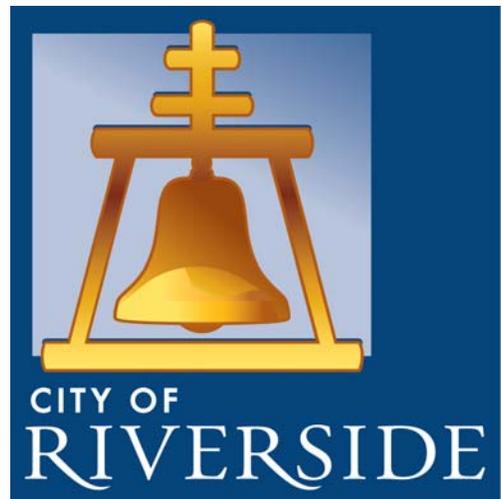


# COMMUNITY PROFILE



# COMMUNITY PROFILE

## Introduction

Designated as one of "America's Most Livable Communities," the City of Riverside offers a highly educated and skilled workforce, lower land and facility costs for businesses, reliable City-owned municipal utilities, exceptional quality of life, affordable housing, and ease of access to transportation. The City is a rapidly growing urban center with 291,398 residents, currently ranked as the twelfth largest city in California and the sixth largest city in Southern California. Riverside is the largest city in, and is at the center of, the region known as the "Inland Empire." With a population of over four million, the Inland Empire is ranked between Phoenix and Dallas as the 19<sup>th</sup> largest metropolitan statistical area in the United States by the U.S. Census Bureau, and is one of the fastest growing regions in the country. Rich in history and possessing a clear vision of the future, Riverside will continue to lead in the social and economic growth of the Inland Empire.

With a current student population of approximately 47,000, the City is home to four internationally recognized colleges and universities, including the prestigious University of California, Riverside. The City is located approximately 60 miles east of Downtown Los Angeles and is centrally placed within a short distance from the Coachella Valley, San Bernardino Mountains, Southern California beaches, and Ontario International Airport.

## Heritage

Founded in 1870 by John North and a group of Easterners, Riverside was built on land that was once a Spanish rancho. The first orange trees were planted in 1871, but the citrus industry in Riverside began two years later when Eliza Tibbets received two Brazilian navel orange trees from the Department of Agriculture in Washington. The trees thrived in the Southern California climate and the navel orange industry grew rapidly.

Within a few years, the successful cultivation of the newly discovered navel orange led to a California Gold Rush of a different kind: the establishment of the citrus industry. By 1882, there were more than half a million citrus trees in California, almost half of which were in Riverside. The development of refrigerated railroad cars and innovative irrigation systems established Riverside as the wealthiest city per capita by 1895.

## GENERAL STATISTICS

Population (2007 estimate)	291,398
Median Age	30
Housing Units	98,016
Median Household Income	\$50,468
Median Home Price	\$415,000
Ethnicity-Persons (by Single Race Classification)	
White	55%
Hispanic or Latino	45%
Black or African American	7%
Asian	6%
American Indian or Alaska Native	1%
Other	26%

As the City prospered, a small guest hotel, designed in the popular Mission Revival style, grew to become the world famous Mission Inn. This location has been favored by presidents, royalty, and movie stars. Postcards of lush orange groves, swimming pools, and magnificent homes have attracted vacationers and entrepreneurs throughout the years. Victoria Avenue and its landmark homes serve as a reminder of European investors who settled here.

Riverside's citizens are proud of the City's unique character. From its carefully laid out historic Mile Square to its 1924 Civic Center, designed by the same planner responsible for San Francisco's Civic Center (Charles Cheney), Riverside is born from a tradition of careful planning. Through the City's Office of Historic Preservation, Riverside is committed to preserving the past as a firm foundation for the future. The City Council and other agencies have designated over 110 City Landmarks, 20 National Register Sites, and two National Historic Landmarks throughout the City.

The City's unique Raincross Symbol is derived from combining a replica of the mass bell used by Father Junipero Serra, missionary priest and founder of the California Missions, and the cross to which the Navajo and Central American Indians prayed for rain. The "Raincross" is used extensively throughout Riverside in its architecture, holds a prominent spot on the City flag, and has been identified with Riverside since 1907.

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## Demographics

A city is defined by its assets, the most important one being the people that populate it and work within its boundaries. Riverside is distinctly proud of its highly diverse, sophisticated, and civic-minded people, and of its sense of place and legacy. The City has carefully planned for growth while preserving local history, being cognizant of both the citrus-based past and the modern future.

## Housing, Workforce, and Job Growth

With a median single family home price of \$415,000 in 2007, compared to \$699,000 in Orange County and \$549,000 in Los Angeles County, Riverside draws many families pursuing the American Dream. Young couples and on-the-go professionals are also drawn by the City's median condo price of \$294,286. One result of the City's affordable housing has been a 38% increase in residents holding a Bachelor's Degree or higher over the past five years.

This helps to explain the 22% growth in the total number of jobs that Riverside experienced over the past five years, reaching 165,978 in mid-2006. Combined with the fact that real estate and company payroll costs – businesses' two largest expenses – continue to be up to one-third less than those in nearby coastal communities, it is no surprise that the 2.2 million square feet of new office space currently planned or under construction is expected to lease quickly. Projects slated to begin construction in 2007 include Regency Tower, Madison Plaza, Riverwalk Phase V, and Canyon Crossings.

Businesses are taking advantage of Riverside's lower land cost, strategic location, and established transportation networks as a key portal for the movement of goods and services between the greater Los Angeles area and the

rest of North America. The City is home to major industries such as advanced manufacturing, health and medical services, and retail and professional firms. As the region's largest city and the county seat of California's fourth largest county (Riverside County), legal and government services also are a significant presence.

Also reflecting its evolution as a high technology community, a citywide free wireless network will soon benefit residents, as well as merchants by providing free access to email and the Internet throughout the City. To further encourage technology companies and their employees to make Riverside their home, the City has partnered with two local banks to recruit and retain technology workers by launching a new mortgage incentive program designed to increase home ownership for Riverside employees of high-tech firms.

## Population, Household Income, and Retail Sales

Centered in one of the nation's fastest-growing regions, Riverside has grown steadily in recent years both in area and population. Between fiscal years 2000/01 and 2006/07, the City's population has increased by almost 10%, reflecting nearly a 2% per year growth rate. Similarly, the City has grown through annexations to nearly 81 square miles during the same period.

The City's population of 291,398 includes 176,091 residents with average household incomes greater than \$80,000, and over 60,000 with average household incomes that exceed \$100,000.

## TOP EIGHT MAJOR EMPLOYERS

University of California-Riverside	6,657 Employees
Riverside Unified School District	4,000 Employees
City of Riverside	3,000 Employees
Riverside Community College	2,000 Employees
Fleet Enterprises	1,875 Employees
Kaiser Permanente	1,700 Employees
Alvord Unified School District	1,668 Employees
Press Enterprise	1,300 Employees

## CITY GROWTH

Fiscal Year	Assessed Valuation	Population	Area in Square Miles
1910/11	9,391,670	15,212	39.20
1920/21	10,734,100	19,341	39.20
1930/31	19,560,950	30,656	39.20
1940/41	24,347,330	34,696	39.20
1950/51	60,011,450	46,399	39.20
1960/61	141,284,070	84,332	43.59
1970/71	296,720,661	144,208	71.52
1980/81	762,896,817	172,100	72.04
1990/91	7,526,810,287	228,500	77.04
2000/01	9,938,549,225	265,684	77.77
2002/03	11,619,226,280	269,402	77.77
2003/04	12,497,525,559	274,100	78.50
2004/05	13,725,524,177	283,247	80.00
2005/06	14,614,159,212	287,820	80.13
2006/07	16,395,628,541	291,398	80.96

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Riverside is now Southern California's third largest suburban retail center with \$4.9 billion in annual sales. The City has become a magnet for high-end retail establishments, reflecting the changing demographics in the City. Riverside has a zone of influence that will encompass some 346,000 shoppers by 2010.

While the City's roster of upscale stores is diverse, Riverside retailers have one thing in common: success. Official sales numbers from such popular outlets as California Pizza Kitchen, Trader Joe's, and Panera Bread Company have shown that these Riverside locations are consistently among the best performing in their district, region, or chain. The Riverside Plaza recently completed an expansion to accommodate increasing retail demand, and the Galleria at Tyler, one of the region's most successful retail centers, is currently undergoing a 200,000-square-foot expansion to accommodate the growing demand for retail and entertainment options.

## Tourism and Major Events

The City of Riverside is a focal point for tourism in the Inland Empire. The Riverside tourism industry is supported by the Riverside Convention Center and a variety of local hotels, such as the historic Mission Inn Hotel. An assortment of historical landmarks, performing arts centers, museums, shops, restaurants, and places of entertainment are available for visitors to explore. Besides the many permanent attractions available to visitors, Riverside is also host to many annual events.

The City's new Arts & Cultural Affairs Division has created several popular arts and entertainment activities, including Downtown Thursday Nights, which fills the Main Street Pedestrian Mall with an array of vendors and live musical entertainment; the Downtown Farmers Market held every Saturday, where shoppers can purchase fresh organic produce and beautiful flowers while enjoying chef demonstrations; and an expanded annual Festival of Lights to include family-friendly activities and entertainment in the nation's second largest holiday lighting display.

## Transportation

The City of Riverside is strategically situated among major transportation links. Included in these links are major highways, commuter train stations, and airports. With its proximity to ports, railroads, and freeway access, Riverside is on the way to establishing itself as a leader in

## PERMANENT ATTRACTIONS

### *Entertainment/Places to Go*

- Downtown Thursday Nights
- Downtown Farmers Market
- Castle Park Theme Park
- Jensen-Alvarado Ranch
- Jurupa Mountains Cultural Center
- Mount Rubidoux
- UCR Botanical Gardens
- California Citrus State Historic Park

### *Historic Landmarks*

- Mission Inn Hotel
- Riverside County Courthouse
- Fox Theater
- First Congregational Church
- Heritage House
- Parent Naval Orange Tree
- Universalist-Unitarian Church
- Victoria Avenue
- Benedict Castle
- Harada House

### *Performing Arts*

- Riverside County Philharmonic
- Riverside Municipal Auditorium
- Riverside Community Players
- Riverside Master Chorale
- Riverside Comm. College Civic Light Opera

### *Museums*

- Riverside Art Museum
- Riverside Metropolitan Museum
- UCR/California Museum of Photography
- UCR University Art Gallery
- Brandstater Galley - La Sierra University
- March Air Field Museum
- Mission Inn Museum

## MAJOR EVENTS IN RIVERSIDE

Festival of Lights	Annual, December
Dickens Festival	Annual, February
Riverside International Film Festival	Annual, Winter
Riverside Airshow	Annual, March
Family Village Festival	Annual, September

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Southern California's international trade economy. Also contributing to the City's emergence as a logistics hub is the March Global Port – the former March Air Force base. By 2030, the greater Riverside region can expect a total increase of over one million tons of air cargo coming into the area. The March Global Port also boasts an expansive foreign trade zone (FTZ), where products and goods can be stored duty free. Most firms participating in the FTZ program save hundreds of thousands of dollars annually. It should come as no surprise that Riverside is viewed by many as the economic engine of the Inland Empire.

### *Freeway Access*

The City of Riverside can be accessed via Interstates 215 and 15 from the north and south, and via the 91 and 60 freeways from the east and west. Through these connections, the City is connected to Southern California's freeway network, providing easy access to Los Angeles, San Diego, Orange County, the Coachella Valley, and beyond.

### *Bus and Taxi Service*

Riverside has a modern downtown transit terminal served by Greyhound Trailways Lines, the Southern California Rapid Transit District, and the Riverside Transit Agency (RTA). Private charter bus companies and taxicab services are also available. The RTA provides fixed route bus service throughout a 2,500 square mile area in Western Riverside County, including within the City of Riverside. Additionally, the City's Parks, Recreation, and Community Service Department provides special transportation for seniors 60 years of age or older and those with disabilities.

### *Passenger/Commuter and Freight Railroad Service*

For rail travelers and commuters, the Metrolink system offers a network of commuter trains that connect Los Angeles, Orange, Riverside, San Diego, San Bernardino, Ventura, and Kern Counties. The Metrolink system has two stations in the City, the Downtown (near Mission Inn Avenue and Park Avenue) and La Sierra (near La Sierra Avenue and Indiana Avenue) Stations. From these stations, travelers can reach almost any Southern California Metrolink destination in a short time, as well as connect to Amtrak trains. An Amtrak station is also located in the downtown area.

The BNSF Railway and Union Pacific Railroad lines run through the City, providing dependable daily freight

service to Riverside businesses. Reciprocal switching agreements exist between the companies.

### *Airports Offering Passenger and Cargo Service*

Located just 16 miles northwest of Riverside, Ontario International Airport provides passenger service to cities all over the world, as well as highly accessible cargo service. Commuter services are also available at the airport. Several major airfreight carriers serve Ontario, as well as AeroMexico, Alaska Airlines, America West Airlines, American Airlines, ATA Airlines, Continental Airlines, Delta Airlines, jetBlue, Lineas Aereas Azteca, Northwest Airlines, Southwest Airlines, United Airlines, and US Airways. In addition, within approximately one hour's drive of the City are the Los Angeles International, John Wayne (Orange County), Bob Hope (Burbank), and Palm Springs International Airports.

### *Riverside Airport*

The City boasts its own airport, which has been serving the community for over 50 years. Originally designated as the Arlington Airport, Riverside Airport has been transformed from a single, dirt runway airfield serving light aircraft, into a corporate aviation and business facility unique in its varied services to the Inland Empire. Today, Riverside's main runway of 5,400 feet, as well as its second, cross-wind runway, serve the daily needs of small aircraft, business jets, cargo aircraft, and police and military helicopters. As of 2006, the Airport recorded over 102,000 annual aircraft operations, with 240 aircraft and six helicopters based at the Airport.

### Infrastructure: The Riverside Renaissance

Cities must provide the critical facilities that enable their inhabitants to live, work, and play. A significant impetus for the strong economic growth and enhanced quality of life in Riverside is the "Riverside Renaissance Initiative," a \$1.3 billion capital improvement program combining existing funding sources, new, innovative funding mechanisms, and federal, state, and county resources to construct 30 years of projects in just five years. Conceived in response to the City's explosive growth and ageing infrastructure, the Riverside Renaissance encompasses an ambitious mix of public improvements, redevelopment, and transportation and rail projects.

As many Southern California cities are creating new "downtowns," Riverside is fortunate to have an established core area characterized by unique, independently-owned fine dining establishments and eclectic shopping options,

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made all the more attractive by modern touches. Residents and visitors can shop, dine, mingle, and surf the web all in one place as free wireless internet access becomes available throughout the City. Downtown Riverside is truly defined by charm, history, commerce, and entertainment.

One of the prominent goals of the Renaissance is to protect and enhance these distinctive elements of the downtown. Capital projects include expansion of the Main Library, the Riverside Metropolitan Museum, and the Riverside Convention Center, renovation of the Main Street Pedestrian Mall, and restoration of the historic Fox Theatre, to be transformed into a state of the art performing arts center. The new Fox Performing Arts Center is expected to draw more people downtown for higher levels of entertainment, on par with what Los Angeles audiences see at the famed Wiltern and Pantages theaters.

In addition, private development will add nearly 1,000 upscale residential lofts, condos, and townhouses, as well as retail space and nearly 500,000 square feet of Class A office space over the next five years. One of the first developments is the transformation of a two-block area in the downtown – Fox Plaza – to that of a vibrant urban village and business district with residential and commercial components. Specifically, the \$200 million development will include 500 luxury condominiums, up to 65,000 square-feet of prime retail space and a 130-room, full-service hotel.

In addition to the downtown projects, citywide infrastructure improvements will be made, including the rehabilitation of many existing parks, recreation facilities, and community centers, as well as the addition of new facilities to serve the growing community. Two new libraries will be constructed in Orange Terrace and Arlanza, and the Arlington Library will be significantly expanded. Public safety enhancements include the addition of several new fire stations and improvements to existing stations. The City will also be building a new police precinct facility, remodeling another, and building a public safety administration facility to house the administrative functions of the Police and Fire Departments.

Reliable municipal utility service is important to residents and businesses alike. Public utility projects will include three new water reservoirs, a new electric power plant, a

new electric substation, service upgrades, and a new water treatment plant.

To keep Riverside on the move, the City is undertaking multiple railroad grade separation projects, several improved freeway interchanges, and citywide beautification projects that will widen and/or repave numerous City streets, repair or add sidewalks, and enhance medians with landscape improvements.

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## PUBLIC WORKS

Miles of Paved Streets	852
Tons of Residential Refuse Budgeted for Collection:	
Recycling	24,000 tons
Green waste	46,000 tons
Trash	75,000 tons
Tons of Commercial Refuse Budgeted for Collection:	
Recycling	12,000 tons
Green waste	7,000 tons
Trash	189,000 tons
Signalized Intersections Maintained	355
Gallons of Sewage Treated (in billions)	12

## PUBLIC SAFETY

Number of Sworn Police Officers	405
Number of Police Vehicles	405
Number of Motorcycles	19
Number of Police Dogs	6
Number of Aircraft (helicopters)	4
Number of Police Stations & Storefronts	7
Number of Fire Stations	14
Number of Fire Hydrants	7,140
Number of Fire Apparatus'	39
Urban Search and Rescue Team Task Force 6	1

## LIBRARIES

Number of Libraries	6
Library Customers	199,552
Library Books	433,825
Audio-Visual Materials	42,091
Annual Circulation	1,120,607
Annual Attendance in Library	1,789,565
Number of Public Access Computers	170
Users of Public Access Computers	245,600
Free Programs/Events	1,757
Programs/Events Attendance	55,742
Online Public Access Catalog (OPAC) Searches	1,029,716

## PARKS, RECREATION, & COMMUNITY SERVICES

Number of Parks	56
Number of Community Centers	9
Gross Acres Maintained	2,796
Public Swimming Pools	7
Playgrounds	38
Softball/baseball diamonds	41
Public Golf Courses	2
Other Facilities	5

## RIVERSIDE AREA SCHOOLS

School Districts	2
Number of Elementary Schools	41
Number of Middle Schools	10
Number of High Schools	11
College and Universities	4

## PUBLIC UTILITIES

Miles of Water Mains	967
Number of Meters in Service	62,985
Total City Water Consumption (Gallons)	21,591,042,440
Total Kilowatts Used by Customers	2,359,000
Number of Electric Meters	104,294

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