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.

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?
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.

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 and we will connect you with the appropriate resources.

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.

<table>
<thead>
<tr>
<th>Product</th>
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<tr>
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<td>Hydrogen</td>
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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.

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 or 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.
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.
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

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 for more details.
For more info call 779-9800

6 p.m.

UCR 909 Dance

For more info call 779-9800

5 PH 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

Smurfit Community Center
Bunwell 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 krcb.com

E-Waste Drop-Off

City Hall
9 a.m. - 1 p.m.
For info visit krcb.com

Great American Cleanup

Citywide
9 - 11:30 a.m.
For info visit krcb.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

Walk Your Talk Walk/5K Run

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

Riverside County Philharmonic

Featuring Adam Golkov
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@eracewalkers.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

July

1 2013 Relay for Life Riverside

Adlington Heights Sport Complex
9 a.m.
For info visit Relayforlife.org/riversideca

6 Riverside Arts Walk

Various Downtown locations
6 - 9 p.m.
For info visit riversideartswalk.com

15 Walk with the Mayor

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

20 Family Fishing Derby

Fairmount Park
6 a.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

Watch for the announcement of the Summer 2013 Film Festival at the Fox! FoxRiversideLive.com

TO SUBMIT EVENTS AND SEE MORE DETAILED INFORMATION ON RIVERSIDE EVENTS CHECK OUT RiversideCA.gov
City of Arts & Innovation

Explore Riverside
Spring 2013

Published by the City of Riverside
3900 Main Street
Riverside, CA 92522

Mayor:
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City Council Members:
Mike Gardner  Ward 1
Andy Melendrez  Ward 2
Ken Gutierrez  Ward 3
Paul Davis  Ward 4
Chris Mac Arthur  Ward 5
Nancy Hart  Ward 6
Steve Adams  Ward 7
City Manager:
Scott C. Barber

To view this newsletter electronically and sign up for weekly updates, visit RiversideCA.gov/explorewEEKLY.

826-5311
One Call Does It All!

Monthly
BIKE OR WALK WITH THE MAYOR

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

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.

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

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