City Hall
3900 Main Street
Riverside, CA 92522
City Hall Hours:
Monday – Friday
8 a.m. – 5 p.m.

Mayor
Rusty Bailey

City Council Members
Mike Gardner       Ward 1
Andy Melendrez     Ward 2
Mike Soubirous     Ward 3
Paul Davis         Ward 4
Chris Mac Arthur   Ward 5
Jim Perry          Ward 6
John Burnard       Ward 7

City Manager
John A. Russo

Connect with us!
(951) 826-5311
ExploreRiverside.com
explore@riversideca.gov

COVER: Ella Harris, age 6, takes guitar classes at the Riverside Arts Academy.
THE AMAZEMENT RETURNS!

Back by popular demand, for the third time, the 2015 Long Night of Arts & Innovation will showcase and celebrate Inland Southern California's most talented professionals in the arts and sciences. Main Street Riverside will come alive on Thursday, October 8 from 5 p.m. until midnight with performances, presentations, demonstrations, and fun hands-on activities from our universities, community college, school districts, art organizations, and innovative companies. You will experience an evening full of technology that will challenge and amaze you and hear music that will make your heart soar!

Returning this year is the Curious Kids Zone, an area filled with fun interactive art and science activities for attendees 10 years of age and under. Two new programs for 2015 are Artist Alley and Riverside's Sister City Village. Artist Alley is an area where painters and sculptors will create and showcase their works and interact with attendees. The Sister City Village will present art forms, cultural practices, and the latest in science and technology from Riverside’s nine sister cities.

The 2015 Long Night of Arts & Innovation features several coloring, math, and art contests for students from elementary to high school. Students and their teachers have an opportunity to win exciting prizes such as an iPad Mini or a $100 Amazon Gift Card and have their names posted on the Long Night website. There is also a poetry contest for all.

For full details on this spectacular evening, visit LongNightRiverside.com •
Rodney Taylor came to Riverside Unified School District (RUSD) in 2002 as the Director of Nutrition Services and has changed the lives of thousands. With the nutritional oversight of 30 schools and over 43,000 students, (the 15th largest district in state) Mr. Taylor has dedicated his life to ensure no child goes hungry.

"First and foremost, our duty is to ensure our students have access to nutritious meals."
"The FBI wasn’t the safest choice for my family “

I was born and raised in the inner city of Los Angeles. I come from a family of seven with working-class parents and was the first and only to go to college and graduate. I was originally studying to go work for the FBI, but when I graduated college, I had a one-year old son and decided the FBI wasn’t the safest choice. I had been working in food services for over 17 years and thankfully decided to stay with it.

"People from Riverside are proud to be from Riverside."

I moved to Riverside in 2002 with my family, and my two sons have grown up through the district. The sense of community immediately attracted us. There’s a culture, a feel...people from Riverside are proud to be from Riverside.

"I want to ensure our students have access to fresh fruits and vegetables “

At the time I came to RUUSD, 47% of our children came from at-risk families (meaning at-risk of hunger). Over time, it has grown to 68%. First and foremost, our duty is to ensure our students have continuous access to nutritious meals: healthy breakfast and lunch, afterschool snacks, summer feeding programs, etc.

"We are committed to the small farmer."

In 2014, I made a commitment to farmers in Riverside that we would buy anything they could grow. When we started our salad bar in 2005, we bought from three farmers for a total of $30,000. Last year, we bought from nine farmers and spent $450,000. We’re pumping money back into the local economy while giving our kids access to healthy foods.

"It extends beyond the cafeteria."

We work with Second Harvest Food Bank on a program called Kids Produce Market, which is essentially a traveling farmers market for students. We have been able to move 226,000 tons of leftover produce to other facilities in need. A school district’s Nutrition Service Department can be a catalyst for change in the community - extending beyond the cafeteria, touching lives in a very powerful way.

"I serve children. There is no nobler profession than that."

Life has to be meaningful, and my job is just that; we feed the future. When I have a few moments of down time, I read a lot about leadership and how to motivate people. I want people to feel valued.

"Don’t listen to what I say, watch what I do."

In my professional world, I lead from the front, I share the vision and I work with my employees. They know I care about them and I see them as human beings. Other than having a few more responsibilities, I’m no different than any of them.

"Who knows, maybe I’ll cheat a little and get to France."

I have been able to visit 37 of the 50 states. I told myself I wouldn’t leave the country until I see all of the U.S. because it’s so beautiful here. I finally got my passport about six months ago and am planning a trip to France next summer. Who knows, maybe I’ll cheat a little and go early.

Watch more of Rodney Taylor’s interview, at YouTube.com/riversidecagov •
NEIGHBOR FEST

Neighbor Fest is a lively celebration of local neighbors, providing the opportunity for our community to learn about how to affect positive change in our neighborhoods. The goal is simply a shift in focus from thinking in terms of problems, needs, or deficiencies to thinking in terms of existing assets and strengths that all places and people possess. Riversiders are invited to enjoy music, activities for kids, and interactive learning activities for all ages.

For details and event dates, visit RiversideCA.gov/OurNeighborhoods •

SENIOR DAY

The City of Riverside will celebrate Senior Citizens’ Day on August 21, 2015! The Mayor’s Commission on Aging has partnered with several City departments, non-profit organizations and the business community to bring a day of joy and celebration to honor the many contributions of senior citizens.

Events include an ice cream social, craft classes, a travel expo, a genealogy research class, presentations on the history of Victoria Avenue, chocolate bingo, and free pet adoptions at the Mary S. Roberts Pet Adoption Center. Various library branches will also offer to help seniors better understand and use their computers, e-books, and other personal electronic devices. The Parks, Recreation and Community Services Department will offer a senior fitness fair and expo at Bordwell Park, a luau-themed dinner dance at La Sierra Senior Center, and a BBQ evening concert at White Park. The Museum will offer 10% discounts at its gift shop and free bottled water to seniors visiting the Aimeo Moore Nature Center at Sycamore Canyon. Additionally, many local restaurants and retail shops will be offering generous discounts and specials for seniors, so plan to shop and dine out in Riverside.

For a detailed list of events and locations, visit RiversideCA.gov/mayor •
The Riverside Festival of Lights is just around the corner, marking 23 years of illuminating downtown Riverside and lifting the spirits of residents and visitors during the holiday season. Don’t miss your chance to experience the most dazzling holiday spectacle this side of the North Pole!

The Festival offers five weeks of merriment in Downtown Riverside, **November 27, 2015 — January 2, 2016 (closed Christmas Day)**. As the largest holiday celebration in the region, the Festival of Lights has become a holiday tradition for families, visitors and groups alike. Celebrate the season with family activities that include Inland Southern California’s first outdoor ice skating rink, holiday-themed vendors, more than 225 hours of family-friendly live entertainment, unique shopping and creative dining along Main Street Riverside, and of course, Santa Claus.

With the flip of a switch, Riverside’s downtown will instantly illuminate with more than 3.5 million twinkling lights and spectacular fireworks during the magical Switch-On Ceremony hosted by The Mission Inn Hotel & Spa and the Greater Riverside Chambers of Commerce. On Friday, November 27, gather at Mission Inn Avenue and Orange Street for a night to remember.

While strolling around downtown, festival-goers can grab a cup of hot cocoa and warm sugared donuts, purchase one-of-a-kind presents or dine at a unique restaurant. Added to the line-up again this year will be an Artisans Collective: several local artists out on Main Street with demonstrations of their artwork and opportunities to purchase a truly special gift.

The Riverside Festival of Lights allows everyone - no matter what age - to be filled with wonder and anticipation of the magic of the holidays. Don’t miss your opportunity to be part of this wonderful Riverside tradition. For more information visit RiversideFestivalofLights.com •
DISCOVERY DAYS FOR KIDS

Scientific inquiry may seem too complex for kids – but it’s not! In fact, children are constantly engaged in the process of discovery! The Discovery Days program at the Riverside Metropolitan Museum is designed to build upon your child’s natural curiosity, encouraging them to explore and ask questions about the natural world around them just like a scientist would. This monthly program explores a different topic utilizing hands-on activities, art, mini-talks, and other fun methods to engage and delight children in science and nature. Parents will also enjoy the experience as they learn alongside their children. The program complements the Museum’s Nature Lab, which is open during the program from 1:30 – 4:30 pm.

DISCOVERY DAYS DATES
Aug 19, 2015       Nov 18, 2015
Sep 16, 2015       Dec 16, 2015
Oct 21, 2015       Jan 20, 2016

Riverside Metropolitan Museum • 3580 Mission Inn Ave., Riverside, CA 92501
(951) 826-5273 | RiversideCa.gov/museum

Join us for a free and educational experience for young learners (ages 3 – 10 years) on the third Wednesday of every month. Children must be accompanied by an adult.

Buy your card online today!

Shop Riverside COMMUNITY CARD NOW AVAILABLE

NEW WEBSITE LAUNCHED
ShopRiversideNow.com
#ShopRiverside

1% of what you spend in the City of Riverside comes back to our community to support fire, police, museums, parks, libraries and youth programs.
Recently the Riverside City Council approved a budget that shows the City of Riverside is in a stronger financial position than it has been in several years. Revenues in the proposed 2015-16 City budget exceed those seen before the recession for the second straight year, and the General Fund budget, which pays for most City services, is the largest ever.

The 2015-16 General Fund budget is balanced, with a million dollar surplus in the General Fund.

This will bolster the City’s reserves and keep them at 15% of expenditures, as required by City policy. A truly balanced budget is good news and an essential first step on the path to fiscal health.

But no one should be celebrating yet. In fact, the work of stabilizing the City of Riverside’s long-term finances has only begun.

Riverside weathered the recession without significantly reducing services to the public. That kept Riverside in a strong position regionally, and is one of the reasons why Riverside is coming out of the recession faster and in better shape than many of our neighbors. But there are still some recession-era bills to pay.

First, there are the interfund loans, nearly $30 million of them across not just the General Fund, but even more significantly, in at least six other funds, such as the local park fee fund. The City essentially borrowed from itself, and Riverside must repay those loans first before taking on new civic spending. There’s nothing wrong with interfund borrowing, provided it is done for a specific purpose and a city is diligent in repaying such loans. These loan repayments will be necessary in the next 3-5 years, and the City needs to begin preparing itself for this task now through increased fiscal discipline.

Second, a city the size of Riverside must be prudent and set aside money to replace things as they wear out and break down, like fire trucks, police cars, technology and facilities. The City currently has a replacement program for most of its sedans and trucks, but that does not extend to some heavy equipment vehicles or police cars. Riverside must plan for these needed replacements by expanding its replacement program to include these vehicles, increasing facilities maintenance funds, and creating equipment replacement funds.

Finally, the City must pay the retirement benefits of its retirees, both current and future. The Public Employees’ Pension Reform Act of 2013 reduced pension benefits for future hires and, in the long-term, will decrease the City’s pension costs, but any material impact from these changes is still many years away. While there are a variety of opinions about public employee pensions, the bottom line is, the City is required by law to meet its obligations, which will become more of a challenge in coming years.

The California Public Employees’ Retirement System (PERS) is raising the rates the City must pay on behalf of its employees in order to ensure that the pension fund is properly funded for years to come. That will lead to increased pressure on the City budget during the next five years. The City has been planning for this in its long-term financial plans, but we must take stronger steps to proactively address this situation now.

So, while there is additional money in the budget for 2015-16, there is not the windfall that some have anticipated. Riverside is in a solid position because of a powerful, pro-business governing environment, a strong program of public infrastructure development, and the blessing of having an unusually entrepreneurial higher education sector.

With financial discipline, far-reaching planning, and a little luck with the broad economy, Riverside can look forward to a prosperous and sustainable future.

However, that future demands that we maintain an attitude of austerity at City Hall for a few years more.
RIVERSIDE AUTO CENTER PUTS 50 YEARS ON ITS ODOMETER

Did you know the Riverside Auto Center was America’s first auto mall? In 1958, seven of Riverside’s most successful auto dealers came together to build a location for customers to see a variety of automobile makes and models. When Kennedy Pontiac opened its doors in 1964 and the remaining dealerships in 1965, the Riverside Auto Center made history.

Today, Riverside Auto Center features 32 brands of vehicles and continues to be the largest generator of sales tax revenue for the City. When you buy local, that tax revenue goes back to the City to support City services such as police, fire, museum exhibits, and libraries benefiting the community as a whole.

Help celebrate Riverside Auto Center’s 50th anniversary, exit Adams Street/AutoCenter Drive off the 91 Freeway or visit RiversideAutoCenter.com for more details •
WATER CONSERVATION

Public Works Takes Action to Reduce Water Use

Public Works is responsible for maintaining hundreds of acres of landscaped medians and open space areas within the City’s system of roadways. With the continuing drought, several actions have been taken to reduce our water use, including reducing watering frequency, eliminating watering of turf with potable water in medians, and implementing a number of projects to replace turf with water-efficient landscaping.

These areas will go brown and temporary watering will be provided to the trees until a new drip irrigation system can be added to provide long term tree watering.

With grant funds from Metropolitan Water District, Western Municipal Water District and Riverside Public Utilities along with supplemental funding from the City of Riverside, over 350,000 square feet of turf grass will be replaced with water efficient landscaping which will result in estimated water savings of 40%. With grant funds from Western Municipal Water District and Metropolitan Water District, drip irrigation, new shrubs and mulch has been installed on Van Buren and Alessandro Blvds., replacing 77,000 square feet of median turf.

For more information, visit RiversideCA.gov/publicworks •

TOOLS for BUSINESS

If you are a small business owner, you need to know how your business stacks up with the competition in order to succeed. One of the primary goals for the Office of Economic Development (#TeamOED) is to make tools and resources available that will help Riverside’s local businesses grow and prosper. For example, one of the many tools available includes:

This FREE online tool allows businesses to use big-business data to help determine the prime location for their new business, identify customers, and tailor marketing to specific zip codes as well as to find local suppliers. Further, it allows businesses to compare their business fundamentals to their competition across the City, State, and country to see how they match up, thus identifying areas where improvement may be necessary. Normally, this information is only available to large corporations. The Size-Up tool allows the City to provide big-business data to our small businesses FREE of charge.

For more tools, resources, and incentives available to Riverside businesses, please visit RiversideOED.com •
Drought Update:
New Water Conservation Restrictions

Recently, the Riverside City Council adopted new water conservation guidelines to help Riverside Public Utilities meet new state-mandated goals for water conservation.

Changes included new schedules that cut outdoor watering to just three days per week (April through October) and two days per week (November through March). Watering times are limited to a maximum of 15 minutes, and only between the hours of 6 p.m. to 10 a.m. Customers with high-efficiency drip or micro spray irrigation systems are exempt from this new schedule.

The new watering schedules join a list of changed or updated mandatory conservation measures. They include: no watering of turf or ornamental landscapes during or 48-hours following measurable precipitation; new requirements by water agencies to notify customers when they are aware of leaks that are within the customer’s control to repair; restaurants and other food service establishments can only serve water on request; and hotels and motels must provide guests with options of not having towels/linens laundered daily and must prominently display this option.

Find all the latest guidelines, conservation tips and water saving rebates at BlueRiverside.com.

BE A LEAK SEEKER!

Finding and fixing leaks inside and outside your home can save you big on your water bills.

A toilet leak alone can waste up to 2 gallons per minute – that can add up to 3,000 gallons of water each day! And even a small drip from a faucet or a sprinkler system can waste 24,000 to 394,000 gallons of water each month.

By being a leak seeker and finding and fixing leaks fast, you can help eliminate water waste and reduce your monthly water bills. For more water conservation tips and information on RPU’s water conservation rebate programs, visit BlueRiverside.com.
RIVERSIDE LIVE 2015

FOX PERFORMING ARTS CENTER PRESENTS

BROADWAY IN RIVERSIDE

Menopause The Musical

September 26

Marilyn Forever Blonde!

October 24

“PITCH-PERFECT”

New announcements, show schedules, buy tickets: RiversideLive.com or (951) 779-9804

FOX Performing Arts Center
Riverside, California

Aug 7  Montgomery Gentry
Aug 28 American Idol Live!
Sep 13 Lewis Black
Oct 11 Amy Grant
Oct 23 Margaret Cho
Nov 27 Last Comic Standing
Dec 7 Mythbusters

Amy Grant
Oct 11

Last Comic Standing
Nov 27

Mythbusters
Dec 7

RIVERSIDE MUNICIPAL AUDITORIUM AND SOLDIER’S MEMORIAL BUILDING

Aug 15 Raekwon & Ghostface Killah
Aug 16 Summerland Tour
     w/ Everclear, Toadies, Fuel & American Hi-Fi
Aug 19 Motörhead
Oct 16 Halestorm
Nov 4 Sharon Jones & the Dap Kings

Motörhead
Aug 19

Halestorm
Oct 16

Sharon Jones & the Dap Kings
Nov 4

EXPLORE RIVERSIDE.com FALL 2015

Printed on recycled paper

77
August

6
Arts Walk
Downtown
6—9 p.m.
For more info call 682-6737

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

8
Downtown Farmers Market
Downtown
8 a.m.—1 p.m.
For more info call 826-5408

14
Free Movie Night at CAF Hangar Planes: Fire and Rescue - Dane Cook
Riverside Municipal Airport
6—9 p.m.
For more info call 354-7954

September

3
Arts Walk
Downtown
6—9 p.m.
For more info call 682-6737

13
Lewis Black
Fox Performing Arts Center
7 p.m.
For more info call 779-9800

16
Discovery Days
Riverside Metropolitan Museum
1:30—4:30 p.m.
For more info call 826-5273

18
Riverside Mariachi Festival
Fairmount Park
6—9 p.m.
For more info call 826-5303

October

1
Russian Grand Ballet Presents: Swan Lake
Fox Performing Arts Center
6:30 p.m.
For more info call 779-9800

3
Hometown Heroes Honor Run
Arlington Heights Sports Park
7 a.m.—10 a.m.
For more info visit Hometownheroesrun.com

4
First Sundays
Riverside Metropolitan Museum
1 p.m.
For more information call 826-5273

8
Long Night of Arts & Innovation
Downtown
5 p.m.—midnight
For info visit LongNightRiverside.com

28
American Idol Live!
Fox Performing Arts Center
7 p.m.
For more info call 779-9800

29
Downtown Farmers Market
Downtown
8 a.m.—1 p.m.
For more info call 826-5408

26
Downtown Farmers Market
Downtown
8 a.m.—1 p.m.
For more info call 826-5408

26
Menopause the Musical
Fox Performing Arts Center
3 p.m. and 8 p.m.
For more info call 779-9800

22
Bobby Bonds Day
Bobby Bonds Park
8 a.m.
For more info call 826-5746

10
Riverside County Philharmonic
Fox Performing Arts Center
7:30 p.m.
For more info call 779-9800

11
Amy Grant
Fox Performing Arts Center
7 p.m.
For more info call 779-9800

Raekwon, Ghostface Killah
Riverside Municipal Auditorium
8 p.m.
For more info call 779-9800

Summerland Tour 2015: Everclear, Toadies, Fuel, American Hi-Fi
Riverside Municipal Auditorium
7 p.m.
For more info call 779-9800

Discovery Days
Riverside Metropolitan Museum
1:30—4:30 p.m.
For more info call 826-5273

Motorhead, Saxon, Cradock
Riverside Municipal Auditorium
7 p.m.
For more info call 779-9800

Senior Fitness Fair
Bordwell Park
9 a.m.—noon
For info call 826-2083

Deaf Awareness Week
Downtown
10 a.m.—5 p.m.
For more info call 826-5372

Riverside Mariachi Festival
Fairmount Park
9 a.m.—8:30 p.m.
For info call 826-5303
5 | Arts Walk  
Downtown  
6 – 9 p.m.  
For more info call 682-5737  

14 | Downtown Farmers Market  
Downtown  
8 a.m. – 1 p.m.  
For more info call 826-5408  

18 | Discovery Days  
Riverside Metropolitan Museum  
1:30 – 4:30 p.m.  
For more info call 826-5273  

20 | Thanksgiving Dinner  
Lincoln Park  
5 – 8 p.m.  
For more info call 826-5355  

21 | Downtown Farmers Market  
Downtown  
8 a.m. – 1 p.m.  
For more info call 826-5408  

26 | Thanksgiving Luncheon  
Villegas Community Center  
12 – 2:00 p.m.  
For more info call 351-6142  

27 | Last Comic Standing  
Fox Performing Arts Center  
6:30 p.m.  
For more info call 779-9800  

27 | thru January 2, 2016  (Closed on Christmas Day)  
Festival of Lights Switch-On Ceremony  
Downtown  
5 p.m.  
For more info visit RiversideFestivalOfLights.com  

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**November**  

1 | First Sundays  
Riverside Metropolitan Museum  
1 p.m. – 4 p.m.  
For more information call 826-5273  

4 | Sharon Jones & the Dap-Kings  
Riverside Municipal Auditorium  
7 p.m.  
For more info call 779-9800  

12 | Downtown Farmers Market  
Downtown  
8 a.m. – 1 p.m.  
For more info call 826-5408  

15 | Spooktacular Luncheon  
La Sierra Senior Center  
11 a.m. – 1 p.m.  
For more info call 826-2000  

16 | Jägermeister Presents a Wild Evening with Halestorm  
Riverside Municipal Auditorium  
7:30 p.m.  
For more info call 779-9800  

21 | Discovery Days  
Riverside Metropolitan Museum  
1:30 – 4:30 p.m.  
For more info call 826-5273  

23 | Margaret Cho - The Psycho Tour  
Fox Performing Arts Center  
7 p.m.  
For more info call 779-9800  

24 | Eastside Fall Festival  
Bobby Bonds Park  
5 – 8 p.m.  
For more info call 826-5746  

29 | Halloween Carnival  
Villegas Park  
5 – 8 p.m.  
For more info call 351-6142  

31 | Halloween Carnival  
Bryant Park  
5 – 8 p.m.  
For more info call 351-6135  

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**December**  

3 | Arts Walk  
Downtown  
6 – 9 p.m.  
For more info call 682-5737  

5 | Downtown Farmers Market  
Downtown  
8 a.m. – 1 p.m.  
For more info call 826-5408  

Winter Wonderland and Breakfast with Santa at Hunt Park  
9 a.m. – 1 p.m.  
For more info call 826-2000  

Polar Plunge at Hunt Park Pool  
10 a.m. – 1 p.m.  
For more info call 826-2000  

7 | Mythbusters: Jamie and Adam UNLEASHED  
Fox Performing Arts Center  
6 p.m.  
For more info call 779-9800  

12 | Downtown Farmers Market  
Downtown  
8 a.m. – 1 p.m.  
For more info call 826-5408  

16 | Discovery Days  
Riverside Metropolitan Museum  
1:30 – 4:30 p.m.  
For more info call 826-5273  

18 | Winter Wonderland Dinner and Dance  
Dales Senior Center  
6 – 9 p.m.  
For more info call 826-2047  

To see more events and detailed information or to submit your event to the calendar, visit RiversideCA.gov/calendar  

Dates and times are subject to change.