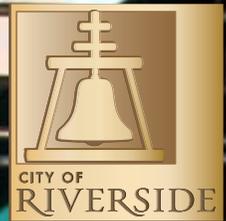


# Explore Riverside



*City of Arts & Innovation*

WINTER 2013

## INSIDE

Jobs Report  
Streeter Underpass  
New Businesses  
Are You Green?  
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## FINANCIAL STABILITY IN RIVERSIDE

The City of Riverside is proud to report that the City is on sound financial footing despite the challenges brought on by the current economic climate. The budget closed with a fiscal year fund balance in excess of \$40 million instead of the anticipated \$39 million – a threshold the City Council has wanted to maintain as a prime indicator of the City's financial strength. That exceeds

the recommended 15% reserve fund balances for cities.

As has always been the case for the City, auditors have issued a "clean" audit after review of financial statements for June 30, 2012. Standard & Poor's and Fitch Ratings commented in their audit reports that Riverside's financial management is considered "strong" because practices are strong, well

embedded and sustainable. This is evident in the City's maintenance of a sound financial position over the past five years despite revenue declines.

While fiscal challenges may continue to arise, the City of Riverside is poised to handle them effectively and ensure the highest level of municipal services for the citizens of Riverside.

# ECONOMIC DEVELOPMENT NEWS

## JOBS REPORT ECONOMIC DEVELOPMENT



### So how are we doing?

New Businesses	3.4%
New Hires	1.9%
New and Retained Jobs	1,396
New Jobs Coming	1,123
Construction Jobs	9,631

As the nation struggles with a sluggish economy and slow job growth, the City of Riverside has been executing an Economic Development Action Plan with much success. Each aspect of the plan represents the City's coordinated, proactive approach in adapting our Economic Development strategy to the challenges of the "new economy."

The City Manager's Office of Economic Development serves as the lead staff with implementation done in partnership with other City departments and partner organizations such as the chambers of commerce, business development centers, business improvement districts, and similar business and educational groups.

Between 2010 and 2011, the US Department of Labor Bureau of Statistics reports that the total number of business establishments in Riverside grew by 3.4% and the total number of employees grew by

1.9%. In the last fiscal year, 1,396 jobs were attracted or retained in the City of Riverside through the active involvement of the Office of Economic Development as well as 9,631 construction jobs. The Office of Economic Development is also working with companies that will bring an added 1,123 jobs once the projects are completed.

Investing in the Riverside Renaissance program literally paved the way for new development. It was a grand statement that said "Riverside is ready and opportunities await." More now than ever, a city must have a strategic and proactive economic development plan in place.

Find out more about the City Manager's Office of Economic Development at: [ExploreRiverside.com](http://ExploreRiverside.com) or use your smart phone to scan this QR code.



[Click Here](#)

## PARDON OUR DUST: The Streeter Avenue Underpass Construction Project has begun

The quest to improve travel throughout the City of Riverside continues with the start of the Streeter Avenue Underpass Project. Like previous grade separation projects around the City, the construction on Streeter Avenue may involve some short term inconveniences; however, the completed project will deliver safer, more efficient traffic flow in the long-term by separating paths of travel for trains and automobiles.

On average, 12,800 vehicles per day drive on Streeter and many get stuck waiting for one of the 59 trains that cross Streeter Avenue at Dewey daily. Some of the most dangerous delays are those that affect emergency vehicles, when waiting 3-6 minutes for a train can mean the difference between life and death.

The Streeter Avenue Grade Separation project will lower Streeter Avenue under the railroad tracks. Two bridges will be built - one to carry

traffic from Dewey Avenue over Streeter Avenue, and one to carry railroad tracks over Streeter Avenue. The project will close Appleton Street at Streeter Avenue, but will build new roadways between Streeter and Appleton to provide access to the adjacent neighborhoods.

**Construction will last approximately 27 months**  
(Feb/March 2015).

Streeter Avenue will remain open during construction through a 2-lane detour road to the east of the existing street (between Beatty Drive and Lantana Street).

Find out more online at: [RiversideCA.gov/gs/streeter.asp](http://RiversideCA.gov/gs/streeter.asp)



[Click Here](#)





## NEW BUSINESSES



The next time you are considering a night out and in the mood for something different, try one of Riverside’s newest restaurants. For sushi lovers, check out AMAYA Japanese Restaurant and Ultra Lounge at the Galleria Tyler Mall. AMAYA opened in January and provides a delicate Japanese gastronomic experience in an alluring ambiance. Translation: great food in a hip scene. AMAYA joins Tyler’s roster of established dining options including PF Chang’s, Yard House, Cheesecake Factory and Elephant Bar.

The owner, Ceazar Aguilar, has lived in Riverside since 1976. He says patrons can expect exceptional Japanese food in an upscale setting.

“AMAYA” which means night rain in Japanese, is the inspiration for the modern design of this new restaurant. Glamorous beveled mirrors reflect glistening walls, leathered alligator patterns adorn the other fixtures and the lounge creates a warm environment with music and cocktails. The menu presents an assortment of delectable and creatively designed Japanese dishes for aficionados of the cuisine. Featuring innovative flavors illustrating the emerging influence of Asia on modern Japanese culinary arts, patrons will find a revolving selection of appetizers, sushi specials, chef specials and main dishes. In addition to sushi and sashimi offerings, guests can choose from a variety of cooked entrees including teriyaki or teppan-style cooked meats and fish and popular Asian noodle fare.

If sushi makes you say “fuggetaboutit,” then perhaps 9th Street Italian is more your style. 9th Street Italian is a small eatery located on the corner of 9th and Market Street in

downtown Riverside. The restaurant sports mahogany tables and fresh flowers. With its high ceilings and a cozy, quaint atmosphere, it feels like you’re in Tuscany, only more affordable.

David and Regina Powell are the owners, and while they sell pizza, they do not want to be known as a pizza joint. Besides typical Italian fare like baked pastas, chicken and veal dishes, they also serve beer and wine. David’s prized desserts, chocolate chip calzone and crème brûlée, are already drawing rave reviews.

9th Street Italian is open 11 a.m. to 3 p.m. Monday through Friday and 5 p.m. to 9 p.m. on Friday and Saturday. David plans to start brunch every other Sunday. For more information about 9th Street Italian, call (951) 686-8871. These restaurants are among the many offerings in Riverside. For more dining options visit: [ExploreRiverside.com/restaurantlisting.asp](http://ExploreRiverside.com/restaurantlisting.asp)



# GREEN PAGE

There are a variety of ways to make your home or business more energy and water efficient. By taking simple steps, you can increase efficiency, reduce your utility bills, and be a part of the team that is making Riverside a more environmentally responsible and sustainable community. Here are a few tips to get you through to spring.

## January

It doesn't matter if it is the cold of winter or the heat of summer knocking on the door, it is always the right season to "Weatherize" your home. Riverside Public Utilities makes it easy with a variety of rebate programs to help keep your home energy efficient and at the right temperature all year round.

Weatherization rebates are available on select attic and wall insulation, house envelope sealing, energy efficient window installations, attic fans, whole house fans and more. Check [GreenRiverside.com](http://GreenRiverside.com) for complete details and to download rebate applications.

## February

Before your plants and lawns start needing more water, give your sprinkler system a checkup. Inspect valves and heads for leaks and fix them. Use RPU's Sprinkler Nozzles rebate program to retrofit sprinkler heads with new high-efficiency nozzles. And consider installing a Weather Based Irrigation Controller that automatically changes your watering needs based on weather conditions (and receive a \$200 rebate).\*

## March

Turn that utility bill over! It's your 2013 FREE Shade Tree Coupon. Take it to a participating nursery to receive a shade tree to plant near your home or business that will help keep you cool in the summer. Use RPU's Tree Power program to plant up to five more trees and receive up to \$125 in rebates.\*

\*Some restrictions apply





# COMPLETION COUNTS

## Creating Paths to College Success

The City of Riverside wants to boost the number of college graduates in the city. Working with Riverside City College, Alvord Unified School District, Riverside Unified School District, Riverside County Office of Education, UC Riverside and the Greater Riverside Chambers of Commerce, the city began the Completion Counts initiative in 2010, utilizing a \$3 million grant from the Bill and Melinda Gates Foundation.

An analysis of the high school graduating class of 2002 showed that only 15 percent of all Riverside students and only 3 percent of low-income students completed college within a normal timeframe.

Completion Counts is a response to this statistic and designed to increase the number of Riverside high school students graduating from college by ensuring those who want a college education in Riverside have access to one. The program promotes timely responses to college applications and requests for financial aid to help students be able to properly plan for entering college. For instance, in May RCC initiated the "two-year completion guarantee" to pave the way for Riverside high school students to earn certificates or to transfer to a university.

The Completion Counts website (College311.org) provides comprehensive information for students and parents about college preparation and applications, including financial assistance.



City of Riverside spends more than \$1.3 million annually for graffiti abatement. People who are caught in Riverside for graffiti vandalism can face:

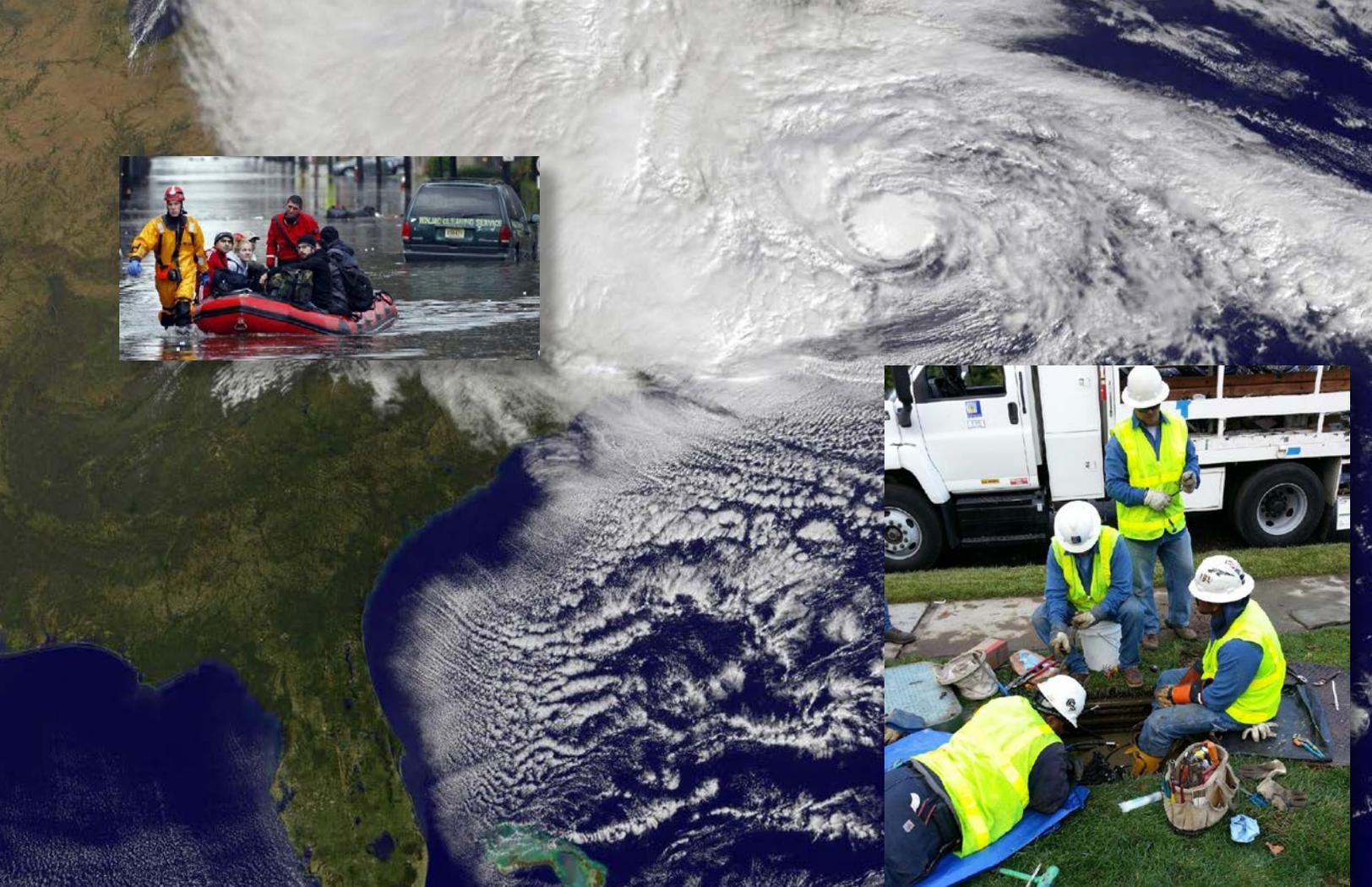
- Fines and restitution for graffiti markings (up to \$25,000 for each incident).
- Arrest and imprisonment.
- Community service to clean graffiti damage.
- Felony charges if the cost of graffiti cleanup is more than \$400.

To report existing graffiti, residents can call in using a landline (dial 3-1-1) or mobile phone (dial 826-5311). The phone call takes less than two minutes, and you can remain anonymous.

To report graffiti in progress, go to a safe place and dial 911. Do not confront the suspect. If your report information leads to an arrest, you're eligible for a \$1,000 reward!

TIP: Smartphone users can download the 311 Mobile Phone App to report graffiti digitally. Open App; take a photo; select graffiti as the type of problem to report; enter a brief description of the graffiti then send the information directly to the City for removal.





# HURRICANE SANDY RELIEF TEAM

In the aftermath of Hurricane Sandy and the Nor'easter super storm that followed at the end of October, communities all along the eastern seaboard struggled to bring services back on line. In Long Island, New York, power poles and trees were toppled over adding to delays in getting safe power back to millions of customers.

Twenty four states in the United States were impacted by Hurricane Sandy's winds, rain, storm surge and blizzard conditions which caused 131 fatalities, over 7 million power outages, and over \$100 billion in damages.

To help in the recovery, the City of Riverside sent eight employees and four vehicles. Division Chief Dave Lesh of the Riverside Fire Department was activated by FEMA (Federal Emergency Management Agency) as part of the National Urban Search & Rescue Response System.

Captain Jeff Loveland was activated for deployment to the New York area in support of the rescue efforts being conducted in the aftermath of Hurricane Sandy. Both are members of a FEMA Incident Support Team that provides logistical and command support to the agencies on scene of a disaster.

After a request from the Long Island Power Authority (LIPA), Riverside Public Utilities sent a team of six linemen along with four vehicles full of equipment to aid in the restoration of energy utilities to the stricken community. RPU crews worked tirelessly for 15 days, including through an early snowstorm, to help return power services to the residents of Long Island.

"Most of the work we did was overhead," said RPU Electric Supervisor Rick Holmes, "as there were a lot of power poles down and trees that took out lines."

RPU crew members included: Team Lead

Richard Holmes, Robert Staples, Richard Austin, Curtis Smith, Ryan Eche, and Frank Paz.

If you would like to help Hurricane Sandy victims, check out HOPE 365 – Honoring Our Heroes; a special program and benefit concert for the American Red Cross on April 4, 2013, beginning at 7 p.m. at the Riverside Auditorium & Events Center. Following a brief program of Honoring Our Heroes, the event will feature live performances by rising star Lakin Saucedo and the world renowned Skeletons. For more information on the event and to purchase tickets, please contact Lois Beckman at the American Red Cross (888) 831-0031 Ext. 1007.

**Scan this QR code with your smartphone to watch a video on the City's response efforts.**



[Click Here](#)

## Riverside CERT Training



Riverside's Community Emergency Response Team (CERT) Training Program trains citizens to be self-sufficient following a major disaster when first responders are likely unable to respond to every emergency. The program is open to all residents, who will receive 20-hours of training in basic disaster response skills, including fire safety, search and rescue, team organization, and disaster medical operations.

The next CERT class is March 8 - 10, 2013. Fri. 6-9 p.m., Sat. & Sun. 8 a.m. - 5 p.m. Participants must attend all three sessions to receive the Certificate of Completion & CERT Gear Backpack. For more information, contact Gina Perez at (951) 320-8112 or visit [ReadyRiverside.com](http://ReadyRiverside.com).

# COMMUNITY CALENDAR

## January

**31 Chamber Mega Mixer & Trade Show**  
Galleria at Tyler  
4:30 p.m.  
For more info call 683-7100 ext. 211

## February

**2 & 3 Riverside Dickens Festival**  
Riverside Auditorium & Event Center  
10 a.m.  
For more info call 781.3168

**7 Love in Riverside**  
3834 Main St.  
5 - 8 p.m.  
[LoveInRiverside.com](http://LoveInRiverside.com)

**Arts Walk**  
Downtown  
6 - 9 p.m.  
For more info call 781.3168

**8 Sweets and Treats Valentines Event**  
Orange Terrace Park  
6 p.m.  
For more info call 826-2000

**9 Farmers Market**  
Downtown  
8 a.m.  
For more info call 826-5481

**Black History Expo & Parade**  
3900 Main Street outside of City Hall  
10 a.m. - 5 p.m.  
For more info call (909) 213-5583

**Nature in Watercolor and Sketch**  
Meet at the top of Mt. Rubidoux  
1 - 4 p.m.  
For more info call 826-5273

**An Evening with Brahms**  
La Sierra-Hofe Memorial Auditorium  
4500 Riverwalk Parkway  
7 p.m.  
For more info call 785-2036

**10 "An Affair to Remember" Bridal Expo**  
La Sierra Senior Center  
10 a.m. - 4 p.m.  
For more info call 826-2000

**New Shanghai Circus**  
Fox Performing Arts Center  
3 p.m.  
For more info call 779-9804

**12 Community Connect Mardi Gras Gala**  
Riverside Art Museum  
6 p.m.  
For more info call 328-8284

**Teddy Bear Tea**  
La Sierra Library  
4600 La Sierra Ave  
4 p.m.  
For more info call 688-7740

**14 Sweets and Treats Valentines Event (Age Specific)**  
Bobby Bonds, Villegas & Nichols Parks  
6 p.m., Hunt Park 5 p.m. and La Sierra Park 4 p.m.  
For more info call 826-2000

**15 School's Out Fun Day**  
Bobby Bonds Park  
7 a.m.  
For more info call 826-2000

**Sweets and Treats Valentines Event**  
Bryant Park  
4 p.m.  
For more info call 826-2000

**Valentine's Weekend Concert**  
Lyfe Jennings & Special Guest Michael Lynche  
Fox Performing Arts Center  
8 p.m.  
For more info call 779-9800

**16 Mint Condition**  
Riverside Auditorium and Event Center  
3485 Mission Inn Ave.  
7 p.m.  
For more info call 821-6921

**23 Riverside Raincross 5K Run/Walk**  
Fairmount Park  
8 a.m.  
For more info call 826-2000

**2nd Annual LULAC Free Health Fair**  
César Chávez Community Center  
8 a.m.  
For more info call 801-2570

**H.M.S. Pinafore**  
Fox Performing Arts Center  
7:30 p.m.  
For more info call 779-9800

**28 Mayor's Night Out**  
Ysmael Villegas Community Center  
6:30 p.m.  
For more info call 826-5372

**17th Annual Tour & Taste Riverside**  
Riverside Metropolitan Museum  
3580 Mission Inn Ave  
6 - 8:30 p.m.  
For more info call 826-5273

## March

**1 Dennis DeYoung Music of Styx**  
Fox Performing Arts Center  
8 p.m.  
For more info call 779-9800

**3 Amazing College Race**  
Downtown Riverside  
1 p.m.  
For more info call 826-5372

**7 Arts Walk**  
Downtown  
6 - 9 p.m.  
For more info call 781.3168

**Pat Benatar & Neil Giraldo**  
Fox Performing Arts Center  
7 p.m.  
For more info call 779-9800

**9 Painted Rock Art**  
5370 Riverview Drive  
1-4 p.m.  
For more info call 826-5273

**Benise - The Spanish Guitar**  
Fox Performing Arts Center  
8 p.m.  
For more info call 779-9800

**12 Sham-Rock Party**  
Hunt Park  
4 - 6 p.m.  
For more info call 826-2000

**14 Sham-Rock Party**  
La Sierra Park  
4 - 6 p.m.  
For more info call 826-2000

**Author Richard Louv Talk & Signing (RSVP)**  
Riverside Community Health  
4445-A Magnolia Avenue  
6 - 8 p.m.  
Register at [RiversideCa.gov/museum](http://RiversideCa.gov/museum)  
For more info call 826-5273

**In the Mood**  
Fox Performing Arts Center  
8 p.m.  
For more info call 779-9800

**15 St. Patrick's Day Dance**  
Bryant Park  
4 - 6 p.m.  
Orange Terrace Park 8-11 p.m.  
For more info call 826-2000

**16 21st Annual Walk with the Animals**  
2601 Fairmount Blvd.  
8 a.m.  
For more info call 688-4340

**22 Spring Egg Hunt**  
Lincoln Park  
4-6:30 p.m.  
For more info call 826-2000

**23 Spring Egg Hunt**  
Bobby Bonds and Reid Park  
10 a.m.  
For more info call 826-2000

**Easter Egg Hunt & Health Fair**  
Bobby Bonds Park  
10 a.m.  
For more info call 826-2000

**Riverside Philharmonic**  
LSU Chamber Singers  
Fox Performing Arts Center  
7:30 p.m.  
For more info call 779-9800

**28 Fiddler on the Roof**  
Fox Performing Arts Center  
7:30 p.m.  
For more info call 779-9800

**30 Spring Egg Hunt**  
Bryant, Hunt, La Sierra, Nichols and Villegas Parks  
10 a.m.  
For more info call 826-2000

**Downtown Easter Egg Stravaganza**  
Main St. Downtown  
Noon - 4 p.m.  
For more info call 781-7339

## April

**5 Dark Star Orchestra**  
Fox Performing Arts Center  
7:30 p.m.  
For more info call 779-9800

**6 2013 Riverside Air Show**  
Riverside Airport  
6951 Flight Road  
9 a.m.  
For more info call 826-2767

**11 Brian Regan**  
Fox Performing Arts Center  
7:30 p.m.  
For more info call 779-9800

**13 Inland Empire Spring Festival & BBQ**  
5292 24th Street  
8 a.m. - 10 p.m.  
For more info call 588-5381

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

**20 8th Annual Salute to Veterans Parade**  
10 a.m.  
Downtown  
For more info call 687-1175

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

**27 10th Annual Stroll 'N' Roll Walk**  
3650 Arlington Ave.  
9 a.m. - 12 p.m.  
For more info call 826-1728

**Children's Tea & Etiquette Presentation**  
Heritage House  
8193 Magnolia Ave.  
2-3 p.m.  
For more info call 826-5273

**28 Masters of Harmony Spring Concert**  
"Pull Out All The Stops"  
Fox Performing Arts Center  
3 p.m.  
For more info call 779-9800

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



City of Arts & Innovation

## Explore Riverside Winter 2013

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

Mayor:  
Rusty Bailey

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

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

**ATTENTION RESIDENTS** — In March, some Riverside residents will receive calls to their home and/or mobile phones asking them to participate in a short phone survey about their quality of life. Participation will help to provide community groups and decision makers with important information concerning what residents think about living in Riverside. The caller ID for these calls will read CSUSB, as Cal State University San Bernardino will be conducting the survey on Riverside's behalf. If you receive a phone call, don't hang up! Please share your thoughts with us. The information gathered in this survey will help to make Riverside a better place to live and work.



## \$HOP RIVERSIDE

1% of all taxable sales come back to the City to support fire, police, museum, parks, libraries and youth programs.

**ShopRiversideNow.com**

To receive weekly Explore Riverside updates, sign up at [RiversideCA.gov](http://RiversideCA.gov)

## Eastside Music School

In December, the City of Riverside opened its first music school in the City's Eastside. Kids can learn music, dance, drama and other arts at the César Chávez Community Center on University Avenue.

Councilmember Andy Melendrez and Parks, Recreation and Community Services Director Ralph Nunez helped assemble the program. The goal is to try to provide an affordable program for children who want to learn arts and music.

The school was set up with a small budget comprised of Community Development Block Grant funds, parks funds and private donations. Scholarships will be offered to reduce the cost of classes for students who cannot afford them, and officials hope the school eventually will become an independent, nonprofit endeavor.

To sign up for classes, donate or volunteer with the school, call the César Chávez Community Center at (951) 826-5746.



### FREE CLASSES

Voice: Mon/Wed	5 – 6 p.m.
Drums: Tues/Thur	5 – 6 p.m.
Folklorico: Thur	5:30 - 6:30 p.m.
Dance: Wed/Fri	4:30 - 5:30 p.m.
Art: Tue	3 – 4 p.m.

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