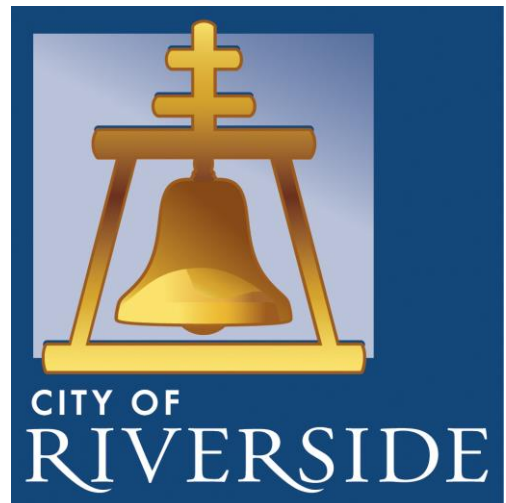


# COMMUNITY PROFILE



# 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 31,307 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 4.4 million, the Inland Empire is ranked between Phoenix and Detroit as the 13<sup>th</sup> 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.

Riverside was named by the Intelligent Community Forum (ICF) as the Intelligent Community of the year 2012 for its excellence in many of the key markers of success in the 21st century, including: high technology, workforce development, digital inclusion, arts, innovation, collaboration and social capital. 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 51,000, 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 golf 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

## GENERAL STATISTICS

Population (2015 estimate)	317,307
Median Age	31
Owner Occupied Housing Units	50,396
Renter Occupied Housing Units	43,314
Average Household Income	\$70,794
Median Home Price	\$320,000
Ethnicity-Persons (by Single Race Classification)	
White	56.5%
Hispanic or Latino	49.0%
Black or African American	7.0%
Asian	7.4%
American Indian or Alaska Native	1.1%
Other	5.1%

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 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

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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 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 Performing Arts Center.

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 \$320,000 as of May 2015, compared to \$722,000 in Orange County and \$486,000 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
1970/71	296,721,000	144,208	71.52
1980/81	762,897,000	172,100	72.04
1990/91	7,526,810,000	228,500	77.04
2000/01	9,938,549,000	265,684	77.77
2005/06	14,614,159,000	287,820	80.13
2010/11	16,396,996,000	306,779	81.51
2011/12	16,342,830,000	308,511	81.51
2012/13	16,415,712,000	311,955	81.51
2013/14	16,851,786,000	314,034	81.51
2014/15	17,867,012,000	317,307	81.51

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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, the City's SmartRiverside nonprofit provides qualified low income families throughout the City with free computers with wireless internet access and computer training through its Digital Inclusion program. To date, over 6,600 families have benefitted from this important program.

### 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 2014/15, the City's population has increased by over 19%, reflecting a 1.3% 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 317,307.

Riverside is Southern California's third largest suburban retail center with \$4.2 billion in annual sales. The City has become a magnet for high-end retail establishments, reflecting the changing demographics in the City.

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.

## 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
- Sky Zone Indoor Trampoline Park

### Historic Landmarks

- The 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 Washington Naval Orange Tree
- California Citrus State Historic Park
- De Anza Crossing of the Santa Ana River

### Performing Arts

- Riverside Municipal Auditorium
- Riverside County Philharmonic
- Riverside Community Players
- Riverside Master Chorale
- Riverside Comm. College Civic Light Opera
- California Riverside Ballet
- Performance Riverside
- The Box at Fox Entertainment Plaza

### Museums

- Riverside Metropolitan Museum
- Riverside Art Museum
- Barbara and Art Culver Center of the Arts
- 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
- RCCD - Center for Social Justice and Civil Liberties

## TOP TEN MAJOR EMPLOYERS

County of Riverside	11,200 Employees
University of California, Riverside	7,200 Employees
Riverside Unified School District	3,500 Employees
Kaiser Hospital	3,200 Employees
City of Riverside	2,500 Employees
Riverside Community Hospital	1,900 Employees
Riverside County Office of Education	1,800 Employees
Alvord Unified School District	1,400 Employees
Parkview Community Hospital	1,400 Employees
Riverside Community College District	1,100 Employees

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Recently, the Riverside Plaza, one of the region's most successful retail centers, retrofitted the former Harris-Gottschalks department store building to accommodate the growing demand for retail options by welcoming Nordstrom Rack, Joanne's Fabrics, and Marshalls.

## 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 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 State Routes 91 and 60 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 for persons 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 currently 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, with a third station (Hunter Park near Columbia and Marlborough Avenues) under construction. 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 located in the downtown area.

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

<b>MAJOR EVENTS IN RIVERSIDE</b>	
Downtown Farmers Market	Every Saturday
Lunar New Year Festival	Annual, January
Martin Luther King Walk-A-Thon	Annual, January
Citrus Heritage Run	Annual, January
Dickens Festival	Annual, February
Black History Month Parade	Annual, February
Riverside Airshow	Annual, March / April
National Crime Victims' Rights Vigil	Annual, April
Easter Egg-Stravaganza	Annual, Spring
Salute to Veterans Parade	Annual, April
Cinco De Mayo Fiesta & Parade	Annual, May
West Coast Thunder	Annual, May
Chili Cook-Off & Car/Motorcycle Show	Annual, May
Show & Go Car Show	Annual, May
Nanny Goats 12/24 Hour Trail Run	Annual, May
The Great American Clean Up	Annual, May

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## MAJOR EVENTS IN RIVERSIDE - CONTINUED

Fourth of July Celebrations	Annual, July
Movies on Main Street	Annual, Summer
Summer Street Jam Concert	Annual, August
Riverside Opera Camp	Annual, Summer
Mariachi Festival	Annual, September
Riverside Triathlon	Annual, October
Smithsonian Week	Annual, October
Hometown Heroes Honor Run	Annual, October
Riverside Citrus Classic Bike Rides	Annual, October
Riverside Ghost Walk	Annual, October
Zombie Crawl	Annual, October
Dia De Los Muertos	Annual, November
Mission Inn Run	Annual, November
Festival of Lights	Annual, December

### ***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 AeroMexico Airlines, Alaska Airlines, American Airlines, Delta Airlines, Southwest Airlines, United/United Express Airlines, US Airways, and Volaris Airlines serve Ontario. In addition, within approximately one hour's drive of the City are the Los Angeles International, John Wayne (Orange County), Long Beach, Bob Hope (Burbank), and Palm Springs 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 – easily handling 110,000 annual flight operations.

### **Infrastructure**

Cities must provide the critical facilities that enable their inhabitants to live, work, and play. 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

City's various capital projects is to protect and enhance these distinctive elements of the downtown. Capital projects include the recent renovation and expansion of the Riverside Convention Center the Main Street Pedestrian Mall, and restoration of the historic Fox Theater into a state of the art performing arts center. The 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 plans call for upscale residential lofts, condos, and townhouses, as well as retail space. New Class A office space, including the recently completed six story Citrus Tower development, provide businesses with new opportunities to make Downtown Riverside their home. Another development is the recent transformation of the remainder of the block housing the Fox Performing Arts Center into the Fox Entertainment Plaza, a development that includes prime retail space, additional multi-level parking, and a Black Box theater. Finally, hotel options continue to expand as illustrated by the 125-room Hyatt Place hotel and two more hotels currently in the planning stages.

In addition to the downtown projects, citywide infrastructure improvements have been 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. Public safety enhancements include the addition of the new Downtown fire station, opened in October 2013, and improvements to existing stations. The City has also recently remodeled existing Police Department facilities. These improvements show that the City is continuing to invest in infrastructure and public facilities to ensure that Riverside remains one of the best places to live and work in Southern California.

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 connection to the power grid, service upgrades, and a new water treatment plant. To keep Riverside on the move, the City has undertaken multiple railroad grade separation projects, several improved freeway interchanges, and citywide beautification projects that have or will widen and/or repave numerous City streets, repair or add sidewalks, and enhance medians with landscape improvements.

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## PUBLIC WORKS

Miles of Paved Streets	870
Tons of Residential Refuse Budgeted for Collection:	
Recycling	18,991 tons
Green Waste	49,869 tons
Trash	77,595 tons
Tons of Commercial Refuse Budgeted for Collection:	
Recycling	19,256 tons
Green Waste	2,762 tons
Trash	125,936 tons
Signalized Intersections Maintained	368
Gallons of Sewage Treated (in millions)	40

## PUBLIC SAFETY

Number of Sworn Police Officers	372
Police Vehicles	331
Motorcycles	21
Police Dogs	12
Helicopters	3
Police Stations & Storefronts	5
Fire Stations	14
Fire Hydrants	7,754
Fire Apparatus'	40
Training/Emergency Operations Center	1
Urban Search and Rescue Team Task Force 6	1

## LIBRARIES

Number of Libraries	8
Library Customers	263,470
Library Books	354,663
Audio-Visual Materials	41,286
Annual Circulation	1,171,909
Annual Attendance in Library	1,024,909
Number of Public Access Computers	353
Users of Public Access Computers	271,721
Free Programs/Events	1,737
Programs/Events Attendance	73,383
Online Public Access Catalog (OPAC) Searches	931,746

## PARKS, RECREATION, & COMMUNITY SERVICES

Number of Parks	59
Number of Community Centers	11
Number of Senior Centers	2
Number of Social Service Centers	2
Number of Child Care Centers	4
Number of Gyms	8
Gross Acres Maintained	2,880
Public Swimming Pools	7
Splash Pads	5
Playgrounds	44
Softball/Baseball Diamonds	54
Soccer/Football Fields	132
Public Golf Courses	1
Tennis Courts	25
Basketball Courts	55
Skate Park Areas	2

## RIVERSIDE AREA SCHOOLS

Number of School Districts	2
Elementary Schools	45
Middle Schools	12
High Schools	13
Colleges and Universities	4

## PUBLIC UTILITIES

Miles of Water Mains	1,000
Number of Meters in Service	64,659
Total City Water Consumption (Gallons)	21,453,928,130
Total Kilowatt Hours Used by Customers	2,144,571,480
Number of Electric Meters	108,015

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