

CITY PROFILE

INTRODUCTION

Riverside is a rapidly growing city of 274,100. Currently ranking as the eleventh largest city in California, with an annual growth rate of one percent. Riverside is the center of the Southern California region known as the “Inland Empire”, a region having the population equivalent to the entire state of Connecticut and an economy comparable to that of the entire state of Kansas. The City possesses a large and diverse economy with the Inland Empire region’s largest number of businesses and total jobs.

The City is also home to four internationally recognized colleges and universities with a current student population of approximately 47,000, 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.

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. An assortment of historical landmarks, performing arts center, museums, shops, restaurants and places of entertainment are available for visitors to explore.

Entertainment/Places to Go

Castle Park Theme Park
Jensen-Alvarado Ranch
Jurupa Mountains Cultural Center
Mt. Rubidoux
UCR Botanical Gardens
California Citrus State Historic Park

Performing Arts

Riverside County Philharmonic
Riverside Municipal Auditorium
Riverside Community Players
Riverside Master Chorale
Riverside Comm. College Civic Light Opera

Historic Landmarks

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

Museums

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

Annual Budget City of Riverside

CITY PROFILE

Besides the many permanent attractions available to visitors, Riverside is also host to many annual events.

<i>Major Events in Riverside</i>	
Orange Blossom Festival	Annual, April
Dickens Festival	Annual, February
Riverside International Film Festival	Annual, Winter
Riverside Airshow	Annual, March
Family Village Festival	Annual, September

TRANSPORTATION

The City of Riverside is strategically situated among major transportation links. Included in these links are major highways, commuter train stations, and airports.

Freeways

The City of Riverside can be accessed via Interstate 215 and by the 91, 15 and 60 Freeways. Traffic has slowly increased in the last ten years and it is expected to continue to grow as affordable housing and employment opportunities continue to attract people to the region.

Bus/Taxi Downtown

Riverside has a modern transit terminal served by Greyhound Trailways Lines, the Southern California Rapid Transit District and the Riverside Transit Agency. Private charter bus companies and taxicab services are also available.

Railroad

The Santa Fe Railway and Southern Pacific Railroad Co. lines run through the city providing dependable daily freight service to Riverside businesses. Reciprocal switching agreements exist between the companies.

The Metrolink system also 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.

Trucking

More than 65 trucking companies are based in or have facilities in the Riverside area.

Ontario International Airport

Located just 18 miles northwest of Riverside, Ontario International Airport provides flights 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 serve Ontario, as well as Hawaiian Airlines, American Airlines, and Aero Mexico. In addition, within approximately 1 hour of the City are the Burbank, John Wayne, and Los Angeles International Airports, making Riverside very accessible by any mode of transportation.

CITY PROFILE

Municipal Airport:

The City boasts its own municipal Airport, which has been serving the community for over 50 years. Originally designated as the Arlington Airport, Riverside Airport has since transposed itself from a single, dirt-runway "airfield" for light aircraft, into a corporate aviation and business Airport, unique through its services to the Inland Empire. Today, Riverside's main runway, over a mile in length, as well as its second, cross-wind runway, serve the daily needs of business jets, cargo aircraft, police and military helicopters as well as private pilots. In fact, in 2002, Riverside Airport handled 110,000 flight operations, up from just 65,000 in 1995, making it one of the busiest Airports in the region.

Other Agencies

The Riverside Transit Agency (RTA) is the primary provider of fixed route and paratransit services throughout a 2,500 square mile area in Western Riverside County, California. The RTA's mission is to "provide for a variety of transportation needs in a cost effective and efficient manner, for all the residents of our member communities". The agency is committed to providing safe, reliable, courteous, accessible, innovative, and user-friendly transit services to their customers.

The Riverside County Transportation Commission (RCTC) is Riverside County's primary transportation agency charged by state law with the responsibility of planning and funding transportation improvements. In addition, RCTC sets priorities and funding levels for regional transportation programs.

HERITAGE

Founded in 1870 by John North and a group of Easterners, Riverside was built on land that was once a Spanish rancho. The first orange trees were planted in 1871, but the citrus industry Riverside is famous for began two years later when Eliza Tibbets received two Brazilian navel orange trees sent to her by a friend at 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. 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 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. Victoria Avenue with its landmark homes serves as a reminder of European investors who settled here.

Annual Budget City of Riverside

CITY PROFILE

Riverside's citizens are proud of the City's unique character born from a tradition of careful planning, from its carefully laid out historic Mile Square to its 1924 Civic Center designed by the same planner responsible for San Francisco's Civic Center, 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 110 City Landmarks, 20 National Register Sites and 2 National Historic Landmarks have been designated by the City Council and other institutions, all offering enjoyment and education for city residents and visitors.



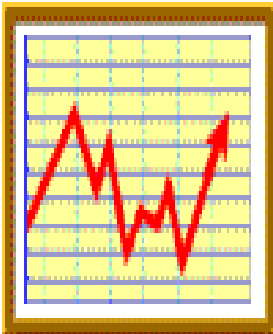
The unique City Raincross Symbol is derived from combining a replica of the mass bell used by Father Junipero Serra, missionary priest and founder of the California Missions, and the cross to which the Navajo and Central American Indians prayed for rain. The "Raincross" is used extensively throughout Riverside in its architecture and holds a prominent spot on the city flag and has been identified with Riverside since 1907.

COMMUNITY ASSETS: DEMOGRAPHICS

A city is defined by its assets, the most important one being the people that populate and work in its boundaries. Riverside is distinctly proud of its highly diverse, sophisticated, and civic-minded people, and in its sense of place and legacy. The City has carefully planned its growth while preserving the local history, being cognizant of both our citrus-based past and modern future. All information presented in the General Statistics section is derived from projected 2003 data from Claritas, Inc. and various city departments.

General Statistics

<i>Population (2003 estimate – Planning Department)</i>	274,100
<i>Median Age</i>	30.4
<i>Housing Units</i>	90,511
<i>Median Household Income</i>	\$45,466
<i>Median Owner Occupied Housing Value</i>	\$186,020
<i>Ethnicity-Persons (by Single Race Classification)</i>	
<i>Total</i>	100%
<i>White</i>	57.9%
<i>Hispanic or Latino</i>	39.7%
<i>Black or African American</i>	7.6%
<i>Asian</i>	6.1%
<i>American Indian or Alaska Native</i>	1.2%
<i>Other</i>	26.9%



CITY PROFILE

City Growth

<u>Year</u>	<u>Assessed Valuation</u>	<u>Population</u>	<u>Area (Square Miles)</u>
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
2002/03	11,619,226,280	269,402	77.77
2003/04	14,191,223,000	274,100	85.60

COMMUNITY ASSETS: BASIC INFRASTRUCTURE

Cities provide the fundamental political, social and economic structures in which their inhabitants, live, work, and play. Local government plays a crucial role in determining the quality of this experience. The following provides statistics for the infrastructure for which the City proudly promotes and maintains in order to respond to the most basic needs of the residents, customers, business owners, or visitors.

Public Works

<i>Miles of Paved Streets</i>	1100
<i>Tons of Residential Refuse Budgeted for Collection:</i>	
<i>Recycling</i>	22,000 tons
<i>Green waste</i>	47,000 tons
<i>Trash</i>	69,000 tons
<i>Tons of Commercial Refuse Budgeted for Collection</i>	
<i>Recycling</i>	16,000 tons
<i>Green waste</i>	3,000 tons
<i>Trash</i>	150,000 tons
<i>Signalized Intersections Maintained</i>	322
<i>Gallons of Sewage Treated</i>	11,863,500



Parks and Recreation

<i>Number of Parks</i>	52
<i>Number of Community Centers</i>	10
<i>Gross Acres Maintained by Park and Recreation Department:</i>	2328 acres
<i>Public Swimming Pools</i>	6
<i>Playgrounds</i>	30
<i>Softball/baseball diamonds</i>	34
<i>Public Golf Courses</i>	2



Annual Budget City of Riverside

CITY PROFILE

Libraries

Number of Libraries	5
Number of Cybraries	2
Library Books	419,279
Audio-Visual Materials	28,228
Annual Circulation	1,077,139
Annual Attendance in Library	978,383
Number of Public Access Computers	116



Public Safety

Number of Sworn Police Officers	353
Number of Police Vehicles	376
Number of Motorcycles	20
Number of Police Dogs	6
Number of Aircraft (helicopters)	4
Number of Police Stations & Storefronts	13
Number of Fire Stations	13
Number of Fire Hydrants	6,763
Number of Fire Apparatus'	36
Urban Search and Rescue Team Task Force 6	1

Public Utilities

Miles of Water Mains	950
Number of Meters in Service	65,450
Total City Water Consumption (Millions of Gallons)	28,232
Total Kilowatts Used by Customers	1,776,000
Number of Electric Meters	98,459



Riverside Area Schools

School Districts	2
Number of Elementary Schools	40
Number of Middle Schools	10
Number of High Schools	10
College and Universities	4

Top 5 Major Employers

University of California-Riverside	6,884 Employees
Riverside Unified School District	3,373 Employees
City of Riverside	2,600 Employees
Kaiser Permanente	2,546 Employees
Fleetwood Enterprises	2,299 Employees

