New!
Mayor’s Message
Fireball Run
Comes to Riverside
Fall Events at the Fox
Riverside Sports Commission
Bringing new events to Riverside

“Blue” Page
2013
Park & Recreation Fall Activity Guide INSIDE
FALL WEATHER
A great time of year to be outdoors!

Walking helps with circulation and vitality. Why not go for a walk with the Mayor? See the Community Calendar for locations, dates and times.

Mayor
Rusty Bailey

City Council Members
Mike Gardner      Ward 1  
Andy Melendrez    Ward 2  
Ken Gutierrez     Ward 3  
Paul Davis        Ward 4  

City Manager
Scott C. Barber

Chris Mac Arthur  Ward 5  
Jim Perry         Ward 6  
Steve Adams       Ward 7  

14th Annual Deaf Awareness Week Unites Riverside’s Deaf and Hearing Communities

Deaf Awareness Week, which is held each year during the last full week of September, teaches about the rich cultural heritage of deaf people and provides the perfect opportunity for Riverside’s deaf and hearing communities to interact with one another. Home to one of two California Schools for the Deaf, Riverside has a much higher population of deaf and hard-of-hearing individuals than most US cities, and we’re proud to participate in Deaf Awareness Week.

Many activities will take place during the week including professional hearing screenings, and information on deaf-centered art and music. Other events during the week include:

- Children’s storytelling in ASL at Barnes and Noble at the Galleria
- Tours of California School for the Deaf (CSDR), the Center on Deafness (CODIE), and the Sheriff’s Communication Center.
- Softball game between the deaf community and Riverside Police Department
- September 26: Mayor’s Night Out at CSDR
- September 27: Deaf-centered musical concert at Riverside Plaza

Whether you want to learn about deaf culture, mix and mingle with your deaf neighbors, or just enjoy some fun and exciting events, there is something for everyone during Riverside’s Deaf Awareness Week. Activities are free and open to the public. Sign language interpreters will be available at all events.

For more information about this year’s events, contact Jetta Hice at (951) 826-5686 or jhice@riversideca.gov. Also visit modeldeafcommunity.org, codie.org/daw, and riversideca.gov/mayor/deaf.asp.
FIREBALL RUN is an action packed 2,500 mile trivia game with the goal of aiding in a massive effort to help find America’s missing children. The theme for the 2013 event is All Stars and Movie Cars, with notable Hollywood cars being on-hand at the Finish Line event. The event has attracted thousands of viewers as it is streamed live online, with thousands attending the Finish Line event.

The “Most Epic Adventurally in America®”, FIREBALL RUN is a life-sized trivia game, where America serves as the game board. Forty driving teams are involved in the competition, moving around the country, solving clues and accomplishing tasks based on the host city points-of-interest, history, and culture.

Exciting news for Riverside!
The City was selected as the Official Finish Line for the 2013 FIREBALL RUN Adventurally and its Race to Recover America’s Missing Children.

Scan the QR Code to learn more about Fireball Run!
Although a trivia game, FIREBALL RUN aims to deliver “the most fun you will ever have, doing the most important thing you’ve ever done”. Every team is assigned a missing child from their hometown and tasked with distributing their poster along the 2,500-mile route; the awareness campaign has aided in 38 child recoveries since 2007.

The event is streamed live to a world-audience and is part of an online TV series. As one of only eight destinations selected, Riverside will serve as the live-event finish and as the climactic final episode of the series. Beginning September 20th fans can watch the adventure and track teams via RealTrackGPS at FIREBALLRUN.com as they approach the Official Finish Line in Riverside on September 28th.

As this event is expected to bring thousands to downtown, the City and the Riverside Convention and Visitors Bureau look forward to partnering with downtown businesses to make this a memorable city event. Many partnerships are already leveraged, including the Riverside Downtown Partnership, Show and Go, Mission Inn Hotel & Spa, Riverside International Automotive Museum, March Air Field Museum, and a Fireball Run version of the “Red, White and Brews” beer garden.

Join us September 28th, at Noon downtown Riverside for our own Fireball Festival. We’ll welcome the Finish Line Procession with a classic car show, exotic car rally, food trucks, beer and wine garden, entertainment, and kids’ activities. Famous Hollywood-themed cars will also be on site for an up-close and personal look. A special Movies on Main showing of Cars 2 will be held at 7:30 p.m. Visit our web site at RiversideFireball.com or call 877-RIV-SIDE (877-748-7433) for more detailed information.

See you at the finish line!

- FOOD TRUCKS
- BEER & WINE GARDEN
- FINISH LINE
- AUTOGRAPHS
- HOLLYWOOD, CLASSIC, & EXOTIC CAR SHOW
- KIDS ZONE
- FREE PARKING

Map of Fireball Run Finish Line Extravaganza activities.
Three-Year Pavement Rehabilitation and Preservation Program Underway

City Council-approved program improves over 20 miles of local streets

Riverside is in the midst of a $38 million dollar program to improve the condition of our roads. The pavement rehabilitation component of the program will fund pavement rehabilitation as well as repairs to curb, gutter, and sidewalks along 50 miles of the City’s streets. The program anticipates rehabilitating about 24 miles of arterial highways and 26 miles of local streets. Streets are selected based on the City’s pavement program and visual inspection to determine those most in need of repair. Some of the main arterial roads that will be improved in areas most in need of repair are Cole, La Sierra, Trautwein, Magnolia, Market, Monroe, Lincoln, Adams, Spruce and Lime. Some of the arterial roads that have already been completed are: Canyon Springs Parkway between Day Street and Eucalyptus Avenue, Mission Grove from Canyon Crest to Alessandro, and Jackson from Van Buren to California and from Lincoln to Indiana.

The pavement preservation component of the program is funded annually by the City’s Gas Tax and Measure A sales and use tax revenues. The program will use slurry seal or Asphalt Rubber Aggregate Membrane (ARAM) to treat between 50 and 75 miles of roadway. The treatments are intended to preserve existing streets and extend their useful life before full resurfacing is required. Additionally, the Streets Maintenance Division has increased its focus on pavement repair and preservation such as routine crack filling, slurry seals, and utility patch and trench repair to maintain the roadways.

For more information on the program please contact Public Works at 951-826-5341.
FALL LINEUP

SEP 14  Boz Scaggs
SEP 24  The Rides (Stephen Stills, Kenny Wayne Shepherd and Barry Goldberg) and Beth Hart
SEP 28  Big Bad Voodoo Daddy, with local openers Big Papa & the TCB
OCT 26  Sheila E. and Jessy J
NOV 1   Anjelah Johnson

NOV 23  ABBA Mania
DEC 7   La Sierra University “Sounds of the Season”
DEC 8   Masters of Harmony Annual Christmas Concert
DEC 20  “Miracle on 34th Street” (film)
DEC 28  Bill Medley and Darlene Love

BROADWAY SERIES

OCT 12 - 13  NOV 8 - 9  NOV 22  DEC 12  JAN 31 & FEB 1  MAR 9
The County of Riverside is doing its part to help residents find jobs locally. In partnership with the Riverside County Workforce Investment Board (WIB) and local businesses, the County has launched rivcojobs.com (Riverside County jobs), providing job seekers with a direct link to hiring companies.

The program web site features links for Businesses, Job Seekers, Veterans, Youth and Seniors. Via the web site and its links, companies post available jobs and can search the online database to find a suitable match. They can also learn about educational and training programs, find out about available incentives, and learn the latest on labor market regulation.

Job seekers – including youth and veterans – can post resumes, learn how to create effective resumes and cover letters, learn about community services to help with health care or financial assistance, and learn about unemployment benefits during the job search. Since the site’s launch in 2009, 93,186 have registered with 19,438 of those receiving individualized assessment, job search assistance and one-on-one career counseling. Special offerings are also available for veterans, youth, and seniors. Through rivcojobs.com, residents can search for a job with a local company, increasing their quality of life by reducing commute times. Over 5,000 businesses have registered with the site so far. With the city of Riverside averaging 100 businesses opening monthly, opportunities abound for residents to live and work locally.

Rivcojobs.com has been proven to work for both residents and businesses. Of those that have registered under Workforce Investment Act Funds, almost half have become fully employed, with 76% of them remaining employed for more than 6 months.

The Riverside Convention and Visitors Bureau and the Riverside Sports Commission markets the City as a premier destination for state, regional, national and international sports events – making Riverside a “Location of Choice” for sports activities. With Riverside being home to Southern California’s premier Olympics-quality Aquatics Complex, as well as a soccer complex and college stadiums, Riverside has many summer and fall events for residents to enjoy - from the USA Synchro team to Paintball Championships. For more information visit riversidecvb.com

<table>
<thead>
<tr>
<th>Name</th>
<th>Event Name</th>
<th>Dates</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paintball Sports Promotions</td>
<td>Paint Ball Championships</td>
<td>August 11-19, 2013</td>
<td>Ab Brown Complex</td>
</tr>
<tr>
<td>RAA Swim</td>
<td>USA Swimming Senior Invite</td>
<td>October 18 - 20, 2013</td>
<td>RAC</td>
</tr>
<tr>
<td>AYSO 47</td>
<td>Locomotion Tournament</td>
<td>February 14 - 16, 2014</td>
<td>Ab Brown Complex</td>
</tr>
<tr>
<td>AYSO Nationals</td>
<td>National Games 2014</td>
<td>June 27 - July 6, 2014</td>
<td>Ab Brown Complex</td>
</tr>
</tbody>
</table>
**Update on Grade Separation Projects**

Following is an update on the City’s grade separation projects:

**Streeter Grade Separation**
At present, the detour road for the Streeter Grade Separation has been completed and is open to vehicular traffic. Dewey Avenue and Appleton Street are closed to through traffic but clearly marked detours are in place and drivers are encouraged to use alternative routes to ease traffic congestion.

Work on the shoo-fly track, the temporary rail line detour, is currently under way and should be completed in August 2013. Once the trains are running on the shoo-fly track the bridge construction can begin. The estimated completion date of the Streeter Grade Separation is February of 2015.

**Iowa Grade Separation**
Iowa Avenue is currently closed to through traffic and drivers are encouraged to use Palmyrita Avenue and Center Street to travel east and west or utilize the I-215 freeway to bypass the construction.

As the project is nearing completion, the contractor is preparing to pour the bridge deck and complete construction on the new roadway for Citrus Street with curb, gutter, and asphalt to follow. The bridge is anticipated to open in January 2014.

For additional information visit: RiversideCA.gov/publicworks/engineering/gs/

---

**Vector Control District Expansion**
The Northwest Mosquito and Vector Control District has expanded their services to include all City of Riverside property owners. The new expansion will provide property owners in Riverside with a more coordinated, aggressive, and efficient approach to the surveillance and control of disease carrying pests such as mosquitoes, Africanized bees, rats, rodents and other vectors.

*For more information on services please contact the District at 951-340-9792 or visit their website at northwestmvcd.org.*

**Shopping Cart Retrieval Program**
Abandoned shopping carts constitute a nuisance, create safety hazards, cause blight, and interfere with pedestrian and vehicular traffic within the City of Riverside. You can help reduce these hazards by reporting abandoned shopping carts in the public right of way. There are several ways to report abandoned carts:

**Phone applications**
- Cart Snap iPhone app
- Mobile 311 app

**Online reporting**
- cartretrieval.net
- callcenter@riversideca.gov

By Phone
- 800-252-4613
- 951-826-5311
Riverside Public Utilities Celebrates 100 years of Municipal Water Service

In this edition, the Green Page has been changed to the BLUE page in celebration of Riverside Public Utilities 100th year of providing safe, reliable, high quality water services.

After many years of exponential growth, fueled in part by the rapidly expanding citrus industry in Southern California at the end of the 19th century, Riverside’s citizens voted in 1913 to create a municipal water company to join the already successful city-owned electric utility company that was founded in 1895.

Many of Riverside’s pioneering water companies were merged to form the new municipal water utility, which to this day is owned by the customers it serves. By continuing to support and invest in a locally-owned and operated water utility, Riverside’s leaders and residents set the foundations upon which today’s, and tomorrow’s, successes are being built.

By maintaining historic groundwater rights and well locations, and through construction of important infrastructures such as the John W. North water treatment facility, RPU has been able to become water independent – free of having to pay for higher cost, and less reliable imported water resources. This allows the utility to meet its mission to provide high quality services at low rates that benefit the community.

Wise water use of Riverside’s water supplies is the only thing that will ensure that these resources will be available to serve the utility’s customers for the next 100 years and beyond. That is why RPU actively pursues projects and new technologies that will help to recharge our groundwater supplies, and urges conservation by its residential and commercial customers.

To help its customers be water wise, RPU offers a variety of programs and incentives, including: rebates for the installation of high efficiency toilets and washing machines; high efficiency sprinkler heads; Weather Based Irrigation Controllers (WBICs), which set sprinkler run times based on current weather conditions; artificial turf areas; and even for installing a water wise garden with native California plant species that require little or no water to maintain.

For complete details on all of RPU’s water conservation programs go to GreenRiverside.com
COMMUNITY CALENDAR

August

8  Movies on Main
   "Para Norman"
   Main Street Pedestrian Mall
   7:30 p.m.
   For more info call 826-2000

Surfin’ Safari-The Ultimate
   Tribute to The Beach Boys
   The Box
   7:30 p.m.
   For more info visit riversideblackbox.com

9  The Hitchcock Fridays
   "Suspicion"
   Fox Performing Arts Center
   7:30 p.m.
   For more info call 779-9800

14  Rhythm of Riverside
    "The Reflexx"
    Fairmount Park
    6 p.m.
    For info visit riversideca.gov/park_rec

15  Movies on Main
    "Hotel Transylvania"
    Main Street Pedestrian Mall
    7:30 p.m.
    For more info call 826-2000

Mark Barnett-Revisiting
   the Orbison Years
   The Box
   7:30 p.m.
   For more info visit riversideblackbox.com

16  The Hitchcock Fridays
    "Strangers on a Train"
    Fox Performing Arts Center
    7:30 p.m.
    For more info call 779-9800

17  Midnight Cry
    Fox Performing Arts Center
    2 p.m.
    For more info call 779-9800

22  Creedence Relived
    The Box
    7:30 p.m.
    For info visit riversideblackbox.com

23  The Hitchcock Fridays
    "I Confess"
    Fox Performing Arts Center
    7:30 p.m.
    For more info call 779-9800

24  The Rides with Beth Hart
    Fox Performing Arts Center
    7:30 p.m.
    For more info call 779-9800

Habitat for Humanity 25 Year
   Anniversary Celebration
   Riverside Municipal Auditorium
   6 p.m.
   For visit habitatriverside.org

28  Fireball Run
    Finish Line Extravaganza
    Downtown Riverside
    Noon
    For info visit riversidefireball.com

Big Bad Voodoo Daddy with
Big Papa & the TCB
    Fox Performing Arts Center
    8 p.m.
    For more info call 779-9800

29  Bike with the Mayor
    Fireball Run Finale
    Mission Inn Hotel & Spa
    8:30 p.m.
    For info visit riversideca.gov/mayor

September

1  J’s CD Release Concert
   The Box
   6 p.m.
   For info visit riversideblackbox.com

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

19  10th Annual Chinese Moon Festival
    Riverside Museum’s Heritage House
    6 p.m.
    For more info call 826-5273

20  16th Annual Comedy Night
    Riverside Municipal Auditorium
    6 p.m.
    For more info visit petsadoption.org

21  Riverside Mariachi Festival
    Fairmount Park
    9 a.m.
    For more info call 826-2000

24  The Rides with Beth Hart
    Fox Performing Arts Center
    7:30 p.m.
    For more info call 779-9800

October

3  Destination STYLE Fashion Show
    Downtown Civic Plaza
    6 p.m.
    For info visit riversidedowntown.org

9  Fifty & Better Health Fair
   Janet Goeske Center
   8 a.m.
   For info iamjgf.org

10 Long Night of Arts & Innovation
   Main Street, Downtown Riverside
   4 p.m.
   For more info call 295-0534

12 Mayor’s Celebration for Arts and Innovation
   Fox Entertainment Plaza
   6 p.m.
   For info visit MayorsCelebrationRiverside.com

13  Citrus Classic Ride for Education
    Riverside Plaza
    7 a.m.
    For info sandramirez@gmail.com

19  2013 Annual Neighborhood Conference
    Riverside City College
    9 a.m.
    For info neighbor@riversideca.gov or call 951-826-2390

Zombie Crawl
   Downtown Civic Plaza
   2 p.m.
   For info visit riversidedowntown.org

20 Riverside Triathlon
   Bobby Bonds Park
   6 a.m.
   For more info call 714-920-3372 or email jdy cunningham.2010@gmail.com

25 Ghost Walk Riverside
   Downtown Riverside
   6 p.m.
   For info visit riversidedowntown.org

26 Ghost Walk Riverside
   Downtown Riverside
   6 p.m.
   For info visit riversidedowntown.org

Sheila E. with Special Guest
   Jessy J and Lakin
   Fox Performing Arts Center
   9 p.m.
   For more info call 779-9800

November

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

7  Mayor’s Night Out
   Renck Community Center – Hunt Park
   6:30 p.m.
   For info visit riversideca.gov

8  The Buddy Holly Story (NOV 8 & 9)
    Fox Performing Arts Center
    8 p.m.
    For info visit foxriversidelive.com

11 - Veteran’s Day
    Riverside Concert Band
    Riverside National Cemetery
    Noon
    For info visit Riversideconcertband.org

16  Step Out: Walk to Stop Diabetes
    Castle Park
    8 a.m.
    For info ksorin@diabetes.org

22  Million Dollar Quartet
    Fox Performing Arts Center
    8 p.m.
    For info visit foxriversidelive.com

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

Calendar is subject to change.
Please confirm event information prior to participation.

TO SUBMIT EVENTS AND SEE MORE DETAILED INFORMATION ON RIVERSIDE EVENTS CHECK OUT RiversideCA.gov