



# Proposed Citywide Ward-Specific Events, Programs or Projects Policy

City Manager's Office

## Governmental Processes Committee

April 1, 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



**January 7, 2026:** GPC requested City Attorney review regarding election-period safeguards



## POLICY PURPOSE

The purpose of the policy is to:

- Provide a consistent framework for planning and implementing ward-based events, programs, and projects.
- Ensure equitable community programming across the City.
- Provide transparency, accountability, and clear operational responsibilities.



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## ELECTION-PERIOD SAFEGUARDS

Ward events generally prohibited within 90 days prior to an election where the Councilmember appears on the ballot.

Exemption for annually recurring community events that have occurred for at least three consecutive years.

Events must not be used for political or campaign purposes.



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## BRANDING AND PROMOTION

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Use City branding such as Local Vibes.

Event branding may reference Ward number or neighborhood name.

Councilmember names or logos should not be used in event branding.



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## PLANNING AND IMPLEMENTATION

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Events are implemented by City Staff.

Annual planning meetings with each Council office and Arts & Culture Affairs staff.

Identify priorities, locations, partners, and budget for the fiscal year.



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## POST EVENT REPORTING

Standardized post-event summary.

Reports shared with Councilmember offices.

Reports to include attendance, cost breakdown, partners/vendors, and lessons learned.



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## RECOMMENDATIONS

That the Governmental Processes Committee:

1. Provide direction on election-period safeguards and branding provisions
2. Confirm treatment of recurring annual events
3. Direct staff to revise the policy and return to City Council



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