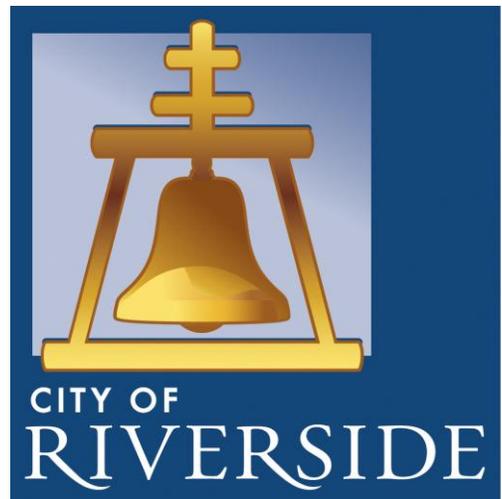


COMMUNITY PROFILE



COMMUNITY PROFILE

Introduction

Designated as one of “America’s Most Livable Communities,” the City of Riverside offers a highly educated and skilled workforce, lower land and facility costs for businesses, reliable City-owned municipal utilities, exceptional quality of life, affordable housing, and ease of access to transportation. The City is a rapidly growing urban center with 304,051 residents, currently ranked as the twelfth largest city in California and the sixth largest city in Southern California. Riverside is the largest city in, and is at the center of, the region known as the Inland Empire. With a population of over 4.1 million, the Inland Empire is ranked between San Francisco and Seattle as the 14th largest metropolitan statistical area in the United States by the U.S. Census Bureau, and is one of the fastest growing regions in the country. Rich in history and possessing a clear vision of the future, Riverside will continue to lead in the social and economic growth of the Inland Empire.

With a current student population of approximately 50,000, the City is home to four internationally recognized colleges and universities, including the prestigious University of California, Riverside. The City is located approximately 60 miles east of Downtown Los Angeles and is centrally placed within a short distance from the Coachella Valley, San Bernardino Mountains, Southern California beaches, and Ontario International Airport.

Heritage

Founded in 1870 by John North and a group of Easterners who wished to establish a colony dedicated to furthering education and culture, Riverside was built on land that was once a Spanish rancho. Investors from England and Canada transplanted traditions and activities adopted by prosperous citizens: the first gold course and polo field in Southern California were built in Riverside.

The first orange trees were planted in 1871, but the citrus industry in Riverside began two years later when Eliza Tibbets received two Brazilian navel orange trees from the Department of Agriculture in Washington. The trees thrived in the Southern California climate and the navel orange industry grew rapidly.

Within a few years, the successful cultivation of the newly discovered navel orange led to a California Gold Rush of a different kind: the establishment of the citrus industry, which is commemorated in the landscapes and exhibits of

GENERAL STATISTICS

Population (2010 estimate)	304,051
Median Age	30.6
Owner Occupied Housing Units	50,726
Renter Occupied Housing Units	43,288
Average Household Income	\$66,923
Median Home Price	\$192,514
Ethnicity-Persons (by Single Race Classification)	
White	50%
Hispanic or Latino	47%
Black or African American	8%
Asian	9%
American Indian or Alaska Native	1%
Other	26%

the California Citrus State Historic Park and the restored packing houses in the Downtown’s Marketplace district. By 1882, there were more than half a million citrus trees in California, almost half of which were in Riverside. The development of refrigerated railroad cars and innovative irrigation systems established Riverside as the wealthiest city per capita in the nation by 1895.

As the City prospered, a small guest hotel designed in the popular Mission Revival style grew to become the world-famous Mission Inn, favored by presidents, royalty, and movie stars. Postcards of lush orange groves, swimming pools, and magnificent homes have attracted vacationers and entrepreneurs throughout the years. Many relocated to the warm, dry climate for reasons of health and to escape Eastern winters. Victoria Avenue with its landmark homes serves as a reminder of European investors who settled here.

Riverside’s citizens are proud of the City’s unique character born of a tradition of careful planning, from the City’s carefully laid out historic Mile Square to its 1924 Civic Center designed by the same planner responsible for San Francisco’s, Charles Cheney. Through the City’s Office of Historic Preservation, Riverside is committed to preserving the past as a firm foundation for the future. Over 100 City Landmarks, 20 National Register Sites, and 2 National Landmarks have been designated by the City Council, all offering enjoyment and education to City residents and visitors.

Riverside is fortunate to have a wealth of sites and buildings that provide a link to the city’s past and a strong sense of place. This is the result of the hard work and

COMMUNITY PROFILE

Careful planning of the city's Historic Preservation Program. Created by the City Council in 1969, it identifies and advances the preservation of Riverside's historic neighborhoods, and civic and commercial resources.

Examples include the Mission Inn, the Chinatown site, the National Packing House, Citrus Experiment Station, and engineering feats like the Gage Canal. Many of these landmarks are found in the Downtown's Mission Inn Historic District. California's Mission Revival style, born in Riverside, can be seen throughout the City, most notably in the Mission Inn, the Municipal Auditorium, the First Church of Christ Scientist, and the Fox Theater.

The Mission Inn was developed from the Glenwood Tavern, owned by Captain Christopher Columbus Miller, who moved to Riverside in 1874 to survey land for the Gage Canal, which brought water to Riverside. His son Frank developed a lasting interest in culture and the arts and took over the expansion of the Inn. Over the years he embellished and expanded it into a unique resort known all over the world. It has played host to numerous movie stars, musicians, and heads of state. Ronald and Nancy Reagan honeymooned there, and Richard and Pat Nixon were married on its grounds. Teddy Roosevelt planted a tree in its courtyard, and a special chair, built for President William Howard Taft when he visited, is still in the Inn's collection.

Many of Riverside's historic buildings are open to the public including the Catherine Bettner home, restored and renamed the Heritage House, which is open for tours. The Riverside Art Museum was designed by America's most successful woman architect, Julia Morgan, famous for William Randolph Hearst's Castle in San Simeon. It was originally constructed for the YWCA on land donated by Frank Miller. Benedict Castle was built as a private residence by Henry Jekel and is now occupied by Teen Challenge. It is available for special events and filming as are many of Riverside's historic homes and neighborhoods.

The unique City Raincross Symbol is derived from combining a replica of the mass bell used by Father Junipero Serra, missionary priest and founder of the California Missions, and the cross to which the Navajo and Central American Indians prayed for rain. Called the "Raincross" symbol, it was designed for the Mission Inn and given to the city by Frank Miller. The Raincross symbol has been identified with Riverside since 1907. Variations of the symbol are used extensively throughout

Riverside in architecture, street signs and lighting standards, and it is used on the City flag.

Playing on the nostalgia for the state's Spanish heritage and the romanticized images of the missions and the Indians portrayed by Helen Hunt Jackson in her novels, Miller, Matthew Gage, the Sunkist Cooperative, the Santa Fe Railroad, and other city boosters worked together to market Riverside as a Spanish Mediterranean Mecca. Riverside's climate and landscapes continue to evoke this Mediterranean paradise. There is a strong community support for historic preservation for a city that reveres its past and has built on that firm foundation.

Demographics

A city is defined by its assets, the most important one being the people that populate it and work within its boundaries. Riverside is distinctly proud of its highly diverse, sophisticated, and civic-minded people, and of its sense of place and legacy. The City has carefully planned for growth while preserving local history, being cognizant of both the citrus-based past and the modern future.

Housing, Workforce, and Job Growth

With a median single family home price of \$192,514 in 2010, compared to \$449,000 in Orange County and \$340,000 in Los Angeles County, Riverside draws many families pursuing the American Dream. Young couples and on-the-go professionals are also drawn by the City's many affordable condos.

CITY GROWTH

Fiscal Year	Assessed Valuation	Population	Area in Square Miles
1910/11	9,391,670	15,212	39.20
1920/21	10,734,100	19,341	39.20
1930/31	19,560,950	30,656	39.20
1940/41	24,347,330	34,696	39.20
1950/51	60,011,450	46,399	39.20
1960/61	141,284,070	84,332	43.59
1970/71	296,720,661	144,208	71.52
1980/81	762,896,817	172,100	72.04
1990/91	7,526,810,287	228,500	77.04
2000/01	9,938,549,225	265,684	77.77
2005/06	14,614,159,212	287,820	80.13
2006/07	16,395,628,541	291,398	80.96
2007/08	17,961,416,425	296,842	81.53
2008/09	18,243,018,091	300,430	81.53
2009/10	16,840,574,811	304,051	81.51

COMMUNITY PROFILE

This helped to explain the 22% growth in the total number of jobs that Riverside experienced over the five years leading up to the current economic downturn, reaching 167,197 in mid 2007. Combined with the fact that real estate and company payroll costs – businesses’ two largest expenses – continue to be up to one-third less than those in nearby coastal communities.

Businesses are taking advantage of Riverside's lower land cost, strategic location, and established transportation networks as a key portal for the movement of goods and services between the greater Los Angeles area and the rest of North America. The City is home to major industries such as advanced manufacturing, health and medical services, and retail and professional firms. As the region's largest city and the county seat of California's fourth largest county (Riverside County), legal and government services also are a significant presence.

Also reflecting its evolution as a high-technology community, a citywide free wireless network benefits residents and merchants by providing free access to the Internet throughout the City. To further encourage technology companies and their employees to make Riverside their home, the City has partnered with two local banks to recruit and retain technology workers by launching a mortgage incentive program designed to increase home ownership for Riverside employees of high-tech firms.

Population, Household Income, and Retail Sales

Centered in one of the nation's fastest-growing regions, Riverside has grown steadily in recent years both in area and population. Between fiscal years 2000/01 and 2009/10, the City's population has increased by over 14%, reflecting nearly a 2% per year growth rate. Similarly, the City has grown through annexations to more than 81

square miles during the same period. Currently, the City's population is approximately 304,051.

Riverside is now Southern California's third largest suburban retail center with \$4.8 billion in annual sales. The City has become a magnet for high-end retail establishments, reflecting the changing demographics in the City. Riverside has a zone of influence that will encompass some 346,000 shoppers by the end of 2010.

PERMANENT ATTRACTIONS

Entertainment/Places to Go

- Downtown
- Mount Rubidoux
- UCR Botanical Gardens
- California Citrus State Historic Park
- Galleria at Tyler
- Riverside Plaza
- Castle Park Theme Park
- Jensen-Alvarado Ranch
- Jurupa Mountains Cultural Center

Historic Landmarks

- Fox Performing Arts Center
- Mission Inn Hotel & Spa
- Heritage House
- Harada House
- Riverside County Courthouse
- First Congregational Church
- Universalist-Unitarian Church
- Benedict Castle
- Victoria Avenue
- Parent Naval Orange Tree

Performing Arts

- Riverside Municipal Auditorium
- Riverside County Philharmonic
- Riverside Community Players
- Riverside Master Chorale
- Riverside Comm. College Civic Light Opera
- California Riverside Ballet
- Fox Performing Arts Center

Museums

- Riverside Metropolitan Museum
- Riverside Art Museum
- UCR/California Museum of Photography
- UCR Sweeney Art Gallery
- Brandstater Galley - La Sierra University
- March Air Field Museum
- Mission Inn Museum
- Riverside International Automotive Museum

TOP EIGHT MAJOR EMPLOYERS

University Of California Riverside	6,500 Employees
County of Riverside	6,400 Employees
Riverside Unified School District	3,900 Employees
City of Riverside	2,500 Employees
Riverside Community College District	1,700 Employees
Alvord Unified School District	1,700 Employees
Riverside County Office of Education	1,700 Employees
Riverside Community Hospital	1,600 Employees

COMMUNITY PROFILE

While the City's roster of upscale stores is diverse, Riverside retailers have one thing in common: success. Official sales numbers from such popular outlets as California Pizza Kitchen, Trader Joe's and Panera Bread Company have shown that these Riverside locations are consistently among the best performing in their district, region, or chain. The Galleria at Tyler is one of the region's most successful retail centers, recently enhanced with a 200,000-square-foot expansion accommodating the growing demand for retail and entertainment options.

Tourism and Major Events

The City of Riverside is a focal point for tourism in the Inland Empire. The Riverside tourism industry is supported by the Riverside Convention Center and a variety of local hotels, such as the historic Mission Inn Hotel & Spa. An assortment of historical landmarks, performing arts centers, museums, shops, restaurants, and places of entertainment are available for visitors to explore. Besides the many permanent attractions available to visitors, Riverside is also host to many annual events.

The City's Arts & Cultural Affairs Division has created several popular arts and entertainment activities, including the Downtown Farmers Market, held every Saturday, where shoppers can purchase fresh organic produce and beautiful flowers while enjoying chef demonstrations; and an expanded annual Festival of Lights with family-friendly activities and entertainment surrounded by the nation's second largest holiday lighting display.

Transportation

The City of Riverside is strategically situated among major transportation links. Included in these links are major highways, commuter train stations, and airports. With its proximity to ports, railroads, and freeways, Riverside is on the way to establishing itself as a leader in Southern California's international trade economy. Also contributing to the City's emergence as a logistics hub is the March Global Port – formerly March Air Force base. The March Global Port is home to air cargo facilities as well as an expansive foreign trade zone (FTZ), where products and goods can be stored duty free. Most firms participating in the FTZ program save hundreds of thousands of dollars annually. It should come as no surprise that Riverside is viewed by many as the economic engine of the Inland Empire.

Freeway Access

The City of Riverside can be accessed via Interstates 215 and 15 from the north and south, and via the 91 and 60 freeways from the east and west. Through these connections, the City is connected to Southern California's freeway network, providing easy access to Los Angeles, San Diego, Orange County, the Coachella Valley, and beyond.

Bus and Taxi Service

Riverside has a modern downtown transit terminal served by Greyhound Trailways Lines, the Southern California Rapid Transit District, and the Riverside Transit Agency (RTA). Private charter bus companies and taxicab services are also available. The RTA provides fixed route bus service throughout a 2,500 square mile area in Western Riverside County, including within the City of Riverside. Additionally, the City's Parks, Recreation, and Community Services Department provides special transportation for seniors 60 years of age or older and those with disabilities.

Passenger/Commuter and Freight Railroad Service

For rail travelers and commuters, the Metrolink system offers a network of commuter trains that connect Los Angeles, Orange, Riverside, San Diego, San Bernardino, Ventura, and Kern Counties. The Metrolink system has two stations in the City, the Downtown (near Mission Inn Avenue and Park Avenue) and La Sierra (near La Sierra Avenue and Indiana Avenue) Stations. From these stations, travelers can reach almost any Southern California Metrolink destination in a short time, as well as connect to Amtrak trains. An Amtrak station is also

MAJOR EVENTS IN RIVERSIDE

Downtown Farmers Market	Every Saturday (8 a.m. - 1 p.m.)
Festival of Lights	Annual, December
Dickens Festival	Annual, February
Riverside International Film Festival	Annual, April
Riverside Airshow	Annual, March
Family Village Festival	Annual, September
Smithsonian Week	Annual, May
Riverside Book Festival	Annual, February
Citrus Heritage Celebration	Annual, April
Riverside Youth Opera Camp and Adult Master Class	Annual, Summer
Classical Music Program	Annual, Winter
Arts Festival	Annual, June

COMMUNITY PROFILE

located in the downtown area.

The BNSF Railway and Union Pacific Railroad lines run through the City, providing dependable daily freight service to Riverside businesses. Reciprocal switching agreements exist between the companies.

Airports Offering Passenger and Cargo Service

Located just 16 miles northwest of Riverside, Ontario International Airport provides passenger service to cities all over the world, as well as highly accessible cargo service. Commuter services are also available at the airport. Several major airfreight carriers, as well as Alaska Airlines, American Airlines, Continental Airlines, Delta Airlines, Great Lakes Airlines, Southwest Airlines, United Airlines, and US Airways, serve Ontario. In addition, within approximately one hour's drive of the City are the Los Angeles International, John Wayne (Orange County), Bob Hope (Burbank), and Palm Springs International Airports.

Riverside Airport

The City boasts its own airport, which has been serving the community for over 50 years. Originally designated as the Arlington Airport, Riverside Airport has been transformed from a single, dirt runway airfield serving light aircraft into a corporate aviation and business facility unique in its varied services to the Inland Empire. Today, Riverside's main runway of 5,400 feet, as well as its second, cross-wind runway, serve the daily needs of small aircraft, business jets, cargo aircraft, and helicopters.

Infrastructure: The Riverside Renaissance

Cities must provide the critical facilities that enable their inhabitants to live, work, and play. A significant impetus for the strong economic growth and enhanced quality of life in Riverside is the "Riverside Renaissance Initiative," a \$1.44-billion capital improvement program combining existing funding sources; new, innovative funding mechanisms; and federal, state, and county resources to construct 30 years of projects in just five years. Conceived in response to the City's explosive growth and aging infrastructure, the Riverside Renaissance encompasses an ambitious mix of public improvements, redevelopment, and transportation and rail projects.

As many Southern California cities are creating new "downtowns," Riverside is fortunate to have an established core area characterized by unique, independently-owned fine dining establishments and eclectic shopping options,

made all the more attractive by modern touches. Downtown Riverside is truly defined by charm, history, commerce, and entertainment. One of the prominent goals of the Renaissance is to protect and enhance these distinctive elements of the downtown. Capital projects include expansion of the Main Library, the Riverside Metropolitan Museum, and the Riverside Convention Center, renovation of the Main Street Pedestrian Mall, and restoration of the historic Fox Theatre into a state of the art performing arts center. The new Fox Performing Arts Center, opened in January 2010, is drawing more people downtown for first class entertainment, on par with what Los Angeles audiences see at top theaters.

In addition, private development will add nearly 1,000 upscale residential lofts, condos, and townhouses, as well as retail space and nearly 500,000 square feet of Class A office space over the next five years. One of the first developments is the transformation of a two-block area in the downtown, Fox Plaza, to that of a vibrant urban village and business district with residential and commercial components. Specifically, the \$200-million development will include luxury condominiums, prime retail space, and a 125-room, Hyatt Place hotel.

In addition to the downtown projects, citywide infrastructure improvements are being made, including the rehabilitation of many existing parks, recreation facilities, and community centers, as well as the addition of new facilities to serve the growing community. A new library has been completed in Orange Terrace, one new and one larger replacement library facility are in progress, and the Arlington Library has recently been significantly expanded. Public safety enhancements include the addition of several new fire stations and improvements to existing stations. The City has also recently remodeled existing Police Department facilities and opened the Magnolia Station. Reliable municipal utility service is important to residents and businesses alike. Public utility projects include three new water reservoirs, a new electric power plant, a new electric substation, service upgrades, and a new water treatment plant. To keep Riverside on the move, the City is undertaking multiple railroad grade separation projects, several improved freeway interchanges, and citywide beautification projects that will widen and/or repave numerous City streets, repair or add sidewalks, and enhance medians with landscape improvements.

COMMUNITY PROFILE

PUBLIC WORKS

Miles of Paved Streets	870
Tons of Residential Refuse Budgeted for Collection:	
Recycling	24,500 tons
Green Waste	47,300 tons
Trash	75,000 tons
Tons of Commercial Refuse Budgeted for Collection:	
Recycling	12,000 tons
Green Waste	6,200 tons
Trash	178,300 tons
Signalized Intersections Maintained	360
Gallons of Sewage Treated (in billions)	12

PUBLIC SAFETY

Number of Sworn Police Officers	405
Police Vehicles	405
Motorcycles	19
Police Dogs	6
Helicopters	4
Police Stations & Storefronts	7
Fire Stations	14
Fire Hydrants	7,400
Fire Apparatus'	39
Training/Emergency Operations Center	1
Urban Search and Rescue Team Task Force 6	1

LIBRARIES

Number of Libraries	7
Library Customers	199,600
Library Books	433,900
Audio-Visual Materials	42,091
Annual Circulation	1,120,607
Annual Attendance in Library	1,789,565
Number of Public Access Computers	200
Users of Public Access Computers	245,700
Free Programs/Events	1,757
Programs/Events Attendance	55,742
Online Public Access Catalog (OPAC) Searches	1,029,716

PARKS, RECREATION, & COMMUNITY SERVICES

Number of Parks	60
Number of Community Centers	13
Gross Acres Maintained	3,290
Public Swimming Pools	7
Playgrounds	40
Softball/Baseball Diamonds	41
Public Golf Courses	2
Other Facilities	7

RIVERSIDE AREA SCHOOLS

Number of School Districts	2
Elementary Schools	41
Middle Schools	10
High Schools	11
Colleges and Universities	4

PUBLIC UTILITIES

Miles of Water Mains	993
Number of Meters in Service	63,494
Total City Water Consumption (Gallons)	22,792,757,548
Total Kilowatts Used by Customers	2,462,000
Number of Electric Meters	106,015

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