



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL **DATE: September 5, 2017**
FROM: OFFICE OF THE MAYOR **WARD(S): ALL**
SUBJECT: FIT, FRESH, and FUN RIVERSIDE

ISSUE:

Receive a report providing an overview of the Fit Fresh Fun Riverside's 2016 - 2017 achievements.

RECOMMENDATION:

That the City Council receive and file this report and presentation.

BACKGROUND:

In June 2011, The City of Riverside Fitness Summit kicked off the Fit Fresh Fun Riverside efforts. Since then, the Mayor has chaired FFFR initiative, which includes over 50 private and public partners.

DISCUSSION:

During 2016 and the beginning 2017, FFFR collaborative partners continued to make an impact on the six priority areas: community gardens, farmers markets, workplace wellness, youth, healthy living, and policies and environmental change. The attached video presentation highlights selected accomplishments, including skill-building classes for adult and children; community events; and health-promoting policies.

City-wide Impact

A key FFFR collaboration is the Start R.I.G.H.T. (Riverside Is Getting Healthy Together) Campaign, a Citywide initiative to engage those who live, work or go to school in Riverside to utilize education fitness opportunities in order to improve the obesity rates in Riverside. The Riverside Community Health Foundation has spearheaded Start RIGHT for the last four years, in collaboration with the City of Riverside. The attached presentation describes the Campaign and the 2017 results.

National Recognition

As an example of the power of partnerships, FFFR partners collectively earned gold medals in all of the five *Let's Move! Cities, Towns, and Counties* priority areas such as community health education, active kids, healthy food and beverage guidelines, healthy school food, and childcare settings. As a result, Riverside was recognized in the National League of Cities November 2017 Summit and ranked in the top 20% of the over 500 participating cities.

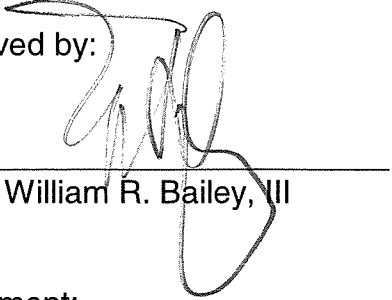
FISCAL IMPACT:

There is no fiscal impact associated with this report.

Prepared by: Eddy Jara, Community Wellness Program Coordinator

Approved as to form: Gary G. Geuss, City Attorney

Approved by:

A handwritten signature in black ink, appearing to read 'W. Bailey, III', is written over a horizontal line.

Mayor William R. Bailey, III

Attachment:

1. Fit Fresh Fun Riverside Update PowerPoint Presentation
2. Fit Fresh Fun Riverside Update Video