Proposed Citywide Ward-Specific Events, Programs or Projects Policy

City Manager's Office

Governmental Processes Committee

January 7, 2026

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BACKGROUND

Why This Item is Back

August 6, 2025: GPC Reviewed the proposed policy and supported it with minor clarifications

October 28, 2025: City Council did not adopt the policy and referred the item back to GPC

Purpose today: Review feedback and provide direction on policy revisions

2

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DISCUSSION

- During discussion, City Council raised policy questions and concerns regarding roles, election cycles, post-event reporting, and budget visibility

- The following slides summarize key themes from Council discussion

- GPC direction today will guide staff revisions to the proposed policy to either return to GPC or the City Council, as appropriate

| City Council Feedback | → | GPC Direction | → | Staff Revises Policy | → | Return to GPC/Council |

3

ROLES, AUTHORITY & APPROVAL PROCESS

Council Feedback

- Need clearer understanding of how events move from idea to implementation
- Who has final decision-making authority?
- Approval chain could benefit from additional detail/timeline clarification

Committee Input Requested

- When/how should Council input occur?

- How should roles and responsibilities be clarified?

- What level of process detail is appropriate in the policy?

4

ELECTION CYCLES & BRANDING

Council Feedback

- When does the 90-day election period begin?
- Should recurring annual events be allowed near elections?
- Should Councilmember names be attached to events?
- Limits on marketing or promotion during election period

Committee Input Requested

- Should election-cycle safeguards focus on timing, branding, or both?

- Should generic event naming be required (e.g. "Ward 2 Event")?

- How should recurring annual events be handled?

5

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POST-EVENT REPORTING

Council Feedback

- Broad support for requiring a post-event summary to be sent to applicable Councilmember and Department lead
- Need consistent information on what occurred and lessons learned
- Information suggested:
  - Event/Project name and date
  - Total cost broken down by category
  - Attendance or participation #s
  - Partners or vendors involved
  - Lessons learned and recommendations

Committee Input Requested

- Should post-event reporting be required for all events, programs, or projects?

- Should reporting vary based on event size or duration?

- Use of a simple dashboard for larger events or ongoing programs

6

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PRE-EVENT PLANNING

Council/Staff Feedback

- Benefit of early, consolidated planning for the year ahead
- Reduces last-minute requests and mid-year changes
- One comprehensive planning meeting per year with each Council office and the Arts & Cultural Affairs team
- Outline anticipated events, priorities, and expectations

Committee Input Requested

- Should a pre-event planning process be incorporated into the policy?

- When should planning occur and at what level of detail?

7

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BUDGET VISIBILITY & COST STRUCTURE

Council Feedback

- Requested regular visibility into ward event account balances
- Need to understand how much is spent for each event
- For City-related expenses like permits, staff time, etc., should there be a separate budget line item?
- Visibility supports accountability and response to resident questions

Committee Input Requested

- How should budget information be shared with Council offices?

- Frequency of budget updates (after events, periodic summaries, quarterly?)

- Whether any changes to City-service related costs should be considered

8

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RECOMMENDATIONS

That the Governmental Processes Committee:

1. Review City Council feedback on the proposed Ward-Specific Events Policy

2. Provide Direction on key policy areas:
   - Roles and event approval process
   - Election-period rules
   - Pre-event planning and Post-event reporting expectations
   - Budget visibility and transparency

3. Direct staff to revise the proposed policy and return it to the GPC or City Council for further consideration

9

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