

# Explore Riverside



*City of Arts & Innovation*

**SPRING 2013**



**INSIDE**  
Measure A  
Economic Development News  
Be Green this Spring  
New Businesses  
Community Calendar

# MEASURE A



In recent years, Riverside has dramatically reduced crime and improved local infrastructure in order to become a community where people desire to live and raise families. Thanks to previous voter approvals which, authorized the transfer of a fixed percentage of public water utility revenues into the City's general fund, essential community services have been maintained. Measure A simply reaffirms three previous voter authorizations to maintain current funding for essential City services, such as:

- Local clean drinking water quality and supply protection
- 911 emergency response/fire protection
- Neighborhood police patrols
- Children's after-school programs
- Senior/disabled services

Measure A is critical to maintaining the services Riverside residents need and deserve. Without Measure A funds, the City will be forced to cut some basic services, and we may be faced with more gangs, graffiti and rundown streets. Unfortunately, cuts would largely be made to police and fire services, as public safety services represent 63% of the general fund.

## Measure A maintains Public Safety Services

With almost 15,000 gang members in Riverside County alone, Measure A allows the City's police department to keep gang members and drug dealers from nearby communities out of Riverside neighborhoods.

Sixty percent of all 911 calls to the Riverside Fire Department require emergency medical attention, and doctors agree that after 5 minutes the brain starts to deteriorate after a serious trauma. Measure A maintains rapid 911 response times of our City's paramedics and firefighters, who are the first to respond and save lives.

## Measure A Fiscal Accountability

Measure A does not increase taxes or water rates.

The Riverside Public Utility will continue to provide some of the lowest water rates of any water utility in the Inland Empire.

Measure A requires annual independent financial audits, public review of expenditures, and ensures funds remain local and cannot be taken by Sacramento.

Even though the Riverside City Attorney's office has found the water revenue transfer to be lawfully approved by voters on three separate occasions, voters will have a chance to consider the matter for a fourth time this June. More facts on Measure A can be found at [RiversideCA.gov](http://RiversideCA.gov).

Riverside Local Services and Clean Water Measure. To maintain general fund services such as 9-1-1 response; police patrols/fire protection; children's after-school and senior/disabled services; and protect supplies of clean drinking water from contamination; shall Section 1204.1 be added to the Charter continuing the annual transfer of funds from the City water utility to the general fund approved by City voters in 1968, with independent audits, funds staying local and no increase in taxes?

YES

NO



# ECONOMIC DEVELOPMENT NEWS

## INCREASING EXPORTS TO GROW THE LOCAL ECONOMY



Aligning with the federal initiative to increase exports, the City of Riverside and other municipalities in the area have partnered with the Riverside County Office of Foreign Trade to educate local businesses on the process of trading internationally. By exporting their products to foreign trade partners, businesses can take advantage of favorable currency values, our proximity to major US ports, a growing preference for American-made products around the world, and emerging and high growth economies to boost their profits and grow their business.

Here are some interesting facts about foreign trade in the Riverside region:

- Ranks **23rd** globally as an export region
- Manufacturer's exports account for **10% of direct jobs** in our region
- Manufacturers sent a record **\$11.5 billion** in exports overseas in 2009
- Manufacturers **export 44% of everything they make to Canada**; 17% to the Netherlands; 17% to Mexico; and 11% to Japan & China
- Foreign Direct Investment creates **thousands of jobs** for Riverside County workers
- Home to almost **636 businesses** from around the globe
- Our County pays **above the U.S. average wages** in its largest export industry, transportation equipment manufacturing
- Our County export growth, recently, has been **above the national average, expanding at 11.5%**

(Source: Riverside County Office of Foreign Trade website)

For more information about growing your business by exporting, please email [econdev@riversideca.gov](mailto:econdev@riversideca.gov) and we will connect you with the appropriate resources.



High gas prices got you down? Honda owners David Silva and Patrick McGuckian regularly fill up their Compressed Natural Gas (CNG) vehicles for just \$1.34 a gallon. Imagine filling your tank for less than \$20! David and Pat both commute to work—one to Lakewood, the other to Pomona, but gasoline prices don't bother them at all because they fill up at the City of Riverside's Alternative Fuels Station, located at 8095 Lincoln Avenue (open 24/7).

Because Riverside owns, maintains and operates the station in an efficient manner, it has the lowest price for CNG in all of Southern California. The City also has plans for a new CNG station to be built near the Water Quality Control plant at the corner of Jurupa and Acorn, which is scheduled to open May, 2014.

Besides the low price of fuel, Riverside also offers rebates for Earth-friendly vehicles. It turns out you really can save the planet and save a buck. Find out more about Alternative Fuel Vehicles and rebates at [Riversideca.gov/air/alternativefuel.asp](http://Riversideca.gov/air/alternativefuel.asp).

### Alternative Fuel Station Products:

Product	Average Price
LPG	\$1.94 per Gallon
CNG	\$1.34 per Gas Gallon Equivalent
Hydrogen	\$9.00 per Kilograms

## Did You Know?

The City of Riverside was named "Best" green fleet in the U.S.? The Government Green Fleet Award evaluated standards in fleet composition, fuel and emissions, policy and planning, fleet utilization, education, executive and employee involvement and support programs. Riverside stood out for its steady approach of incorporating hybrids, electric vehicles, and adding alternative fuels such as propane, hydrogen and compressed natural gas into the fleet.

## BUSINESS READY RIVERSIDE

To thrive, cities rely upon ongoing investment, which comes in many forms including: a start-up business occupying an existing commercial space, a new roof on a home, or building a new office building. To facilitate private sector investment, business development, and enhancement of quality of life, a city needs three things:

- Good public infrastructure
- Clear environmental rules and regulations
- A predictable and efficient permitting process

Riverside addressed its public infrastructure improvements with the \$1.6 billion Riverside Renaissance program, and is now working on improving its regulations and business processes. Our goal is to facilitate investment by removing obstacles and hurdles that can impede it.

Over the next few months you'll hear about a new program called "Business Ready Riverside." City staff will work with the community to identify and implement strategic changes in expanding the City's "readiness" for facilitating new business and investment as the economy continues to improve. Key elements of the Business Ready Riverside program include:

- Online Plan Submittal and Plan Check System
- Smart Code Specific Plans
- Sign Code Update
- Permit Tracking Software
- Technology Funding

The Business Ready Riverside strategy is to look at new approaches and technology that will streamline permitting processes. Ultimately, this will reduce costs for the City and our customers and create what our community needs: a thriving business climate and more good jobs.

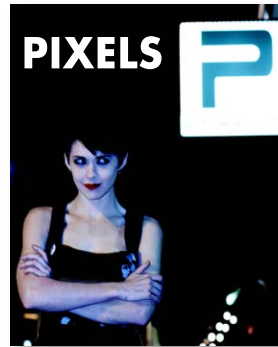
## NEW BUSINESSES



Cellar Door Books opened at the end of October, 2012 in Riverside's Canyon Crest Towne Centre. Former RCC English professor, Linda Sherman-Nurick, her son David, and daughter Samantha, wanted a place where the love of books could be shared with others. They say the community has been incredibly supportive, suggesting titles, buying books, and sharing their love of the community feel of an independent bookstore.

Cellar Door has new books for all ages, book clubs, author events, supplies, space for local artists to have workshops and much more. Writing groups and "Cellar Door Socials" begin in April.

Cellar Door Books is open seven days a week. Find out more by going to [facebook.com/cellardoorriv](https://www.facebook.com/cellardoorriv) or [CellarDoorBookstore.com](http://CellarDoorBookstore.com).



In late November 2012, with the flip of a switch, Pixels Bar illuminated the corner of University Avenue and Lemon Street. Owner, Warren Klure, was born and raised in Riverside, and says with its concrete-constructed bar top, stained flooring, and gallery-style decor, Pixels offers a new place to gather in the heart of downtown Riverside.

The full bar offers an array of liquors and more than 52 crafts and import beers to choose from. Pixels offers lunch specials Monday through Friday, a brunch special on Sunday, and a drink special each night of the week. If you're hungry, check out their menu, designed for meat lovers and vegetarians alike, with several items having vegan alternatives.

Varying in style and format, DJs, live bands and acoustic performances provide musical entertainment to a vast demographic range. The digital jukebox also doubles as a photo booth.

Pixels is open seven days a week, 11 a.m. to 1:30 a.m., with the kitchen closing nightly at 11 p.m. For more information call **(951) 683-PXLS**.

These are just two of the new businesses to open in Riverside. To learn about other shopping and dining options, visit [ExploreRiverside.com](http://ExploreRiverside.com)

Idol...Icon...Superstar...Legend. Michael Jackson was, is, and always will be held in this highest regard. Share in the music and energy of a National Tour performance of The Ultimate Thriller - The Michael Jackson Tribute at the Fox on **June 28, 2013 at 8 p.m.** For ticket information visit [FoxRiversideLive.com](http://FoxRiversideLive.com).

## SAY NO TO PANHANDLERS GIVE TO POSITIVE CHANGE!

There are more than 1,400 homeless individuals in the City of Riverside. Many homeless suffer from hardships. Americans give millions directly to panhandlers every year, yet not all panhandlers are homeless. Panhandling changes nothing and the homeless continue to hurt.

Change how you give by giving to positive change. Donations made to the Riverside End Homeless Fund will support homeless programs and services to help homeless individuals become self-sufficient. Donations will go directly to support social services such as case management, education, employment, housing and medical care.

Help us in SAYING NO TO PANHANDLERS AND GIVING TO POSITIVE CHANGE!

For more information and to donate today, visit [EndHomeless.info](http://EndHomeless.info) or call 311.



The City of Riverside's approximately 50 Public Safety Dispatchers moved to the Magnolia Police Station, located at 10540 Magnolia Avenue, on April 24, 2013. The renovated space within the Magnolia Police Station will provide a more effective work environment with state-of-the-art equipment. The new center will feature a new 911 answering system, improved radio technology and new ergonomic furniture and chairs. When the City dispatchers move, the number for non-emergency police and fire calls will also change. The City's new non-emergency response number is **(951) 354-2007**.

## NEW NON-EMERGENCY PHONE NUMBER

for Riverside Police and Fire Dispatch

### Numbers to know:

#### 911:

Call for safety, fire and medical emergencies.

#### (951) 354-2007

(Effective April 24, 2013):

Call for non-emergency response for events such as a non-emergency car accident or discovery of a break-in that may have occurred a few hours or days ago.

#### 311:

Call to request city services such as graffiti removal, street repairs, traffic signals and more. From outside Riverside, dial **(951) 926-5311**.

#### 211:

Call for community social services like homelessness, insurance benefits, crime victim assistance.

## DALES SENIOR CENTER RENOVATION

Seniors in Riverside are kicking up their heels and smiling because of the recent renovation to the Dales Senior Center in downtown Riverside. The facility, now features an arts and crafts room, fitness area, computer room, library, full kitchen and a dance floor. For more information visit [RiversideCA.gov](http://RiversideCA.gov).

## ECONOMICS OF PLACE: FOCUS ON HISTORIC PRESERVATION



Place is more than just the intersection of two streets or a name on a map. When a Community has a sense of Place, it evokes not only unique architecture, historical significance, or emotional meaning but also economic value. Riverside's first City Planner, Charles Cheney, understood the value of Place, stating "The City needs protection from disfigurement and the preservation of old buildings, of natural beauty, and architectural monuments."

While Riverside was only 40 years old at the time of his remarks, City leaders valued the role city design and history would play in its economic future.

To remain a "place to be," Riverside needs to promote and reinvent its many unique historic buildings and districts. These assets are valuable and can help attract the types of businesses, investors, and residents that spur a local economy. Just think for a minute about Riverside's unique, historic resources that set us apart from our neighbors: The Mission Inn, Mount Rubidoux, California Citrus State Heritage Park and more. These and other unique locations give the City a competitive edge when attracting new residents and businesses. It's a fact that

over the long term, places with strong, distinctive identities are more likely to prosper than places without them.

So what's the bottom line? Location, location, location. Fortunately, many of Riverside's 18 historic residential and business districts are an easy stroll from amenities and services. The walkable, mixed use settings of Riverside's historic fabric are essential to attracting the creative and knowledge-based workforce that is driving the "new economy," as many young professionals are seeking neighborhoods with these elements. Riverside's commitment to protecting its historic resources honors rich stories from the past and positions the City for a healthy economic future.

# GREEN PAGE

## Be Green This Spring

**April is Earth Month, and May is Water Awareness Month.**

Together, they mark the beginning of spring, and provide RPU customers with great opportunities to make their homes more environmentally friendly by reducing water and energy needs inside, and out in the garden.

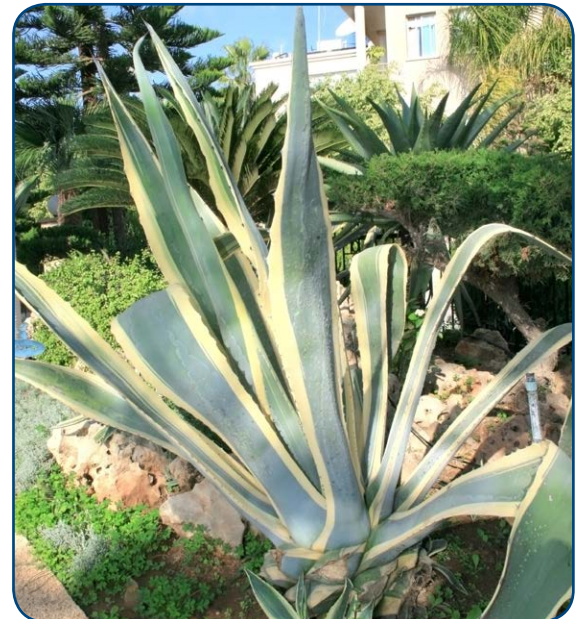


### INSIDE

- Replace older appliances with Energy Star qualified units. They use less energy and water than older units do, and can help lower bills. Great rebates are also available.
- Change out old toilets with High Efficiency Toilets (HETs) which can save you thousands of gallons of water each year.
- Take time to Weatherize. We've got great rebates on attic and wall insulation, Energy Star windows and sliding doors, window film and more. Plus with our HVAC tune up rebate you can make sure your equipment is working its best before the summer heat wave hits.

### OUTSIDE

- Plant shade trees around your property. They'll help to beautify your yard and provide cooling shade for your house. Take your March utility bill in to a participating dealer for one FREE shade tree by June 30. Plus get rebates on up to 5 more when you use our Tree Power program.
- Install water wise landscapes. Earn great rebates for replacing thirsty turf areas with water wise California native plants that use little or no water.
- Check your sprinkler system to find costly leaks. Using our Sprinkler Nozzles rebate program, you can retrofit your older spray nozzles with high efficiency ones that can save you up to 30% per nozzle on your watering costs. Plus, you can earn up to \$200 back for installing a Weather Based Irrigation Controller that will tailor your watering schedule based on current weather conditions. For more information on these, and other great energy and water efficiency rebate programs, log on to [GreenRiverside.com](http://GreenRiverside.com)



### Waterwise Plant Sale

The City continues to work with local water agencies to encourage people to buy climate appropriate plants. On May 18th, Riverside's Home Depot on Madison Avenue is having the Inland Empire Garden Friendly (IEGF) Plant Sale. Riverside Public Utilities will have an information booth for customer questions. Visit [iegardenfriendly.com](http://iegardenfriendly.com) for more details.

# BUILDING DEPARTMENT OF THE YEAR 2013

In February of 2013, the City of Riverside's Building and Safety Division was awarded the prestigious "Building Department of the Year" award for the State of California by the California Building Officials (CALBO). CALBO represents all Building Departments throughout California. The City's Building Department was given special recognition for several innovative programs which streamline the inspection or permit issuance process for its customers. Riverside is the only Building Department in California to have been awarded the Building Department of the Year award twice; in 2004 and in 2013.

## COMMUNITY CALENDAR

### May

2

#### Riverside Arts Walk

Various Downtown locations  
6 - 9 p.m.  
For info visit [riversideartswalk.com](http://riversideartswalk.com)

#### Command Performance California Baptist University Choir (FREE)

Fox Performing Arts Center  
7 p.m.  
For more info call 779-9800

3

#### Startup Weekend Riverside

Culver Center of the Arts  
6 - 10 p.m.  
For info visit [riverside.startupweekend.org](http://riverside.startupweekend.org)

4

#### 2013 K & N Filters Show and Go Car show

Downtown Riverside  
8 a.m.  
For more info call 682-1656

#### Bike with the Mayor

Goodwins Organic Foods & Drinks  
9 a.m.  
For more info call 826-5372

#### Startup Weekend Riverside

Culver Center of the Arts  
9 a.m. - 10 p.m.  
For info visit [riverside.startupweekend.org](http://riverside.startupweekend.org)

#### 106th Annual Cinco de Mayo Fiesta

Villegas Park  
10 a.m.  
For info contact [beverly951@yahoo.com](mailto:beverly951@yahoo.com)

#### Rape Crisis Banquet Auction Gala

Victoria Club  
5 p.m.  
For more info contact 780-8484

#### UCR 909 Dance

Fox Performing Arts Center  
6 p.m.  
For more info call 779-9800

5

#### OLPH 43rd Annual Fiesta

Our Lady of Perpetual Help  
11 a.m. - 5 p.m.  
For more info call 689-8921

#### First Sundays

Riverside Metropolitan Museum  
1 - 4 p.m.  
For more info call 826-5273

8

#### Mayor's Night Out

Stratton Community Center  
Bordwell Park  
6:30 p.m.  
For more info call 826-5372

10

#### Elvis Lives

Fox Performing Arts Center  
8 p.m.  
For more info call 779-9800

11

#### Arbor Day Celebration

Loring Park  
9 - 11 a.m.  
For info visit [krcc.com](http://krcc.com)

#### E-Waste Drop-Off

City Hall  
9 a.m. - 1 p.m.  
For info visit [krcc.com](http://krcc.com)

#### Great American Cleanup

City-wide  
9 - 11:30 a.m.  
For info visit [krcc.com](http://krcc.com)

13

#### Riverside's Got Talent Auditions

Canyon Crest Country Club  
4 p.m.  
For more info call 682-9590

18

#### Riverside Master Chorale

Calvary Presbyterian Church  
7 - 9 p.m.  
For info visit [riversidemasterchorale.com](http://riversidemasterchorale.com)

#### Walk Your Talk Walk/Sk Run for Foster Children

The Galleria Mall at Tyler  
8 a.m.  
For more info call 892-6899

#### Riverside County Philharmonic

Featuring Adam Golka  
Fox Performing Arts Center  
7:30 p.m.  
For more info call 779-9800

19

#### USATF 15K National Racewalk Championship

Fairmount Park  
7 a.m.  
For info contact [info@ieracewalkers.com](mailto:info@ieracewalkers.com)

21

#### Riverside Sings Vocal Competition- Youth

César Chávez Community Center  
5:30 p.m.  
For more info call 826-2230

24

#### 32nd Annual UCR Pow Wow

UCR  
5 p.m.  
For more info call 827-4143

25

#### Chili Cook-off and Car/Cycle Show

Magnolia Ave.  
(from Van Buren to Jackson)  
10 a.m.  
For more info call 509-1100

### June

1

#### 2013 Relay for Life Riverside

Arlington Heights Sport Complex  
9 a.m.  
For info visit [Relayforlife.org/riversideca](http://Relayforlife.org/riversideca)

6

#### Riverside Arts Walk

Various Downtown locations  
6 - 9 p.m.  
For info visit [riversideartswalk.com](http://riversideartswalk.com)

15

#### Walk with the Mayor

TBD  
8 a.m.  
For more info call 826-5372

#### Family Fishing Derby

Fairmount Park  
6 a.m.  
For more info call 826-2000

19

#### Rhythm of Riverside Concert Series - Latin Society

Fairmount Park  
6 p.m.  
For more info contact 826-2000

21

#### Concert in the Park Riverside Concert Band

California Citrus State Historic Park  
6:30 - 8 p.m.  
For info visit [citrusstatepark.org](http://citrusstatepark.org)

22

#### Riverside Mayor and City Council Regatta and BBQ

Fairmount Park/Izaak Walton Building  
11 a.m.  
For info [sailing@riversidesailing.org](mailto:sailing@riversidesailing.org)

23

#### Riverside's Got Talent

Riverside Auditorium  
5:30 p.m.  
For more info call 788-7900

26

#### Rhythm of Riverside Concert Factory Tuned Band

Fairmount Park  
6 p.m.  
For more info call 826-2000

28

#### Concert in the Park Rocky Neck Bluegrass Band

California Citrus State Historic Park  
6:30 - 8 p.m.  
For info visit [citrusstatepark.org](http://citrusstatepark.org)

#### The Ultimate Thriller

Fox Performing Arts Center  
8 p.m.  
For info visit [FoxRiversideLive.com](http://FoxRiversideLive.com)

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#### Ryan Bonaminio Park at Tequesquite Arroyo Grand Opening

Ryan Bonaminio Park at  
Tequesquite Arroyo  
4 p.m.  
For more info call 826-2000

30

#### Victorian Ice Cream Social

Riverside Metropolitan Museum,  
Heritage House  
12 - 4 p.m.  
For more info call 826-5273

### July

4

#### Front Row Fireworks

Evergreen Historic Cemetery  
5 - 10 p.m.  
For info [Evergreen-cemetery.org](http://Evergreen-cemetery.org)

#### Riverside Arts Walk

Various Downtown locations  
6 - 9 p.m.  
For info visit [riversideartswalk.com](http://riversideartswalk.com)

#### 4th of July Spectacular

Mt. Rubidoux  
9 p.m.  
For more info contact 826-2000

#### 4th of July Spectacular

La Sierra Park  
9 p.m.  
For more info contact 826-2000

10

#### Rhythm of Riverside Concert Series Funkomatics (Disco)

Fairmount Park  
6 p.m.  
For more info contact 826-2000

21

#### Riverside Opera Institute Concert

César Chávez Community Center  
4 - 6 p.m.  
For more info call 826-5408

24

#### Rhythm of Riverside Concert Series Buddy Holly Review

Fairmount Park  
6 p.m.  
For more info call 826-2000

26

#### Concert in the Park Copper Canyon Country Band

California Citrus State Historic Park  
6:30 - 8 p.m.  
For info visit [citrusstatepark.org](http://citrusstatepark.org)

Watch for the  
announcement of the  
**Summer 2013  
Film Festival**  
at the Fox!  
[FoxRiversideLive.com](http://FoxRiversideLive.com)

TO SUBMIT EVENTS AND SEE MORE DETAILED INFORMATION ON RIVERSIDE EVENTS CHECK OUT [RiversideCA.gov](http://RiversideCA.gov)



City of Arts & Innovation

# Explore Riverside Spring 2013

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Nancy Hart      Ward 6  
Steve Adams      Ward 7  
City Manager:  
Scott C. Barber

**826-5311**  
One Call Does It All!

**CALIFORNIA CITRUS STATE HISTORIC PARK — (951) 780-6222**



Hours:  
April - September  
8 a.m. - 5 p.m. Friday and Monday  
8 a.m. - 7 p.m. Saturday, Sunday

**Park closed - Tuesday-Thursday**  
The Visitor Center is open  
Friday, Saturday and Sunday  
10 a.m. - 4 p.m.



To view this newsletter electronically and sign up for weekly updates, visit [RiversideCA.gov/exploreweekly](http://RiversideCA.gov/exploreweekly).

# Monthly **BIKE OR WALK** WITH THE **MAYOR**

**RiversideCA.gov/Mayor**  
jerickson@riversideca.gov • (951) 826-5372




*Downtown*  
**Farmers Market**  
*Riverside*



**Saturdays**  
8 a.m. - 1 p.m.  
Main Street  
Between Fifth and Sixth Streets