



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 324,696 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 13th 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.

Since Riverside was named the 2012 Intelligent Community of the year by the Intelligent Community Forum (ICF), the City has excelled in many 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



Main Street – 1890

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; for example, the first golf course and polo field in Southern California were built in Riverside. The citrus industry in Riverside began in 1873 when Eliza Tibbets received two Brazilian navel orange trees from the Department of Agriculture in Washington, D.C. 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 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 Charles Cheney, the same planner responsible for San Francisco's Civic Center. 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 Fox Performing Arts Center

the hard work and careful planning of the city's Historic Preservation Program. Created by the City Council in 1969, the Historic Preservation Program 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

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 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 strong community support for historic preservation for a city that reveres its past and has built on that firm foundation.

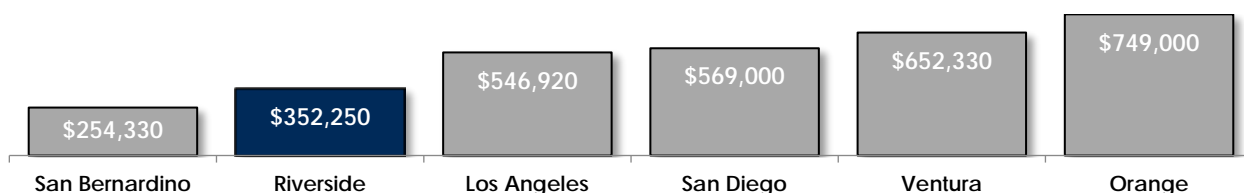
DEMOGRAPHICS

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

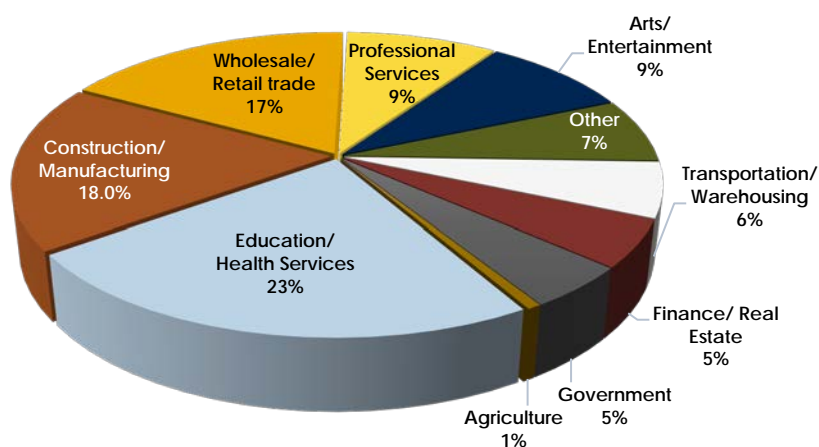
With a median single family home price of \$352,250 as of September 2016, Riverside draws many families pursuing the American Dream. Young couples and on-the-go professionals are also drawn by the City's many affordable condos.

CHART 1 – MEDIAN HOME PRICE COMPARISON¹



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.

CHART 2 -2014 INDUSTRY OF THE EMPLOYED²



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 and computer training

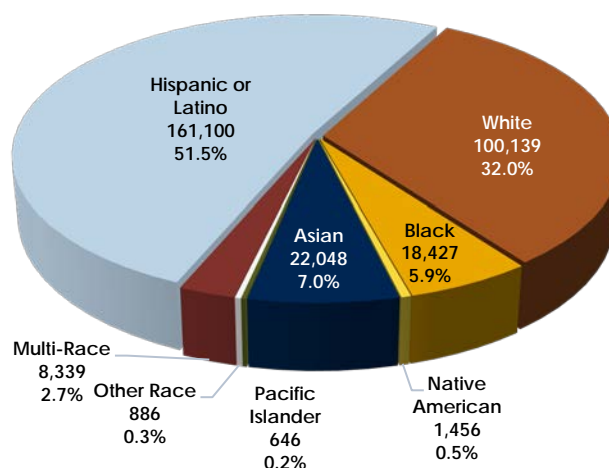
¹ Source: California Association of Realtors, September 2014 Median Sold Price of Existing Single Family Homes, Southern California Metro Areas

² Worker 16 years old or older. Source: United States Census Bureau, 2010-14 American Community Survey 5 Year Estimates

through its Digital Inclusion program. To date, over 7,500 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 2001 and 2016, the City's population increased by 22 percent, reflecting a 1.48 percent 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 322,424.



Riverside is an important retail center in Southern California with nearly \$5.7 billion in taxable 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. Recently, the Riverside Plaza, one of the region's most successful retail centers, expanded its building footprint to accommodate several new tenants including the Coffee Bean and Tea Leaf. This is on the heels of welcoming the Nordstrom Rack, Joanne's Fabrics, and Marshalls.

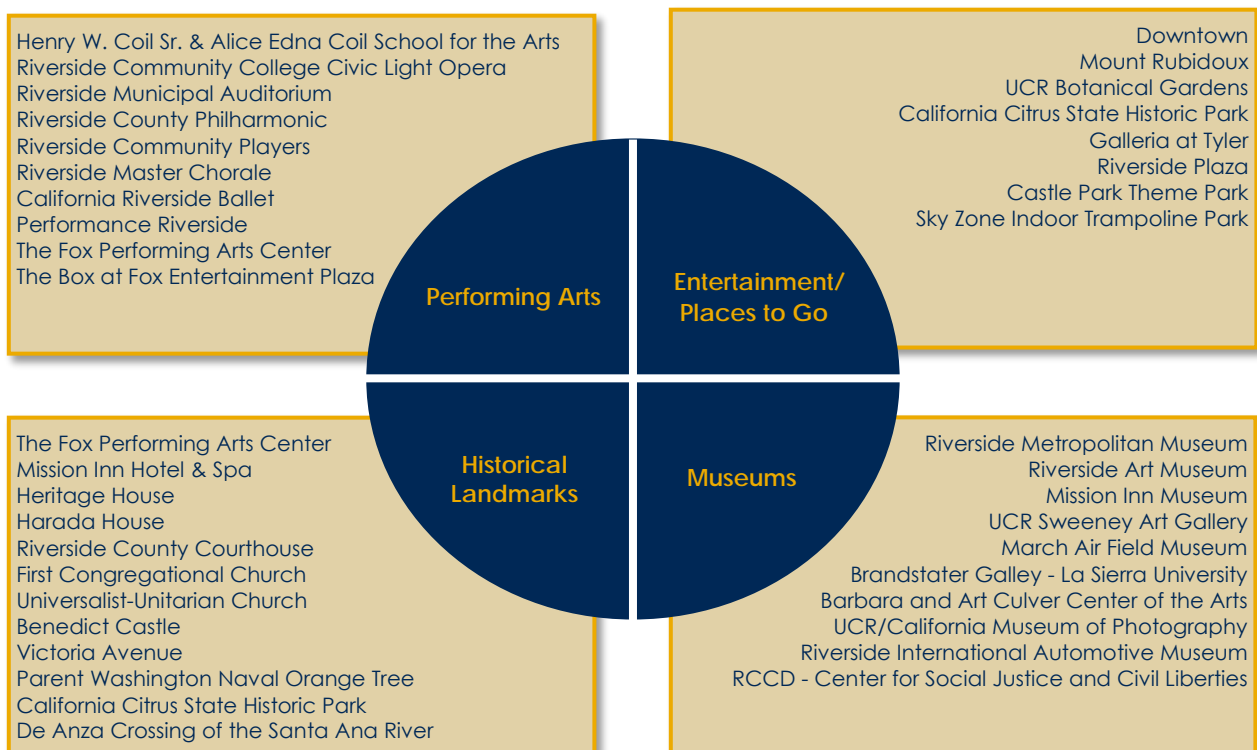


TOURISM AND MAJOR EVENTS

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 and 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.

FIGURE 3 –PERMANENT ATTRACTIONS IN RIVERSIDE



The City's Arts and 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 more than four million holiday lights. The Festival of Lights was named USA Today's Best Holiday Festival in 2015 and was the winner of the 10 Best Reader's Choice Award for Best Public Lights Display in 2014.



TABLE 1 – MAJOR ANNUAL EVENTS IN RIVERSIDE

JANUARY Lunar New Year Festival Martin Luther King Walk-A-Thon Citrus Heritage Run	FEBRUARY Dickens Festival Black History Month Parade	MARCH Riverside Airshow
APRIL National Crime Victims' Rights Vigil Salute to Veterans Parade Tamale Festival Easter Egg-Stravaganza (SPRING) Smithsonian Week (SPRING)	MAY Cinco De Mayo Fiesta & Parade West Coast Thunder Chili Cook-Off and Car/ Motorcycle Show Show and Go Car Show The Great American Clean Up	JUNE/ Movies on Main Street (SUMMER) Riverside Opera Camp (SUMMER)
JULY Fourth of July Celebrations	AUGUST	SEPTEMBER Mariachi Festival
OCTOBER Riverside Triathlon Hometown Heroes Honor Run Riverside Citrus Classic Bike Rides Riverside Ghost Walk Zombie Crawl	NOVEMBER Dia De Los Muertos Mission Inn Run	DECEMBER Festival of Lights
EVERY SATURDAY Downtown Farmers Market		

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 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 is 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 three stations in the City – Downtown (near Mission Inn Avenue and Park Avenue), La Sierra (near La Sierra Avenue and Indiana Avenue), and Hunter Park (near Columbia and Marlborough Avenues). 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.

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, 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, the Riverside Municipal 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 (5,400 feet), as well as its second, cross-wind runway, serves 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 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 is drawing more people downtown for first class entertainment, on par with any top theaters.



Imperial Lofts Project

In addition, private development plans call for upscale residential lofts, condos, and townhouses, as well as retail space. The transformation of the remainder of the block housing the Fox Performing Arts Center, into the Fox Entertainment Plaza, continues with a new and exciting retail and dining space in addition to

multi-level parking and a Black Box theater. Finally, hotel options continue to expand as an additional hotel is 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 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. Riverside Public Utilities continues to invest in its electric and water infrastructure, and is engaged in a strategic visioning process to transform itself into the utility of tomorrow. To keep Riverside on the move, the City has undertaken multiple railroad grade separation projects, several freeway interchanges, and citywide beautification projects that have or will improve numerous City streets and bicycle lanes, repair or add sidewalks, and enhance medians with landscape improvements.



COMMUNITY PROFILE

PUBLIC WORKS



PUBLIC SAFETY



RIVERSIDE LIBRARIES



PARKS, RECREATION, & COMMUNITY SERVICES

 **58**
PARKS

 **10**
COMMUNITY
CENTERS

 **3**
SENIOR
CENTERS

 **2**
SOCIAL SERVICE
CENTERS

 **4**
CHILD CARE
CENTERS

 **8**
GYMS

 **2,880**
GROSS ACRES
MAINTAINED

 **7**
PUBLIC SWIMMING
POOLS

 **5** SPLASH
PADS

 **46**
PLAYGROUNDS

 **2**
SKATE PARK
AREAS

 **1** PUBLIC
GOLF
COURSE

 **54** SOFTBALL /
BASEBALL
DIAMONDS

 **132**
SOCCER / FOOTBALL
FIELDS

 **55**
BASKETBALL
COURTS

 **27**
TENNIS
COURTS

RIVERSIDE SCHOOLS

 **2** SCHOOL
DISTRICTS

 **45**
ELEMENTARY
SCHOOLS

 **12** MIDDLE
SCHOOLS

 **14** HIGH
SCHOOLS

 **4**
COLLEGES AND
UNIVERSITIES

PUBLIC UTILITIES

 **1,000**
MILES OF WATER MAINS

 **64,871**
WATER METERS
IN SERVICE

 **19,322,370,000**
TOTAL GALLONS OF CITY
WATER CONSUMED
ANNUALLY

 **109,327**
ELECTRIC
METERS

 **2,317,100,000**
TOTAL KILOWATT HOURS
USED BY CUSTOMERS
ANNUALLY



CITY OF
RIVERSIDE

(This Page Left Intentionally Blank)