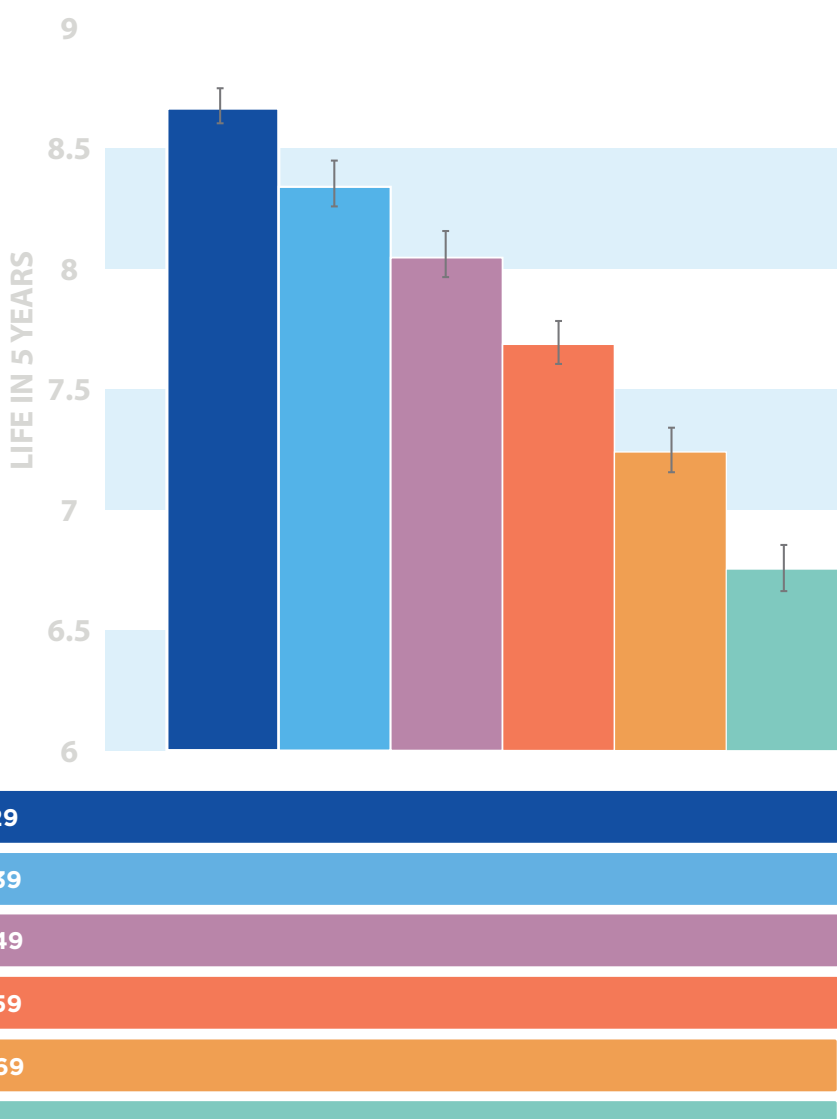
# Optimism by Racial Differences



# Well-Being by Age



# Optimism by Age

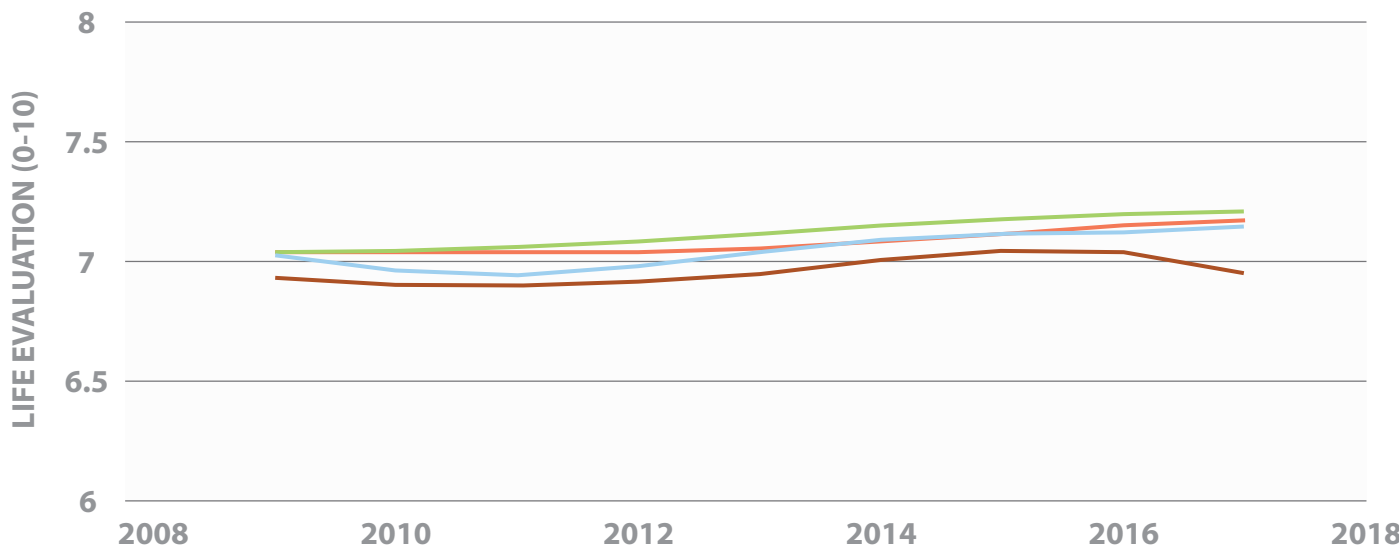




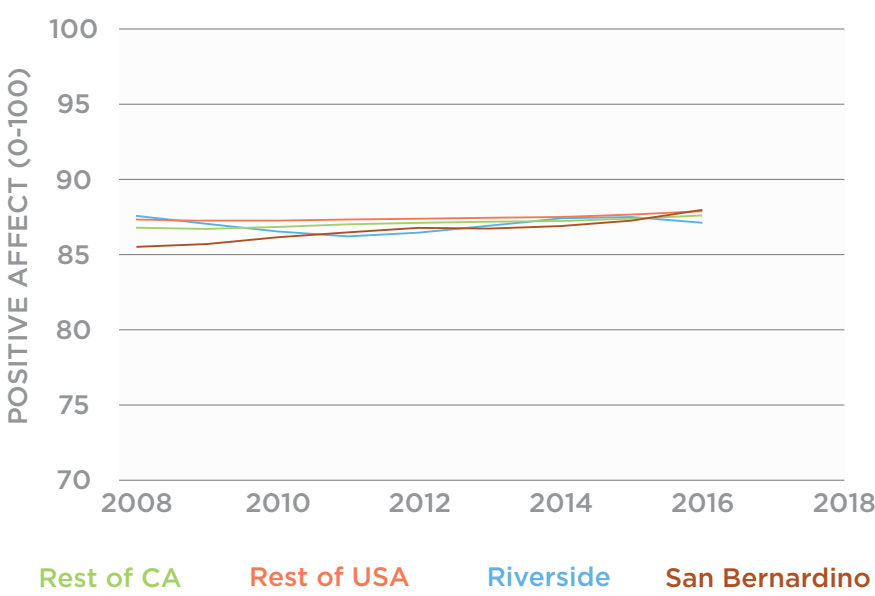
# Well-Being Over Time

- Rest of CA
- Rest of USA
- Riverside
- San Bernardino

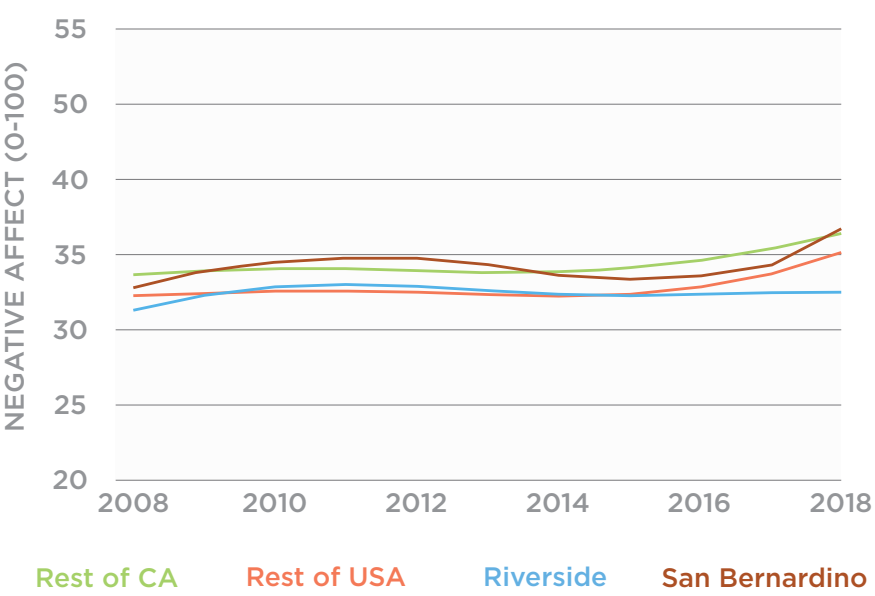
Life Evaluation Over Time



Positive Emotions Over Time



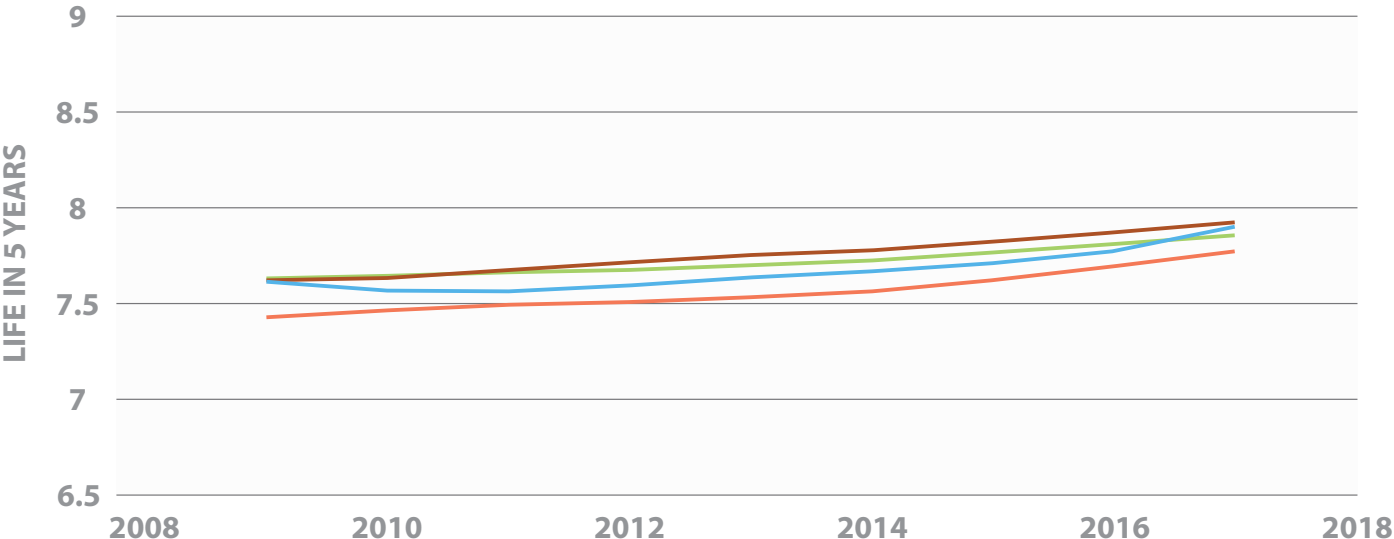
Negative Emotions Over Time





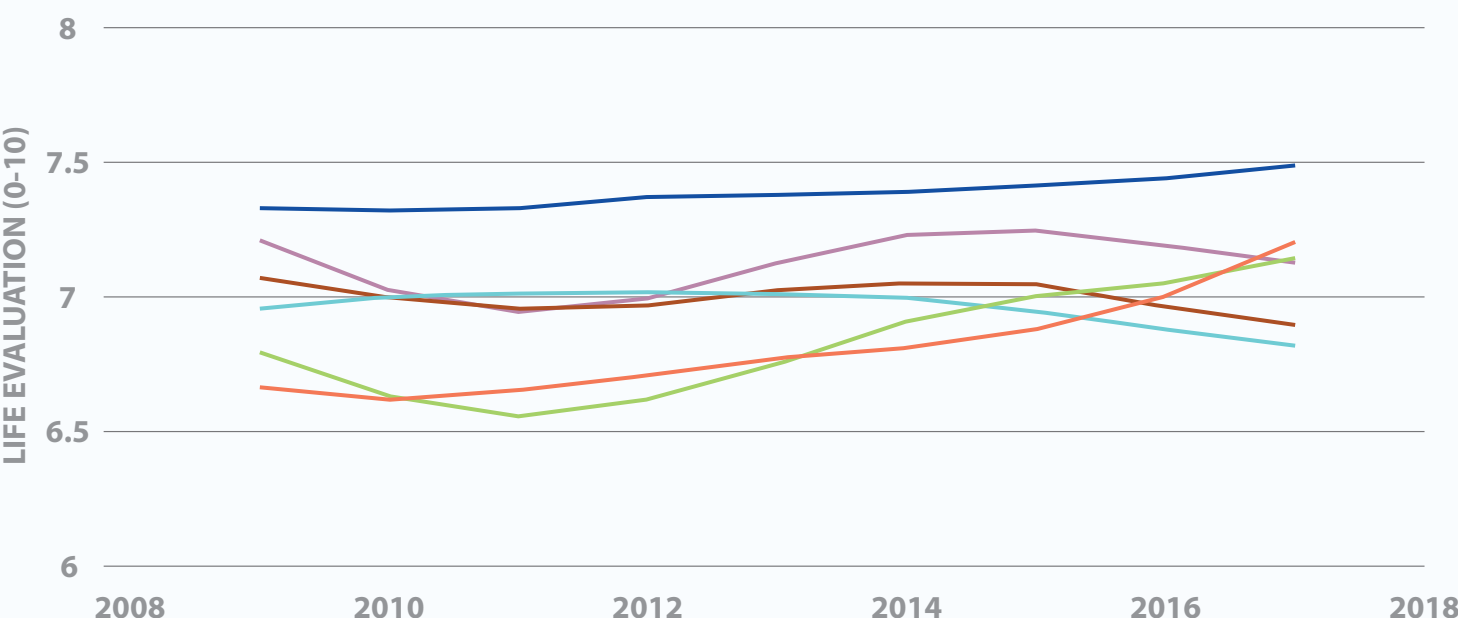
Optimism Over Time

- Rest of CA
- San Bernardino
- Riverside
- Rest of USA



Well-Being Over Time by Age

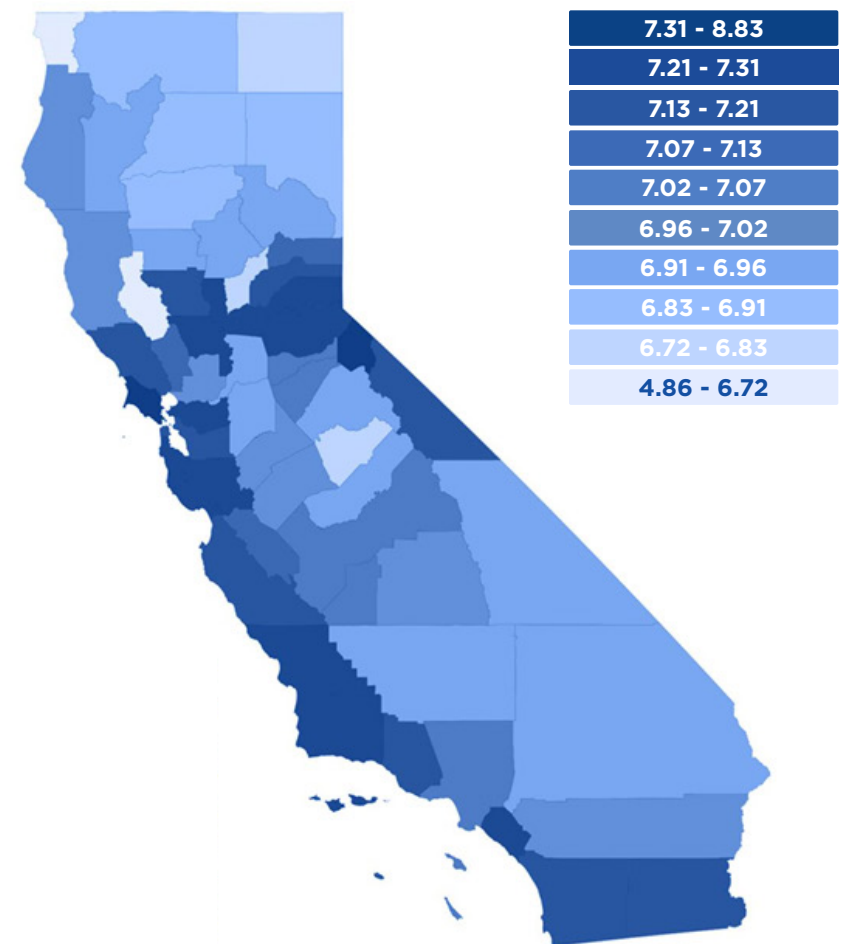
- 70+
- 60 - 69
- 30 - 39
- 18 - 29
- 40 - 49
- 50 - 59



Mapping Well-Being



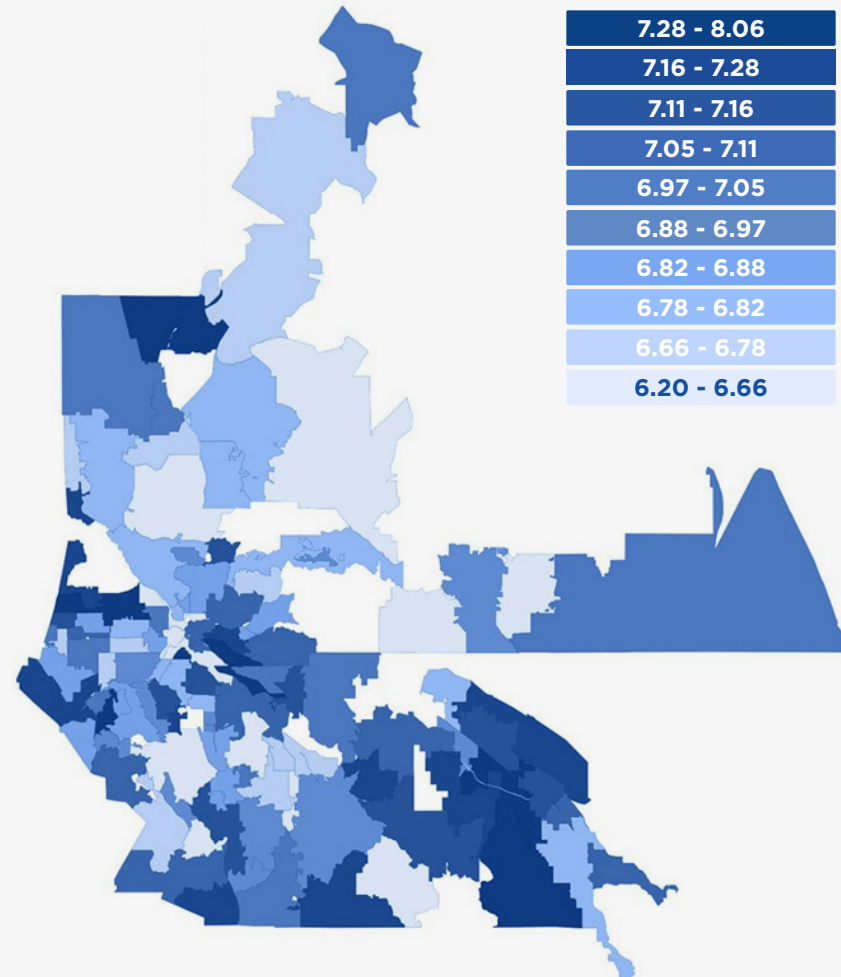
Mapping Well-Being in California



Mapping Well-Being in Riverside County - San Bernardino MSA



LIFE SATISFACTION

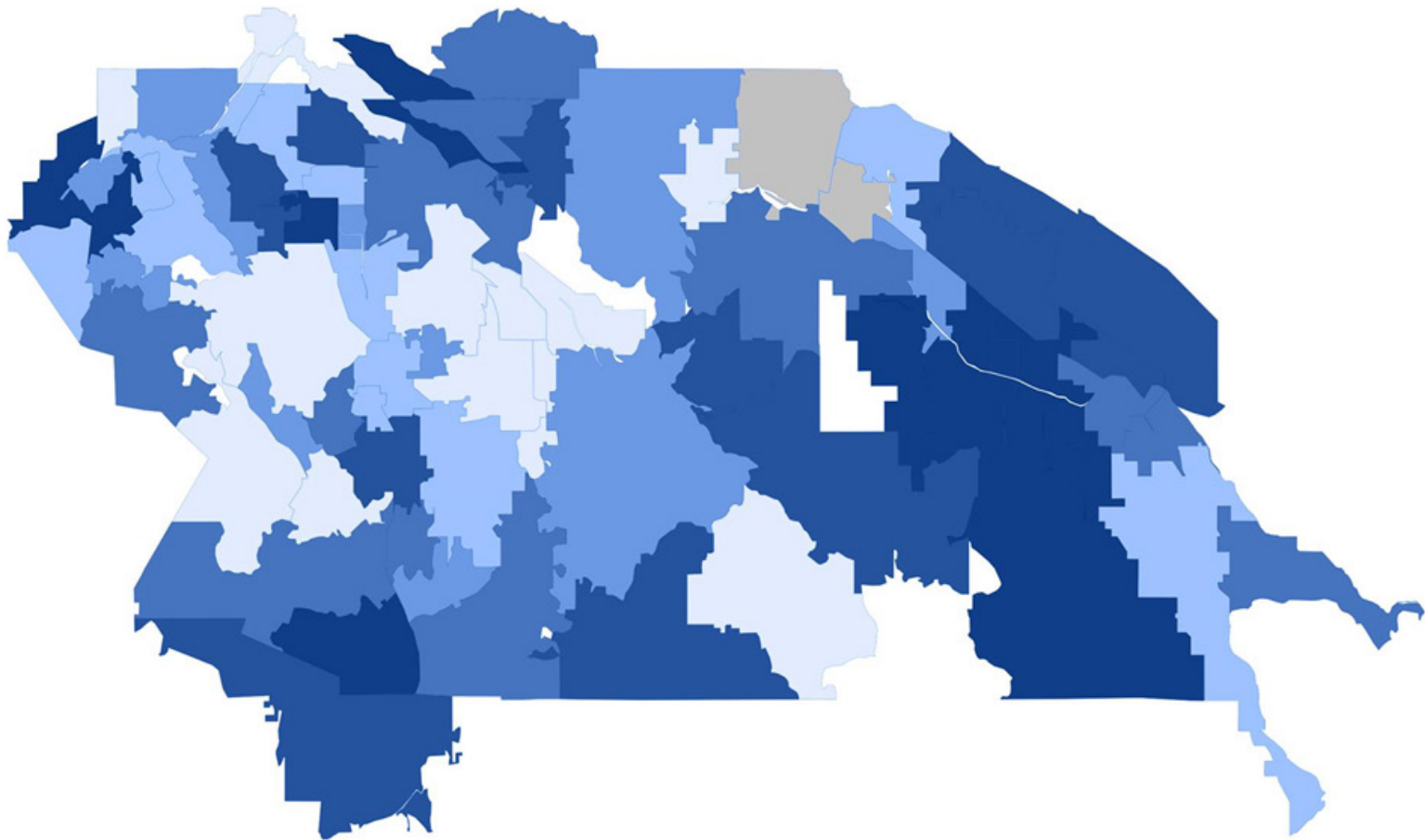




# Mapping Well-Being

## Mapping Well-Being in Riverside County

### LIFE SATISFACTION



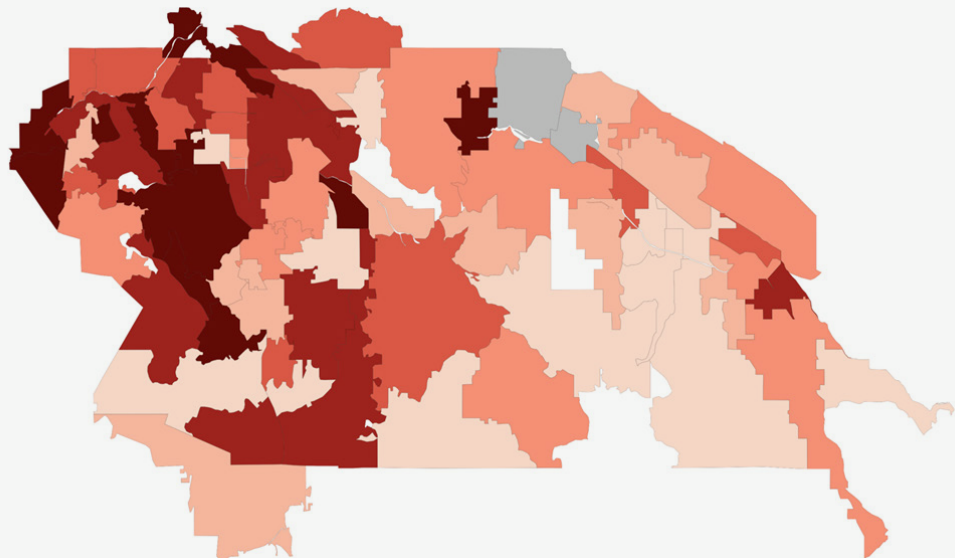
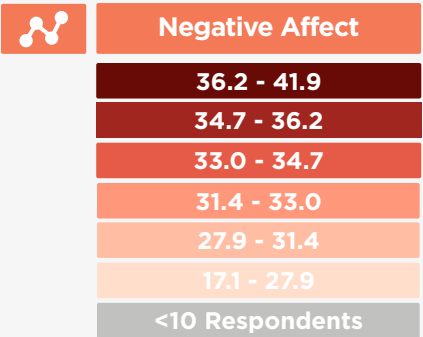
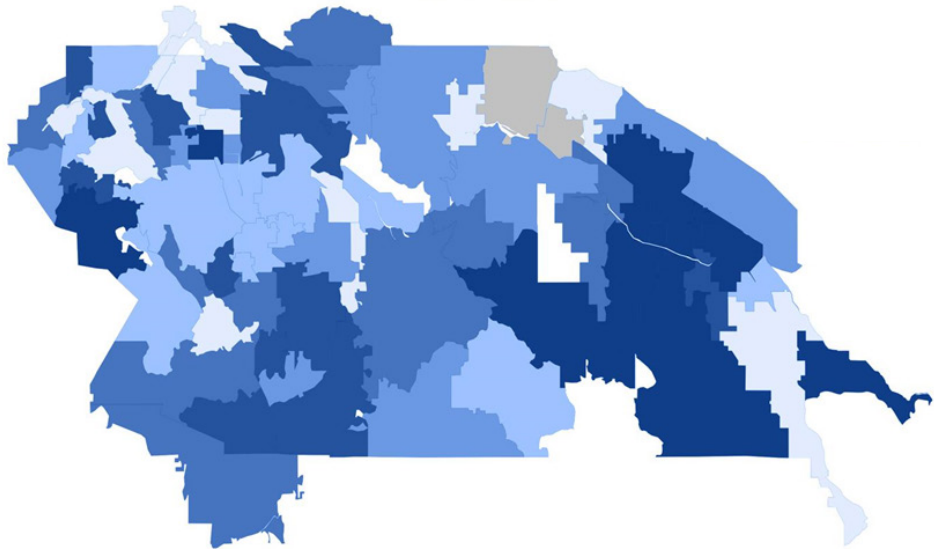
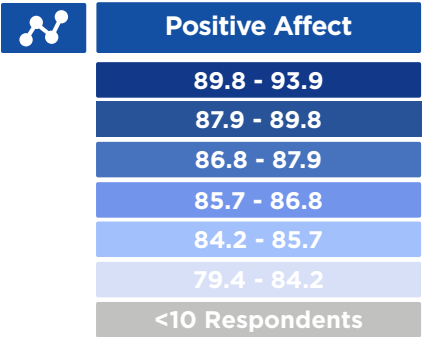
# Mapping Well-Being in Riverside County

ZIP	BZ Community	Life Sat	Life in 5Y	Neg Aff	Pos Aff	Sample
92210	Rest of County	8.06	7.58	0.17	0.93	73
92518	Rest of County	8.00	8.00	0.27	0.92	15
92270	Rest of County	7.82	7.43	0.22	0.90	247
92211	Rest of County	7.53	7.35	0.24	0.91	368
92253	Rest of County	7.36	7.46	0.28	0.88	375
92373	Rest of County	7.34	7.75	0.35	0.90	355
92879	Corona	7.28	8.15	0.30	0.86	208
92260	Rest of County	7.26	7.28	0.25	0.91	358
92880	Corona	7.24	8.16	0.39	0.87	257
92264	Palm Springs	7.23	7.32	0.31	0.87	264
92590	Rest of County	7.21	7.67	0.36	0.88	47
92536	Rest of County	7.20	7.67	0.25	0.87	44
92549	Rest of County	7.18	7.60	0.30	0.88	61
92508	City of Riverside	7.17	7.83	0.38	0.87	212
92241	Palm Springs	7.17	7.75	0.33	0.86	76
92506	City of Riverside	7.16	7.78	0.34	0.89	439
92561	Palm Springs	7.16	7.71	0.26	0.91	36
92276	Rest of County	7.16	7.71	0.28	0.94	71
92584	Rest of County	7.15	7.81	0.30	0.87	242
92203	Rest of County	7.15	7.61	0.33	0.91	208
92223	Banning	7.15	7.72	0.26	0.87	349
92557	City of Riverside	7.15	7.90	0.33	0.86	298
92028	Rest of County	7.15	7.44	0.31	0.87	438
92201	Rest of County	7.14	7.66	0.32	0.90	318
92563	French Valley	7.13	7.81	0.34	0.89	379
92587	Rest of County	7.11	7.52	0.30	0.89	143
92236	Coachella	7.10	8.07	0.35	0.85	114
92399	Rest of County	7.10	7.57	0.35	0.87	460
92562	Rest of County	7.09	7.66	0.28	0.88	476
92883	Corona	7.09	7.74	0.32	0.91	176
92262	Palm Springs	7.08	7.84	0.32	0.86	332
92555	Rest of County	7.08	8.30	0.35	0.88	173
92254	Rest of County	7.07	6.69	0.26	0.92	51
92592	Rest of County	7.04	7.77	0.35	0.88	484
92320	Rest of County	7.03	7.32	0.30	0.87	84
92220	Banning	7.03	7.47	0.32	0.86	292

ZIP	BZ Community	Life Sat	Life in 5Y	Neg Aff	Pos Aff	Sample
92860	Rest of County	7.02	7.69	0.35	0.80	159
92548	Rest of County	7.02	7.46	0.31	0.85	62
92504	City of Riverside	6.97	7.72	0.36	0.87	369
92881	Corona	6.97	7.86	0.35	0.89	162
92551	Rest of County	6.96	8.35	0.33	0.86	114
92532	Rest of County	6.96	8.07	0.38	0.87	114
92509	City of Riverside	6.96	7.89	0.33	0.85	399
92234	Palm Springs	6.94	7.29	0.34	0.87	344
92591	Rest of County	6.92	7.41	0.28	0.87	276
92544	Rest of County	6.91	7.28	0.34	0.88	391
92596	French Valley	6.89	7.76	0.36	0.89	116
92503	City of Riverside	6.88	7.68	0.36	0.84	467
92571	Rest of County	6.87	8.00	0.36	0.85	164
92505	City of Riverside	6.87	7.77	0.37	0.90	232
92882	Corona	6.86	7.71	0.38	0.86	400
92586	Rest of County	6.84	6.61	0.29	0.85	294
92585	Rest of County	6.83	7.17	0.33	0.85	111
92507	City of Riverside	6.82	7.86	0.36	0.84	346
92274	Coachella	6.81	7.75	0.33	0.83	88
92240	Palm Springs	6.81	7.81	0.30	0.83	237
92553	Rest of County	6.81	8.02	0.34	0.81	265
92501	City of Riverside	6.79	7.75	0.34	0.82	163
92545	Rest of County	6.77	6.72	0.28	0.86	397
92225	Rest of County	6.76	7.62	0.43	0.87	97
91752	Rest of County	6.75	7.84	0.34	0.89	151
92583	Rest of County	6.71	7.42	0.30	0.86	206
92582	Rest of County	6.71	7.62	0.42	0.81	93
92530	Rest of County	6.71	7.72	0.36	0.84	289
92324	Rest of County	6.63	7.89	0.38	0.83	213
92570	Mead Valley	6.62	7.76	0.37	0.85	290
92595	Rest of County	6.52	7.35	0.40	0.84	212
92230	Banning	6.41	7.50	0.39	0.79	18
92567	Rest of County	6.40	7.26	0.32	0.85	60
92539	Rest of County	6.32	7.09	0.33	0.85	41
92543	Rest of County	6.32	7.02	0.36	0.82	291



# Mapping Positive & Negative Emotions in Riverside County



## Calculating WELLBYs

Gives us a single metric that combines average life satisfaction with average life expectancy.



## WELLBYs Approach

Thus allows us to evaluate whether we are ‘adding years to life and life to years’.

# Well-Being-Adjusted Life Years (WELLBYs) Across Riverside

	Life Satisfaction	Life Expectancy	WELLBYs
Riverside City	6.96	80.0	557
Riverside County Total	7.03	80.0	562

- ✓ Considering well-being and life expectancy together reveals **larger inequalities** than considering these variables separately because happier places also tend to be **healthier**.
- ✓ Average **WELLBYs** in Riverside is **562** as compared to **USA** average of **547**.
- ✓ For reference, Finland tops the chart of all countries in the world at **638 WELLBYs per person**.



# Well-Being Driver Analysis:

What factors best explain differences in well-being across people in Riverside County?

## Variable Groupings & Question Wordings

### Work

- ✓ At work, do you get to use your strengths to do what you do best every day, or not?
- ✓ Are you currently employed?
- ✓ Does your supervisor always create an environment that is trusting and open, or not?
- ✓ Does your supervisor at work treat you more like he or she is your boss or your partner?
- ✓ In the last seven days, I have felt active and productive every day.

### Health Status

- ✓ Do you have any health problems that prevent you from doing any of the things people your age normally can do?
- ✓ During the past 30 days, for about how many days did poor health keep you from doing your usual activities?
- ✓ BMI greater than or equal to 30 (derived from height and weight)
- ✓ Have you ever been told by a physician or nurse that you have depression?
- ✓ Would you say your own health, in general, is ...? (1-5, excellent to poor)

### Safety

- ✓ I always feel safe and secure.
- ✓ In the city or area where you live, is it easy or not easy to get a safe place to exercise?

### City and People

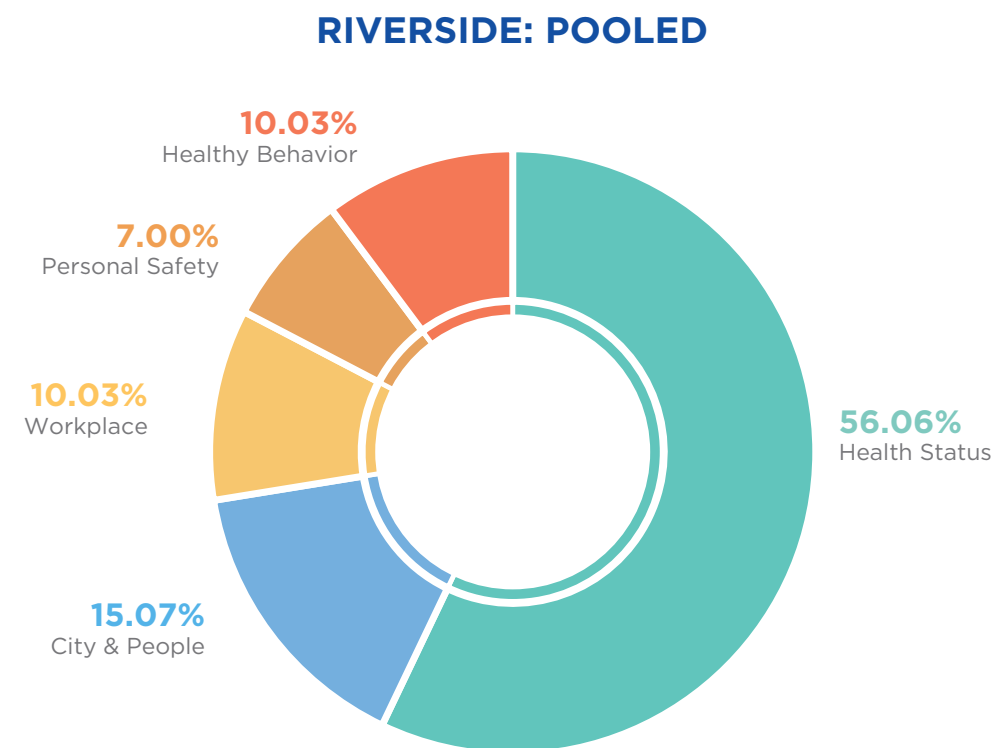
- ✓ You can't imagine living in a better community than the one you live in today.
- ✓ You are proud of your community or the area where you live.
- ✓ Are you satisfied or dissatisfied with the city or area where you live?
- ✓ The city or area where you live is a perfect place for you.
- ✓ Approximately, how many minutes does it take you to get from your home to your workplace?
- ✓ The house or apartment that I live in is ideal for me and my family.
- ✓ If you were in trouble, do you have relatives or friends you can count on to help you whenever you need them, or not?
- ✓ Someone in your life always encourages you to be healthy.
- ✓ Your friends and family give you positive energy every day.

### Health Behaviors

- ✓ Do you smoke?
- ✓ In the last seven days, on how many days did you exercise for 30 or more minutes?
- ✓ In the last seven days, on how many days did you have five or more servings of fruits and vegetables
- ✓ Did you eat healthy all day yesterday?

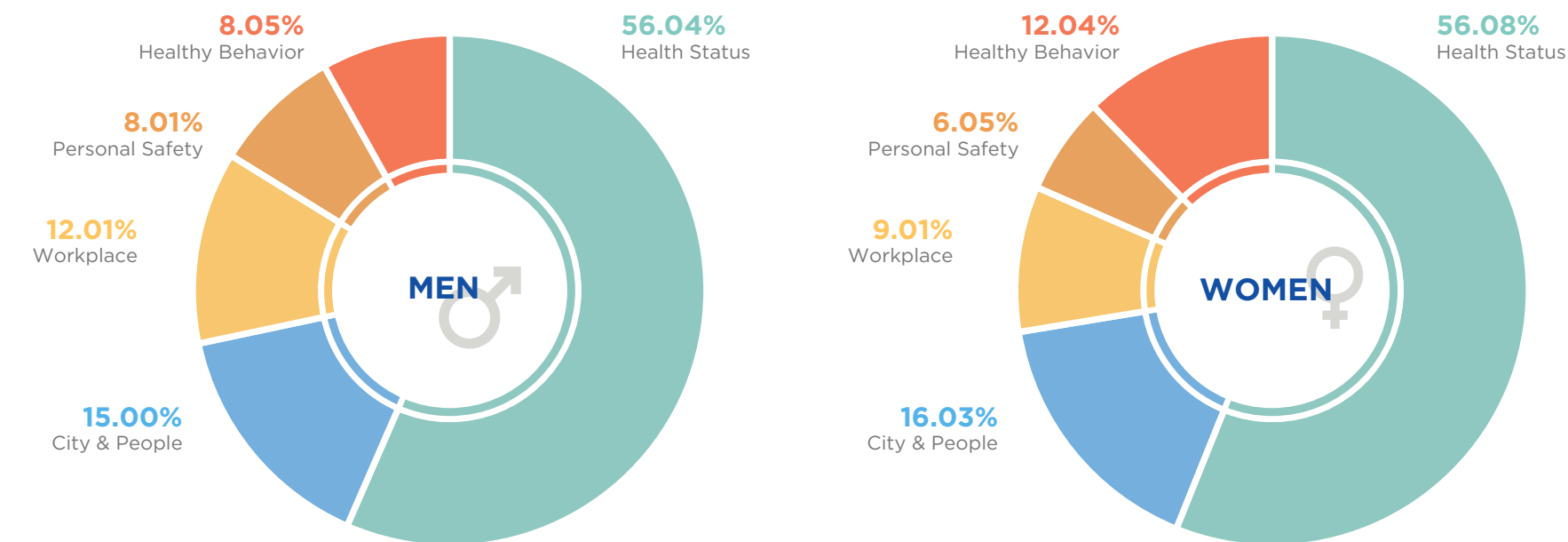


## Driver Analysis of Well-Being in Riverside County



While health, community, and work are all important for happiness everywhere, we are able to discern their relative importance. For instance, our analysis finds: Individual health status stands out as the most important driver for life satisfaction with general satisfaction with city and people a contributor to it. Healthy behaviors, personal safety, and work satisfaction are other strong drivers for life satisfaction.

## Driver Analysis of Well-Being in Riverside County by Gender

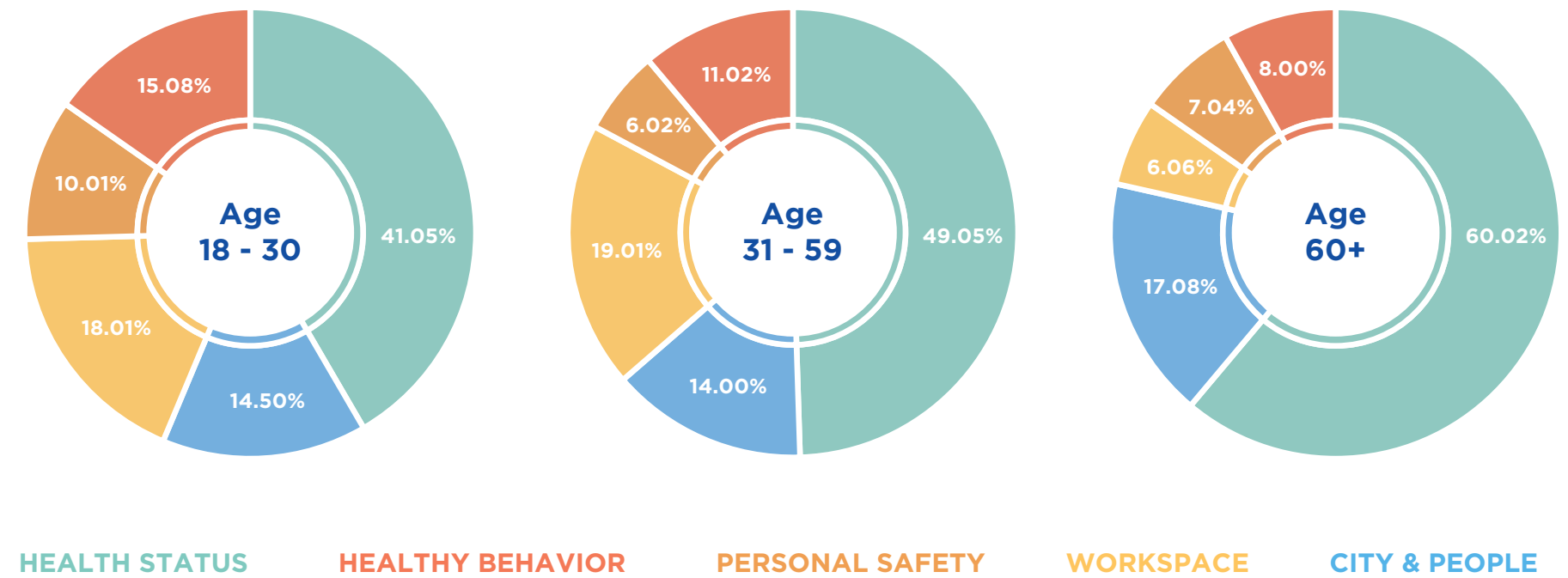


Most notable are the changing drivers of well-being over the life course. The importance of health status rises dramatically with age. The opposite is true for the workplace and city & people variables which are much more important to the well-being of the young.

Categorization of Gallup data variables relevant to Blue Zones interventions.  
Methods: variance decomposition and hot-deck imputation



# Driver Analysis of Well-Being over the Life Course in Riverside County





CITY OF RIVERSIDE

# Policy Overview

Optimizing the built environment, the food environment, and tobacco and alcohol policies is a high-impact, cost-effective strategy to reduce chronic disease and increase well-being.

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With this approach, individuals can see tangible transformation taking place in their lives: from the buildings they work in, to the streets and paths they use to get around, to the foods they buy and eat.






This report is meant to be a snapshot in time for local community policy and well-being. The policy team endeavors to explore all policy work that is underway in the community. This report may not reflect all efforts in which the community is engaged.

CITY OF RIVERSIDE

# Built Environment

Our built and natural environments have a direct impact on our health. The built environment encompasses the human-made spaces where we live, work, learn, and play, which includes our streets, intersections, buildings, homes, and sidewalks. How well our built and natural environments are integrated is an essential predictor of natural movement, socializing, and downshifting in any community.

-  Optimizing built environments can increase physical activity of an entire community by over 30%. It can also enhance the social life of a community by increasing a sense of belonging, ownership, watchfulness, and involvement in one’s community.



# Introduction

As with most of the County, the City of Riverside has a dynamic past with many points of historic interest. From being a stop along the Spanish Trail to home to half of all orange trees in California, Riverside has been a place for industry innovation. Some of this heritage can be visited today at the Mission Inn, 1862 Trujillo Adobe, Gage Canal, and preserved historic architecture. Known as a commuter city due to its proximity to Los Angeles, Riverside was once tagged as the navel orange capital of the world and wealthiest city per capita.

Today, Riverside has established a sense of place and community pride while celebrating the unique character and history of the area with the City Raincross Symbol. Derived from blending the California Mission Bell and the cross to which the Navajo and Central American Indigenous people prayed for rain, variations of the symbol can be found on the city flag and throughout Riverside in architecture, street signs, and lighting standards. Known for art and innovation, there are many facets to admire in this city of over 300,000 people.



Leveraging limited resources to ensure economic stability and the strategic and deliberate use of funds has gone toward tangible community improvements. Due to City efforts, the largest Chicano art collection housed at the Cheech Art Museum, and the California Air Resources Board SoCal headquarters, are located in Riverside. Additionally, a revitalized downtown, parks and green spaces, recreational opportunities, city leadership with vision, neighborhoods with charm, an engaged community, and multiple institutions of higher and specialized education are among some of the more enviable accomplishments in Riverside.

The Riverside built environment assessment was completed through research, observation, and conversations with local leaders. This process was facilitated by the Blue Zones Built Environment Team, who engaged with key stakeholders and conducted windshield and walking tours to assess readiness to improve well-being through more opportunities to move naturally, socialize, and downshift. The Built Environment Team gleaned insights into planning and leadership, existing on-the-ground efforts, and other considerations. This report summarizes findings, observations, and next step recommendations. It is intended to inform stakeholders and leadership, with the goal of advancing informed and strategic decisions about built environment opportunities and priorities.



# Blue Zones Built Environment Goals

Routine, daily movement, and social connection are central tenets of the Blue Zones principles of a healthy, engaged lifestyle. This does not necessarily mean structured exercise or scheduled interactions, rather, through an environment that is supportive of walking, bicycling, and social connectedness. Essential Blue Zones goals for the built environment include moving naturally, encouraging social gathering places, completing neighborhoods, and increasing housing options. Extensive research has demonstrated that neighborhoods or communities that have these components have higher rates of walkability, economic development, vitality, and greater overall health and safety for residents. Each of the core Blue Zones built environment goals are described below.



**PROMOTE NATURAL MOVEMENT:** A comprehensive and connected network of pedestrian and bicycle facilities, such as sidewalks and crossings, bicycle lanes, and trails are available to all residents and visitors. Major roads are designed or retrofitted to fully accommodate those walking and bicycling to access their destinations safely and comfortably. Streets are compact, green, comfortable, and inviting, serving low-speed movement of all. Traditional well-connected paths favor walking and biking. Essential to this goal is ensuring the safety, security, and access for people of all ages and abilities. Daily needs are met easiest by walking among mixed use buildings, parks and plazas.



**ENCOURAGE SOCIAL GATHERING SPACES:** Accessible areas are integrated into the neighborhood fabric to facilitate and encourage connections between people and places. Examples include parks, open spaces and community nodes like a plaza or neighborhood square. Sometimes uninviting and nonessential pavement can be transformed into community amenities.

**INCREASE COMPLETE NEIGHBORHOODS:** Offer residents options on where and how to live, work, shop, play, learn, worship, and get around. Destinations and well-connected low speed routes are designed to encourage social connections and reward those who arrive on foot or bike. Benches, shade structures, planters, awnings, water fountains, human scaled lighting, way-finding elements and well-placed quality bicycle parking offer safe, welcoming, comfortable, and appealing surroundings. Buildings provide security by their placement near walkways and transparent window coverage.

**INCREASE HOUSING OPTIONS:** Providing a range of housing can increase affordability of neighborhoods and communities. Missing middle housing, such as accessory dwelling units, townhomes, duplexes, four squares, courtyard homes, pocket neighborhoods, apartments and other housing options traditionally found in communities are encouraged. Missing middle housing can also help gently increase density in a neighborhood, increasing its vitality, sense of community, and opportunities for social connectedness.



# Assets & Strengths

This is where Riverside starts to leverage to create environments that better prioritize pedestrians, support natural movement by foot and bicycle, and create social gathering areas. Essential assets include:

**ESTABLISHED DOWNTOWN AND NEIGHBORHOODS:**

The city is an easy place to navigate with a historic grid street network supporting established neighborhoods that have retained historic housing stock. There is a robust Riverside Neighborhood Partnership for the 27 distinct neighborhoods that residents identify by – all with a specific plan for development and purpose. Surrounded by these very successful neighborhoods is the cohesive downtown core that is rife with mixed land uses, density, and character. The downtown has benefitted from significant attention to ensure sidewalk network connectivity, Americans with Disabilities Act (ADA) compliance, bicycle facilities and high visibility striped crosswalks. New and redevelopment initiatives ensure buildings are near the street with any parking located behind the structures. Hiding and eliminating surface parking lots as more development arrives are opportunities to contribute to the walkability of the core.



**NATURAL AMENITIES AND SOCIAL GATHERING SPACES:** Recreation, open space, and community gathering facilities, such as the Main Library, are highly prized by residents. The history of Riverside can be found throughout the city in its natural spaces. Residents and visitors alike can get an understanding of the citrus industry commemorated in the Citrus State Park, the restored packing houses in the Downtown’s Marketplace district and innovative irrigation system of the Gage Canal Trail project. Residents enjoy access to popular expansive parks including Mt. Rubidoux and Sycamore Canyon Wilderness Park. The steam locomotive train in Fairmont Park and the Civil Rights Walk with six statues of historic figures dotted along three blocks of the downtown Pedestrian Mall are also anchors for a unique past. Accessing these spaces by car, transit, bike, and as pedestrians is a key component to making the healthy choice the easy choice.

**COMMITTED LEADERSHIP:** There is evident momentum with well executed community engagement and community pride. Riverside has improved several street corridors with wider sidewalks, protected bicycle facilities, and inviting parks. The City has updated plans and policies, found a means to leverage funding sources for project implementation, and is keen to attract new types of business.

The City of Riverside has exhausted the majority of developable greenfield lands, and leadership recognizes the value of supporting infill development that already has good access to city services and walkable infrastructure to best manage development and growth. This combination of investment and private development can continue to spread from the core incrementally to transform other more suburban development areas of the city. Addressing many aspects of existing government practice that need to be created, updated, amended, and implemented, Riverside staff and leadership are working hard to bring the community supported vision to fruition.



COMMUNITY-GENERATED COMMENTS

Challenges & Threats to Overcome

There are challenges that could prevent or hinder Riverside from maximizing or fully capitalizing on the assets described. During our focus group meeting, we heard from participants on challenges that are preventing residents from fully maximizing the built and natural amenities Riverside has to offer. These include:



- ✗ Strong car-dependency
- ✗ Air quality
- ✗ Funding to enhance connectivity and maintain facilities
- ✗ Keeping parks and open spaces safe
- ✗ Policies need to be updated to reflect current vision
- ✗ Housing diversity
- ✗ Limited convenient public transportation
- ✗ Homeownership programs for middle income – to build home ownership
- ✗ Availability and Access to Affordable Housing
- ✗ Santa Ana River – water quality and wildfires, etc.
- ✗ Not enough public transit
- ✗ While improvements are underway in terms of walkability, pockets with poor walkability exist
- ✗ Creating stronger lines of communication with other organizations and non-profits
- ✗ Significant decline in transit ridership since pandemic (Q4 2022 ridership down 62% on Q4 2019)

The Blue Zones Built Environment team identified additional challenges, as well:

**MAINTENANCE OF NEW INFRASTRUCTURE:** Riverside has been investing in new infrastructure improvements to create spaces for people, and this means budgeting for ongoing maintenance costs. Highlighting the economic benefits of these improvements in the context of reduced community costs, due to improved health, air, and water quality, can help message the importance of continued capital investment. Ensure residents understand funding needs for the costs to maintain these important community plans and projects.

**HOUSING INFILL:** The City’s Housing Element update is complete and adopted, and the City is making positive progress towards expanding housing access with the City obtaining “pro-housing designation “ from California Governor Newsom’s Office in April 2023. The policy per State mandate means Riverside needs to add a significant number of housing units over eight years. The increased number of permits needing to be issued monthly is nearly triple what staff process now. This mandate presents a challenge for implementation, as well as protecting the local sense of place and existing neighborhood character. The various mechanisms for infill development in built out neighborhoods can allow for a cafeteria plan of options. Including community supported criteria for approval can help facilitate the addition of housing units across the city.





COMMUNITY-GENERATED COMMENTS

Opportunities

There are opportunities to increase well-being in Riverside. During our focus group meetings, we heard observations from participants on several opportunities. Most suggestions cited efforts already underway to becoming a well-being focused community. This includes:

- ✔ Proposed River District Project
- ✔ Partnership with developer to locate trail head
- ✔ \$24M for road paving allocated
- ✔ Ongoing sidewalk repairs
- ✔ Grants for safe routes to school
- ✔ Dense urban core in downtown
- ✔ Wide range of uses and land development patterns
- ✔ Variety of zoning districts
- ✔ Capitalize on existing investments such as densifying along transit corridors.
- ✔ Improve quality of life, especially downtown, to increase graduate retention at academic institutions such as UCR.

The Blue Zones Built Environment Team would agree with many of these opportunities, as they help to clarify where interest is for improving city-wide well-being and walkability. Based on time in community, research, and interviews, **the Blue Zones Built Environment Team has identified actions to increase well-being in the city. Key opportunities include:**

**IMPROVED TRANSPORTATION NETWORK:** The recently adopted transportation initiative **PACT** - Pedestrian Target Safeguarding Plan, **A**ctive Transportation Plan, **C**omplete Streets Ordinance, and **T**rails Masterplan - is the City of Riverside’s vision is to build a safer, healthier, and more sustainable transportation network. Providing an opportunity to continue examining neighborhood roadways, goals include improving community health and safer transportation options. The opportunity is ripe to integrate these plans and comprehensively view the street grid to implement the identified best routes for transit, locations for mobility hubs, and feeder streets with protected bicycle and pedestrian facilities to improve safety, circulation, and reduce vehicle traffic while supporting residential growth.



The backbone of the transportation network in Riverside is an L-shaped 4-6 lane boulevard with frequent transit service. The City is driving development to this corridor with mixed-use zoning and focusing residential growth to augment the need for denser housing infill. Ensuring a mix of housing density that contributes, continues and complements existing housing stock is essential. The key component for the transportation network to support the residential, commercial, retail and office infill is to prioritize people.

Near term action can reallocate existing pavement with repaving and re-striping to slow travel speeds, reduce crashes, and prioritize people movement. Focusing on neighborhood collector and residential streets to reduce the amount of pavement dedicated to vehicles improves safety for all road

users. The reallocation of pavement can add protected bicycle facilities, pedestrian refuge islands for mid-block crossing, high visibility crosswalks at intersections, and bulb outs at corners or tightening turning radii. All of these design elements create a safer and healthier built environment. Orienting the city along this east-west axis can extend the vibrant existing core and knit the ends of the city together for improved ease of residential movement.

**PROVIDE MORE HOUSING OPTIONS:** Seeking to provide a number of State-mandated housing units over the next decade, Riverside is advancing several strategies that include an adopted housing element, standard construction drawings for Accessory Dwelling Units (ADUs), inclusionary housing





policy, and compact and mixed use development. Also, including “missing middle” housing options can guide growth to happen sustainably, avoid greenfield development, and reduce the impact to city services.

Allowing missing middle housing provides gentle density in mostly single family home neighborhoods by incorporating a range of housing types in select contexts. Duplex, triplex, foursquare, townhomes, and garden apartments can blend in most neighborhoods with more intense multi-family zoning assigned along commercial corridors and near the college campuses. A light touch is required to be able to implement changes residents can support.

Auditing City regulations to ensure barriers are removed to allow a range of housing types in the right places can help meet the local housing demand and city vision. Design guidelines to promote building placement, orientation, massing and articulation of structures can ensure what is getting developed retains the appropriate scale for the neighborhood context, community feel and character.

# Readiness

A first step after Blue Zones is invited into a community is to assess readiness. This is an essential step as a number of communities are interested in transformation to enable “making the healthy choice the easy choice.” Specific to our four policy areas, we seek to answer the following questions:

- ? Does the **political leadership** of the jurisdiction have a strong willingness to support Blue Zones efforts?
- ? Are the city’s/region’s **decision-makers** on board to change (some) jurisdictional policies and processes to support a Blue Zones project?
- ? Are **community groups** excited about the possibility of a Blue Zones project and on board to partner and collaborate to move a Blue Zone project forward?
- ? Are other **community influencers** excited about the potential and willing to support our work?



Through conversations with local stakeholders, elected officials and local leadership, the Blue Zones Built Environment Team believes there is significant support and desire by the City of Riverside community to encourage and increase well-being region wide and ensure walkable and bikeable public spaces for ongoing development.



# Acknowledgements

NAME	ORGANIZATION
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Carrie Harmon	Assistant Director, Riverside County Economic Development Agency
Chris Gray	Deputy Executive Director, Western Riverside Council of Government
Dan Fairbanks	U.S. Air Force
Edward Olmedo	SPX Family Services Data Analysis
Eric Lewis	Previous traffic engineer / avid biker
Jennifer Larratt-Smith	Psychiatric Social Worker, Kaiser Permanente
Matthew Taylor	City Principal Planner, Community and Economic Development Department
MengLi Lu	Intern, RUHS - Public Health
Michael Moore	Fire Chief, City of Riverside
Michelle Davis	Housing Authority Manager, City of Riverside
Pamela Galera	Director, Parks, Recreation and Community Services
Rafael Guzman	Assistant City Manager, City of Riverside
Randy McDaniel	Deputy Director, Parks, Recreation and Community Services





# Blue Zones Built Environment Policy Menu and Scan

Level of Effort:

SMALL

MEDIUM

LARGE

EXTRA LARGE

Category:

★

REGULATORY

— Creating or changing legally binding standards, rules, or laws, such as zoning codes, ordinances, permitting, or licensing standards.

★

NON-REGULATORY

— Creating or changing programs, guidance, or education efforts.

GOAL: PROMOTE NATURAL MOVEMENT			
ACTION (Objective)	CATEGORY	LEVEL OF EFFORT	FOCUS (Strategy)
PRIORITIZE WALKING FOR EVERYONE	<div>★</div>	M	Adopt or amend complete streets policies to direct specific changes to the design of streets (such as those identified below). For communities without a complete streets policy, adopt one that identifies relevant changes (such as those listed below) and establishes prioritized schedules for implementing those changes.
	<div>★</div>	M	Identify critical walking/biking routes in local communities (especially those that connect key community assets such as schools, parks, libraries, and other civic institutions) and schedule capital improvements to complete missing or insufficient sidewalks or paths.
	<div>★</div>	M	Create a program to place, establish, and maintain street trees in neighborhoods with inadequate tree canopy.

GOAL: PROMOTE NATURAL MOVEMENT													
STATUS	Status of strategies: 1. Locale has done all that it can and must do to effect the policy. 2. Locale is working on it. 3. Locale has not started or has not conceptualized the policy. 4. Locale is prevented from taking action, by e.g. preemption from state.	Riverside Policy Scan											
		WHO					WHERE				HOW		
		Municipality	County	State	Non-profit Organization	Institution	Small Area	Neighborhood	Across the Municipality	Region	Ordinance	Licensing & Permitting	Operations Partnerships
1	The city has a detailed complete streets ordinance. It is part of the PACT, which consists of "Pedestrian Target Safeguarding Plan (PTS), an Active Transportation Plan (AT Plan), a Complete Streets Ordinance (CSO), and a Trails Master Plan (TMP)." (The "Riverside PACT Section 7, Complete Streets Ordinance (riversideca.gov)" and "PACT   riversideca.gov.") The standards are keyed into the city code under Title 13, Streets, Sidewalks, Trails, and Trees. (See "§ 13.19 - Complete Streets Ordinance.")	X							X		X		
1	The city's PACT includes an active transportation plan and trails master plan. Together, these identify the critical walking and biking routes. There is also a section 4 "Pedestrian Target Safeguarding Plan." This is to prevent vehicles from entering keep pedestrian spaces. (See "Riverside PACT Section 4, Active Transportation Plan (riversideca.gov)," "Riverside PACT Section 5 Trails Master Plan (riversideca.gov)," "Riverside PACT Section 6 Pedestrian Target Safeguarding Plan (riversideca.gov)," and "§ 13.19 - Complete Streets Ordinance.")	X					X	X	X			X	
1	Street trees seem to be required sometimes, but not always. They are strongly encouraged, however, and the city helps pay for some maintenance with a tree program. There is a master plan for tree plantings detailing their species and maintenance requirements. Riverside Public Utilities offers a rebate for shade trees. There is also a group called "Tree People." See "Riverside, California   Trees & Landscaping (riversideca.gov)," "Riverside, California   Trees & Landscaping   Tree Care Program (riversideca.gov)," "Tree Power   Riverside Public Utilities (riversideca.gov)," and "Let's GREEN Riverside - TreePeople.")	X			X		X	X	X			X	X



Level of Effort:

SMALL

MEDIUM

LARGE

EXTRA LARGE

Category:



REGULATORY



NON-REGULATORY

GOAL: PROMOTE NATURAL MOVEMENT			
ACTION (Objective)	CATEGORY	LEVEL OF EFFORT	FOCUS (Strategy)
PRIORITIZE WALKING FOR EVERYONE		L	Evaluate the need for traffic calming, reduced travel lane width or number, and reduced pedestrian crossings along critical walking/ biking routes, and provide timely capital improvements to implement findings.
		M	Adopt tactical urbanism strategies to demonstrate easily implementable streetscape changes.
		S	Require wide sidewalks in commercial areas and places where multi-unit housing and townhouses are prevalent.
		M	Limit the number and width of curb cuts to preserve continuous and safe sidewalks.
		L	Remove bans on on-street (parallel) parking on local and collector streets, and on arterials where possible, to help slow traffic and to protect sidewalk users from moving vehicles.
		S	Train key staff, administrators, partners, and consultants on the importance of implementation measures for complete streets.

GOAL: PROMOTE NATURAL MOVEMENT														
STATUS	Status of strategies: 1. Locale has done all that it can and must do to effect the policy. 2. Locale is working on it. 3. Locale has not started or has not conceptualized the policy. 4. Locale is prevented from taking action, by e.g. preemption from state.	Riverside Policy Scan												
		WHO					WHERE				HOW			
		Municipality	County	State	Non-profit Organization	Institution	Small Area	Neighborhood	Across the Municipality	Region	Ordinance	Licensing & Permitting	Operations	Partnerships
1	The city has a Neighborhood Traffic Management Program through the Public Works Department. This is a comprehensive program, and traffic calming as one of its tools. (See "Riverside, California   Neighborhood Traffic Management (riversideca.gov)," "Neighborhood Traffic Management (riversideca.gov)," "chapter 19.880-Transportation Demand Management Regulations," and "Chapter 2.62 - Transportation Board.")	X					X	X					X	
2	City continues to experiment with tactical urbanism, including the Fairmont Park Pedestrian Zone Pilot which is informing best practices in future tactical urbanism events. Another example includes mutli-block road closures in Downtown Riverside for special events such as the Lunar New Year (See "Street Plans to Test Diagonal Crosswalk Today in Riverside, CA > Street Plans (street-plans.com)" and "Go Human - Southern California Association of Governments.")	X							X		X			
2	The city requires that sidewalks meet the city engineer's requirements, and the city engineer can require additional with. This appears to leave it up to the engineer to decide an appropriate width, except that the complete streets standards require a minimum 5 foot clearance for walking. This is in addition to any width for amenities or e.g. sidewalk dining. The detail drawing for sidewalks says that widths greater than 6.5 feet may be required. (See "Sidewalk - Standard Drawing No. 325   city of Riverside Public Works Department (riversideca.gov).")	X							X		X			
2	Projects in commercial and mixed-use zones must undergo design review. (See "chapter 19.710-Design Review," "§ 19.110.050 - Design review required," "§ 19.120.015 - Design review required," "19.120.030 - Site plan review permit and required findings," and "Design Review Information Sheet (riversideca.gov).") Specific plan zones and overlay zones (e.g. Neighborhood Commercial Overlay Zone) have their own standards. (See "Chapter 19.215 - Neighborhood Commercial Overlay Zone (NC)," which includes a discretionary review.)	X							X		X			
2	The Active Transportation Plan (mentioned earlier) suggests removing parking where it could cause conflicts with bicycle lanes.	X	X						X		X			
2	City staff recieve training on Riverside's Complete Street measures, and also attend community meetings hosted by the Riverside Community Health Foundation. The Police Department has a Traffic Education Unit. (See "Traffic Education   Riverside Police Department (riversideca.gov).")	X			X				X				X	X



Level of Effort:

SMALL

MEDIUM

LARGE

EXTRA LARGE

Category:

★

REGULATORY

★

NON-REGULATORY

GOAL: PROMOTE NATURAL MOVEMENT			
ACTION (Objective)	CATEGORY	LEVEL OF EFFORT	FOCUS (Strategy)
MAKE IT EASIER TO WALK TO SCHOOL	★	M	Create a Safe Routes to School Plan that sets priorities for the most important improvements.
	★	M	Implement the Safe Routes to School Plan through capital improvements.
	★	L	Maintain, renovate, and create new neighborhood schools; avoid relocating existing schools to non-walkable locations.
MAKE THE WALK WELCOMING AND COMFORTABLE	★	M	Amend zoning regulations to better support the "pedestrian realm" by requiring buildings to be located close to the sidewalk, with sidewalk-facing entries and windows.
	★	M	Create or update street design standards that prioritizes pedestrians and increases pedestrian safety.
	★	S	Require street trees be planted when properties are developed or redeveloped.

GOAL: PROMOTE NATURAL MOVEMENT														
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		WHO					WHERE				HOW			
		Municipality	County	State	Non-profit Organization	Institution	Small Area	Neighborhood	Across the Municipality	Region	Ordinance	Licensing & Permitting	Operations	Partnerships
3	Yes - City has applied for funding to create Safe Routes to School plans, as prioritized in the Riverside PACT	X						X		X				
3	See immediately above.	X						X				X		
1	Although the district owned several properties with available land, no plans for that land are part of the RUSD Long-Range Facilities Master Plan from 2016. (This is latest plan.) The current plan includes some new buildings, for example at the Beatty Elementary School, but these are on existing sites. (See "RUSD - Long Range Facilities Master Plan 2016 (sharpschool.com).")	X				X		X				X	X	
2	Most zones have only minimum setbacks, not maximum, and parking location varies. The R-3 & R-4 residential and mixed-use zones prohibit parking in front of the building. (See "19.100.070 - Additional regulations for the R-3 and R-4 Zones," "19.120.050 - Development Standards [for mixed-use zones]," and "§ 19.120.070 - Design standards and guidelines.") Moreover, there are separate design guidelines for several specific plan zones.	X						X		X				
1	The Complete Streets standards do this. (See "§ 13.19 - Complete Streets Ordinance" and "The city has a detailed complete streets ordinance..." above.)	X	X				X	X	X		X			
1	The program doesn't seem to require tree planting in new development directly, but it requires that developers prepare and adhere to a "Public Landscape Plan" and follow the Master Plan. Thus, per the city's Urban Forestry Policy Manual, the city requires at least one tree per lot or no further than 35 feet apart on larger lots. They must be planted as specified in the Master Plan. Per § 13.16.110, all public landscape improvements except street trees must be approved by the City Engineer. Between them, then, the Master Plan and the approved Public Landscape Plan cover landscaping in the public realm. (See "Public Landscape   City of Riverside City Engineering (riversideca.gov)," "§ 13.16.110 - Submission and preparation of plans," "City of Riverside Urban Forestry Policy Manual (riversideca.gov)" (page 24), and "City of Riverside Public Works Landscape Specifications and Guidelines (riversideca.gov).") The city has extensive resources on trees. (See "City of Riverside Tree Care Program   (riversideca.gov)" and "City of Riverside Tree Planting Guide   (riversideca.gov).")	X							X		X			



Level of Effort:

SMALL

MEDIUM

LARGE

EXTRA LARGE

Category:

★

REGULATORY

★

NON-REGULATORY

GOAL: PROMOTE NATURAL MOVEMENT			
ACTION (Objective)	CATEGORY	LEVEL OF EFFORT	FOCUS (Strategy)
MAKE THE WALK WELCOMING AND COMFORTABLE	★	L	Allow awnings and canopies over public sidewalks to provide shade and rain protection for pedestrians.
	★	S	Require pedestrian-scaled lighting be provided along sidewalks when commercial or multi-unit properties are developed or redeveloped.
	★	S	Require street furniture such as trash and recycling receptacles, bike racks, and benches in commercial areas when properties are developed or redeveloped.
	★	L	Create physical buffers between pedestrians and moving cars, using features such as curb extensions, street trees, street furniture, street-level stormwater management, and on-street parking.
SUPPORT MOVEMENT BY BICYCLE	★	M	Create a bicycle master plan to prioritize new bicycle connections between key community assets.
	★	L	Invest in bicycle infrastructure such as separated/protected bike lanes and bike/pedestrian trails.
	★	M	Provide bicycle racks in commercial districts, major workplaces, and near civic institutions.

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		WHO					WHERE				HOW		
		Municipality	County	State	Non-profit Organization	Institution	Small Area	Neighborhood	Across the Municipality	Region	Ordinance	Licensing & Permitting	Operations
1	The Citywide Design Guidelines encourage awnings and other shade devices. (See "Citywide Design and Sign Guidelines (riversideca.gov).")	X						X		X			
1	The Citywide Design Guidelines encourage pedestrian-scaled lighting for mixed uses, saying, "Critical design components contributing to the success of this building type include pedestrian interaction and connectivity, human scale, signage, lighting, and parking." (See "Citywide Design and Sign Guidelines (riversideca.gov)," page IV-3.) In another section, the guidelines say the fixtures should be compatible with the architecture and that they shall be "appropriately sized and in scale" with the building facade. Meanwhile, the building facades should be amenable to pedestrians.	X						X		X			
1	The design guidelines do this, but I observe plenty of consistent street furniture in walkable areas on Google Street view. The non-Mall stretch of Main Street between the Mission Inn and the Convention Center is probably best. However, some key locations in the city, like Orange Street and University Avenue, are devoid of public street furniture. Some areas, like Main Street near Poplar Street, seem inexplicable and unpleasant.	X						X		X			
2	The city does this in many places observed. Physical barriers between pedestrians and moving cars were observed across Riverside, although not uniformly.	X						X				X	
1	The city has a Bicycle Master Plan, though it dates from 2007. (See "City of Riverside Bicycle Master Plan (riversideca.gov).")	X						X		X			
1	The city has both separated bike lanes and un-separated ones. Such decisions seem to have been deliberated extensively, at least sometimes with public comment.	X						X				X	
2	The Bicycle Master Plan calls for bicycle parking.The city touts its bicycle parking at its top eight employers, and it has facilities in parks. (See "Riverside, California Bicycle Parking (riversideca.gov)," "Riverside, California Parking and End of [bike] Trip Facilities (riversideca.gov)," and "Riverside, California Multiple Modes of Transportation (riversideca.gov).")	X						X				X	



Level of Effort:

SMALL

MEDIUM

LARGE

EXTRA LARGE

Category:

★

REGULATORY

★

NON-REGULATORY

GOAL: PROMOTE NATURAL MOVEMENT			
ACTION (Objective)	CATEGORY	LEVEL OF EFFORT	FOCUS (Strategy)
SUPPORT MOVEMENT BY BICYCLE	★	S	Amend zoning to require a minimum amount of bicycle parking in new developments.
	★	M	Create or enhance community education programs that teach bicycle laws and roadway safety.
EXTEND THE RANGE OF PEOPLE WALKING AND BIKING	★	M	Create or enhance transit based on community size, e.g., commuter or other van service, express bus, or on-demand bus or van service.
	★	L	Establish a publicly-accessible circulator, especially in places without transit service.
	★	L	Provide more frequent transit service, especially in underserved areas.
	★	M	Provide all-weather shelters at bus stops.

GOAL: PROMOTE NATURAL MOVEMENT													
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		WHO					WHERE				HOW		
		Municipality	County	State	Non-profit Organization	Institution	Small Area	Neighborhood	Across the Municipality	Region	Ordinance	Licensing & Permitting	Operations
2	Bicycle parking is not required in zoning. However, some projects are subject to transportation demand management requirements. (See "chapter 19.880-Transportation Demand Management Regulations.") Bicycle parking facilities and amenities can reduce parking required. However, the state of California will be requiring bicycle parking for buildings covered by the California Green Building Standards Code. (See "CGBSC 5.106.41, Bicycle Parking.") Note, the state of California will be requiring bicycle parking for buildings covered by the California Green Building Standards Code.	X							X		X		
2	One of the items on the city of Riverside's legislative platform for 2021 to 2022 is an "expanded driver education and recurring licensure testing/training program." (See "2021 to 2022 Legislative Platform," Priority 6.27.)	X			X				X			X	X
2	Comparing residential density, household income, etc. on City-Data.com and the transit map, the Riverside Transit Agency's routes follow main streets. However, two large residential areas in the west side of the city are not served at all. The household density in those areas is lower than one might expect from the population density, suggesting that the area around La Sierra Avenue has a greater population than might be gleaned by looking only at the large unbuilt patches there. (See "RTA 2022 September System Map (riversidetransit.com)" and "Riverside, CA  city-data.com.")	X	X						X	X		X	X
3	The RTA has no circulators, except for paratransit, including a dial-a-ride service, Riverside Connect, which services seniors and people with disabilities. Circulators would help the situation described immediately above.	X	X		X	X		X	X			X	X
3	See immediately above.	X	X		X	X			X			X	X
2	There are some shelters, mainly downtown. However, there are few enough that it was news when some were installed at the UCR campus. (See "Bus shelters upgraded near campus   Inside UCR.")	X	X						X			X	



Level of Effort:

SMALL

MEDIUM

LARGE

EXTRA LARGE

Category:



REGULATORY



NON-REGULATORY

GOAL: PROMOTE NATURAL MOVEMENT			
ACTION (Objective)	CATEGORY	LEVEL OF EFFORT	FOCUS (Strategy)
EXTEND THE RANGE OF PEOPLE WALKING AND BIKING		S	Provide bicycle racks on all buses.
		M	Amend regulations that block micro-mobility options on public streets.
		S	Establish a mobility education program focused on safety for users and nonusers.
CREATE PARK-ONCE ENVIRONMENTS		M	Amend zoning to locate parking for enhanced walkability, such as prohibiting parking between the front of buildings and the sidewalk.
		M	Add on-street parking spaces that can be shared throughout the day; this can sometimes be accomplished through lane reduction and restriping.
		S	Amend zoning to allow off-site and shared parking, instead of requiring all parking to be on-site.
		XL	Establish a parking management district to coordinate shared parking (instead of requiring a set number of parking spaces for each use at all times).

GOAL: PROMOTE NATURAL MOVEMENT														
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		WHO					WHERE				HOW			
		Municipality	County	State	Non-profit Organization	Institution	Small Area	Neighborhood	Across the Municipality	Region	Ordinance	Licensing & Permitting	Operations	Partnerships
1	All buses have bicycle racks.	X	X						X				X	
2	The Riverside PACT, mentioned at top, has an Active Transportation Plan. This plan favors bicycles over micro-mobility, but it does mention it. (See "Riverside PACT Section 4, Active Transportation Plan (riversideca.gov).") The municipal code was updated before 2018 so that skateboards, scooters, etc. were regulated similarly to bicycles. (See "§ 9.04.290 - Bicycles, skateboards, etc.") Some scooter rental services were piloted in Riverside, but they do not seem to be in business any longer.	X							X		X			
1	The city received a grant for such education in 2019, and it still offers bicycle safety classes. (See "Riverside Awarded Grant for Bicycle, Pedestrian Safety and Education Program   riversideca.gov" and "Riverside, California   Bicycle Program (riversideca.gov).")	X	X		X				X				X	X
2	See "Most zones have only minimum setbacks..." above. Some zones specify that parking cannot be located in front of the building.	X							X		X			
2	The city has on-street parking, but it competes with bicycle lanes.	X							X				X	
2	The city allows shared parking in mixed-use developments, but there does not seem to be a way to share parking among multiple owners. (See "§ 19.580.060 - Parking requirements.")	X							X		X			
2	The city owns parking lots and garages, managed by Republic Parking. I do not see parking management outside the city center and major institutions. (See "ParkRiverside (parkriversideca.com).")	X				X	X				X		X	X



Level of Effort:

SMALL

MEDIUM

LARGE

EXTRA LARGE

Category:

★

REGULATORY

★

NON-REGULATORY

GOAL: ENCOURAGE SOCIABLE GATHERING PLACES			
ACTION (Objective)	CATEGORY	LEVEL OF EFFORT	FOCUS (Strategy)
INCREASE ACCESS TO PARKS AND OTHER RECREATION AREAS	★	L	Provide more playgrounds in neighborhoods parks, especially in underserved areas, using municipal funds or private fundraising efforts.
	★	L	Provide paved walkways and benches in neighborhood parks using municipal funds or private fundraising.
	★	M	Amend school district policy to enable community use of school recreational facilities after hours.
	★	L	Prioritize trail network extensions and crossings in capital improvement programs, especially in underserved areas.
	★	M	Amend existing standards to provide more frequent and smaller parks, e.g., pocket parks, linear parks, neighborhood parks, within neighborhoods (to supplement larger community and regional parks).
	★	M	Create a parks and recreation master plan that evaluates park access and facilities for all neighborhoods.
	★	M	Amend comprehensive plans to identify the need for neighborhood and community parks that support active and passive recreation for all residents.

GOAL: ENCOURAGE SOCIABLE GATHERING PLACES														
STATUS	Status of strategies: 1. Locale has done all that it can and must do to effect the policy. 2. Locale is working on it. 3. Locale has not started or has not conceptualized the policy. 4. Locale is prevented from taking action, by e.g. preemption from state.	Riverside Policy Scan												
		WHO					WHERE				HOW			
		Municipality	County	State	Non-profit Organization	Institution	Small Area	Neighborhood	Across the Municipality	Region	Ordinance	Licensing & Permitting	Operations	Partnerships
2	According to the city's parks map, there are 35 playgrounds in the city, and their well-placed. However, in some places long walks are still necessary. (See "Parks Map   Parks, Recreation and Community Services (riversideca.gov).")	X			X	X			X			X	X	
1	All the parks that should have such facilities do. Exceptions, such as Challen Park, seem to be for deliberate reasons.	X			X	X			X			X	X	
1	According to the RUSD Community Relations policy, organized groups (e.g. YMCA) can use facilities: "The Board authorizes the use of school facilities or grounds without charge by nonprofit organizations, clubs, or associations organized to promote youth and school activities." (See "GAMUT Online: Riverside USD : Use Of School Facilities BP 1330.")					X			X			X		
1	The city does this. (See "Riverside PACT Section 5 Trails Master Plan (riversideca.gov).")	X							X			X		
1	A comparison between the parks map and aerials on Google Street view suggests that the city employs this strategy, or one similar to it.	X							X		X			
1	The city has such a plan. (See "City of Riverside Parks Master Plan Vision 2030 (riversideca.gov).")	X							X		X			
1	The master plan mentioned immediately above and the PACT plan do this. (See "Riverside PACT Section 4, Active Transportation Plan (riversideca.gov)" and "Riverside PACT Section 5 Trails Master Plan (riversideca.gov).")	X							X		X			



Level of Effort:

SMALL

MEDIUM

LARGE

EXTRA LARGE

Category:



REGULATORY



NON-REGULATORY

GOAL: ENCOURAGE SOCIABLE GATHERING PLACES			
ACTION (Objective)	CATEGORY	LEVEL OF EFFORT	FOCUS (Strategy)
INCREASE NEIGHBORHOOD SPACES FOR GATHERING		S	Amend zoning to allow excess, underutilized parking lots or other spaces to be used for alternative activities such as outdoor dining, farmers' markets, pop-up retail, and similar events.
ENCOURAGE GATHERING WITHIN PUBLIC RIGHTS-OF-WAY		S	Amend regulations as needed to allow sidewalk dining.
		S	Amend regulations to enable parklets and dining decks in on-street parking spaces.
		M	Establish outdoor entertainment districts within defined geographic areas and with specific performance standards (such as limited hours of service and number of drinks allowed).

GOAL: ENCOURAGE SOCIABLE GATHERING PLACES													
STATUS	Status of strategies: 1. Locale has done all that it can and must do to effect the policy. 2. Locale is working on it. 3. Locale has not started or has not conceptualized the policy. 4. Locale is prevented from taking action, by e.g. preemption from state.	Riverside Policy Scan											
		WHO					WHERE				HOW		
		Municipality	County	State	Non-profit Organization	Institution	Small Area	Neighborhood	Across the Municipality	Region	Ordinance	Licensing & Permitting	Operations Partnerships
2	Allowed during COVID-19 lockdowns. (See "City of Riverside Temporary Outdoor Flex-Space Permit Program for Restaurants (riversideca.gov)" and "COVID Outdoor Dining Permits Flow Chart (riversideca.gov).")	X							X		X		
2	Nothing specifically permitting sidewalk dining, but there is sidewalk dining in the city. Note that mixed-use zones require paving the shallow front setbacks where they are required. Sidewalk vendors are also permitted. (See "Sidewalk Vendor Brochure (riversideca.gov)," and "Property Search (publicaccessnow.com).")	X							X		X		
2	These were permitted under the COVID policy.	X							X		X		
2	Outdoor entertainment encouraged downtown (Magnolia Center). (See "City of Riverside At Home in Riverside (riversideca.gov).")	X					X				X		



Level of Effort:

SMALL

MEDIUM

LARGE

EXTRA LARGE

Category:

★

REGULATORY

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NON-REGULATORY

GOAL: COMPLETE OUR NEIGHBORHOODS			
ACTION (Objective)	CATEGORY	LEVEL OF EFFORT	FOCUS (Strategy)
REMOVE ZONING BARRIERS TO COMPLETE NEIGHBORHOODS	★	M	Ensure that dimensional standards in zoning districts are aligned with existing or desired pattern of buildings.
	★	M	Amend zoning to allow more mixing of uses within zoning districts, both within buildings and by proximity to other buildings.
	★	L	Amend zoning to allow small-scale commercial uses within or along the edge of residential neighborhoods; ensure that on-site parking is not required or is very minimal.
ENABLE NEIGHBORHOOD MAIN STREETS (TO PROVIDE ACCESS TO DAILY GOODS AND SERVICES)	★	L	Allow on-street parking, especially in and around neighborhood main streets areas.
	★	M	Establish a program to recruit a mix of supportive businesses in neighborhood main streets.
	★	M	Encourage the establishment of new local Main Street programs, e.g., a National Main Street Center program.
	★	L	Designate existing and potential neighborhood main streets in general plans or zoning regulations.
REFORM MUNICIPAL PARKING REGULATIONS	★	L	Reduce or eliminate minimum on-site parking requirements.

GOAL: COMPLETE OUR NEIGHBORHOODS														
STATUS	Status of strategies: 1. Locale has done all that it can and must do to effect the policy. 2. Locale is working on it. 3. Locale has not started or has not conceptualized the policy. 4. Locale is prevented from taking action, by e.g. preemption from state.	Riverside Policy Scan												
		WHO					WHERE				HOW			
		Municipality	County	State	Non-profit Organization	Institution	Small Area	Neighborhood	Across the Municipality	Region	Ordinance	Licensing & Permitting	Operations	Partnerships
2	The biggest-use district seems to do this. (See "§ 19.120.070 - Design standards and guidelines.")	✗							✗		✗			
3	According to the permitted land uses for base zones, there is very little mixed use permitted, except in the Mixed use zones, and many of those require at least a minor conditional use permit. (See "Chapter 19.150 - Base Zones Permitted Land Uses.")	✗							✗		✗			
2	Almost every quarter of a square mile section in the city has some commercial retail or general commercial land within it or across a bounding street, however the zoning does not specifically break out small-scale uses from more common larger uses. (See "Zoning Map (riversideca.gov).")	✗							✗		✗			
2	Parking is permitted on streets, but not on most of the major roads, except downtown.	✗					✗		✗		✗			
2	The city makes the retention and attraction of businesses its first priority in its "Poised for Prosperity Roadmap." This refers both to larger economic base businesses and smaller ones. It also includes a "ShopRiverside" campaign. It includes a toolkit for businesses already within the city, offering several incentives and resources. (See"City of Riverside Poised for Prosperity Roadmap (riversideca.gov)," "Shop Riverside (riversideca.gov)," "Shop Riverside Toolkit (riversideca.gov)," and "Resources & Incentives   CEDD (riversideca.gov).")	✗			✗	✗	✗		✗				✗	✗
2	The city's pedestrian mall & Raincross Square on Main Street is its own program, which amounts to a main-street program. (See the "City of Riverside Business Resource Guide" and"Riverside Downtown Partnership.")	✗			✗	✗			✗				✗	✗
1	The land use and urban design elements of the current general plan, which was revised in 2019, includes regional centers as well as downtown.This depends on implementation through Specific Plans. (See "City of Riverside General Plan   CEDD (riversideca.gov)" and "O4 Land-Use and Urban Design Element, Riverside Gen. Plan 2025 (riversideca.gov).")	✗							✗		✗			
3	Not found.	✗							✗		✗			



Level of Effort:

SMALL

MEDIUM

LARGE

EXTRA LARGE

Category:

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REGULATORY

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NON-REGULATORY

GOAL: COMPLETE OUR NEIGHBORHOODS			
ACTION (Objective)	CATEGORY	LEVEL OF EFFORT	FOCUS (Strategy)
REFORM MUNICIPAL PARKING REGULATIONS	★	M	Require that any on-site parking spaces in walkable areas be placed behind buildings.
	★	M	Allow off-site and shared parking.
	★	M	Provide easily accessible bike parking in high-demand locations.
RETAIN AND RECRUIT CIVIC INSTITUTIONS AND NON-PROFITS	★	M	Establish non-profit hubs in neighborhood main street or other neighborhood-adjacent areas.
	★	L	Establish a community foundation to support local community-focused non-profits.
IMPROVE ACCESS TO EMPLOYMENT	★	M	Amend zoning to allow small-scale manufacturing within neighborhood centers or main streets
	★	L	Incentivize and recruit new businesses within walkable, bikeable, and transit accessible areas.
IMPROVE ACCESS TO RECREATION	★	M	Build parks where they are easily reachable by foot, bike, or transit.

GOAL: COMPLETE OUR NEIGHBORHOODS														
STATUS	Status of strategies: 1. Locale has done all that it can and must do to effect the policy. 2. Locale is working on it. 3. Locale has not started or has not conceptualized the policy. 4. Locale is prevented from taking action, by e.g. preemption from state.	Riverside Policy Scan												
		WHO					WHERE				HOW			
		Municipality	County	State	Non-profit Organization	Institution	Small Area	Neighborhood	Across the Municipality	Region	Ordinance	Licensing & Permitting	Operations	Partnerships
2	As noted above at "Most zones have only minimum setbacks, not maximum....," most places do not have this provision, but some zones have it — including mixed-use zones.	X							X		X			
2	As noted above at "The city allows shared parking in mixed-use developments...." The city's support for shared parking is incomplete. It could be extended to become by-right in more areas, and it could use a way to coordinate shared parking across different property owners, such as shared-use agreements.	X							X		X			
2	Throughout the downtown core numerous types and formats of bike racks were observed.	X					X						X	
2	The Inland Empire Community Foundation (IECF) seems to be such a hub. Specifically, it has recently opened a "giving hub." The foundation itself, though, is 80 years old. (See "IECF   Inland Empire Community Foundation (iegives.org).") If you mean a physical hub, I do not see one.	X			X	X	X						X	X
1	The IECF operates as a foundation.	X			X	X			X					X
3	This is only permitted by mixing zones permitting such businesses into the residential areas-- which might require revising the purposes and intents of the zones. (See "Chapter 19.150 - Base Zones Permitted Land Uses.")	X					X				X			
3	Not found.	X							X				X	
1	The parks seem well-distributed.	X			X	X			X				X	X



Level of Effort:

SMALL

MEDIUM

LARGE

EXTRA LARGE

Category:



REGULATORY



NON-REGULATORY

GOAL: COMPLETE OUR NEIGHBORHOODS			
ACTION (Objective)	CATEGORY	LEVEL OF EFFORT	FOCUS (Strategy)
DEVELOP NEIGHBORHOOD PLANS		M	Develop master plans for downtown and other neighborhood centers to guide mixed-use infill development and redevelopment.
		M	Amend zoning as needed to implement new downtown and neighborhood center plans.
ALIGN PLANNING DOCUMENTS		S	Ensure that comprehensive plans include goals and policies on health and equity.

GOAL: COMPLETE OUR NEIGHBORHOODS													
STATUS	Status of strategies: 1. Locale has done all that it can and must do to effect the policy. 2. Locale is working on it. 3. Locale has not started or has not conceptualized the policy. 4. Locale is prevented from taking action, by e.g. preemption from state.	Riverside Policy Scan											
		WHO					WHERE				HOW		
		Municipality	County	State	Non-profit Organization	Institution	Small Area	Neighborhood	Across the Municipality	Region	Ordinance	Licensing & Permitting	Operations Partnerships
1	There are such plans, though some of them are very old. (See "City of Riverside Northside Neighborhood and Pellissier Ranch Specific Plan," "City of Riverside Downtown Specific Plan (riversideca.gov)," "City of Riverside Magnolia Avenue Specific Plan (riversideca.gov)," "City of Riverside University Avenue Specific Plan (riversideca.gov)," "City of Riverside - Riverside Marketplace (riversideca.gov)," "Chapter 19.146 - Northside Specific Plan Zone (NSP)," and "Chapter 19.147 Downtown Specific Plan Zone (DSP).")	X					X	X			X		
1	The city does this.	X					X	X			X		
1	The city does not have a health and equity element in its general plan, although its air-quality element considers health risks from air quality.	X							X		X		



Level of Effort:

SMALL

MEDIUM

LARGE

EXTRA LARGE

Category:



REGULATORY



NON-REGULATORY

GOAL: INCREASE HOUSING OPTIONS			
ACTION (Objective)	CATEGORY	LEVEL OF EFFORT	FOCUS (Strategy)
REDUCE THE COST OF PROVIDING ADDITIONAL HOUSING		M	Amend parking requirements to reduce the number of on-site parking spaces required for new housing.
		S	Amend parking requirements to allow on-street parking spaces to count towards any on-site parking requirements.
		M	Where impact fees exist, reduce or eliminate fees for affordable housing.
		M	Where impact fees exist, tier fees by the size and location of new housing units.
		S	Amend zoning to remove requirements that each new housing unit be larger than an arbitrary size.
		M	Amend ordinances that arbitrarily limit the acceptable composition of a family

GOAL: INCREASE HOUSING OPTIONS													
STATUS	Status of strategies: 1. Locale has done all that it can and must do to effect the policy. 2. Locale is working on it. 3. Locale has not started or has not conceptualized the policy. 4. Locale is prevented from taking action, by e.g. preemption from state.	Riverside Policy Scan											
		WHO					WHERE				HOW		
		Municipality	County	State	Non-profit Organization	Institution	Small Area	Neighborhood	Across the Municipality	Region	Ordinance	Licensing & Permitting	Operations Partnerships
1	The city has a "density bonus" with several incentives for affordable housing. The city encourages affordable housing by building some affordable new units in new construction, by taking condominiums and converting some units to low income or moderate income households, or by donating land to be developed for affordable housing. These are traded for a density bonus and at least one other incentive. One of these incentives is a "parking standards incentive." This reduces the parking required from the builder. (See "Chapter 19.545 – Density Bonus," particularly at "19.545.060 – Parking standards incentive.") The city also does these things: It offers loans for rehabilitation to try to keep people in their homes. It also offers incentives for participating in the city's rental assistance programs. (See "City of Riverside Housing Rehabilitation Program   riversideca.gov," "City of Riverside Landlord Incentive Plan (riversideca.gov)," and "Funding for Affordable Housing (State and Federal)   riversideca.gov.")	X							X		X		
3	Not found.	X							X		X		
2	There are a lot of intertwined incentives, no exceptions to reduce or waive impact fees for affordable housing.	X							X		X		
3	They are not tiered, except that multifamily units generally cost less than single or two-family ones.	X							X		X		
2	No such requirements found, except in large-lot zones — and then it is 750 square feet. In any case, the city helped develop tiny homes in 2021, and a tiny home community is regulated in the zoning code. (See "Transitional Housing Tiny Home Village To Open In Riverside This Weekend   LAist," "Office of Homeless Solutions   riversideca.gov," and "Tiny homes in 19.150.020.B Incidental Uses Table.")	X							X		X		
1	The definition of family just requires that individuals be in a single housekeeping unit, and it says that the definition does not include institutional group living situations. (See "§ 19.910.070 - "F" Definitions.")	X							X		X		



Level of Effort:

SMALL

MEDIUM

LARGE

EXTRA LARGE

Category:

★

REGULATORY

★

NON-REGULATORY

GOAL: INCREASE HOUSING OPTIONS			
ACTION (Objective)	CATEGORY	LEVEL OF EFFORT	FOCUS (Strategy)
REDUCE THE COST OF PROVIDING ADDITIONAL HOUSING	★	L	Amend allowable densities to align with infill housing models (such as missing middle types).
	★	S	Establish a program to reimburse application and review fees for affordable housing.
	★	L	Establish a local affordable housing development non-profit.
	★	M	Establish a community land trust or similar entity, if one does not exist, to provide and manage affordable housing.
	★	L	Encourage area institutions (e.g. hospitals and universities) to provide nearby affordable housing for their staff.
ENABLE AND ENCOURAGE INFILL HOUSING	★	L	Amend zoning to allow missing middle housing in single-family zones.
	★	M	Amend zoning to permit more intensive housing along transit lines (where they exist)
	★	M	Amend zoning to reduce maximum lot coverage caps to block infill housing.
	★	S	Amend zoning to allow residential uses in commercial zones.

GOAL: INCREASE HOUSING OPTIONS													
STATUS	Status of strategies: 1. Locale has done all that it can and must do to effect the policy. 2. Locale is working on it. 3. Locale has not started or has not conceptualized the policy. 4. Locale is prevented from taking action, by e.g. preemption from state.	Riverside Policy Scan											
		WHO					WHERE				HOW		
		Municipality	County	State	Non-profit Organization	Institution	Small Area	Neighborhood	Across the Municipality	Region	Ordinance	Licensing & Permitting	Operations
3	The zoning code, in general, does not seem to encourage small apartment buildings on small lots. Preliminary online research indicates that most new housing in multifamily buildings seems to be in big developments or in big buildings.	X						X		X			
3	See "There are a lot of intertwined incentives....," above.	X						X				X	
2	There is a large one already, the Riverside Housing Development Corporation. There are also others. (See "Affordable Housing in the Inland Empire - RHDC (rhdcca.org)" and "Riverside, CA Nonprofits and Charities   GreatNonprofits.")	X			X			X				X	X
1	There is a new one: the Inland Equity Community Land Trust. (See "Inland Equity Community Land Trust.")	X			X			X				X	X
2	Not found for hospitals, and UC Riverside seems to have a limited supply of housing that it leases. (See "Faculty/Staff Housing   Real Estate Services (ucr.edu).")	X			X	X		X				X	X
3	Not found.	X						X		X			
2	Multifamily housing is only allowed in two of the mixed-use zones. Looking at the city's zoning map (GIS version), it appears that those zones are not predictably related to the main routes through the city. They are mapped in small bits, despite the apparently enormous amount of work that went into making them. (See "City of Riverside General Plan, City Zoning and Specific Plan Map (arcgis.com).")	X						X		X			
3	Not found.	X						X		X			
3	No residential use is permitted in commercial zones — except mixed-use zones.	X						X		X			



Level of Effort:

SMALL

MEDIUM

LARGE

EXTRA LARGE

Category:

★

REGULATORY

★

NON-REGULATORY

GOAL: ENCOURAGE SOCIABLE GATHERING PLACES			
ACTION (Objective)	CATEGORY	LEVEL OF EFFORT	FOCUS (Strategy)
ENABLE AND ENCOURAGE INFILL HOUSING	★	L	Provide streamlined review processes for small-scale infill housing, such as making site-plan review an administrative rather than a discretionary process.
	★	S	Schedule an Incremental Development training session for potential local developers to facilitate small scale infill housing.
ENABLE AND ENCOURAGE ACCESSORY DWELLING UNITS	★	S	Amend zoning to allow accessory dwellings on residential lots, within existing buildings or as accessory buildings, including the following regulatory elements.
	★	S	Amend zoning for accessory apartments to eliminate size caps that are smaller than than 600 sq.ft. or 50% of the primary dwelling unit size, whichever is greater.
	★	S	Amend zoning that requires owner-occupancy for the principal or accessory unit.
	★	S	Amend zoning to remove parking requirements for accessory dwelling units.
	★	S	Provide training and assistance for homeowners in creating accessory dwelling units.
ALIGN COMMUNITY'S PLANNING DOCUMENTS WITH COMMUNITY GOALS	★	M	Ensure that the housing element in a comprehensive plan includes essential goals and strategies to encourage additional housing, such as those listed above.
	★	M	Complete a housing study to analyze and document existing conditions and needs, and describing next steps in creating additional housing.

GOAL: ENCOURAGE SOCIABLE GATHERING PLACES														
STATUS	Status of strategies: 1.   Locale has done all that it can and must do to effect the policy. 2.   Locale is working on it. 3.   Locale has not started or has not conceptualized the policy. 4.   Locale is prevented from taking action, by e.g. preemption from state.	Riverside Policy Scan												
		WHO					WHERE				HOW			
		Municipality	County	State	Non-profit Organization	Institution	Small Area	Neighborhood	Across the Municipality	Region	Ordinance	Licensing & Permitting	Operations	Partnerships
1	The city has a streamlined review process. (See "City of Riverside – Build Riverside – Streamline Riverside" and "SB 35, SB 8 and SB 330 Preliminary Application (riversideca.gov).")	X							X		X			
3	Not found.	X			X	X			X				X	X
1	As noted above at "The city has a 'density bonus' with several incentives..." The state requires cities to allow accessory dwellings, and Riverside has complied enthusiastically.	X							X		X			
2	Applications for accessory dwellings far smaller than 600 ft. <sup>2</sup> . It may be important to remember that accessory dwellings can be within homes, and the city allows rooms to let.	X							X		X			
1	According to the FAQs for accessory dwelling units, the owner need not necessarily live on-site. (See "Accessory Dwelling Units FAQs (riversideca.gov).")	X							X		X			
1	According to the FAQs mentioned above, no additional parking is required — and if the ADU is in a converted garage that parking need not be replaced.	X							X		X			
1	The city offers both	X			X	X			X				X	X
1	Cities are required to plan to absorb new residents in California, and the city of Riverside seems enthusiastic about doing so.	X							X		X			
1	This is a required part of the housing element the state requires in general plans. Moreover, the city is preparing an update. (See "Housing Element Update and RHNA   riversideca.gov.")	X	X						X	X			X	






This report is meant to be a snapshot in time for local community policy and well-being. The policy team endeavors to explore all policy work that is underway in the community. This report may not reflect all efforts in which the community is engaged.

CITY OF RIVERSIDE

# Food Environment

The food system includes all the components and activities associated with growing, handling, packaging, distributing, getting, making, and eating food. These elements are supported and shaped by policies and systems that ultimately result in the design of a community’s food environment, which encompasses the availability of healthy and unhealthy food and beverages in the places we work, live, learn, and play.

 The extent to which a community’s food system enables people to have easy, reliable access to affordable healthy food is a key predictor of dietary choices and risk for diet-related chronic diseases.





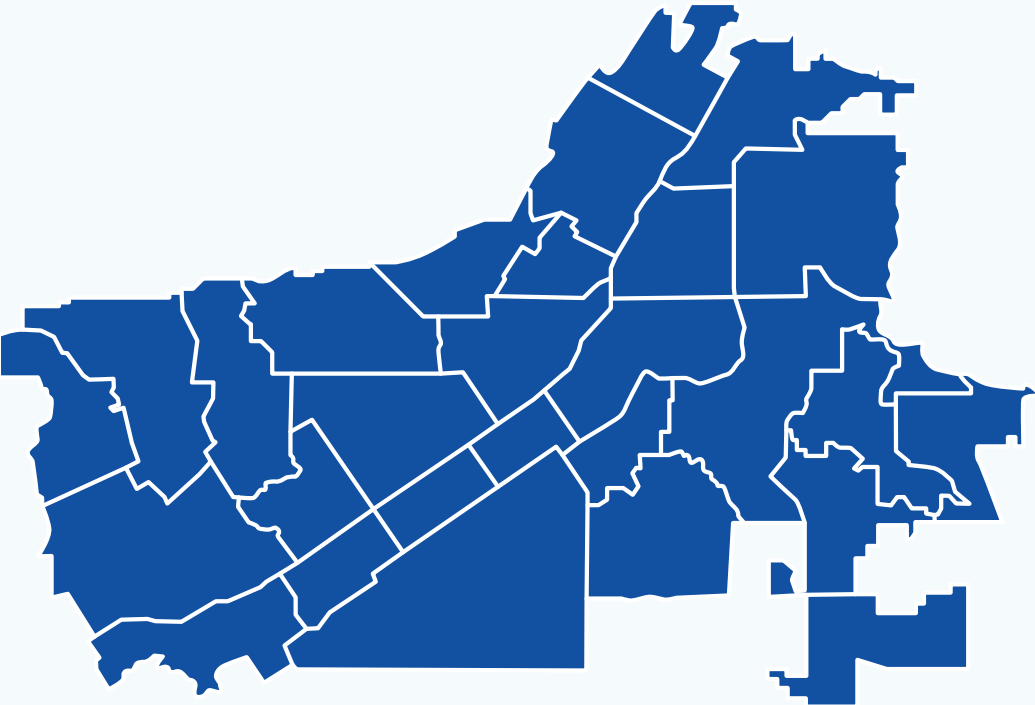
**20%** of our health is related to genetics



**10%** determined by our access to healthcare



**70%** can be managed through behaviors and the design of our community's environmet<sup>1</sup>



The City of Riverside has a rich agricultural history and serves as the population, cultural, and economic epicenter for the ‘Inland Empire.’ A unique municipality with numerous food environment assets, Riverside boasts a large research university with sizable agricultural research and educational programs. In keeping with its agricultural identity, the city features privately owned working farms within city limits, an abundance of backyard, community and school gardens, farmers markets and farm stands, and a variety of long-standing and new innovations in food environment, including local restaurants, a food hall, food hub, farm to institution programs, and diverse food sources for the community.

1 Herskind AM, McGue M, Holm NV, Sørensen TI, Harvald B, Vaupel JW. The heritability of human longevity: a population-based study of 2872 Danish twin pairs born 1870-1900. Hum Genet. 1996 Mar;97(3):319-23. doi: 10.1007/BF02185763. PMID: 8786073.

These assets are offset by numerous challenges, which include inadequate access to affordable, healthy food near where people live, learn, and play. The cost-of-living is squeezing household budgets making it challenging to meet basic needs. Yet, in many places, the abundance of just-picked, healthy food and a mild climate foster a culture of and interest in healthy food – often grounded in the cultural traditions of residents. With an intriguing range of assets and opportunities, the City of Riverside is well-positioned to ensure the people who live and work there can maximize their well-being. Food environment leaders recognize there is work to be done, which can build from infrastructural assets and strong collaborative leadership, with a focus on long-term community vitality.

Riverside's food environment assessment was completed through background research, a site visit, and interviews with local leaders. Led by the Blue Zones Food Environment Team, this process engaged key food and agriculture stakeholders and included windshield and walking tours; visual inventories of food-related assets; and a scan of relevant food-related policies. The assessment is a means to evaluate community readiness to enhance well-being by increasing access to healthy food and beverages and decreasing access to unhealthy food and beverages in the places people spend their time. The evaluation generated insights into planning and leadership, current food environment development activities underway, and other key factors at the intersection of food, health, and agriculture. This report synthesizes core findings, related next steps, and perspectives on Riverside's food system. It is designed to provide useful information to community leaders and interested stakeholders, with the aim of generating strategic, informed decisions about opportunities and priorities for the City's food system. The assessment highlights a clear set of opportunities to further enhance the area's food system.





# Blue Zones Food System Goals

Enjoying a nutritious diet daily, combined with social connection, and a sense of purpose are fundamental components of the healthy, active Blue Zones lifestyle. In the context of food, this means the community where we live and the environments where we spend most of our time offer affordable, culturally relevant, nourishing dietary choices and the opportunity to relax and enjoy our meals in the fellowship of others. It also means our local food system fosters a vibrant, healthy local food culture; access to nutritious options in the places we spend time; community food assets and infrastructure that promote local agriculture and healthy options; and the development of healthy food skills across the lifespan. Policy and systems changes, combined with shifts to community infrastructure, are proven ways to move the dial on health outcomes. Each of the core Blue Zones food environment aims are described below.

**MAKE HEALTHY FOOD ACCESSIBLE AND AFFORDABLE FOR EVERYONE:** Increase participation in healthy food programs; ensure children have enough healthy food to eat; and foster healthy hunger relief programs to ensure that all residents have easy access to healthy food.

**BUILD FOOD SKILLS:** Prioritize education on how to grow and cook healthy food and foster opportunities for families to eat together. Strengthening people’s food skills can equip them with the knowledge they need to select and prepare healthy food, improving the nutritional quality of their daily food choices.

**INCREASE HEALTHY FOOD ENVIRONMENTS:** Ensure healthy options and habits for young children, children in K-12 environments, and on college campuses; increase healthy eating behaviors in hospitals and public institutions; and promote healthy options and habits for everyone. Making the healthy choice the easy choice in the places people spend time will increase consumption of nutritious items and decrease consumption of unhealthy items.

**GROW LONG-TERM COMMUNITY HEALTH:** Establish lasting leadership on food issues for the community; build a base of resources to keep children healthy; and make healthy grocery access easy for everyone. Ongoing, thoughtful planning around food, health, and agriculture with consistent relevant resource support creates healthy choice options in a community.

**GROW THE LOCAL FOOD SUPPLY:** Use public land and planning to enable food production by local residents; care for natural resources needed to grow food; and support area farmers and food enterprises to raise and sell food for local markets. Creating and sustaining a community’s infrastructure around food production and food and farm enterprises fosters a dynamic food culture; galvanizes the local economy; and fosters community food self-sufficiency.

The Blue Zones Food Policy Menu identifies specific strategies that can help achieve the above goals. The City of Riverside food environment assessment focused on determining the extent to which the City has pursued strategies contained in the policy menu, within the geographic focus area.





# Assets & Strengths

The City of Riverside features numerous resources to support food environments that foster a vibrant local food culture, healthy food skills and food environments, and a robust community food infrastructure. Key assets include:



**DYNAMIC SHARED LEADERSHIP TO SUPPORT LOCAL FOOD ENVIRONMENT:** Successful development and sustainability of a vibrant, healthy local food system is dependent upon the support and engagement of individual leaders, community anchor institutions, and shared vision and resources to realize clear aims. The Riverside Food Systems Alliance demonstrates the individual and collective commitment of non-formal and positional leaders across systems and organizations in the community, who have worked together for several years to grow the local food economy and further develop a vibrant local food system. With ambitious, long-term plans that are multi-generational in scope and impact, the Alliance and other partners and leaders in the community are well on their way to forging a healthy food future for Riverside. These leaders understand the power of collective advocacy and collaboration and have an exemplary record of success and a clear plan that spells out a detailed way forward for the community’s food system.

A key part of this shared leadership for Riverside’s food system is the mutual understanding and support for developing and including the next generation of food environment leaders and practitioners, across sectors and areas of expertise. Collective leadership is essential for a community to successfully and sustainably implement policies, systems, and environmental changes that create a healthy community food system.

**EXISTING AND PLANNED COMMUNITY FOOD ASSETS TO SUPPORT INNOVATION IN FOOD CULTURE AND FOOD INFRASTRUCTURE:** There is a plethora of longstanding and planned infrastructural food environment resources that reflect a thriving local food culture, the community’s commitment to food and health, and its agricultural heritage. Downtown, interested eaters can find an array of locally owned food enterprises at the Food Lab, an incubator food hall offering a variety of healthy, plant-based options.

Numerous community gardens exist across Riverside, located next to schools, public housing, and on campus at UC-Riverside. These gardens provide an important way to connect people to each other; enable them to grow their own food; and expand their gardening and food preservation skills. Support from Extension’s Master Gardener program and Riverside Garden Council help facilitate the success of these endeavors. The Riverside-Corona Conservation District offers a seed library, where gardeners can obtain free seeds for their gardens.

Multiple certified farmers markets, held in different places on different days of the week, offer prepared and unprocessed food options, including dry beans, nuts, fresh produce, and food items from diverse cultural traditions.

Growers from the area serve as vendors at these markets, two of which are certified and accept SNAP, WIC, and offer market match dollars for eligible shoppers. There are also farmstands and small produce vendors located at key points in the city, including in neighborhoods that are zoned for agricultural production with larger farmers that raise food for local eaters.

In 2019, the Riverside Unified School District established a food hub to procure and provide locally grown foods to K-12 students and presents the potential for serving as a wholesale hub for districts in other areas of the county and other institutional systems (such as hospitals, the university, and large employers).

Finally, the City of Riverside, in partnership with the Riverside Food Systems Alliance and Riverside Corona Resource Conservation District, has utilized USDA funding to purchase a 7+ acre site on the city’s Northside to create an urban educational farm where the next generation of local farmers can sharpen their skills at farming. Known as Northside Ag Innovation Center, the site will include: “453 tree and shrub species selected for high carbon sequestration and pollution absorption properties; fields for training beginning farmers, including incubation plots for small start-up farms; a community garden and carbon-sequestering demonstration orchards; a composting area to recycle green waste, which will be used to increase soil health; a farm stand that will provide fresh produce in an area with no grocery; and two trails and a bike lane that will reduce vehicle miles traveled and the related pollutants.”

Infrastructural assets, such as these in the Riverside, are the building blocks of a healthy local food system.



**SUPPORTIVE LOCAL ZONING:** A variety of municipal policies support key aspects of Riverside’s food system, including growing, making, and eating healthy food. On the food production front, permissive zoning code enables people to grow food in their front yards, keep bees for honey production and to provide pollinators for agricultural crops in the area, and maintain a small flock of animals (rabbits or chickens) in their backyards for egg and meat production. Greenhouses are regulated and permitted. Local code also requires pesticide-free management of public lands to ensure pollinator-friendly landscapes. Nearly 5,000 acres of farmland within city limits is protected by State and local statute and include citrus groves, nut and fruit tree crops, and a range of produce.

State and County policy also permit micro-entrepreneurs to have small restaurants in their home. Riverside is the first location in the county to offer these restaurants, featuring four in-home restaurants mostly owned by new immigrants. Employing the power of local zoning and ordinances can develop and protect improvements to a community’s food supply.



**BROAD-BASED COMMITMENT TO LOCAL FOOD AND HEALTHY EATING IN THE LOCAL SCHOOLS:** It is not surprising that an agricultural community, such as Riverside, features numerous local farmsteads and a university in the middle of town with internationally recognized agricultural programs (including a large swathe of land in food production). Yet other community anchor institutions also center healthy eating and food production as core commitments. From our in-community research, nine of Riverside’s 31 elementary schools have school gardens, with more under development. One school features an orchard that serves as a learning lab for students, a food source, and important green space that supports student well-being.

The Riverside Unified School District’s Food Hub enables the District’s food and nutrition service to prepare and serve healthy, locally grown plant-based options to its students and reflects its dynamic farm to school program. The popular salad bar program offered across the school district is accompanied by a healthy eating curriculum. There are some nutrition-related items in existing school wellness policies.

Thanks to recent changes in California State law, all students can eat school breakfast and lunch for free. The City of Riverside partners with the School District to offer USDA-sponsored summer meals to students during vacation periods. Area hunger relief agencies support a school backpack program, where participating/eligible students receive a backpack with shelf-stable food items that they can consume on weekends and when school is not in session. This comprehensive array of food-related assets in the local school district centers young people in the community’s commitment to healthy eating, a vibrant food culture, and the importance of agriculture to community identity, economic growth, and well-being.

**A MATURE HUNGER RELIEF SYSTEM:** Food insecurity is a fact of life for many Americans; Riverside residents are no exception, especially considering California’s high cost of living and rising food prices. The hunger relief system provides a consistent source of food for many residents. Food backpack programs serve 2,000 students in the local school district; area food banks provide a drive-through option at local schools to serve limited resource families. Local hunger relief agencies partner with grocery stores and other food retailers and farmers who glean their surplus food to rescue and redistribute a significant amount of food to those in need. Some of these agencies also partner with the UC Riverside Campus to provide items for the campus food pantry, which serves people who work and go to school on campus. Ensuring access to food for those in need is particularly critical when it comes to health, since the majority of people in any community with diet-related health issues are low-income.

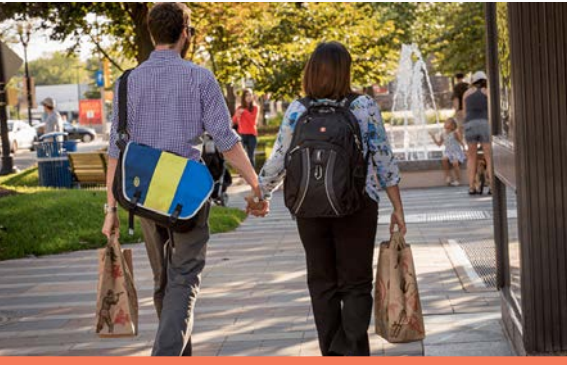




# Challenges & Threats to Overcome

There are several challenges that could prevent or hinder Riverside from maximizing or fully capitalizing on opportunities. This includes:

**DISCONNECTEDNESS AMONG KEY PLAYERS AND EFFORTS:** One of the challenges for a community with such a diverse and extensive portfolio of food environment-related activities is that people and efforts can be disconnected. This disconnection can lead to unproductive duplication of effort, competition for limited resources, and missed strategic opportunities. The Riverside Food Systems Alliance offers a unique opportunity for coordination, integration, and communication among food environment actors, entities, and initiatives, but there is more to be done.



**LIMITATIONS TO CARRYING FOOD ON PUBLIC TRANSIT:** For residents with limited resources who rely on public transit, they are limited by local ordinance to carrying three grocery bags on the bus. This policy may inadvertently create a ‘time tax’ on these residents, who must visit their food sources more frequently due to these limitations.



**A GLUT OF JUNK FOOD:** Across the community, there are too many sources of unhealthy food and beverages. From convenience stores to fast food restaurants, there are too many calories in the community that are precursors to diet-related chronic disease. The City’s long-range food environment plan calls for corner and convenience store makeovers, as a way to increase access to healthy food and reduce access to unhealthy food.





# Opportunities

Participants identified several opportunities to improve food environment in Riverside. This includes:

**BUILDING RIVERSIDE'S NEXT GEN FOOD SYSTEMS INFRASTRUCTURE:** A full investment in the Riverside Food Systems Alliance long-range plans for Northside Heritage Meadows and other priorities represent a real opportunity to move the dial on health outcomes and food systems development in a positive, lasting direction. Supporting the continued growth and viability of the school district's food hub and district wellness policies to integrate and align with Good Food Purchasing Practices and Blue Zones nutrition guidelines, while expanding the food hub's reach to other districts and institutional entities, represent real opportunities.

Greater investment, infrastructure development, and sustainable staffing support for R'Garden (UC Riverside's community garden) could turn this acreage into a major community asset for students, staff, and area residents alike. Long-term investments in these types of efforts will create and sustain much needed food-related infrastructure for the community, leading to longer term food self-sufficiency, improved health outcomes, greater economic and cultural dynamism that centers around the community's identity as an agricultural community, greater access to healthy food, and a well-equipped next generation of food and farm leaders and entrepreneurs for Riverside.



**STRENGTHENING POLICIES AND INFRASTRUCTURE FOR HUNGER RELIEF SYSTEM AND HEALTHY FOOD ACCESS:** Further work on augmenting access to healthy food for limited resource residents is critical, particularly considering rising food costs and the sunseting of COVID-era Federal food programs. Creating system-wide policies for healthy food donations and procurement across the hunger relief system, combined with implementing best practices in merchandising, display, and behavioral nudges can continue to move the dial on healthy food habits.

Investments in prescription produce programs, food insecurity and associated referrals at patient appointments, healthy corner store initiatives, and an expansion of market match programs to encompass retail settings are all strategies to improve access to healthy food. These efforts can augment resident access to healthy food, including increases in daily consumption of fruits and vegetables.

**CREATING HEALTHY FOOD POLICIES AT KEY SITES:** There is also more that can be done around nutrition and healthy food procurement policies at anchor institutions across the community, including post-secondary education, the healthcare system, and local units of government. These types of policies will increase farm to institution purchasing; reduce access to unhealthy food and beverages; increase access to healthy items; and elicit a comprehensive improvement to many food environments across the community where people spend time every day.

**DEPLOYING ZONING TO IMPROVE HEALTH:** Innovations in zoning also present interesting opportunities for Riverside. Creating a 'healthy zoning overlay' that provides regulation and incentives to improve access to healthy food and reduce access to unhealthy options is one such example. Developing public transit express routes to major grocery stores with retrofitted buses that provide bins for people to place their grocery bags is another option. Implementing these suggested changes, in addition to others, can improve access to healthy food, prompt better dietary choices, and reinforce the community's cultural commitment to well-being.



# Readiness

The City of Riverside is clearly prepared to build on a powerful base of collaboration, demonstrated success, and a long abiding commitment to fostering a vibrant local food system. Local government, community anchor institutions (such as K-12 and higher education and healthcare), food and farm entrepreneurs, nonprofit organizations, and other programs (such as Extension, CalFresh, and area farmers markets) are in alignment and alliance to advance further work to grow a next generation food system for the city.

The existence of key local coalitions, such as the Riverside Food Systems Alliance, have built social capital, advanced strategic efforts, and laid the groundwork to grow the presence and resilience of a healthy, locally scaled food system for the community. Essentially, this body serves as the local food policy council for the community. Furthermore, the Alliance expresses deep support for and excitement about how a Blue Zones Project could elevate and deepen the reach and impact of their planned efforts. With their eye on community development, economic, and well-being dimensions of this work, combined with the engagement and commitment of key institutions and players, the City of Riverside is well-poised to host and advance the food-focused body of work that a Blue Zones Project would facilitate.



# Acknowledgements

NAME	ORGANIZATION
Amaris Gonzalez	CalFresh Healthy Living, City of Riverside
Cyndi Yancu	Master Gardener
Diana Ruiz	Public Affairs Manager at Riverside Corona Resource Conservation District
Edward Olmedo	SBX Youth and Family Services
Gurumantra Khalsa	World Be Well
Marci Coffey	Director of Community Partnerships, Inland Empire Health Plan
Richard Zapien	R' Garden Manager, UC Riverside Office of Sustainability
Seth Wilson	World Be Well
Sue Struthers	Riverside Food System Alliance; Riverside Co-op
Thurman Howard	Master Gardener
Tom Donahue	Family Service Association
Vanessa Mercado	Feeding America



# Blue Zones Food Environment Policy Menu

Level of Effort:

SMALL

MEDIUM

LARGE

EXTRA LARGE

Category:

★ **REGULATORY** — Creating or changing legally binding standards, rules, or laws, such as zoning codes, ordinances, permitting, or licensing standards.

★ **NON-REGULATORY** — Creating or changing programs, guidance, or education efforts.

GOAL: BUILD FOOD SKILLS			
ACTION (Objective)	CATEGORY	LEVEL OF EFFORT	FOCUS (Strategy)
PRIORITIZE EDUCATION ON HOW TO GROW AND COOK HEALTHY FOOD	★	XL	Require all middle school students to take a course on healthy eating and healthy food preparation
	★	M	Leverage existing youth programs, such as school classes, parks and recreation programs, and other local or regional efforts, to provide culturally responsive, healthy food skills education.
	★	S	Conduct an inventory of existing food skill resources and programs to guide a community-wide strategy.
	★	M	Develop and adopt a comprehensive, community-wide food skill & education strategy.

GOAL: BUILD FOOD SKILLS													
STATUS	Status of strategies from Policy Scan: 1. Locale has done all that it can and must do to effect the policy. 2. Locale is working on affecting the policy but could do more. 3. Locale recognizes the need for work on the policy but has not started to work on it. 4. Locale does not recognize this policy as a priority and has no plans to work on it. 5. The scope of this assessment did not ascertain information about the status of this item.	Riverside Policy Scan											
		WHO					WHERE				HOW		
		Municipality	County	State	Non-profit Organization	Institution	Small Area	Neighborhood	Across the Municipality	Region	Ordinance	Licensing & Permitting	Operations Partnerships
2	Farm to School and nutrition education is central to the Riverside Unified School District. Though it is not clear that there is a mandated curriculum for middle school students, the district places a high priority on food skills education in the classroom, through school gardens, and programs like their Salad Bar program, which pairs education with eating in elementary school cafeterias.					X				X			X
1	The Riverside Food System Alliance has an extensive education network, including the Riverside Unified School District Farm to School program, Extension, and youth-serving organizations; potential to network more with youth-focused nonprofits offering nutrition education within the Riverside Food System Alliance.	X	X		X	X	X	X	X				X
2	There is a healthy network, but no indication of ongoing or regular inventory of education opportunities or gap analysis	X			X	X			X	X			X
2	There is an extensive network already; There is an annual GROWRiverside educational conference and Northside Heritage Meadows will serve as a community education and demonstration farm and garden site. A strategy to identify and fill any gaps would strengthen this item.	X				X							



Level of Effort:

- SMALL
- MEDIUM
- LARGE
- EXTRA LARGE

Category:



REGULATORY



NON-REGULATORY

GOAL: BUILD FOOD SKILLS			
ACTION (Objective)	CATEGORY	LEVEL OF EFFORT	FOCUS (Strategy)
PRIORITIZE EDUCATION ON HOW TO GROW AND COOK HEALTHY FOOD		M	Leverage community and regional organizations, such as non-profit programs, federal and extension nutrition programs, faith based initiatives, to provide culturally responsive, healthy food skills education.
		S	Establish a seed give-away program, which may be run through libraries, schools, or local non-profits.
		S	Establish a home garden education program.
EATING TOGETHER		S	Establish programs that incentivize a shared mealtime day of the week, including a recommendation to eat a plant-slant meal.

GOAL: BUILD FOOD SKILLS													
STATUS	Status of strategies from Policy Scan: 1. Locale has done all that it can and must do to effect the policy. 2. Locale is working on affecting the policy but could do more. 3. Locale recognizes the need for work on the policy but has not started to work on it. 4. Locale does not recognize this policy as a priority and has no plans to work on it. 5. The scope of this assessment did not ascertain information about the status of this item.	Riverside Policy Scan											
		WHO					WHERE				HOW		
		Municipality	County	State	Non-profit Organization	Institution	Small Area	Neighborhood	Across the Municipality	Region	Ordinance	Licensing & Permitting	Operations Partnerships
1	The Riverside Food System Alliance has an extensive education network, including the Riverside Unified School District Farm to School program, Extension, and youth-serving organizations; potential to network more healthcare and faith-based initiatives				X	X		X	X				X
1	The Learning Center. A program of the Riverside-Corona Conservation District, has a free seed library; other garden education programs give seeds away as part of their classes as well.	X			X	X			X				X
1	There is a robust UC Cooperative Extension Master Gardener program and Riverside Garden Council	X	X		X	X		X	X				X
5	This is not happening but it is unclear yet if it would be a priority or good community fit.	X			X				X		X		X



Level of Effort:

SMALL

MEDIUM

LARGE

EXTRA LARGE

Category:

★

REGULATORY

★

NON-REGULATORY

GOAL: MAKE HEALTHY FOOD ACCESSIBLE AND AFFORDABLE FOR EVERYONE			
ACTION (Objective)	CATEGORY	LEVEL OF EFFORT	FOCUS (Strategy)
INCREASE PARTICIPATION IN HEALTHY FOOD PROGRAMS	★	M	Include food insecurity screenings at healthcare providers as part of well-baby and regular doctor's appointments to increase enrollment in free and low-cost hunger relief programs and services.
	★	M	Establish requirements or offer financial incentives for farmers markets, grocery stores, and all other food retailers to accept SNAP and WIC payments.
	★	M	Increase enrollment of eligible childcare providers in USDA's Child and Adult Care Food Program (CACFP).
	★	M	Establish locally administered food incentive programs, such as market match, Power of Produce, produce prescriptions, and healthy food boxes for seniors from local farms and farmers markets.
	★	L	Amend zoning regulations to prohibit new fast-food restaurants near schools and public playgrounds, and in neighborhoods that are saturated with fast-food restaurants.
	★	M	Establish or expand locally administered food incentive programs for SNAP and/or WIC recipients, such as market match and prescription produce to retailers, such as large and small grocery stores and corner and convenience stores.
GIVE CHILDREN ENOUGH FOOD	★	S	Increase enrollment for eligible K-12 school students in free/reduced school meals programs.

GOAL: MAKE HEALTHY FOOD ACCESSIBLE AND AFFORDABLE FOR EVERYONE													
STATUS	Status of strategies from Policy Scan: 1. Locale has done all that it can and must do to effect the policy. 2. Locale is working on affecting the policy but could do more. 3. Locale recognizes the need for work on the policy but has not started to work on it. 4. Locale does not recognize this policy as a priority and has no plans to work on it. 5. The scope of this assessment did not ascertain information about the status of this item.	Riverside Policy Scan											
		WHO					WHERE				HOW		
		Municipality	County	State	Non-profit Organization	Institution	Small Area	Neighborhood	Across the Municipality	Region	Ordinance	Licensing & Permitting	Operations Partnerships
5	It is unclear where food insecurity screenings are offered within the various healthcare systems, though many note that reducing food insecurity is part of their community improvement plans.					X				X			X
4	No clear indication of incentives for retailers or program to do so	X	X						X		X		X
4	There is not evidence this is happening.	X	X			X							X
2	Market Match is available to SNAP and WIC recipients to redeem at the 2 certified farmers markets in Riverside. There is a contact person for Market Match and Coop activities at the Riverside Food Alliance for guidance. There is a pilot produce prescription program (HealRx Farm to Fork) at two Eastside clinics				X	X	X		X				X
4	There are zoning regulations for drive-throughs but they are not prohibitive in the way this policy recommends.	X	X				X						
5	There are no retail locations that accept Market Match in Riverside, but this may be due to state limitations with the program. Locally administered programs (like the pilot HealRx) may be better fits for expansion to retail locations.					X			X				X
1	California recently passed legislation that will provide free school breakfast and lunch to all CA children.					X				X			X



Level of Effort:

SMALL

MEDIUM

LARGE

EXTRA LARGE

Category:

★

REGULATORY

★

NON-REGULATORY

GOAL: MAKE HEALTHY FOOD ACCESSIBLE AND AFFORDABLE FOR EVERYONE			
ACTION (Objective)	CATEGORY	LEVEL OF EFFORT	FOCUS (Strategy)
GIVE CHILDREN ENOUGH FOOD	★	M	Establish universal second chance breakfast at all schools.
	★	M	Expand participation in USDA summer meals programs for eligible children.
	★	S	Support a food backpack program for children that align with BZ nutrition guidelines.
PRIORITIZE HEALTHY HUNGER RELIEF PROGRAMS	★	M	Adopt food pantry and food bank policies geared to healthy items, such as fresh produce, beans, and whole grains, and limit donations of unhealthy processed food and beverages.
	★	M	Develop food rescue initiatives with area food retailers to accept donations of healthy, surplus food for hunger relief system.
	★	L	Develop mobile food delivery infrastructure for communities with limited access to healthy food.
	★	S	Create a food pantry on college campuses that features healthy options.

GOAL: MAKE HEALTHY FOOD ACCESSIBLE AND AFFORDABLE FOR EVERYONE													
STATUS	Status of strategies from Policy Scan: 1. Locale has done all that it can and must do to effect the policy. 2. Locale is working on affecting the policy but could do more. 3. Locale recognizes the need for work on the policy but has not started to work on it. 4. Locale does not recognize this policy as a priority and has no plans to work on it. 5. The scope of this assessment did not ascertain information about the status of this item.	Riverside Policy Scan											
		WHO					WHERE				HOW		
		Municipality	County	State	Non-profit Organization	Institution	Small Area	Neighborhood	Across the Municipality	Region	Ordinance	Licensing & Permitting	Operations Partnerships
5	It is unclear how many schools offer second chance breakfast. This level of assessment will require further engagement with school personnel.					X				X			X
2	The City of Riverside partners to provide summer meals. It is not clear what the uptake of these meals are					X				X			X
2	United Way Inland SoCal runs a backpack program that served 2,000 homeless or very low income youth in the past year. There is no indication that the program has nutritional guidelines. The Feeding America San Bernardino and Riverside Food Bank Distributions does drive-through food distributions for parents of school children at school sites, consistently in the same locations with routine distribution schedules.				X	X	X						X
4	There is not evidence this is happening on a policy level.				X		X			X			X X
2	Many organizations take part in food rescue, both from grocers and from farmers. The Feeding America Riverside San Bernardino Food Bank has a robust grocery rescue program. The Riverside Food Systems Alliance works with farmers to glean thousands of pounds of produce.				X					X			X X
2	The Feeding America Riverside San Bernardino Food Bank has a mobile pantry program serving more rural areas. They are looking to expand this program in the future.				X					X			X X
2	The Feeding America Riverside San Bernardino Food Bank has a program that works with campus partners to provide food for campus food pantries. It is unclear if there are nutritional guidelines. CalFresh works with food pantries in the City of Riverside to adopt healthy policies.					X	X						X



Level of Effort:

SMALL

MEDIUM

LARGE

EXTRA LARGE

Category:

REGULATORY

NON-REGULATORY

GOAL: INCREASE HEALTHY FOOD ENVIRONMENTS			
ACTION (Objective)	CATEGORY	LEVEL OF EFFORT	FOCUS (Strategy)
ENSURE HEALTHY OPTIONS AND HABITS FOR YOUNG CHILDREN		L	Expand childcare licensing regulations to include wellness requirements around healthy snacks and meals, plant slant options, and beverages that align with Blue Zones nutrition standards.
		M	If changing licencing requirements isn't an option, create voluntary well-being policies around healthy snacks, meals, and beverages that align with Blue Zone nutrician standards.
ENSURE HEALTHY OPTIONS AND HABITS FOR CHILDREN IN K-12 ENVIRONMENTS		M	Adopt nutrition standards that align with Blue Zone nutrition guidelines for food and beverages everywhere students consume food, such as after school program, in the lunchroom, classroom, vending machines, concession and other areas where students may consume food or beverages.
		M	Establish policies around merchandising, display, and verbal and behavioral prompts that encourage healthy eating.
		S	Establish a school garden education program.
INCREASE HEALTHY EATING BEHAVIORS AND HABITS ON CAMPUS OF HIGHER LEARNING		M	Set guidelines for nutrition and local procurement practices for all foodservice and vending contracts in all places where students learn.
		M	Establish local food procurement standards for learning campuses, using Blue Zones nutrition guidelines to guide food procurement and preparation.
INCREASE HEALTHY EATING BEHAVIORS IN HOSPITALS		M	Adopt CDC recommendations for healthy hospital foods served to patients and within the cafeteria and vending machines that align with BZ nutrition standards.
		S	Establish programs to promote breastfeeding for new mothers.
		M	Implement 'baby friendly hospital' policies and procedures.

GOAL: INCREASE HEALTHY FOOD ENVIRONMENTS													
STATUS	Status of strategies from Policy Scan: 1. Locale has done all that it can and must do to effect the policy. 2. Locale is working on affecting the policy but could do more. 3. Locale recognizes the need for work on the policy but has not started to work on it. 4. Locale does not recognize this policy as a priority and has no plans to work on it. 5. The scope of this assessment did not ascertain information about the status of this item.	Riverside Policy Scan											
		WHO					WHERE				HOW		
		Municipality	County	State	Non-profit Organization	Institution	Small Area	Neighborhood	Across the Municipality	Region	Ordinance	Licensing & Permitting	Operations Partnerships
4	There is not evidence this is happening.	X							X		X		
4	There is not evidence this is happening.				X	X	X						X
2	Some wellness policies identify healthier nutrition standards and some do not.					X				X			X
2	These exist in some places but not others.				X		X						X
2	Nine of 29 Riverside Unified School District elementary schools have school gardens. The District is working to create others.	X	X			X							
5	Procurement and vending contract review was outside of the scope of this assessment.					X	X						X
5	Procurement and vending contract review was outside of the scope of this assessment.					X				X			X
4	There is not evidence this is happening.					X	X						X
2	The City of Riverside has a supportive breastfeeding policy for employees. RUHS has a 24 hour breastfeeding helpline. The Inland Empire Breastfeeding Coalition promotes friendly breastfeeding policies.	X	X		X	X			X				X X
2	Parkview Community Hospital and Riverside Community Hospital are designated "baby-friendly." Other hospitals in the area do not have this certification.					X	X						X



Level of Effort:

SMALL

MEDIUM

LARGE

EXTRA LARGE

Category:

★

REGULATORY

★

NON-REGULATORY

GOAL: INCREASE HEALTHY FOOD ENVIRONMENTS			
ACTION (Objective)	CATEGORY	LEVEL OF EFFORT	FOCUS (Strategy)
INCREASE HEALTHY EATING BEHAVIORS IN HOSPITALS	★	M	Establish local food procurement standards, using Blue Zones nutrition guidelines to guide food procurement and preparation.
INCREASE HEALTHY EATING BEHAVIORS IN PUBLIC FACILITIES	★	L	Enact nutrition policy that aligns with BZ nutrition guidelines and applies to all food and beverages purchased by a local government.
	★	M	Establish local food procurement standards, using Good Food Purchasing Practices and BZ nutrition guidelines to guide food procurement and preparation in publicly managed facilities.
PROMOTE HEALTHY OPTIONS AND HABITS FOR EVERYONE	★ ★	M	Adopt a "Healthy Corner Store" policy to require/encourage corner stores to offer healthy food and beverage options, decrease unhealthy food advertising, adjust floor plans to encourage healthier eating choices.
	★	M	Establish farm to institution program, everywhere children and young adults learn and eat, using Good Food Purchasing Practices and Blue Zones nutrition guidelines to guide food procurement and preparation.
	★	S	Encourage businesses and institutions to provide private, convenient, and clean spaces for breastfeeding.
	★	S	Create nudges to increase consumption of healthy options by students, including marketing, merchandising and display, and verbal and behavioral prompts.
	★	L	Prohibit the sales of energy drinks to minors.
	★	S	Establish pricing incentives for food and beverages sold in vending machines, where healthier options are priced more affordably than unhealthy options, accompanied by marketing that prompts healthy choices.

GOAL: INCREASE HEALTHY FOOD ENVIRONMENTS													
STATUS	Status of strategies from Policy Scan: 1. Locale has done all that it can and must do to effect the policy. 2. Locale is working on affecting the policy but could do more. 3. Locale recognizes the need for work on the policy but has not started to work on it. 4. Locale does not recognize this policy as a priority and has no plans to work on it. 5. The scope of this assessment did not ascertain information about the status of this item.	Riverside Policy Scan											
		WHO					WHERE				HOW		
		Municipality	County	State	Non-profit Organization	Institution	Small Area	Neighborhood	Across the Municipality	Region	Ordinance	Licensing & Permitting	Operations
5	Procurement and vending contract review was outside of the scope of this assessment.					X	X						X
4	This is not currently happening.	X	X						X	X	X		
4	This is not currently happening.	X	X						X	X	X		
2	The Food and Agriculture policy plan suggests this, but it is unclear where it has happened	X							X		X		
2	The Riverside Unified School District has a robust program and is working to help other institutions procure more fresh local produce. GFPP have not yet been adopted. The Riverside Food Hub has worked with childcare and restaurant settings across the county.	X				X		X	X			X	X
2	This is happening in some places but not everywhere.	X				X		X	X			X	X
2	This is happening in some places but not everywhere.	X			X	X		X	X			X	X
4	This is not currently happening.	X							X		X		
4	This is not currently happening.	X							X		X		



Level of Effort:

SMALL

MEDIUM

LARGE

EXTRA LARGE

Category:

★

REGULATORY

★

NON-REGULATORY

GOAL: GROW LONG-TERM COMMUNITY HEALTH			
ACTION (Objective)	CATEGORY	LEVEL OF EFFORT	FOCUS (Strategy)
ESTABLISH LASTING LEADERSHIP ON FOOD ISSUES FOR THE COMMUNITY	★	S	Establish a city or county food policy council to provide ongoing advice and input to policymakers and staff on food-related issues.
BUILD A BASE OF RESOURCES TO KEEP CHILDREN HEALTHY	★	XL	Enact healthy kids impact fee at the register to provide a permanent resource for community health strategies designed to ensure child and adolescent health.
MAKE HEALTHY GROCERY ACCESS EASY FOR EVERYONE	★	S	Adopt or amend transit policies to allow grocery bags on public transportation, reducing barriers for individuals reliant on transit to buy groceries.
	★	M	Amend zoning regulations to allow vacant, unimproved, or otherwise blighted lands to be used for small-scale production of agricultural crops and animal husbandry.
	★	L	Amend zoning laws to create a Healthy Food Overlay district that establishes limits on prevalence of small box food retailers; requires minimum square footage of store space to offer healthy, perishable options and increases access to land and resources for community gardens and farmers markets.
	★	XL	Provide incentives for grocers to locate in food desert neighborhoods with limited access to healthy food.

GOAL: GROW LONG-TERM COMMUNITY HEALTH														
STATUS	Status of strategies from Policy Scan: 1. Locale has done all that it can and must do to effect the policy. 2. Locale is working on affecting the policy but could do more. 3. Locale recognizes the need for work on the policy but has not started to work on it. 4. Locale does not recognize this policy as a priority and has no plans to work on it. 5. The scope of this assessment did not ascertain information about the status of this item.	Riverside Policy Scan												
		WHO					WHERE				HOW			
		Municipality	County	State	Non-profit Organization	Institution	Small Area	Neighborhood	Across the Municipality	Region	Ordinance	Licensing & Permitting	Operations	Partnerships
1	The Riverside Food Systems Alliance is a robust body that has made significant impact on the food systems work in Riverside to date and continue to advocate and facilitate improvements. The Riverside Food Policy Action Plan, adopted by the Riverside City Council, was the result of the work of this group.	X	X		X							?	X	
4	This is not currently happening.	X	X	X				X		L/s				
4	There is a limit of 3 grocery bags per person on RTA transit.	X	X					X	X	X				
4	This is not currently happening.													
2	This has not happened to this extent, though there are elements of it in a few different places. A plan update presents opportunity.	X						X		X				
4	No evidence of this happening.	X	X	X				X	X		X	X	X	



Level of Effort:

SMALL

MEDIUM

LARGE

EXTRA LARGE

Category:

REGULATORY

NON-REGULATORY

GOAL: GROW THE LOCAL FOOD SUPPLY			
ACTION (Objective)	CATEGORY	LEVEL OF EFFORT	FOCUS (Strategy)
USE PUBLIC LAND AND PLANNING TO ENABLE FOOD PRODUCTION BY LOCAL RESIDENTS	<div></div>	M	Amend zoning regulations to permit backyard chickens, beehives, front yard fruit trees, food gardens, non-commercial greenhouses, and rooftop gardens.
	<div></div>	S	Amend zoning regulations to establish, protect, and expand community gardens and orchards on public land and land provided by community organizations and members.
	<div></div>	L	Establish plant edible landscaping and pollinator friendly perennial landscapes program on publicly managed landscapes and new local-government funded housing developments
	<div></div>	L	Amend the zoning to preserve prime farm lands for primary agriculture use and to preserve of high quality fish and wildlife habitat primarily for fishing and hunting.
	<div></div>	M	Amend zoning regulations to create create an urban agricultural incentive zones in which there are dedicated sites are eligible for reduced property taxes if the site is used for an agricultural public benefit, e.g., education, community garden, or food donations.
CARE FOR NATURAL RESOURCES NEEDED TO GROW FOOD	<div></div>	M	Amend jurisdictional ordiances or policies to prohibits the use of pesticides on publicly managed lands to support polinators.
	<div></div>	S	Educate retailers to discourage the sale of nursery plants treated with pesticides that are particularly harmful to bees and other pollinators.
SUPPORT AREA FARMERS TO RAISE FOOD FOR LOCAL MARKETS	<div></div>	L	Establish a food hub where local farmers can sell their produce to restaurants, schools, hospitals, and institutions.

GOAL: GROW THE LOCAL FOOD SUPPLY													
STATUS	Status of strategies from Policy Scan: 1. Locale has done all that it can and must do to effect the policy. 2. Locale is working on affecting the policy but could do more. 3. Locale recognizes the need for work on the policy but has not started to work on it. 4. Locale does not recognize this policy as a priority and has no plans to work on it. 5. The scope of this assessment did not ascertain information about the status of this item.	Riverside Policy Scan											
		WHO					WHERE				HOW		
		Municipality	County	State	Non-profit Organization	Institution	Small Area	Neighborhood	Across the Municipality	Region	Ordinance	Licensing & Permitting	Operations
2	Chapter 19.455 - ANIMAL KEEPING of Riverside City Code only allows 5 or fewer chicken or rabbits on lots over 20,000 sq. ft. Bee-keeping is allowed with miminal requirement. There is no restriction on front yard fruit trees or food gardens. A greenhouse is considered an accessory structure and regulated as such. Hoophouses are not mentioned.	X	X						X		X		X
4	Zoning codes do not mention community gardens explicitly to allow or disallow them. The Housing Element plan notes the city will assess its processes to determine how to best support community gardens and farmers markets in targeted locations.	X							X		X		X
4	No evidence of this happening in any intentional way.	X	X						X	X		X	
2	The county has a process to preserve agricultural lands of 100 acres or more, in alignment with the state's Williamson Act. In the city of Riverside, about 4600 acres of private lands have been protected for more than thirty years by Proposition R in 1979 and Measure C in 1987. The 2025 General Plan provides for preservation of these and a few other areas. The Riverside-Corona Conservation District promotes the use of conservation easements and fee-title donations of land.												
2	The Northside Heritage Meadows site is a developing 7-acre urban agricultural production and education site owned by the city. There are no zoning regulations to incentivize agricultural use on other property at this time.	X						X			X		
4	The code only prohibits chemicals on a statewide list: No chemical shall be used for cultivation that contains any substance on the list prepared pursuant to California Health and Safety Code section 25249.8.	X							X		X		
4	No evidence of this policy	X				X			X				X
1	The Riverside Unified School District has Food Hub within their school food and nutrition department to aid in their Farm to School Program. In addition, Riverside County passed a "first-of-its-kind" micro kitchen ordinance that allows for small home-based entrepreneurs to do more food production in their home kitchens.				X	X			X			X	X





This report is meant to be a snapshot in time for local community policy and well-being. The policy team endeavors to explore all policy work that is underway in the community. This report may not reflect all efforts in which the community is engaged.

CITY OF RIVERSIDE

# Alcohol

Alcohol misuse is the third leading cause of death in the U.S., and it frequently figures in motor vehicle crashes, homicides, suicides, drownings, falls, and many diseases. It remains a greater threat to public health than opioids or street drugs. According to the National Center for Drug Abuse Statistics (NCDAS), alcohol abuse, alcoholism and alcohol use kills 95,000 Americans each year. NCDAS also reports a 60% increase in alcohol consumption since the COVID-19 lockdowns.



Excessive use of alcohol through binge drinking or heavy drinking (drinking 15 or more drinks per week for men or 8 or more drinks per week for women) also increases the risk of many health-related problems including liver disease.





A readiness assessment focused on the alcohol policies and environment of Riverside, California, was conducted during January - February 2023, beginning with a scan of the Riverside Municipal Code to identify local alcohol policies, followed up by focus groups with local stakeholders on January 30 and a key informant interview on February 21. This readiness assessment focused on existing alcohol-related policies and initiatives that affect the overall community environment to either enable or restrict alcohol access, availability, and consumption. This report also reviewed the environmental context of alcohol as a community-wide variable of intervention for prevention and control efforts to improve overall community health and vitality. The methods used to inform this report included convening and interviewing key stakeholders, reviewing key documents and data, and understanding the alcohol policy infrastructure and the types of programs and services available to the Riverside community.

In the United States, each state has the authority to regulate the manufacture, distribution, and sale of alcohol within its state borders. This means state and local jurisdictions may have their own requirements in addition to federal requirements and can enhance and strengthen what federal law provides. California's alcohol policies directly related to the manufacture, distribution, and sale of alcoholic beverages are established at the state level by the California Alcoholic Beverage Control Act (ABC Act), enforced by the Department of Alcoholic Beverage Control (CA-ABC) and preempt the authority of local jurisdictions. For example, only CA-ABC can issue a license to a business allowing it to sell alcohol in the State of California.

Taxes on the sale of alcohol in California can only be established by the State and Federal Governments, and not at the local level. The minimum drinking age, maximum blood alcohol limits for driving, and dram shop liability are other policies strictly under state authority. However, local jurisdictions in California can use land use (zoning) and nuisance authority to manage access, availability, and consumption of alcohol. For example, a local jurisdiction can require that alcohol establishments obtain a conditional use permit (CUP) to sell/serve alcohol in the municipality to ensure that the use is compatible with the surrounding neighborhood and does not contribute to an overconcentration of alcohol businesses or problems in the area. Local government agencies such as code enforcement and police departments can monitor the compliance of such businesses with permit conditions and State laws.

According to the California Department of Alcoholic Beverage Control (CA-ABC), there are 542 establishments licensed to sell alcohol in Riverside. This amounts to 17 alcohol outlets per 10,000 people and consists of 341 off-sale (e.g., convenience stores, liquor stores, grocery stores, supermarkets) and 201 on-sale outlets (e.g., restaurants, bars)<sup>2</sup>. Riverside's Municipal Code includes ordinances that restrict public alcohol consumption and intoxication and open containers of alcohol in public. Other policies place limits on the consumption of alcohol in public parks and recreational facilities and on the location and density of businesses that sell and serve alcohol.



<sup>2</sup> California Department of Alcoholic Beverage Control, 2023



Based on our evaluation and supplemented with interviews and additional research into the policies and practices of Riverside, there are ways to strengthen the city's alcohol policy environment. These opportunities are presented in this Assessment Report.







## Blue Zones Alcohol Policy Goals

The Blue Zones Project Alcohol Policy Goals include:

- ✓ **GOAL:** Reform legal liability to reduce excessive drinking
- ✓ **GOAL:** Enhance public safety programs
- ✓ **GOAL:** Discourage excessive and under-age drinking

These policy goals are applicable to most communities and are supported by the existing evidence base and U.S. Centers for Disease Control and Prevention (CDC) best practices. It is also noteworthy to add that Blue Zones recognizes that each community is unique, and strategies will vary from community to community.

		
	<b>BINGE</b> drinking	
	drinks on occasion	
<b>MEN</b> 	5	15
	4	8
<b>WOMEN</b> 		

Why focus on alcohol? The evidence base clearly establishes that excessive alcohol consumption is associated with many health and societal problems including chronic diseases, unintentional injuries, violence, and community decay. According to the CDC, excessive alcohol use includes binge-drinking, defined as consuming 4 or more drinks on an occasion for a woman or 5 or more drinks on an occasion for a man; and heavy drinking, defined as 8 or more drinks per week for a woman or 15 or more drinks per week for a man; or any alcohol use by pregnant women or anyone younger than 21. Most people who drink excessively are not alcohol-dependent and do not have alcohol use disorder (AUD). Additionally, underage drinking is considered a form of excessive drinking because it is both illegal and often involves consumption in quantities and settings that can lead to serious immediate and long-term consequences<sup>3</sup>. Principally, these goals seek to implement policies that affect access, availability, and consumption of alcohol. Furthermore, these goals seek to change the environmental context of the community by cultivating a culture that values the importance of responsible alcohol sales and consumption.

<sup>3</sup> U. S. Centers for Disease Control and Prevention (CDC), 2023. <https://www.cdc.gov/chronicdisease/resources/publications/factsheets/alcohol.htm>

## Assets & Strengths

Riverside has several assets to leverage to help create environments that can prevent excessive and underage drinking and related problems. Riverside City officials reported extensive use of prevention strategies along with policy enforcement to decrease underage and excessive alcohol use.



**ALCOHOL POLICIES:** Riverside has established policies to limit the consumption of alcohol in public places and sales of alcohol near schools and parks. In addition, the City of Riverside uses its zoning authority to regulate where new alcohol establishments can be located and limit the density of alcohol outlets to protect the health and safety of specific neighborhoods. The City does this by designating retail alcohol sales as a “special use,” requiring an application for a conditional use permit to operate in the city. After the application is reviewed by the city planning department and police department, conditions of operation may be placed on the business to ensure that it operates in a manner compatible with the surrounding neighborhood. The City of Riverside also has a “social host” ordinance to monitor underage drinking parties and hold accountable the adults that provide, allow, or provide a place for minors to consume alcohol on private property.



**PROBLEM PREVENTION STRATEGIES TO SUPPORT COMPLIANCE WITH POLICIES:** The Riverside Police Department has a special unit to address “quality of life” issues, such as problems associated with alcohol use. According to City officials, this unit monitors compliance with laws related to alcohol and tobacco and takes a proactive approach to help educate existing and new businesses to understand the laws and responsibilities of serving and selling alcohol, including, “over serving, underage drinking, and consuming alcohol in settings not approved for use.”

This proactive approach includes reaching out to community residents and the business community to assess the alcohol sales landscape, especially in the entertainment district that has a high concentration of alcohol outlets. These activities are supported, in part, by funding from a grant program for local law enforcement provided jointly by the California Department of Alcoholic Beverage Control (CA-ABC) and the California Office of Traffic Safety (OTS). The goals of the grant, entitled “Minor Decoy Program,” are to reduce the number of licensees who sell alcohol to minors and reduce youth access to alcohol.

The Riverside Planning Department conducts active reviews of alcohol conditional use permit applications and works with a designated police sergeant to participate in the approval of new business licenses that include sales of alcohol and tobacco. This is part of a set of proactive prevention strategies to assist in assuring compliance with alcohol policies.

In addition, City officials reported proactively monitoring compliance with the “social host ordinance” to prevent parties that are serving alcohol to underage minors. City officials reported checking social media and regularly interacting with youth to help prevent underage drinking parties.



The Riverside Police Department website describes the “Know Your Limit” program. Officers go on foot into Riverside’s various entertainment districts, where they contact club and bar goers outside the businesses. Volunteers are asked what they believe their BAC is currently, and if they feel they’d be safe to drive a car. They then blow into a breathalyzer in front of their friends. The program is designed to provide an educational opportunity within the Riverside Community to encourage groups to designate a sober driver and make good choices.

**INTERVENTION PROGRAM:** Riverside County has a program to integrate screening, brief intervention, and referral to treatment (SBIRT) for individuals experiencing problems with alcohol use and provides this program in Riverside.



**OTHER STRENGTHS:** The following strengths are not related to alcohol policies but were mentioned by focus group members:

- ✓ School-Based Programs  
Riverside Unified School District participates with local treatment providers to provide treatment for students.
- ✓ Treatment Programs  
Stakeholders reported that Riverside County Behavioral Health and other organizations, such as Solid Ground Wellness and Riverside Recovery Resources, provide treatment services for people with substance use disorders or addiction. Riverside County Behavioral Health coordinates regular meetings of treatment providers to monitor the progress of treatment services provided to residents of the City of Riverside and other areas in the County. Stakeholders also reported that the recovery community in the City of Riverside is large and very engaged in helping youth and adults in the recovery process. The recovery community could be an asset in supporting policy development in Riverside.



# Challenges

There are challenges that could prevent or hinder Riverside from maximizing or fully capitalizing on opportunities. These include:

**MAINTAINING AND EXPANDING SUPPORT FOR ALCOHOL POLICY IMPLEMENTATION:** Maintaining the City of Riverside’s current practices of alcohol policy implementation, including continuing to monitor and support alcohol businesses, could be challenging. Change in City personnel or a change in political support for the current practices could create challenges that require support from community residents.

**FUNDING AND OTHER RESOURCES:** Riverside City officials report high anticipated residential growth. Maintaining the implementation of alcohol policies requires resources. Currently, the City of Riverside uses grant funding to help implement alcohol policies. Sustaining these efforts will likely be a challenge when grant funding ends. This challenge includes the resources to collect and analyze data to assess progress in improving the safety and health of the community.



# Opportunities

During focus groups, meetings, and interviews, opportunities emerged for improving some aspects of Riverside’s alcohol policy implementation.

**ADDITIONAL POLICY ADOPTION:** Engaging the business community in adopting policies and practices that limit youth access to alcohol and excessive drinking in the entertainment zone could help sustain policy implementation.

**MESSAGING:** Community stakeholders expressed interest in increasing the messaging, such as regular public service announcements and improving education on substance use issues, to help prevent youth alcohol consumption. If used to raise awareness about evidenced-based policies to prevent access and consumption by youth, these messages may increase community members’ awareness of the issues related to youth access to alcohol and increase support for policy development and implementation.

**DATA ANALYSIS:** The City of Riverside’s ongoing alcohol policy implementation creates an opportunity to collect and analyze data, including feedback from residents, review current practices and processes, plan improvement, and celebrate successes.





# Readiness

In general, there appears to be an appreciation for alcohol policy and prevention and an interest in engaging in new efforts among Riverside city officials and community stakeholders. City officials reported interest in maintaining what they perceive as a low level of calls for police service to alcohol establishments. For example, the City has adopted alcohol policies and created a method for comprehensive implementation through the city’s planning and police departments. These efforts could serve as a model for other communities in Riverside County or other Blue Zone communities.

Some community stakeholders did not demonstrate knowledge of policy-based prevention strategies. They reported that they attributed problems with underage alcohol use to a lack of education about alcohol use. This could indicate stronger support for informational strategies, and softer support for evidence-based policies and practices that limit access. Although this may be due in large part to the specific direct-service occupations of some stakeholders (e.g., treatment, school-based prevention education), additional data about local alcohol-related issues and the evidence base of policy strategies may increase readiness to consider policy changes.



Riverside community stakeholders and City officials appear engaged in decreasing underage drinking and excessive drinking. To address these issues, City officials explained that they rely mainly on grants to reduce harm related to alcohol and may need additional/new resources to sustain their efforts. These efforts indicate interest in and readiness to engage in further enhancement of alcohol prevention and enforcement activities and potential Blue Zones related initiatives. Riverside’s policy implementation could be enhanced and sustained through the engagement of the business community, gaining support from community residents, and support through Blue Zones’ efforts.

# Acknowledgements

Blue Zones acknowledges the following individuals who contributed to Assessment Phase activities:



NAME	ORGANIZATION
<b>Chad Collopy</b>	Sergeant, Riverside Police Department
<b>Desmond Young</b>	Community Relations Business Development Manager, Riverside Recovery Resources
<b>Gabriela Alonso</b>	Coordinator School, Family, and Community Partnership, Riverside Unified School District
<b>Lisa Molina</b>	Founder, Solid Ground Wellness and Recovery
<b>Nathaniel Tollefson</b>	Supervision Behavioral Health Specialist, Riverside County








# Blue Zones Alcohol Policy Menu and Scan

Level of Effort: 

SMALLMEDIUMLARGEEXTRA LARGE

- Category:
-  **REGULATORY** — Creating or changing legally binding standards, rules, or laws, such as zoning codes, ordinances, permitting, or licensing standards.
  -  **NON-REGULATORY** — Creating or changing programs, guidance, or education efforts.

GOAL: PROMOTE NATURAL MOVEMENT				
ACTION (Objective)	CATEGORY	LEVEL OF EFFORT	FOCUS (Strategy)	Status of strategies: 1. Locale has done all that it can and must do to effect the policy. 2. Locale is working on it. 3. Locale has not started or has not conceptualized the policy. 4. Locale is prevented from taking action, by e.g. preemption from above.
ESTABLISH DRAM-SHOP OR COMMERCIAL-HOST LIABILITY		L	Establish dram-shop liability that holds the owner or server of a retail alcohol establishment legally responsible for harms inflicted by a customer who recently was served alcoholic beverages.	4. State preemption
ESTABLISH SOCIAL-HOST LIABILITY		L	Establish social-host policies that establish legal liability for adult responsible for serving alcohol and any harm caused by a person who becomes intoxicated as a result of excessive consumption.	1. Riverside, CA Code of Ordinances, Chapter 9.07 - Social Host of Minors Accountability

GOAL: ENHANCE PUBLIC SAFETY PROGRAMS				
ACTION (Objective)	CATEGORY	LEVEL OF EFFORT	FOCUS (Strategy)	Status of strategies: 1. Locale has done all that it can and must do to effect the policy. 2. Locale is working on it. 3. Locale has not started or has not conceptualized the policy. 4. Locale is prevented from taking action, by e.g. preemption from above.
REGULATE OPERATION OF MOTORIZED VEHICLES		S	If not already in place, establish standards above which it is illegal to operate recreational watercraft while legally intoxicated.	4. State preemption
		S	If not already in place, establish standards above which it is illegal to operate electric scooters and other micro-mobility devices on roads or sidewalks while legally intoxicated.	4. State preemption
ADJUST PUBLIC CONSUMPTION LAWS FOR ALCOHOL		M	If not already in place, adopt public-consumption laws to appropriately control the use and availability of alcohol in public places, which may include community events, public venues (e.g., concerts, street fairs, and sporting events), public parks, beaches, and other public spaces. These laws may specify the conditions of availability and use of alcohol in other public settings.	1. Riverside, CA Code of Ordinances, Chapter 9.05 - Possession of Alcoholic Beverages on Posted Premises and Consumption of Alcoholic Beverages in Public Places
INVEST IN ALCOHOL ENFORCEMENT		S	Establish an alcohol-control program to reduce the social and health harms of excessive alcohol use. Enforcement efforts must complement policies and create a deterrent effect.	"1.a) The city of Riverside has funding from the California Department of Alcoholic Beverage Control (ABC) Enforcement / Office of Traffic Safety grant programs for local law enforcement: "Minor Decoy Program" The goals of the Minor Decoy Program are to reduce the number of licensees who sell alcohol to minors and reduce youth access to alcohol. Local law enforcement agencies can contact the Department of Alcoholic Beverage Control (ABC) to find [out] about available funding for th[e]s[e] program[s] by the Department and/or by the California Office of Traffic Safety (OTS) through the National Highway Traffic Safety Administration (NHTSA).  1.b) On its website, Riverside PD lists this as a "Prevention Program:"  Riverside PD "Know Your Limit" program Riverside Police Department has launched the Know Your Limit program. RPD officers go on foot into Riverside's various entertainment districts where they contact club and bargoers outside the businesses. Volunteers are asked what they believe their BAC is currently, and if they feel they'd be safe to drive a car. They then blow into a breathalyzer in front of their friends. The program isn't intended as a scare tactic. Instead, it's designed to provide an educational opportunity within the Riverside Community to encourage groups to designate a sober driver and make good choices. RPD is also working with the Downtown Partnership and other business owners to make sure the program is a positive influence on their patrons and does not negatively impact their business."



Level of Effort:

SMALL

MEDIUM

LARGE

EXTRA LARGE

Category:

★

REGULATORY

★

NON-REGULATORY

GOAL: ENHANCE PUBLIC SAFETY PROGRAMS				
ACTION (Objective)	CATEGORY	LEVEL OF EFFORT	FOCUS (Strategy)	Status of strategies: 1. Locale has done all that it can and must do to effect the policy. 2. Locale is working on it. 3. Locale has not started or has not conceptualized the policy. 4. Locale is prevented from taking action, by e.g. preemption from above.
ESTABLISH FREE-RIDE-HOME PROGRAMS	★	S	Establish and promote programs to provide free rides home to people who may be intoxicated.	Unknown. Need to speak with key informants.
ESTABLISH PLACE-OF-LAST-DRINK REPORTING	★	S	Establish a system to collect information on the location where a person last consumed alcohol if they are involved in an alcohol-related incident (e.g., driving under the influence of alcohol, assault).	Unknown. Need to speak with key informants.
INTEGRATE SCREENING, BRIEF INTERVENTION, AND REFERRAL TO TREATMENT	★	S	Establish a program to integrate screening, brief intervention, and referral to treatment (SBIRT) for individuals experiencing problems with alcohol use.	Unknown. Need to speak with key informants.

GOAL: DISCOURAGE EXCESSIVE & UNDER-AGE DRINKING				
ACTION (Objective)	CATEGORY	LEVEL OF EFFORT	FOCUS (Strategy)	Status of strategies: 1. Locale has done all that it can and must do to effect the policy. 2. Locale is working on it. 3. Locale has not started or has not conceptualized the policy. 4. Locale is prevented from taking action, by e.g. preemption from above.
REGULATE ALCOHOL OUTLET DENSITY*	★	M	If not already in place, establish standards for approval of use permits for businesses that sell alcohol, which may include minimum distance from sensitive uses, hours of operation, and other conditions to ensure compatibility with surrounding neighborhood(s) and prevent high density of alcohol outlets.	1. Riverside, CA Code of Ordinances, Chapter 19.450 ALCOHOL SALES. The purpose of regulating the sale of alcohol is to ensure compatibility of such uses with surrounding uses and properties and to avoid any impacts associated with such uses. Subsections: Applicability and permit requirements, Site location, operation, and development standards, Other applicable regulations (overconcentration and PCorN), Variances.
RESTRICT MARKETING AND ADVERTISING OF ALCOHOL	★	M	Adopt state or community standards that control the placement and content of alcohol marketing materials, which may include prohibiting alcohol-related promotions or giveaways, restricting sponsorship of civic events, and restricting the content of print, internet, radio, and television marketing in locations or during times where children are likely to be present.	"1. Riverside, CA Code of Ordinances Chapter 19.620 - GENERAL SIGN PROVISIONS 19.620.040 - Exempt signs 19.620.050 - Prohibited signs. 19.450.030 - Site location, operation, and development standards. D. 8. No beer or wine advertising shall be located on gasoline islands; no lighted advertising for beer or wine shall be located on buildings or in windows. [same as state law]"
	★	XL	Restrict billboard advertising of alcohol where it can be demonstrated that such restrictions would advance a significant governmental interest in improving the health of residents.	Not specific to alcohol
SUPPORT THE RESPONSIBLE CONSUMPTION OF ALCOHOL	★	S	Establish parameters for alcohol consumption in responsible social settings, such as outdoor dining and entertainment, by limiting hours of service and the number of drinks served.	Unknown. Need to hear from key informants.
	★	S	Work with tourism industry in marketing local craft beer, distilleries, and wineries to appropriate audiences.	Unknown. Need to hear from key informants.
	★	M	Allow establishments serving alcohol to be located in walkable areas by removing barriers such as minimum parking requirements (which encourage driving after drinking) and overly restrictive locational standards (which can push alcohol service to locations that require customers to drive home).	Unknown. Need to hear from key informants.



Level of Effort:
 SMALL
MEDIUM
LARGE
EXTRA LARGE

Category:
 

 REGULATORY
 


 NON-REGULATORY

GOAL: DISCOURAGE EXCESSIVE & UNDER-AGE DRINKING				
ACTION (Objective)	CATEGORY	LEVEL OF EFFORT	FOCUS (Strategy)	Status of strategies: 1. Locale has done all that it can and must do to effect the policy. 2. Locale is working on it. 3. Locale has not started or has not conceptualized the policy. 4. Locale is prevented from taking action, by e.g. preemption from above.
SUPPORT THE RESPONSIBLE CONSUMPTION OF ALCOHOL		S	Establish a program to encourage bars and restaurants to disallow events that encourage excessive drinking, such as 21st birthday parties and bachelor/bachelorette parties.	Unknown. Need to hear from key informants.
END DISCOUNTS AND DRINK SPECIALS		M	Eliminate price discounts, drink specials, and times when drinks are sold at substantially discounted rates by bars and restaurants (which increase alcohol consumption and the risks associated with excessive drinking).	Unknown. These would be created at individual licensed establishments. Need to hear from key informants
IMPLEMENT RESPONSIBLE-BEVERAGE-SERVICE AND MANAGEMENT TRAINING		S	"Implement responsible-beverage-service (RBS) training programs that provide service staff in licensed establishments with knowledge and skills to serve alcohol in a responsible manner and to comply with all legal requirements governing alcohol service."	No local policy for off-sale establishments
		S	"Implement responsible-beverage-service (RBS) training programs for owners and managers of licensed establishments that focuses on establishment policy development, policy enforcement, and dealing with challenging situations."	No local policy
INCREASE ALCOHOL TAXES		L	"Increase taxes on the unit cost of alcohol (beer, wine, and distilled spirits) to discourage excessive consumption."	State has preemptive authority over alcohol taxes







This report is meant to be a snapshot in time for local community policy and well-being. The policy team endeavors to explore all policy work that is underway in the community. This report may not reflect all efforts in which the community is engaged.

## CITY OF RIVERSIDE

# Tobacco

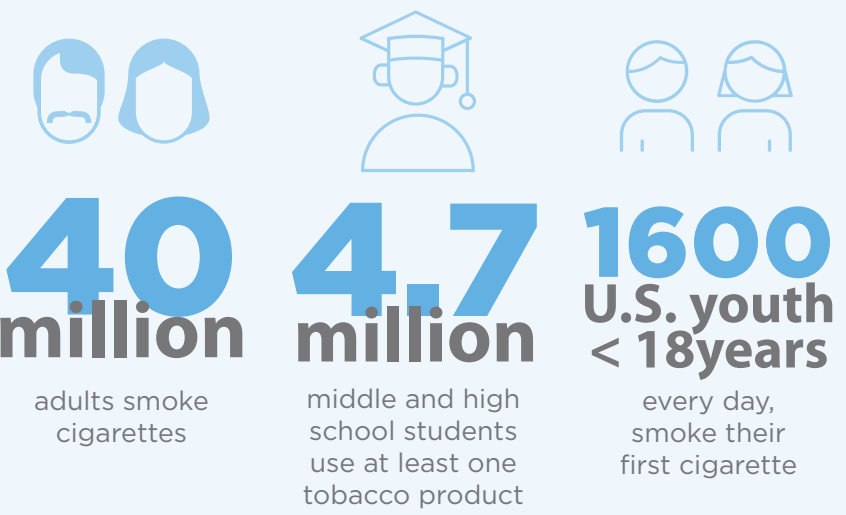
Curbing tobacco use is one of the most easily available ways to improve health in Riverside.



Tobacco use is the single most preventable cause of disease, disability and death in the United States. Half a million Americans die prematurely of smoking or exposure to second-hand smoke annually. Another 16 million live with a serious illness caused by smoking that erodes their quality of life.



Despite widespread knowledge of the risks of smoking and tobacco use, nearly 40 million U.S. adults still smoke cigarettes, and about 4.7 million middle and high school students use at least one tobacco product. Every day, about 1600 U.S. youth younger than 18 years of age smoke their first cigarette. (Source: CDC)



Research has shown that preventing youth from developing a smoking habit reduces the likelihood that they will become adult smokers.

Smoking is still the leading cause of preventable disease, disability, and death in the United States, according to the Centers for Disease Control (CDC) and the American Lung Association (ALA).

## Assets & Strengths

Riverside City is the only district in Riverside County to have an “A” for a Tobacco Retail License and an “A” for Smokefree Housing within the ALA’s State Of Tobacco Control 2023 Report Card. In this way, political will for commercial tobacco prevention and decision maker allies to support further policies are demonstrated by the city being a leader among jurisdictions in the county.

## Challenges & Threats to Overcome

The city’s 13.2% adult smoking rate is currently higher than the State average. As the 2022-enacted smoke-free multi-unit housing ordinance ages, smoking rates may drop in Riverside City. There is, nevertheless, further work to be done as the city is still at a “D” for Smokefree Outdoor Air policies.

Focus group participants voiced concerns for high density of retailing in the city, which, like on sections of Magnolia Avenue, tobacco outlets appear to cluster. It is important to note that 11.5% of the city’s tobacco retailers are within 500’ and 32.3 % are within 1,000’ of a school. February 2023 visits to multiple stores revealed full inventories of flavored products on display. One store clerk in a prominent smoke shop asserted his store would not be complying with the State-wide flavor ban and that their distributor had a reliable supply of flavored products.

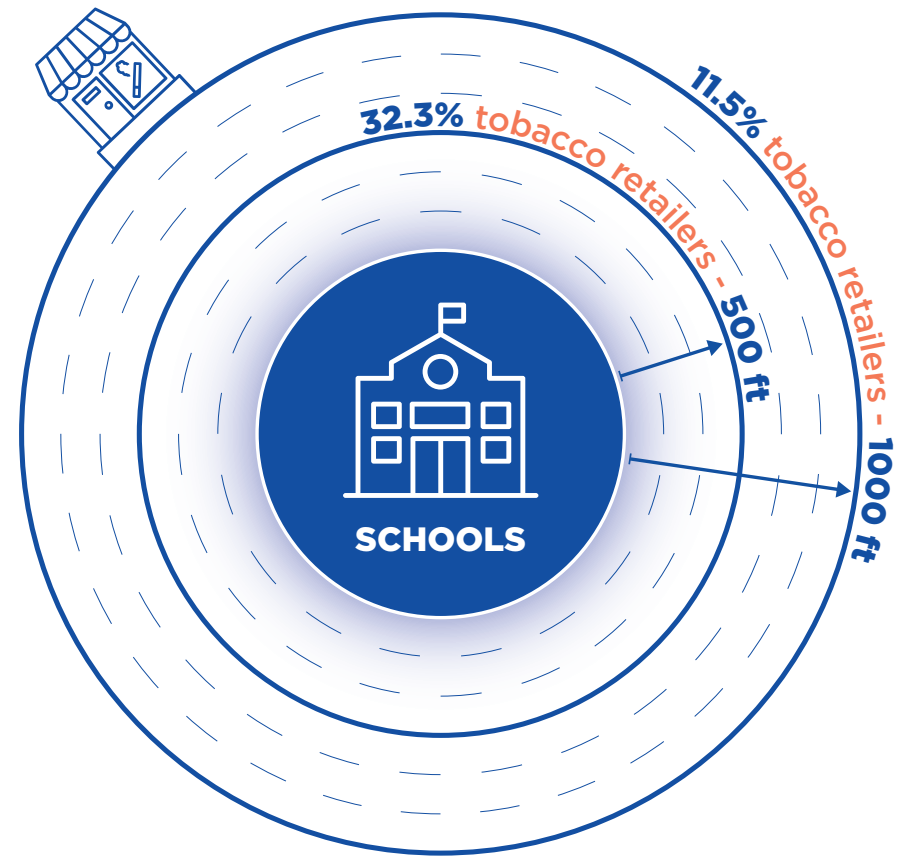
## Opportunities

The contrast between A-level policies in place yet retail density and compliance issues reveal the opportunity for Riverside City to strengthen retail policies. Riverside City’s Tobacco Retail License (TRL) is aligned with most others in Riverside County that have adopted the County’s ordinance.

Focus group input noted that Riverside City should strengthen their TRL with more strict and contemporary provisions to ensure A grades. This action will effectively reduce smoking and teen initiation rates, especially in neighborhoods characterized by health disparities. It is to be determined if an ordinance upgrade is best to happen at the county-level, first, to maximize parity opportunities for all jurisdictions that adopted the County ordinance.

**SEE Appendix Page 225 for the full Tobacco Report for Riverside County.**

**Cities must follow tobacco laws passed at the federal, state, and local levels, including the county level. Cities can pass more restrictive policies than the county’s policies and counties can pass more restrictive policies than the state’s policies.**





CITY OF RIVERSIDE

# Places Overview

SCHOOLS | WORKSITES | RESTAURANTS | GROCERY STORES

The Blue Zones approach to community transformation is to optimize the places and spaces people spend the most time so that healthy choices are easier or even unavoidable. Large worksites and public schools are a focus because they are where most adults and children spend the majority of their waking lives. Administered and run by our team, we deploy a Blue Zones certification program for schools, worksites, restaurants, and grocery stores.

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Over time, our objective is to get a minimum threshold of these places Blue Zones Approved™. **In Blue Zones communities, we typically have 50-70% or higher name awareness and recognition**, so a Blue Zones designation is highly coveted. By working collaboratively to make permanent and visible changes, healthy choices become easy choices in all the places where people live, work, learn, pray, and play.





## CITY OF RIVERSIDE

# Schools

Schools make a wise investment because outcomes can last 70 years or longer. Good habits adopted at an early age lead to healthier, happier, more productive lives, and enormous cost savings in medical and social expenditures.



The Blue Zones team will focus on **helping 50% of the schools in the community implement a critical mass of best practice items** from the Blue Zones Schools Pledge to become Blue Zones Project Approved schools.



The Blue Zones region of focus encompasses six communities across Riverside County, including the City of Riverside, representing an opportunity to make a tangible impact on this vibrant community’s public health.<sup>4</sup> In this regard, a focused effort to improve the health of educational environments is a critically important issue. Of the host of public health issues many communities across the country face, providing healthy environments in public schools is difficult to prioritize, with an undeniably strong influence on most other outstanding challenges.

The following readiness assessment examines school districts within the City of Riverside (Riverside), including Riverside Unified School District (RUSD), serving eastern Riverside, Alvord Unified School District, (AUSD), serving Western Riverside, Sherman Indian High School, serving Native American tribal members, and the CA School for the Deaf, Riverside. In addition to compiling data through analysis of textual resources, focus groups with stakeholders, including school leaders, community engagement professionals, community organizations, and other representatives proved instrumental in capturing valuable information for this report.<sup>5</sup> The purposes of these gatherings were to gain an understanding of the districts’ schools, and determine their readiness for working with Blue Zones to identify current strengths that enhance efforts of well-being, weaknesses to better understand challenges, and opportunities to revitalize school environments and better promote physical, social, and emotional health throughout the region.










Our review of current practices and local realities illuminates that many public schools within the study area are uniquely positioned to work with Blue Zones toward improving school environments. While numerous perennial public health challenges, objectives, and priorities exist, leveraging Blue Zones-established best practices, and practically applying them at both a macro and micro level with the knowledge gained from this review, will begin to empower these school districts to better serve the groups and individuals who are in need of such collaboration.







## Background

Located in the southern region of California, Riverside County is the State’s fourth largest by total area, comprising 7,206 square miles, and bordered by San Diego, Imperial, La Paz, San Bernardino, and Orange Counties.<sup>6</sup> Riverside enjoys a diverse population of just over 2.4 million residents who live across a mix of urban and rural localities.<sup>7</sup>

Riverside is a community of approximately 317,500 residents located 54 miles southeast of Los Angeles and 100 miles north of San Diego.<sup>8</sup> The City’s education system consists of Riverside Unified School District (RUSD), Alvord Unified School District (AUSD), and Sherman Indian High School (Bureau of Indian Education) and the CA School for the Deaf, Riverside. RUSD has 49 schools serving approximately 42,000 students across 29 elementary schools, 7 middle schools, 5 high schools, 8 specialty schools, and 21 pre-school programs.<sup>9</sup> AUSD has 23 schools that serve approximately 20,000 students across 14 elementary schools, 5 middle schools, 2 high schools, and 2 continuation schools.<sup>10</sup>



 <b>49</b> schools	 <b>42000</b> students	 <b>29</b> elementary schools
 <b>7</b> middle schools	 <b>5</b> high schools	 <b>8</b> specialty schools
	 <b>21</b> pre-school programs	

 <b>23</b> schools	 <b>20000</b> students	 <b>14</b> elementary schools
 <b>5</b> middle schools	 <b>2</b> high schools	 <b>2</b> continuation schools



# Strengths

## State of California Programs and Funding

### CALIFORNIA UNIVERSAL MEALS PROGRAM

California is the nation’s first state to implement a universal meals program for school-aged children.<sup>11</sup> Beginning in the 2022-2023 school year, the California Universal Meals Program is a statewide initiative aimed at providing nutritious meals to all children in California “regardless of their family’s income or immigration status”.<sup>12</sup> This program was established to address food insecurity and ensure access to healthy meals, with all children under the age of 18 eligible to receive two free meals, breakfast and lunch, at participating schools, community centers, and various locations. The program is funded by the State of California and administered by the California Department of Education in partnership with local schools, community organizations, and food service providers. The meals provided through the program are based on USDA nutrition standards, and designed to meet the dietary needs of growing children while instilling healthy eating habits.

### KITCHEN INFRASTRUCTURE AND TRAINING FUNDS (KIT FUNDS)

In 2022 California passed legislation allocating necessary funds through 2025 to improve schools’ kitchen infrastructure and train food service staff with the goals of increasing schools’ capacity to prepare fresh meals on site that are minimally processed and incorporate locally grown and sustainable ingredients, and with the overarching aims of promoting nutritious foods while reducing waste.<sup>13</sup>



### COUNTY OF RIVERSIDE

Riverside County’s Office of Education focuses on developing students from the perspective of the whole child model, which includes fostering children’s physical, mental, and spiritual health in addition to their academic growth. The county’s Superintendent of Schools, Dr. Edwin Gomez, established 4 initiatives addressing issues related to equity and inclusion, mental health, literacy by 5th grade, and financial literacy to support students.<sup>14</sup>

Moreover, through partnerships with Riverside Latino Commission, Riverside University Health Systems Behavioral Health, Boys & Girls Club of the San Gorgonio Pass, and the Riverside County Department of Animal Services, various organizations are helping to provide mental health services, including a program called CAREspace that creates dedicated safe spaces in schools.<sup>15</sup> Given the focus on the whole child, and existing programs and initiatives serving students and families, the county’s Office of Education is aligned with Blue Zones’s efforts.

Critically, Superintendent Gomez expressed his openness and willingness to collaborate with Blue Zones, noting the importance of Blue Zones’s efforts and the need for them to be integrated regionally.

### RIVERSIDE COMMUNITY-BASED EFFORTS TO IMPROVE SCHOOL ENVIRONMENTS

Among the most significant strengths school districts in this community possess are partnerships with community organizations that work to support students and families. Schools are no longer places that only provide an education—they are neighborhood hubs that community organizations collaborate with to offer critical services and resources, including social services and social and emotional learning, translation services, tutoring, child care, and additional meals for dinner and during the summer. While reconciling the demand placed on schools to offer these supports with available resources poses a significant challenge, especially in areas where the institutional pull on education occurs more frequently and intensely, several community organizations in the region of study have nobly answered the call to service, stepping in to assist and offer programming to help meet these needs.

A particularly important point of collaboration is with the University of CA, Riverside Cooperative Extension and CalFresh Healthy Living (CA SNAP -Ed). This partnership provides schools with gardens along with programming that includes educational services to schools and children, such as online gardening lessons, and works with volunteers and teachers to promote gardens as academic experiences. Incorporating school gardens into students’ daily activities provides meaningful opportunities to learn and experience growing and eating healthy foods. These opportunities are an impactful way to incorporate nutrition curriculum through experiential learning. Moreover, gardening provides opportunities for brain breaks and physical activity, and fosters social-emotional skills.



Further addressing how partnerships between schools and community organizations can work in more harmonious ways, and helping them create healthier environments through the Blue Zones Pledge, could further ease the burden schools face to offer the aforementioned services and resources. Community organizations can be a part of district and school wellness communities that offer valuable resources and learning opportunities to many, while Blue Zones can help to align resources to the school pledge actions.



**RIVERSIDE UNIFIED SCHOOL DISTRICT (RUSD) & ALVORD UNIFIED SCHOOL DISTRICT (AUSD)**

Wellness is of primary importance at RUSD, and centers on a robust and up-to-date wellness policy.<sup>16</sup> In recent years, the District Wellness Council developed, implemented, and evaluated wellness programs, policies, and initiatives aimed at improving the physical and emotional health of those in the RUSD community, and strives to create a culture of wellness in the district by encouraging healthy habits and promoting physical activity, healthy eating, and positive mental health practices.<sup>17</sup> A few highlights revolving around wellness include:

- ✓ active, engaged student- and parent-led wellness councils and committees across elementary, middle, and high school grade levels executing events like “Kindness is Wellness Week”;
- ✓ frequent wellness resource fairs, coordinated through the RUSD Family Resource Center, that provide families with student learning and community partner resources, including food;
- ✓ a dedicated employee wellness coach trains RUSD faculty and staff how to maximize their wellness so that students receive the rich educational experience they deserve;
- ✓ family webinars offering guidance on ways to live a healthier life

RUSD’s Nutrition Services Department is also committed to providing healthy foods to children, and works with local farmers to supply fresh fruits and vegetables to schools. One result of this commitment has been the introduction of salad bars in every elementary school. The district is also utilizing their KIT funds to achieve a goal of providing 40% of meals with speed scratch cooking. With scratch cooking, food is prepared with fresh ingredients so there are no preservatives or additives added—speed scratch cooking utilizes a technique that takes out a portion of the scratch cooking process to make it easier.

RUSD was awarded grant funds from California’s Department of Food and Agriculture to bring fruits and vegetables to the community. In partnership with the Riverside University Health System, the Riverside Food Hub was created to purchase locally grown fruits and vegetables that were purchased and then sold to schools, childcare centers, restaurants, and health facilities to provide access to healthy foods that would otherwise not be available. The Riverside Food Hub also offers nutritional education to RUSD and other schools in the region.<sup>18</sup>



AUSD promotes its wellness policy online and provides resources that align with wellness for students, such as sample healthy USDA-approved Smart Snacks and healthy classroom fundraisers. Additionally, some schools remained active with school wellness committees that work to implement the district wellness policy and run other wellness related activities. For example, a spirit run held by the Alvord Education Foundation was held for students and parents to come together and show their school district spirit while fundraising for scholarships.

Further, AUSD’s Nutrition Services Department provides online nutrition education tools for students, teachers, and parents. AUSD also encourages parents to join in helping lead school-based wellness councils. In 2017, AUSD had 8 schools achieve recognition from the Alliance for a Healthier Generation’s Healthy Schools Program, which indicates that these schools value making change toward well-being and can implement additional well-being initiatives that already align with current efforts.

Both Alvord and Riverside Unified School District received an activation grant from the Alliance for a Healthier Generation through an initiative with Kaiser Permanente. These funds can be used to procure tools that encourage physical activity, healthy eating, and social-emotional health, create calming spaces, and promote staff well-being.<sup>19</sup>

Cumulatively, these initiatives demonstrate that RUSD and AUSD both value wellness, which indicates readiness to take the next steps in the Blue Zones transformation process.



# Challenges

During the focus group, community and school stakeholders expressed significant concerns related to issues affecting students’ overall mental health, including their feelings of stress, anxiety, depression, and loneliness. They noted how community members and their families continue dealing with perennial challenges, including economic hardships and financial instabilities due to the exorbitant and seemingly ever-increasing costs for housing, programming, social services, and childcare, which were often labeled as underlying root causes of diminished well-being. Focus group participants also vocalized heavily the negative effects associated with students’ social media consumption.

Additionally, zoning-related issues for schools require parents to do more, including driving children to school, and traveling further for sports programming and after school activities. This also makes walking to school and other places impossible.



# Opportunities

An area of potentially significant opportunity mentioned in our focus groups regarded a paradigm **shift in the metrics used to evaluate school systems**, from a focus on test scores to implementing programs and policies that measured students’ well-being from a whole child approach.

**Re-energizing and expanding District Wide Councils to include additional elements of health transformation** can help to update some of these policies, organize efforts, and streamline well-being activities in schools. It will also provide opportunities for the districts as a whole to communicate, collaborate, and share important ideas and resources with each other to amplify impact.

School districts were overtaxed during the height of the global COVID-19 pandemic, and worked hard to satisfy the many needs of students and families. Utilizing the well-organized response during this time to support students and families to leverage a new approach to overall well-being can be accomplished by reestablishing district wellness goals and policies that will help build a cultural shift wherein valuing well-being becomes the norm throughout the school environment and community. RUSD has a current District Wellness Policy and is working to further engage a district-wide committee with representatives from each school that can work together to promote well-being and meet more than the current expectation of 4 times per year. Understanding the underlying challenges reinforces the need for improved well-being throughout the community, where an investment in transformation would bring opportunities for relieving stress, reducing loneliness and alleviating depression—forming and nurturing social groups that support healthy habits leads to happier lives.

Blue Zones can help to create a streamlined approach to school health through the Blue Zones Project School Pledge Actions that districts in the region of focus will benefit from. For example, the following areas in the Blue Zone Pledge could be implemented with school principal support:

- ✓ creating social connectedness opportunities
- ✓ adding physical activity opportunities and mindfulness into the school day
- ✓ assisting with joint use agreements for shared use of sports and play areas



# People and Organizations Engaged during Assessment

NAME	ORGANIZATION
Christopher Bates	Owner, Raincross High Performance
Claudia Carlos	CalFresh Healthy Living, University of California Cooperative Extension Riverside
Damien O’Farrell	President, CEO, Parkview Legacy Foundation
Eddy Jara	Tobacco Prevention Coordinator, RUHS Public Health
Dr. Edwin Gomez	Superintendent, Riverside County Office of Education
Gabriela Alonso	School/Family Partnerships, Family Resource Centers, RUSD
Ginko Lueder	Nutrition Specialist, RUSD
Irene Capen	Faith in Motion
Jason Jones	Student Services, Riverside County Office of Education
Joy Fehr	President, La Sierra University

NAME	ORGANIZATION
Kat Satterly	CA Program Manager, Alliance for a Healthier Generation
KC Leonard	Master Gardener UCCE Riverside
Kevin Straine	Business Development - School of Business, La Sierra University
Michelle Santiago	RUHS - Public Health, Health Equity Program
Richard Zapien	R’ Garden, University of California, Riverside
Seth Wilson	Director Energy & Economic Development, Cutting Edge Capital
Shalauren Jones	Health & Well-Being Services, University California, Riverside
Stephanie Macias	Nutrition Specialist, RUSD
Tom Dickson	Director of Institution Support, Growing Inland Achievement

## FOOTNOTES

- 4 Image courtesy of the United States Census Bureau. <https://data.census.gov/profile?g=05000000US06065>
- 5 Building- and district-level personnel include superintendents, those from child nutrition services, and those from health and physical education.
- 6 United States Census Bureau. Riverside County, California - Census Bureau profile. <https://data.census.gov/profile?g=05000000US06065>
- 7 Ibid
- 8 Gehrlein, T. (2022). City of Riverside, California [Context report, unpublished]. Elemental Advisors. <https://docs.google.com/document/d/1hJp1WN3oWc9IbAAPuyo375fd7eQwHWjb/edit#heading=h.3znysh7>
- 9 Ibid
- 10 Ibid
- 11 California Department of Education. (n.d.). Universal meals - school nutrition. <https://www.cde.ca.gov/ls/nu/sn/cauniversalmeals.asp>
- 12 Ibid
- 13 California Department of Education (n.d.). 2022 Kitchen Infrastructure and Training Funds. <https://www.cde.ca.gov/ls/nu/kitfunds2022.asp>
- 14 Riverside County Office of Education. (n.d.). Superintendent’s Initiatives. <https://www.rcoe.us/about-us/superintendent/superintendent-s-initiatives>
- 15 Riverside County Office of Education. (n.d.). CAREspace. <https://www.rcoe.us/departments/student-programs-and-services/alternative-education/carespace>
- 16 Riverside Unified School District. (2022). Local school wellness policy. <https://sites.google.com/riversideunified.org/localschoolwellnesspolicy/home>
- 17 Ibid
- 18 Riverside Unified School District. (n.d.). Riverside Food Hub. [https://www.riversideunified.org/departments/nutritionservices/food\\_hub](https://www.riversideunified.org/departments/nutritionservices/food_hub)
- 19 Alliance for a Healthier Generation (2019, December 12). New Kaiser Permanente partnership tackles the challenge of trauma and stress faced by faculty, staff and students nationwide. <https://www.healthiergeneration.org/articles/new-kaiser-permanente-partnership-tackles-the-challenge-of-trauma-and-stress-faced-by>








## CITY OF RIVERSIDE

# Worksites

Most Americans spend about half their waking life on the job, making workplaces a prime opportunity to encourage healthy lifestyles.

 The Blue Zones approach to transforming worksites is to offer a Blue Zone Approval program that implements a critical mass of initiatives that nudge employees into moving more, eating less junk food, making meaningful connections with coworkers, and helping people find and live out their purpose.

The Blue Zones Worksite Pledge is designed along five areas of best practice:



Leadership



Purpose



Physical Environment



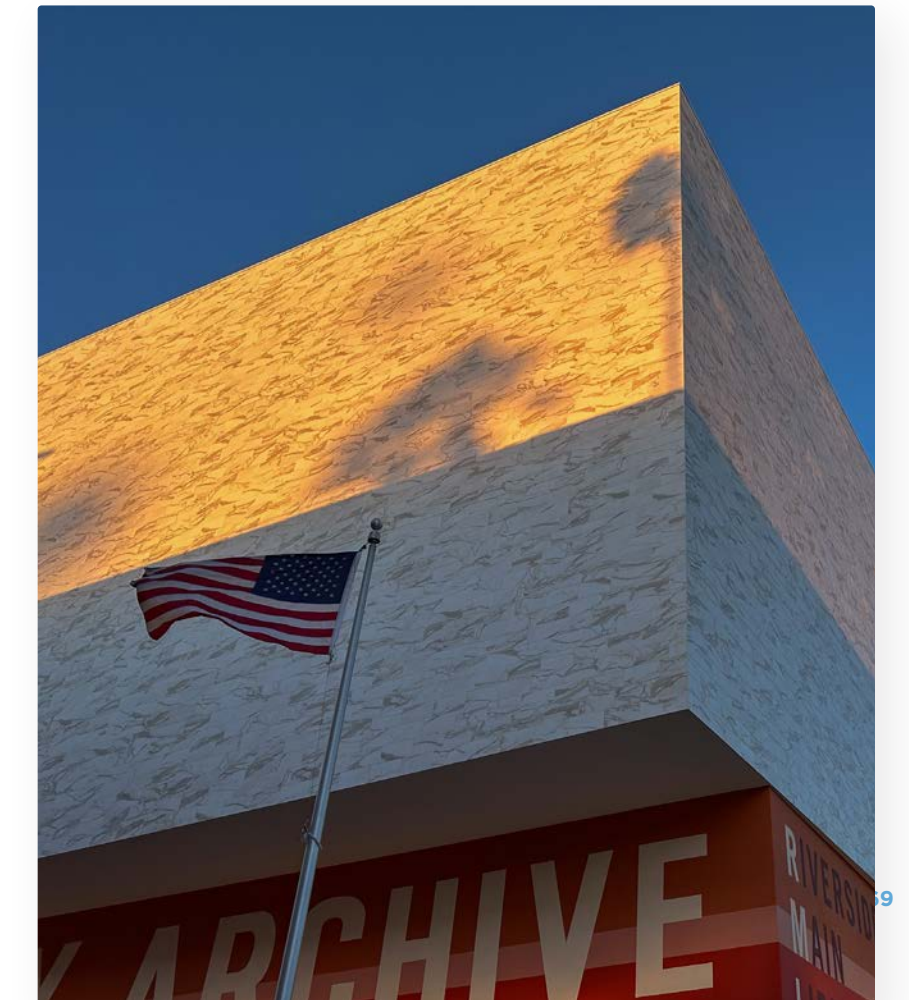
Social Networks / Engagement



Policies and Benefits

To achieve Blue Zones Approval, we require a significant percentage of the largest workplaces to become Blue Zones Approved.

Employers who take the Blue Zones Worksite Pledge are offered consulting support at no cost, but they are required to take the process seriously. To that end, our assessment involved identifying the top employers in the county and then meeting with a representative sample of those employers to assess their interest and readiness to move forward with a Blue Zones initiative.







## RIVERSIDE LARGE EMPLOYERS

**County of Riverside**  
**22,500** employees

**March Air Force Reserve**  
**9,600** employees

**University of California, Riverside**  
**8,593** employees

**Kaiser Permanente**  
**5,846** employees

**Riverside Unified School District**  
**5,003** employees

**Riverside University Health System**  
**3,500** employees

**City of Riverside**  
**2,336** employees

**Riverside Community Hospital**  
**2,200** employees

## Strengths

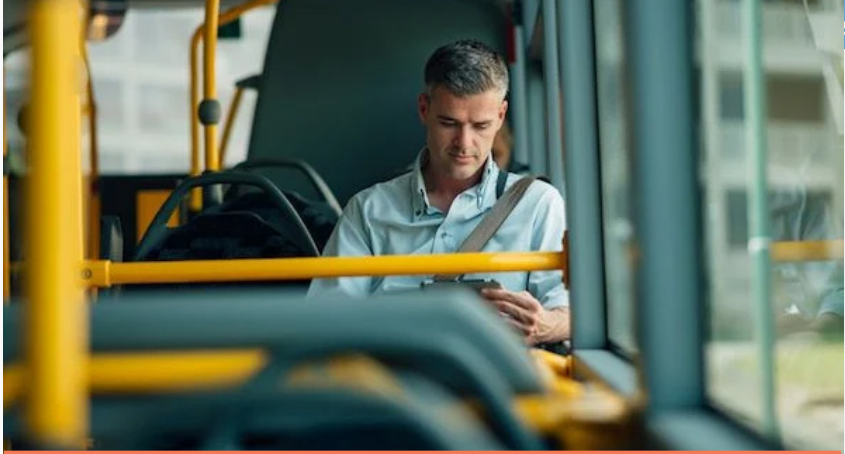
- ✓ Riverside's forward-looking focus on modernizing and improving access to mental health care (State of the City, Mayor Patricia Lock Dawson) demonstrates city leadership support for community well-being.
- ✓ Well-established worksite programs at City of Riverside, and University of California, Riverside provide some local models for other employers interested in launching worksite wellness programs. Both programs have wellness ambassadors, and designated staff to support wellness programming.
- ✓ There is a significant presence of higher education institutions which could support or provide program resources or support for worksite well-being program development in the Riverside community. These institutions include University of California, Riverside, California Baptist, and Riverside City College institutions.
- ✓ Presence of nonprofits, such as Riverside Community Health Foundation (a nonprofit clinic/Federally Qualified Health Center), provides access to high-quality, medical, and dental low-cost care to uninsured and underinsured worker populations. These organizations provide service to the uninsured (10.6%) in the community. These organizations all provide support for some of the lower income, underinsured population who may work part-time or have poor insurance coverage.
- ✓ The Riverside community has an active transportation/commuting masterplan, which overtime may assist workers in moving to active commuting.
- ✓ There are public spaces in the community which could be leveraged by worksites for places to network and connect workers and family members, as well as possible activity moais.
- ✓ Some employers, such as Alvord Unified School District, have cultures which encourage and create opportunities for employees actively volunteering in the community-however, most employers we spoke to do not have a policy, and are not encouraging volunteerism through the worksite.





# Challenges

- ✓ Top health and lifestyle risks in the community are insufficient sleep, obesity, high cholesterol, hypertension, and sedentary lifestyle. (Sedentary lifestyle, hypertension and smoking all being higher risks than the surrounding county residents).
- ✓ Riverside is an increasingly diverse community with a growing employee population that is underserved by a shrinking number of physicians, nurses, and related healthcare professionals.
- ✓ BIPOC (Black, Indigenous and people of color) residents face barriers to finding culturally competent health providers. Worksite experts indicated that residents have difficulty finding health care providers they are comfortable; given the limited number of culturally similar providers in the area. Riverside has a 54.7 % Hispanic or Latino population.
- ✓ Employers that have worksite wellness programs in place are seeing low engagement (<25% utilization).
- ✓ Engaging remote and geographically dispersed employee populations.
- ✓ Most employers do not have dedicated staff to lead initiatives and rely on volunteer committees and health plans to support workforce wellness initiatives.



## CHALLENGE OF ENGAGING REMOTE WORKERS AND NATURE OF COMMUTERS AROUND THE COUNTY

The **reality is that a lot of people work from home or they commute and don't live in Riverside... they might live in Los Angeles and they might live in Orange County, and so they commute to campus** and we found a lot of the things that we did to promote health and well-being had limited representation from this (remote) group because most weren't present on the campus.



# Opportunities

- ✓ Employers including well-being content in leadership training programs in the worksite - doing this can help leaders understand the value of focusing on employee health and help provide managers with the tools to support employee health, productivity, and organizational performance.
- ✓ The focus on “community well-being” (Mayor’s State of City, January 2023) is a strong foundation to encourage area businesses to support worker health and well-being.
- ✓ Based on the community led presentation, the top lifestyle related conditions with the greatest opportunity for health improvement are obesity, high cholesterol, hypertension, sedentary lifestyle, smoking, and sleep. Employers can provide targeted policy, education, and environmental changes to make healthier choices easier for nutrition, discouraging tobacco or substance use, and encourage natural movement through the day to make health improvement changes easier for employees.
- ✓ Explore leveraging the foundation built from the prior policy framework “Building Healthy Communities (BHC)” impacting health inequities to build out Blue Zones community certification.
- ✓ Develop partnerships and align and leverage worksite health efforts with tools, resources and campaigns supported by the local higher education institutions and local nonprofits. (i.e. Best practice sharing and networking meetings, clinical/researchers sharing evidence based research on policy change, program impact, and measurement support).
- ✓ Include a workstream for employers and worksite health as a part of the Mayor’s city focus on “modernization of behavioral and mental health services” for Riverside.
- ✓ In addition to existing efforts to improve access to healthcare services and providers in the community through mobile and telemedicine, employers should focus on culturally appropriate health education, and communication of available well-being and preventive services (which are underutilized across employee populations in Riverside).



UNIVERSITY OF CALIFORNIA  
RIVERSIDE  
Executive Leader

**UCR is committed to a campus culture that promotes wellness through healthy lifestyles that enhance the quality of life for our faculty, staff and students.**








## CITY OF RIVERSIDE

# Restaurants






Blue Zones Approved restaurants tend to save money on food costs and attract more business through customers who want to eat healthier.

 Our goal is to assure a critical mass of restaurants offer residents healthy options when they go out to eat. To that end, we administer a Blue Zones Approval Program that helps restaurants make the healthy choice the easy choice by offering plant-based meals, smaller portions, and less processed foods with sugar and sodium. Blue Zones approved restaurants tend to save money on food costs and attract more business through customers who want to eat healthier.



In our work in cities and counties across the nation, our goal is for 10% of all restaurants within the community to take the Restaurant Pledge to become Blue Zones Approved.

**The Blue Zones Project Restaurant Pledge is designed around five areas of best practices:**

-  **Healthier Entrée Offerings:** Provide more entrée options that align with the plant-based focus of Blue Zones regions around the world.
-  **Side Dishes and Ingredients:** Provide more options for healthier side dishes and portion sizes.
-  **Education and Awareness:** Train restaurant staff on Blue Zones restaurant guidelines.
-  **Physical Environment:** Model the Blue Zones principles in the restaurant work environment.
-  **Preparation and Presentation:** Design menus and present food to highlight healthier options, enabling diners to make better choices

### Benefits to Restaurants

- ✓ Attract new diners by offering healthier options
- ✓ Increase overall revenue with sales of healthy food and beverage options
- ✓ Community recognition for Blue Zones Approved status
- ✓ Promotion through Blue Zones Project social media and website



# Riverside Restaurants

Relying on research and the county food hygiene rating data, there are close to 900 restaurants located in Riverside with options for diverse types of cuisines and healthier menu items. More discovery is needed to determine a full list of eateries and a breakdown of local/chain restaurants. However, the majority of the restaurants in the city appear to be locally owned. Only about 12% are chain restaurants.

There are at least two restaurants that stood out for specializing in plant-based options, and both are also highly rated on Google by reviewers with more than four stars. Monty’s Good Burgers offers 100% plant-based versions of fast food classics like burgers and shakes. The Riverside location is one of four in the state of California, according to the restaurant’s website. The Oasis Vegetarian Cafe, located on Pierce Street, offers vegetarian and vegan options of American and Mexican favorites.



Riverside is home to eclectic cuisine, reflective of the City’s diverse demographic make-up, with a particularly high concentration of Mexican restaurants. In addition, types of cuisine on offer include:

- Asian/Asian Fusion
- Chinese
- Creole
- Filipino
- French
- Hawaiian
- Greek
- Indian
- Italian

- Japanese/Sushi
- Korean
- Mediterranean
- Mexican
- Middle Eastern
- Pakistani
- Salvadoran
- Thai
- Vietnamese



There are, of course, also many restaurants serving American food or specializing in seafood. You’ll also find more than 10 grills and pubs in the City of Riverside, in addition to the usual fast food restaurants serving foods like pizza, burgers, barbecue, and tacos.








CITY OF RIVERSIDE

# Grocery Stores


Grocery stores influence what people choose to eat, for better or for worse. Food companies have known and used this to increase their sales with in-store marketing for decades, but health-promoting businesses have only recently started targeting food retailers as untapped resources for healthy eating.

 Grocery stores play a key role in Blue Zones Project as more and more customers are demanding healthy options. By following best practices from around the country, grocery stores can meet this growing customer demand and dramatically increase revenue, all while improving customers' health. Local grocery stores may already be pointing customers toward healthier choices; but there are many opportunities to expand upon what they are currently doing.

The Blue Zones approach to creating healthy food options benefits both residents and grocery stores. For a community to obtain Blue Zone Certification, 25% of grocers must implement the Blue Zones Pledge, which includes 35 proven best practices associated with these domains:

 **Healthier beverages:** Promoting healthier drinks and decreasing the focus and promotion of sugar-sweetened beverages

 **Physical environment:** Re-imagining the store layout to make healthy choices more prominent

 **Education and promotion:** Adjusting marketing strategy and timing of promotions to highlight healthier options

## Benefits to Grocers

Retail grocers realize clear benefits by affiliating with Blue Zones:

**Healthy Sales:** The employee-owned and operated chain of Hy-Vee grocery stores in one regional center in southern Minnesota and seven Iowa communities, grew sales of healthy product categories like whole grains, produce, frozen vegetables, and healthy snacks.

**Customer Growth:** Blue Zones social media, web, and community promotions connect the store to potential new customers and other involved organizations. Participating Iowa communities averaged 70% public awareness with several communities reaching nearly 90%. More than 50% of residents reported being highly engaged in the work.

**Customer and Staff Satisfaction:** The Blue Zones Grocery Store Pledge fits with evolving consumer preferences for healthier foods. Participation helps optimize and showcase these offerings.

Involvement also sends a positive message to customers and employees that the business is doing its part to help the community thrive.

Retail grocers realize clear benefits by affiliating with Blue Zones

 Health Sales

 Customer Growth

 Customer and Staff Satisfaction



## Riverside Grocery Stores

Initial research shows that many of the stores, markets and convenience stores that sell groceries in Riverside are concentrated along or near the I-10 corridor. More discovery is needed for a full list of grocery stores of all types in the city. However, an initial online search shows that there are more than 50 grocery stores and food markets in the City of Riverside, not counting convenience stores. There appear to be many options in the city ranging from large big-box stores and major grocery store chains to ethnic markets and specialty stores. There are a handful of stores that specialize in healthy or organic foods.

Major chains represented in the City of Riverside, with some having more than one location, include:

- Albertsons

Ralphs

Smart & Final

El Super #57

ALDI

Stater Bros. Markets

Food4Less

Vons

Northgate Market
- Sprouts Farmers Market

Grocery Outlet

Target Grocery

Cardenas Market

Trader Joe’s

Walmart Supercenter

Sam’s Club

Mother’s Nutritional Center



Besides a large selection of Mexican food markets in the City of Riverside, there are also grocery stores catering to other ethnicities. Here is a partial list showing a sample of these stores:

- Hala Produce & Market
- Super Seafood Asian Market
- Saet Byul Asian Market (Korean grocery)
- India Sweets & Groceries
- European Deli Market
- International India Bazaar
- Farmers Market International Market



While many stores in the city offer healthy food items, there were a handful of stores that stood out for specializing in providing healthier options. These included:

- ✓ Clark’s Nutrition & Natural Foods Market – Riverside – This natural foods store has four locations in California including this one on Market Street in Riverside.
- ✓ Goodwin’s Organic Foods and Drinks – This family-owned store specializes in certified organic grocery items and prepared meals, and it also has a juice bar.
- ✓ La Sierra Natural Foods – This health food store is located at La Sierra University.

### FARMERS’ MARKETS & PRODUCE STANDS

The Riverside Downtown Farmers’ Market located on Main Street in downtown Riverside between 5th and 6th Streets is a venue for area farmers to sell their seasonal produce. It is open on Saturdays from 8 a.m. to 1 p.m. offering fresh fruits and vegetables, hummus, cheese, baked goods and other food items for sale.

There are also several produce markets and stands selling fresh, local produce in the City of Riverside. These include, but are not limited to, Corona Farms Fresh Produce, a covered stand located on Madison Street, and the Gless Ranch, a produce market with locations on Van Buren Blvd. and Dufferin Ave.



CITY OF RIVERSIDE

# People Overview

Blue Zones engages people in activities that change mindsets and habits in lasting ways. We provide individuals tools, tips, and resources that empower them to transform their lives so that healthy choices become the easy choice. During a community transformation, our staff administers a Blue Zones Ambassador Program aimed at 15% of the adult population (a tipping point needed for widespread change).

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## CITY OF RIVERSIDE

# Civic & Faith-Based Organizations

In addition to business and government, a third lesser-known sector exerts a major influence upon every aspect of life in a community: religious congregations and civic organizations, ranging from service clubs like the Rotary to advocacy groups. Very little progress is made in any direction without their valuable involvement.

Civic organization and faith-based communities have a unique ability to connect and engage a large number of residents from a wide range of ethnic, cultural, racial backgrounds, abilities, and language groups.



During the life of a Blue Zones Project, faith and civic organizations are involved as leaders, designing the overall well-being plan for the community, as engagement partners that mobilize an informed community to support and amplify the work, and by utilizing the Blue Zones Organization Checklist that support the well-being of their employees and stakeholders.



## Civic Organizations

There are over 50 registered civic, charity, and nonprofit organizations in Riverside that focus on causes as diverse as animal shelters, food insecurity, children’s issues, and immigrant and refugee issues.

Some notable organizations in Riverside include the Carolyn E. Wylie Center for Children, Youth and Families which offers education, prevention, and mental health treatment services for youth and children at risk. Other organizations of note include the Community Action Partnership of Riverside which provides financial support and planning to families in crisis and the Riverside County Office of Aging Grandparents Raising Grandchildren Program.



## Faith-Based Organizations

Over half the population of Riverside identifies as Christian, and the city is home to Catholic, Eastern Orthodox, Church of Jesus Christ of Latter Day Saints, Seventh-Day Adventist, Protestant, and Universalist Unitarian churches, an Islamic mosque, Jewish synagogue, Hindu temple, and several Buddhist temples. Riverside is also home to the Inland Empire Atheists and Agnostics organization. The Riverside Interfaith Forum hosts weekly, free interfaith talks by leading religious and spiritual leaders from the Riverside faith community.

Faith-based groups offer more than just fellowship and religious expression. For example, Faith in Motion is a collaboration of faith communities across Riverside County that provides support for foster children and their prospective families. Over 100 faith communities from across the county participate in this collaborative effort. The Faith in Motion collaboration was founded in 2013 by the Department of Social Services and provides outreach and support to faith-based communities who participate in the program by providing donations and physical support to foster children and their families.

Other faith-based groups that offer community support and engagement in Riverside include Harvest Christian Fellowship, which provides regularly scheduled events such as “Homeless Outreach in the Park” in Fairmount Park, as well as youth events.





All Saints Episcopal Church has an active outreach ministry called “Path of Life” that serves Riverside residents. Path of Life participates in the Love Your Neighbor program that serves Riverside’s homeless community, advocates for best practices for the Riverside police force, works to build bridges across diverse faith communities and ethnic and racial minorities and refugee groups, and advocates for the end of gun violence. Path of Life extends its religious commitment to include social justice programs that improve the quality of life for all Riverside residents.

The City of Riverside has Community Development Block Grant (CDBG) funds available for faith-based organizations who are engaged in sustainable neighborhood revitalization and urban renewal programs.

There are over 155 tax-exempt religious organizations in Riverside, CA.

SELECTION OF FAITH-BASED ORGANIZATIONS IN RIVERSIDE, CA

Aqua Viva BIC Church	Harvest Christian Fellowship	Prophet Elias Greek Orthodox Church	Saint Michael’s Church
Arlanza Southern Baptist	Hope Community Church	Reformed Episcopal Church	Saint Mina Coptic Orthodox Church
Arlington Seventh-Day Adventist Church	Iglesia Ni Christo	Riverside Bible Church	Sandals Church
Bethel Chapel	Inland Empire Atheist and Agnostics	Riverside Community SDA Church	Temple Beth El
Bethel Christian Center	Inland Vineyard Church	Riverside Family Praise Fellowship	The Church of Jesus Christ of Latter-day Saints Riverside
Born Again Christian Church	Islamic Center of Riverside	Riverside Foursquare Church	The Grove Community Church
Bridges Christian Fellowship	La Sierra Community Church	Riverside Hindu Temple	Universalist Unitarian Church of Riverside
Chabad Jewish Community Center of Riverside	Life Church of God in Christ Church	Riverside Kansas Avenue Seventh-Day Adventist Church	Van Thu Temple
Church of Christ	LifeSpring Assembly of God	Riverside Spanish SDA Church	Wat Lao Buddhist Temple of Riverside
Church of Christ Magnolia Center	Magnolia Presbyterian Church	Riverside Tongan Fellowship	Word of Life Ministries International
Dayspring Christian Fellowship	Mount Calvary Lutheran Church for the Deaf	Sacred Heart Parish	
East Hills Community Church	Mount Olive Romanian Church	Sa-Rang Presbyterian Church	
Foundations	Our Lady of Guadalupe	Saint Andrew’s Newman Center	
Free Methodist Church	Pathway Christian Church	Saint Catherine’s Catholic Church	
Grace United Methodist Church			



COMMUNITY-GENERATED COMMENTS

Faith, Civic and Community Engagement



Our focus group meeting was attended by 22 representatives from diverse faith and civic organizations such as the Aquamation Ability Foundation, the CBU School of Business, La Sierra University, Mt. Rubidoux SDA Church and Starting Over, Inc. During the focus group, we learned from the community about the strengths, opportunities, and challenges in community involvement in Riverside.

Strengths

- ✓

There are many civic organizations in Riverside and it is a well-loved community
- ✓

History of grants for neighborhood revitalization
- ✓

Many community events and programs including festivals, health fairs, educational programs, and programs for children and seniors
- ✓

Leadership development programs, including programs for neighborhood leadership
- ✓

Strong neighborhood alliance with 27 neighborhoods with a plan
- ✓

Love Your Neighbor program
- ✓

Strong volunteer culture across faith-based and civic organizations, with a population that is eager to engage
- ✓

Want to engage the younger population in volunteering in order to build life skills and prepare them to be future leaders
- ✓

Many parks and walking trails, although the trails are not properly maintained and are unconnected
- ✓

There are multiple transit opportunities, including the Riverside Transit Bus System, the Metro Link and 35 Mini Buses for senior transportation
- ✓

Multiple food systems to address food insecurity for the underserved
- ✓

High level of commitment and energy to serve the community among faith-based groups







## COMMUNITY-GENERATED COMMENTS

### Challenges

- ✗ Efforts are siloed and there is a lack of coordination across civic efforts
- ✗ Resources are underutilized, including from seniors, volunteers, and community champions
- ✗ Homelessness is on the rise, especially among women over the age of 55
- ✗ Grants have expired for neighborhood projects and additional grant applications are unknown
- ✗ Changes in municipal and county leaders means that projects started under one administration are not always continued under the next

## COMMUNITY-GENERATED COMMENTS

### Opportunities

- ✓ Create a system or database to remove the silos between organizations and projects
- ✓ Funding for neighborhood-based improvement projects
- ✓ Continuity of priorities and projects during administration changes
- ✓ Development of sidewalks and streets
- ✓ Development of a trails master plan
- ✓ Plan for addressing homelessness and safety





# People and Organizations Engaged

NAME	ORGANIZATION
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# Appendix

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RIVERSIDE COUNTY

Health Equity

Riverside County Overview:  
Health Equity Report

Understanding how equitable and inclusive a community is means looking at the opportunities all residents have compared to each other and to other communities. This summary of publicly available secondary data provides a glimpse of that, and allows for further conversations about efforts made to address these disparities and where future work should be focused.

In some areas, the six communities of focus for Activate Riverside County have advantages over others in Riverside County, in California as a whole, or across the United States. For example, the rate of residents with health insurance is generally very high. Income equality, internet access, and the low level of neighborhood diversity distribution are also positive indicators. Among Non-Hispanic Black residents, the rate of premature death is much lower than state and national averages, even though it is higher than for other population groups.

At the same time, many of these indicators are better for Non-Hispanic White residents than for other groups. Hispanic/Latino and Non-Hispanic Black residents are more likely to live in food deserts. The educational disparity rate is somewhat higher for these communities of focus than the state or national numbers, and this is most likely driven by the fact that Hispanic/Latino residents have Associates Degrees or higher at about half the rate of other community groups. Even though the rate of the uninsured is lower overall, that is less true for Hispanic/Latino and Non-Hispanic Black residents. The low rates of neighborhood diversity distribution do not extend to Hispanic/Latino residents, where rates are much higher than US and California rates.

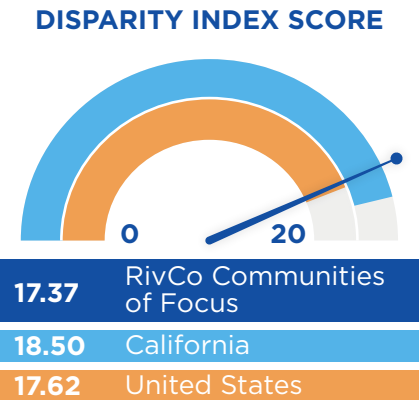
This report is built around the data for the six communities of focus and includes comparison data for Riverside County, California, and the United States. When reviewing these indicators it is helpful to look at the comparisons across these locations and within the community groups represented in each. This can aid in understanding where needs are important to address for the entire population and where specific groups of residents might need particular attention.





# Healthy Food Access

The disparity in food access, measured by the Disparity Index Score, is comparable for the RivCo Communities of Focus (17.37) and the entire United States (17.62), and lower than California as a whole (18.50). For this measure a lower number reflects greater food equality, with fewer people living without access to a large grocery store. While the percentages for Hispanic or Latinos (35.10%) and for non-Hispanic Black (22.07%) in Riverside are much higher than the overall number for the community, an important factor to note, the disparity is lower when comparing these same population groups across CA and the US.

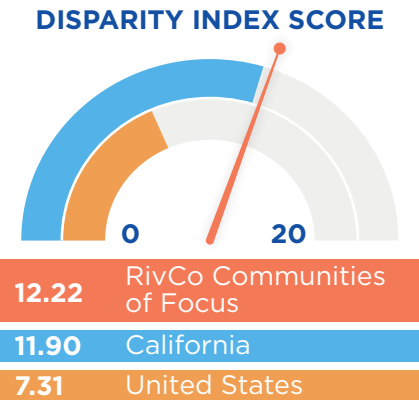


Report Area	Non-Hispanic White	Hispanic or Latino	Non-Hispanic Black	Non-Hispanic Other Race	Disparity Index Score
RivCo Communities of Focus	16.54%	35.10%	22.07%	15.78%	17.37
Riverside County, CA	25.67%	42.10%	34.69%	21.42%	12.07
California	17.54%	38.70%	37.55%	19.40%	18.50
United States	18.73%	36.99%	45.91%	22.59%	17.62

Note: This indicator is compared to the state average.  
Data Source: US Department of Agriculture, Economic Research Service, USDA - Food Access Research Atlas, 2019. Source geography: Tract

# Educational Attainment

There are two different ways to look at the level of educational disparity, as seen by the number of residents that have at least an Associates Degree, in the communities of focus. Looking at the rate by race and ethnic group, 49.40% of Non-Hispanic White and 50.16% of non-Hispanic Black have this level of educational attainment, compared to only 25.38% of Hispanic/Latino residents. This is a substantial difference. When looking at the overall disparity index score, a relative measure which expresses the magnitude of disparity across population groups, these communities average slightly better than Riverside County as a whole but worse than the state average and considerably worse than the national average.



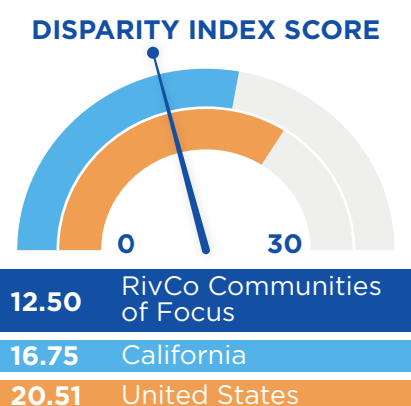
Report Area	Non-Hispanic White	Hispanic or Latino	Non-Hispanic Black	Non-Hispanic Other Race	Disparity Index Score
RivCo Communities of Focus	49.40%	25.38%	50.16%	33.16%	12.22
Riverside County, CA	49.68%	24.82%	46.92%	31.40%	13.82
California	60.81%	27.33%	46.20%	44.11%	11.90
United States	51.43%	30.31%	37.62%	44.29%	7.31

Note: This indicator is compared to the state average.  
Data Source: US Census Bureau, American Community Survey, 2017-21. Source geography: Tract



# Health Insurance

The health insurance disparity index score evaluating who is uninsured in these areas is 12.50 and is quite a bit lower than that of CA (16.75) and the US (20.51), which means fewer people experience insurance-related disparities. 4.35% of Non-Hispanic White are uninsured in these communities compared to 11.24% of Hispanic/Latino, 7.04% of Non-Hispanic Black, and 10.47% of Non-Hispanic Other. These numbers are all lower than the national averages but are worse than state averages in all cases but Hispanic/Latino residents. The big difference in rates across groups in these communities is noteworthy.

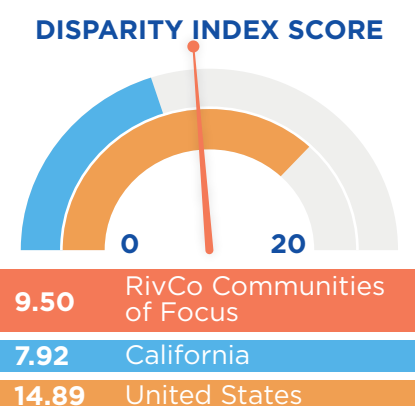


Report Area	Non-Hispanic White	Hispanic or Latino	Non-Hispanic Black	Non-Hispanic Other Race	Disparity Index Score
RivCo Communities of Focus	4.35%	11.24%	7.04%	10.47%	12.50
Riverside County, CA	4.65%	11.47%	6.05%	10.66%	14.14
California	3.82%	11.73%	5.82%	8.86%	16.75
United States	5.97%	17.65%	9.95%	12.87%	20.51

Note: This indicator is compared to the state average.  
Data Source: US Census Bureau, American Community Survey. 2017-21. Source geography: Tract

# Premature Death

The relative measure of disparity in the rate of premature death (defined as deaths occurring before age 75) within the area by population race and ethnicity is 9.50, which is between that of CA (7.92) and the US (14.89). By group, this trend compared to state and national data is consistent for Non-Hispanic, White and Hispanic/Latino community members, but better for Non-Hispanic, Black residents.



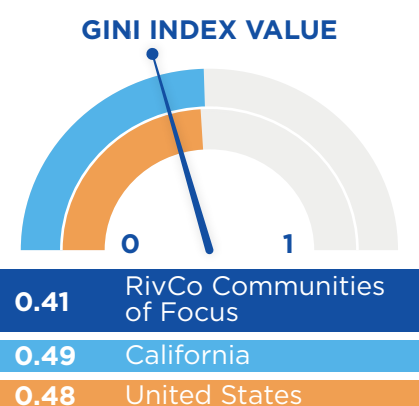
Report Area	Non-Hispanic White	Hispanic or Latino	Non-Hispanic Black	Disparity Index Score
RivCo Communities of Focus	336.62	236.49	389.76	9.50
Riverside County, CA	336.62	236.49	389.76	9.50
California	296.77	233.08	474.57	7.92
United States	339.39	238.30	487.10	14.89

Note: This indicator is compared to the state average.  
Data Source: Centers for Disease Control and Prevention, CDC - National Vital Statistics System. Accessed via CDC WONDER. Additional data analysis by CARES. 2014-20. Source geography: County



# Income Inequality

Using the Gini index value (0 is perfect equality, where all households have the same income; 1 is perfect inequality where only one household has any income), Riverside has a score of 0.41 compared to 0.49 for CA and 0.48 for the US. This means there is somewhat less income inequality for residents of Riverside, CA compared to California and the US. This data is not broken out by subgroups but is looked at annually in aggregate. The numbers are quite consistent going back 10 years.

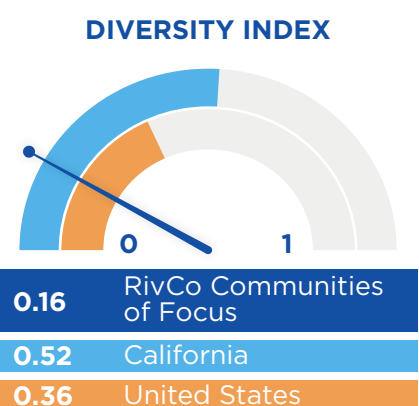


Report Area	Total Households	Gini Index Value
RivCo Communities of Focus	245,402	0.41
Riverside County, CA	740,506	0.45
California	13,217,586	0.49
United States	124,010,992	0.48

Note: This indicator is compared to the state average.  
Data Source: US Census Bureau, American Community Survey. 2017-21. Source geography: Tract

# Neighborhood Diversity Distribution

The measure of how evenly different population demographic groups are distributed in neighborhoods throughout the communities of focus is 0.16, where higher values between 0-1 indicate higher levels of neighborhood diversity distribution. This is compared to 0.52 in CA and 0.36 in the US. Overall, there is considerably less diversity distribution in neighborhoods for these areas and Riverside County. This is generally true at the subgroup level also, but the rates of neighborhood diversity distribution that Hispanic/Latino residents experience is substantially higher than other groups in the area and compared to state and national numbers. This is significant to note.



Report Area	Non-Hispanic White Population	Non-Hispanic Black Population	Non-Hispanic Asian Population	Non-Hispanic AI / AN Population	Non-Hispanic NH / PI Population	Hispanic or Latino Population	Diversity Index
RivCo Communities of Focus	29.82	5.72	9.7	0.45	0.27	54.04	0.16
Riverside County, CA	33.96	6.32	7.1	0.52	0.29	51.8	0.16
California	36.39	5.62	15.86	0.41	0.37	41.34	0.52
United States	60.01	12.5	6.14	0.7	0.19	20.42	0.36

Note: This indicator is compared to the state average.  
Data Source: US Census Bureau, Decennial Census. University of Missouri, Center for Applied Research and Engagement Systems. 2020. Source geography: Block Group



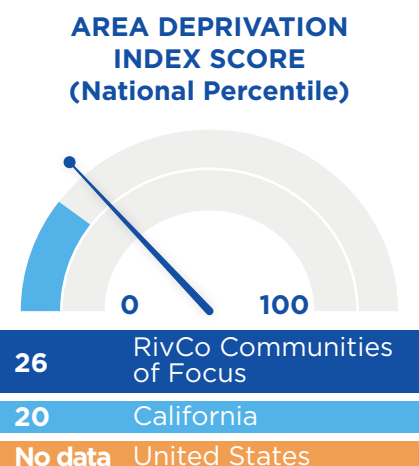
## Area Deprivation Index (ADI)

The Area Deprivation Index attempts to rate the level of advantage neighborhoods have in four domains; education, income and employment, house, and household characteristics. The higher the score, from 1 to 100, the greater the advantage. The area deprivation score for the communities of focus is 26 and is higher than that of California (20) but lower than that of Riverside County (31). There is no national data to compare to.

Another way to look at the ADI data is to see what percentage of the community falls into different categories of advantage. For Riverside County as a whole, there are more disadvantaged community members than California residents as a whole but considerably less of the most disadvantaged compared to the United States overall.

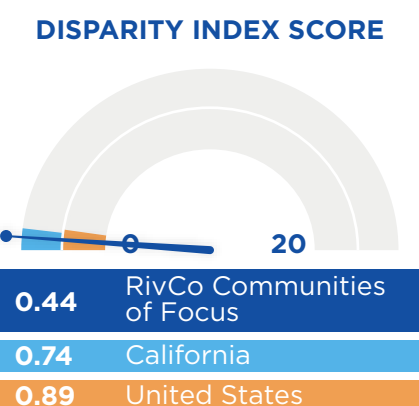
Report Area	Total Population (2020)	State Percentile	National Percentile
RivCo Communities of Focus	838,106	6	26
Riverside County, CA	2,418,185	73	31
California	39,538,223	No data	20
United States	334,735,155	No data	No data

Note: This indicator is compared to the state average.  
Data Source: University of Wisconsin-Madison School of Medicine and Public Health, Neighborhood Atlas. 2020. Source geography: Block Group



## Internet Access

Very little disparity is seen across population groups having a broadband internet available at home. The low disparity score (0.44) is lower than that of CA (0.74) and that of the US (0.89). A score of 0 represents perfect equality and a 100 perfect disparity.



Report Area	Non-Hispanic White	Hispanic or Latino	Non-Hispanic Black	Non-Hispanic Other Race	Disparity Index Score
RivCo Communities of Focus	94.43%	92.00%	91.49%	93.14%	0.44
Riverside County, CA	93.43%	92.10%	92.06%	93.26%	0.33
California	93.76%	90.55%	89.55%	93.06%	0.74
United States	90.88%	88.42%	84.98%	91.45%	0.89

Note: This indicator is compared to the state average.  
Data Source: US Census Bureau, American Community Survey. 2017-21. Source geography: Tract



# Conclusion

The communities of focus have several equity and inclusion factors that put it at an advantage over the overall Riverside County area and California as a whole. While these advantages provide a strong foundation to build upon, they often don't extend to all community groups.



**Credit:** Spectrum of Community Engagement to Ownership, Rosa Gonzalez, Facilitating Power, and Movement Strategy Center  
<https://naacp.org/resources/guidelines-equitable-community-involvement-building-development-projects-and-policies>

# Recommendations

- ✓ Conduct in-depth discovery within the communities of focus to gain deeper understanding of the root cause of the considerable social and environmental disparities experienced by Non-Hispanic, Black and Hispanic/Latino residents.
- ✓ Strengthen existing (or implement new) multi-sector collaboratives providing community-wide case conferencing for residents experiencing disparities.
- ✓ Conduct comprehensive asset mapping, evaluating systems of care for identified areas of disparities. Create and implement a follow-on strategy to prevent duplication of services, identify and prioritize gaps and achieve measurable improvement in health care and social service access for individuals impacted by equity and inclusion disadvantages.
- ✓ Prioritize equitable representation on steering committee and other leadership and implementation teams, and follow research-based principles of engagement to ensure individuals who may be experiencing social and environmental disparities are empowered to be a part of the decision-making processes.



1

INFORM

Provide the community with relevant information



2

CONSULT

Gather input from the community



3

INVOLVE

Ensure community needs and assets are integrated into process and inform planning



4

COLLABORATE

Ensure community capacity to play a leadership role in implementation of decisions



5

DEFER TO

Foster democratic participation and equity by bridging the divide between community and governance, through community-driven decision-making



# Value Brief



The City of Riverside has the opportunity to unlock \$468.8 million in projected value generation and savings through a partnership with Blue Zones.

## Blue Zones Value Brief for the City of Riverside, CA

Over the next ten years, the City of Riverside, CA has the opportunity to unlock up to \$468.8 million in projected value generation and savings, directly benefiting the community through a partnership with Blue Zones.

Unlocking this value is centered on the science and knowledge that people with sustainably higher well-being cost less and perform better. And for us, well-being isn't just an ideal. It's quantifiable.

As such, the goal of a Blue Zones community transformation is making measurable improvements in well-being across the area—specifically, improving elements of individual and collective well-being that are proven to positively drive key economic indicators.

Research has shown that lifts in personal purpose, as well as social, financial, community, and physical health factors have direct implications on future medical costs and human performance. Reductions in lifestyle risks, disease burden, and medical spend are all results that influence individual lives as well as the collective, driving results that are not only felt but are calculable in terms of economic impact.

## Creating Value for the City of Riverside, CA

The ten-year impact of a Blue Zones transformation:

- ✓ Projected Medical Cost Saving of **~\$164.7M**
- ✓ Reduction in projected workforce lost productivity of **~\$228.9M**
- ✓ These two sources of value result in a projected **~\$159 average annual per capita** medical saving and productivity improvement value for the adult population over the next decade
- ✓ Approximately **\$75.2M** of direct and indirect benefits to the regional economy
- ✓ Billions of expected positive media impressions
- ✓ Additional related follow-on community grants, gifts, and investments
- ✓ **A cumulative total value of over \$468 million for the City of Riverside, CA in including medical cost savings, productivity savings, and regional economic impact.**



### The Origins of Blue Zones Project

To discover the cultural traits that lead to greater well-being, scientists researched the five areas of the world where people are living longer, happier lives. We call these blue zones, as coined and well-documented in Dan Buettner’s New York Times best-selling book, “The Blue Zones: Lessons for Living Longer from the People Who Have Lived the Longest.”

This research, coupled with a now 20-year worldwide longevity study, has been used to develop Blue Zones tools and programs that are designed to tackle the chronic disease crisis and health disparities plaguing our nation.



### Our Approach to Community Well-Being Transformation

In collaboration with community leadership, Blue Zones ignites broad-scale well-being transformations that focus on creating systemic changes to the environments in which we live.

- At the focal point of our approach is affecting policy change in our human-made surroundings to make the healthy choice the easy choice.
- To unite our communities under a common cause, an extensive outreach and marketing campaign rallies everyone from employers, grocery stores, and restaurants, to government entities and non-profits, schools and universities, the faith-based community, the media, and of course, individual community members.
- In addition, a variety of individual engagement strategies strengthen social connection and foster personal integrity and accountability for each community member’s part in the community’s transformation.

Due to the permanent and semi-permanent nature of environmental and policy changes, the value of Blue Zones grows and compounds over time from the initial investment- in many aspects creating true generational impact.

### Measuring the Impact of Well-Being

Research demonstrates the link between well-being, medical costs, and job performance

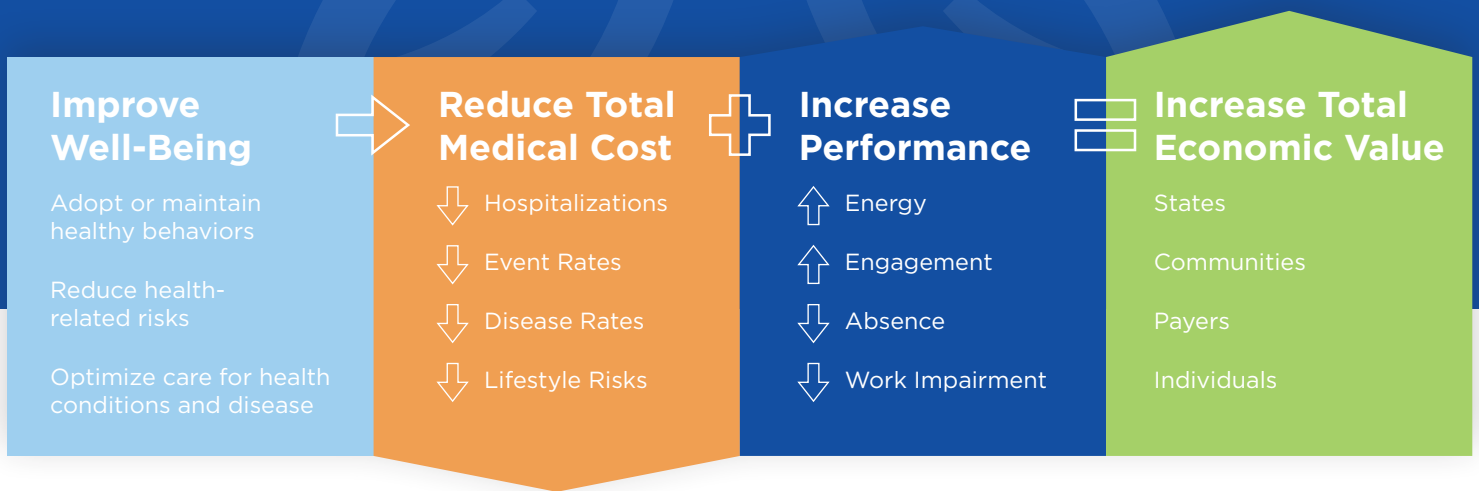


Figure 1

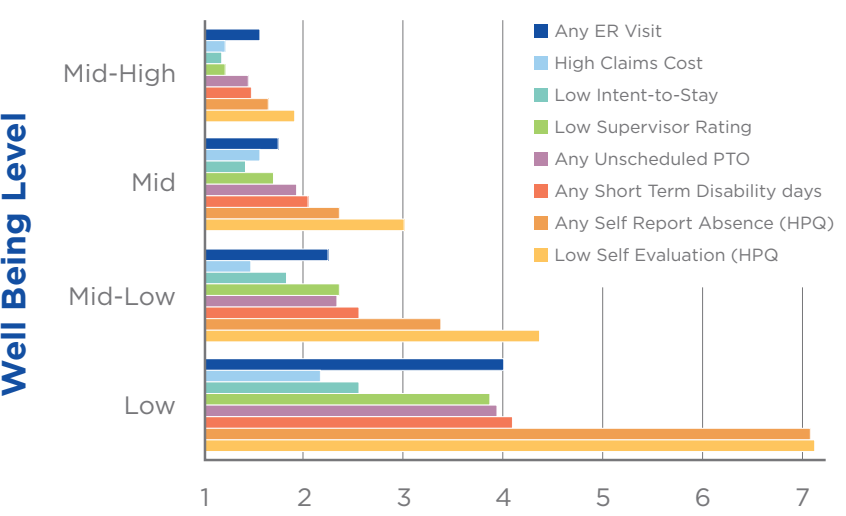


Figure adapted from: Overall Well-Being as a Predictor of Healthcare, Productivity and Retention Outcomes in a Large Employer. Population Health Management, 2013.

Figure 1 illustrates the probability of specific outcomes based on well-being level. Low well- being individuals are more likely to visit the emergency department, have high medical claim expenditures, leave an employer, have low performance ratings, have unplanned absences, experience disability, and attend work with an inability to perform at their best. Optimal well-being leads to higher-performing, healthier, and more productive individuals and businesses, thus creating economic value for the region.



Our advanced modeling approach includes a simulation model, multivariate econometric models, and coarsened exact matching. At the heart, is an industry leading predictive population health simulation model called the Healthways Simulation Model™, developed by the Healthways Center for Health Research in collaboration with the World Economic Forum, Harvard University, Johns Hopkins School of Public Health, and Boston Consulting Group. Using conservative to more aggressive assumptions concerning population readiness to change, the simulation model was run with a range of scenarios— the average of which has been used to estimate the impact of a Blue Zones community transformation for the Riverside, CA, area over a ten-year period.

For our purposes, the simulation model is an epidemiology-based method used to forecast the complex and compounding relationships between existing chronic conditions and modifiable lifestyle behaviors. It is needed not only to calculate health care-related costs associated with conditions and behaviors based on a given set of data, but also to forecast the incidence and progression of these diseases over time.

Research has proven the value—via reductions in medical claims costs, decreases in absenteeism, and increases in productivity—of well-being improvement and population management interventions, and our simulation model is how we can quantifiably get to this goal.



Using the Gallup Well-being Index data and publicly available economic, health and demographic information, the simulation model creates a baseline of well-being risks, chronic disease burden and modifiable lifestyle risk for a population. From this baseline, the model then projects how these conditions and risk factors will interact over time to establish a future risks and disease burden profile. That future risk and disease burden profile is then converted to medical and lost productivity costs.

Changes in these costs are modeled and attributed to source and type in the form of medical expenditures and changes in workforce productivity and performance. With this information, the model can reasonably predict the cost of “status quo – or by not introducing transformational intervention” for populations over a given period. The accuracy of this model was scientifically and independently validated using data available from the Framingham Heart Study, the longest- running longitudinal epidemiologic public health study of its kind.



# WELL-BEING VALUE for the City of Riverside, CA

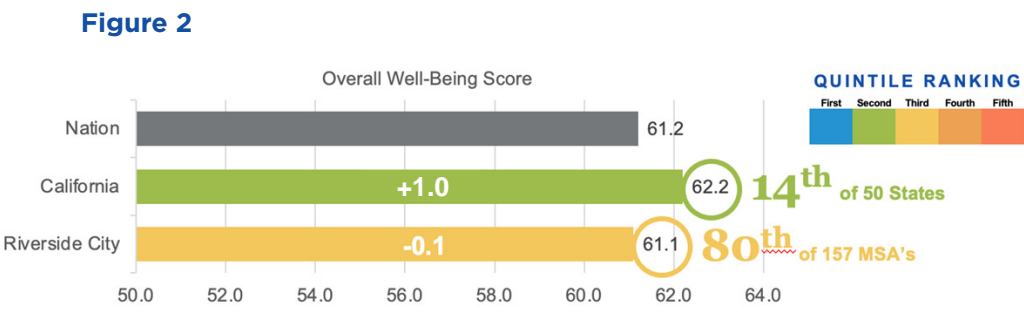
## Current State of Well-Being

The Gallup Well-Being Index is the nation’s largest well-being survey and database. With the ability to track nightly change in well-being at a national, state, regional, and community level, it can report on a year-over- year basis for states and large communities. Gallup and the Blue Zones team leveraged 2017 and 2018 Well-Being Index data to identify the current state of well-being in the City of Riverside, CA.

The following represents a preliminary analysis, with the goal of providing an understanding of Blue Zones measurement methodology and projected impact. If Riverside moves forward with a Blue Zones community transformation, **a real-time baseline of well-being will be established in a statistically rigorous oversampling by Gallup.**

## Overall Well-Being Index Score

California ranks 14<sup>th</sup> out of 50 states in overall well-being, placing it in the second quintile for well-being nationwide. The City of Riverside, when compared to the 157 largest metropolitan statistical areas (MSAs) across the nation for which the Well-Being Index provides standard annual reports, ranks 80<sup>th</sup> in overall well-being and is in the first quintile. Behind the state and almost equivalent with the nation in overall well-being. (Figure 2)

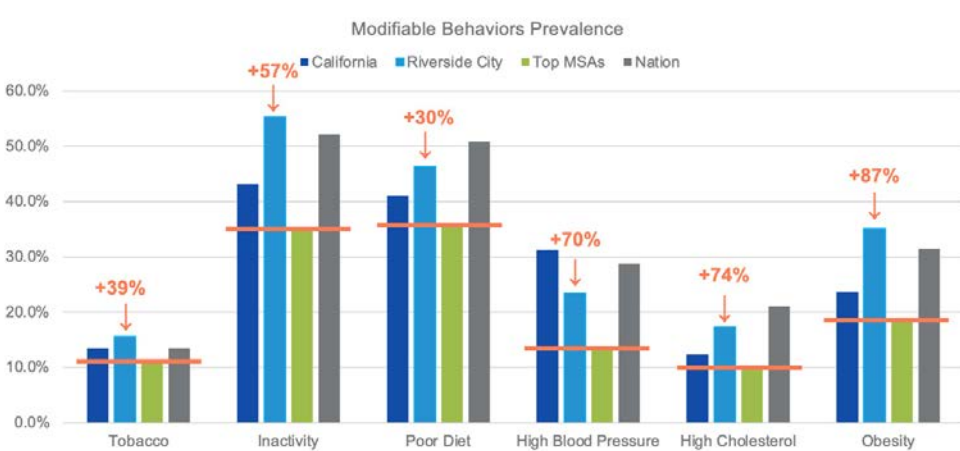


The graphic below (Figure 3) shows how the City of Riverside, CA ranks as compared to 157 MSAs across the nation on the five core elements of well-being measured within the Well-Being Index, contrasted with how the State of California ranks among the 50 states (Note the color of the numeric ranking indicates it’s quintile, see quintile ranking key). Notably, the City of Riverside, CA ranks in the fifth quintile for community and the fourth for financial well-being. Community measures the sense of engagement we have with the area where we live and financial well-being is a measure of the ability to effectively managing one’s own economic life. When compared to the state, the City of Riverside ranks lower in all elements except purpose.



# Well-Being Index Risk and Disease Prevalence

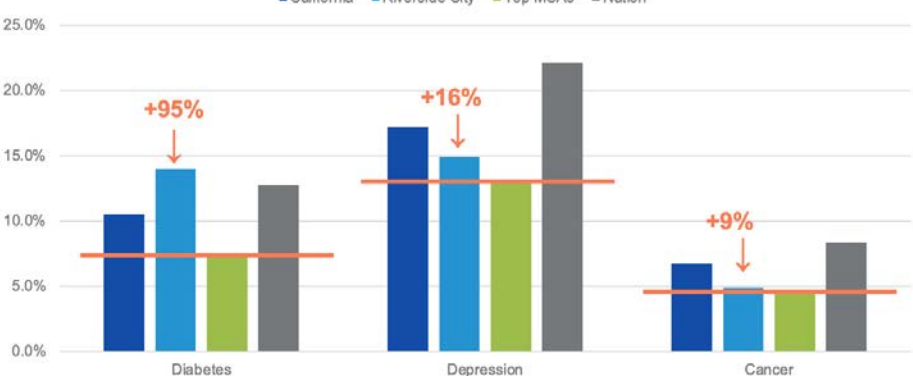
Figure 4



The City of Riverside has a number of challenges in the risk profile of the population. Obesity, high blood pressure, and high cholesterol are 87%, 70%, and 74% higher (respectively) as compared to the benchmark MSAs in the U.S. Benchmark MSAs represent the top ten performing communities within the category of comparison. Additionally, inactivity, poor diet, and tobacco use are all higher than the benchmark MSAs by 30%, or more. Risk prevalence data is reflected in figure 4.

Disease prevalence rates in diabetes, depression and cancer exceed that of the benchmark MSAs. Notably, by more than 90% for diabetes, as shown in in figure 5.

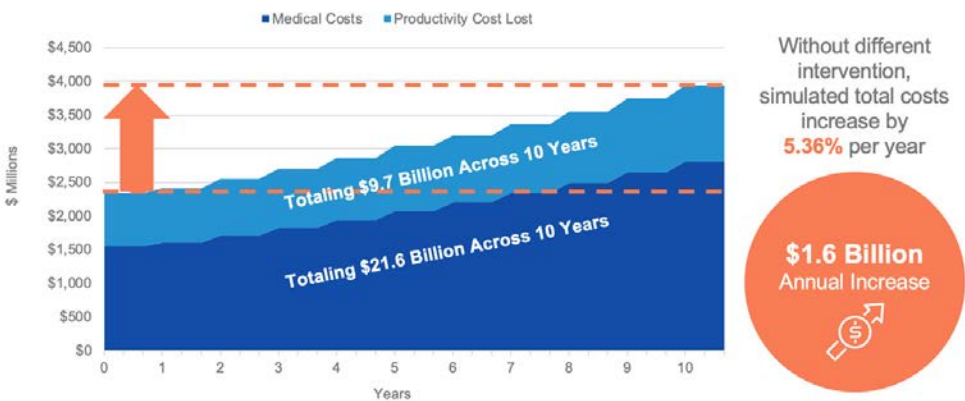
Figure 5



## The Cost of Status Quo

The City of Riverside, CA struggles with many of the same chronic conditions and lifestyle behaviors that plague the entire state and nation. The cost of status quo—for doing nothing differently in the future—is significant. Using the simulation model, we conservatively forecast that over the next ten years, medical and lost productivity costs will increase annually by \$1.6 billion or 5.36%. (Figure 6).

Figure 6: Medical and Productivity Cost Projections Absent Intervention for Ages 18 and Up





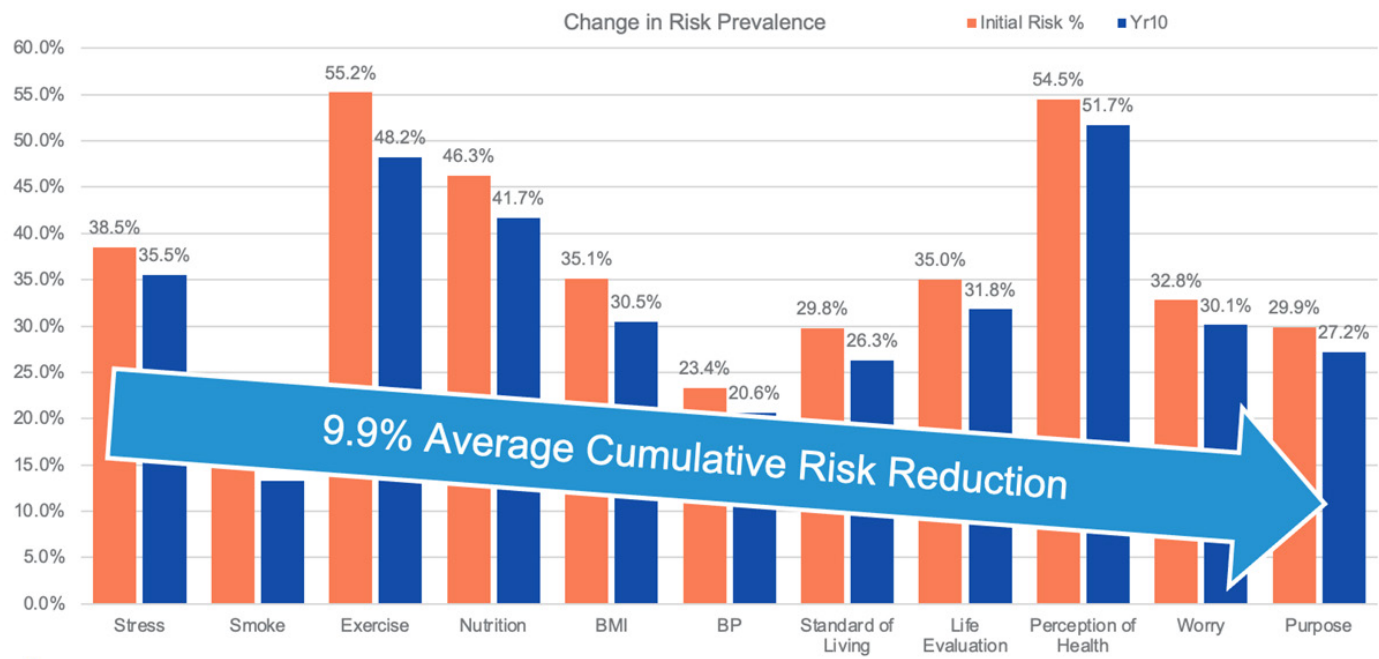
Key Well-being Measures for the City of Riverside, CA

1 in 2		1 in 3		3 in 5		1 in 3	7 in 10
Do not eat sufficient fruits and vegetables	Have worried about money in the last week	Are not proud of their community	Do not have a good perception of their health	Do not feel safe and secure	Do not exercise at appropriate levels	Have a poor current life evaluation	Are obese or overweight

Blue Zones Community Transformation Risk Reduction and Savings Analysis City of Riverside, CA

Over the next 10 years we conservatively estimate and average cumulative risk reduction of 9.9% across the eleven risk factors identified in figure 7 below. These critical factors are indicators of an individuals experienced well-being and a reduction of prevalence produces improved well-being. Our approach does not seek to drive these to zero at a population level, but rather drives slow, steady, and sustainable progress in reduction.

Figure 7



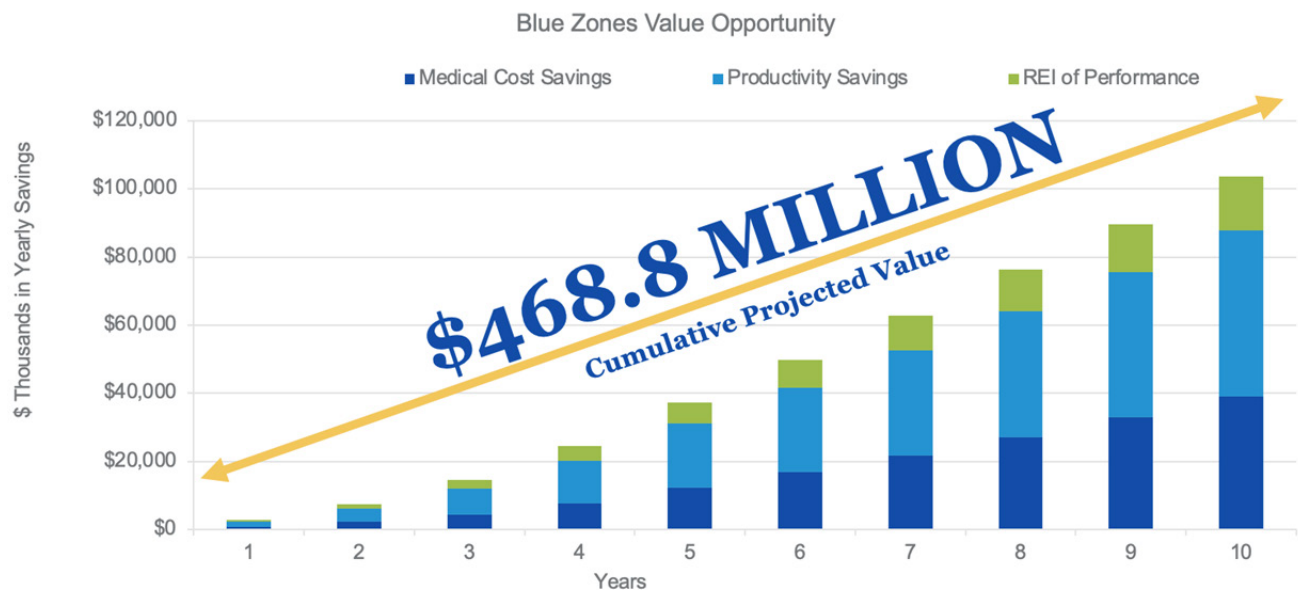
The 10-year average annual per capita medical and productivity value for the City of Riverside, CA is projected at \$159 for the adult population, and a total of \$189 when accounting for regional economic impact. Medical cost savings alone are projected to generate \$164.7 million for residents and employers within the region (Figure 8).

Within our framework lies a great opportunity to impact workforce productivity and provide significant economic benefit for the City of Riverside, CA. Over the next ten years, the model projects the Blue Zones Community Transformation to generate approximately \$228.9 million in workforce productivity improvement in the form of reduced absenteeism and increased workforce engagement and performance. Medical cost savings and improved productivity savings account for a total aggregate savings of \$393.6 million (Figure 8).

Value increases further when the full regional economic impacts are considered. For every dollar of improved workforce productivity, the regional economy benefits in the form of increased direct and indirect household consumption. The regional economic impact from the proposed Blue Zones Community Transformation is expected to be approximately \$75.2 million over ten years (Figure 8).

In total, we project a conservative gross value estimate of up to \$468.8 million in medical savings, improved productivity, and regional economic benefit for The City of Riverside, CA over the next decade as a result of implementing a Blue Zones Community Transformation (Figure 8).

Figure 8





# Contributors

## Activate Riverside County - RUHS Public Health Contributors

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Daisy Ramirez Bell	Program Coordinator II	Epidemiology and Program Evaluation
Rachelle Roman	Deputy Public Health Director	
Eduardo Santana	Supervising office Assistant II	Nutrition and Health Promotion
Kimberly Saruwatari	Director of Public Health	
Jennifer Stewart	Program Director	Nutrition and Health Promotion
Shunling Tsang	Deputy Public Health Officer	
Andrea Tovar	Research Analyst	Epidemiology and Program Evaluation
Valerie Rodrigues	Program Coordinator II	Injury Prevention Services
Salomeh Wagaw	Program Director	Epidemiology and Program Evaluation
Catherine Winters	Resident Physician	HIV-STD
Daisy Zavala	Office Assistant III	Nutrition and Health Promotion



# Meet Our Team

## Activate Riverside County - Blue Zones Team

### Aislinn Kotifani, Communications Specialist

- For the last 7 years, has managed the Blue Zones brand, website, and social media presence
- Experienced with large diverse city, small community, and niche neighborhood program engagement and launches

### Amelia Clabots, Vice President of Finance & Operations

- Experienced operations professional with deep experience managing cross-functional Blue Zones teams
- For the last 10 years, has helped Blue Zones transition from a small research company to a global brand with multiple products, channels, and initiatives

### Ben Leedle, CEO

- Former CEO and President of Healthways, Inc.
- Transformed small business into world's top population health management company
- Co-founder, Blue Zones Project
- Co-founder, Gallup-Healthways Well-Being Index

### Dan Buettner, Jr., Vice President of Business Development

- Advancing Return on Well-Being models and archetypes for businesses and communities
- International Speaker
- Global commercial real estate expert

### Fabian De La Espriella, AICP, Project Manager

- Experience working with multidisciplinary teams in both the public and private sector
- Featured in the New York Times, StreetsblogUSA, and the American Planning Association's Planning Magazine

- Former Urban Design & Transportation Planning Manager for Miami Downtown Development Authority

### Greg Damron, Tobacco Policy Expert

- Specializes in Public Health initiative community engagement, policy strategies, planning, project management, and evaluation.

### Jan-Emmanuel De Neve, World Happiness Expert

- Professor of Economics and Director of the Wellbeing Research Centre at the University of Oxford
- Co-editor of the World Happiness Report
- Recipient of the Ruut Veenhoven Award in 2015 for his contributions to the scientific study of happiness

### Lisle Wescott, Director of Accounts

- Former Market President of the SSM Health Hospitals in St. Charles County
- Expert in hospital quality metrics, patient and employee safety, engagement, and community health needs assessments
- Immediate past President of Crossroads Clinic—Volunteers in Medicine

### Lynn Richards, Senior Vice President, Policy and Implementation

- Former President and CEO of Congress for New Urbanism
- Former Acting Director and Policy Director, Office of Sustainable Communities at the US Environmental Protection Agency (EPA)
- Deep experience implementing policy changes at the federal, state, and local levels

### Malisa McCreedy, Built Environment Program Manager

- Former Director of Mobility for the City of Gainesville, FL
- Former Division Manager for the City of Portland's Bureau of Transportation

### Margaret Adamek, PhD, National Food Policy Expert

- Decades of experience working with native nations, new immigrant, and minority populations
- Designed and deployed Minnesota Food Charter
- Bush Foundation Leadership Fellow

### Nadja Berneche, Food Policy Expert

- Lead Consultant and Director of Healthy Communities Projects with Terra Soma
- Co-chair of the Saint Paul-Ramsey County Food and Nutrition Commission
- Cross-cultural experience and demonstrated commitment to serving diverse communities

### Naomi Imatome-Yun, Editor-in-Chief

- Wall Street Journal bestselling author
- Curator of the historic Flashlight exhibit at the Mayme Clayton African-American Museum in Los Angeles
- Experienced reaching and engaging hard-to-reach audiences (niche, underserved, millennial)

### Nick Buettner, Vice President of Product

- Led or produced 17 world expeditions, including explorations to identify blue zones regions
- Former COO of Foolproof, a financial literacy foundation
- Ed-tech innovator and co-founder of Maya Quest, a web-based education program

### Oliver Hayden, Project Manager

- Urban planning & development strategist
- Over eight years of experience delivering innovative, data-driven project solutions
- Passionate advocate for well-designed cities and neighborhoods

### Robyn Fulwider, Account Executive

- Over 38 years of experience in the healthcare field
- Diverse operational management experience including strategic planning and visioning, business planning and management, budget development, and contract negotiations

### Sara Hetrick-Couppas, Schools Expert

- Experienced Program Director with a demonstrated history of working in the developmental disabilities and mental health care industry

### Sharon O'Hara, DrPH, MPH, MS, Alcohol Policy Expert

- Professor at UC Berkeley, Core Faculty, Doctor of Public Health (DrPH) Program
- Postdoctoral Research Fellow, Pacific Institute for Research and Evaluation
- Group Leader, Berkeley Ethics and Regulation Group for Innovative Technologies (BERGIT)

### Shelly Trumbo, Chief Transformations Officer

- Founder, Starling Community Solutions
- Former Director of Community Wellness at Adventist Health Clear Lake
- Advisory Board Member at North Coast Opportunities, Inc.

### Steve Samples, Gallup Well-Being, Senior Financial Analyst

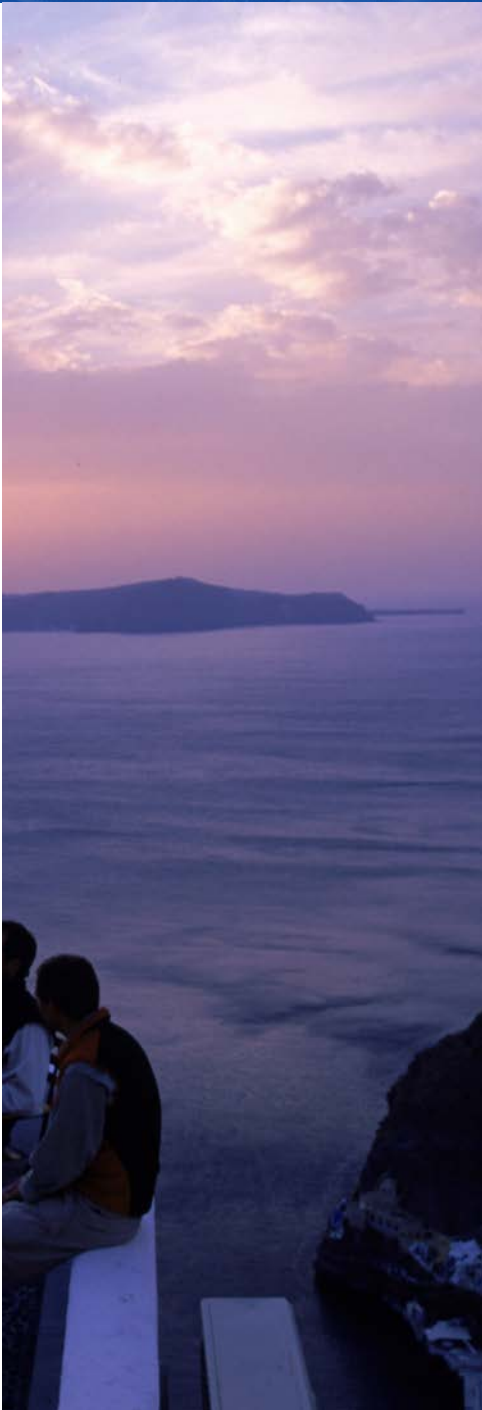
- CPA by training
- 40 years of health care experience
- Analyzed well-being, health, and claims data for hundreds of organizations
- Created numerous models to analyze and present value projections, costs, and outcomes
- Former SVP at Healthways, Inc. leading its Financial Operations Group

### Tre' McCalister, Worksite Expert

- Former Total Health Management Consulting Practice Leader for Mercer, Central Market
- Former Global Health Strategist at Dell
- Board of Directors for Austin Mayor's Health and Fitness Council

### Tricia Gehrlein, Community Improvement Expert

- Former Director of Population Health, Morongo Basin Healthcare District
- Former Director, Community Health Transformation, Clinton Foundation
- Former Regional Director, Coachella Valley, Clinton Foundation's Health Matters Initiative
- Former Grants Manager, Desert Healthcare District







## Contact Us

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