

## CITY PROFILE

### INTRODUCTION

Designated as one of “America’s Most Livable Communities”, Riverside is a rapidly growing city of 300,352, currently ranking as the twelfth 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 that has been ranked as one of the fastest growing regions in the U.S and one of the best places in the country for entrepreneurs to do business. 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.

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.

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#### *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 Metropolitan Museum  
UCR/California Museum of Photography  
UCR University Art Gallery  
Brandstater Galley - La Sierra University  
March Air Field Museum  
Mission Inn Museum

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# Budget

## City of Riverside

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

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<i>Major Events in Riverside</i>	
Orange Blossom Festival	Annual, May
Dickens Festival	Annual, February
Riverside International Film Festival	Annual, Winter
Riverside Airshow	Annual, March
Festival of Lights	Annual, December
Family Village Festival	Annual, September
Riverside Wednesday Night	Annual, April - September

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### 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 15, and by the 91 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.

#### *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, Northwest Airlines, Southwest 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.

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### *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.

### *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. 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.

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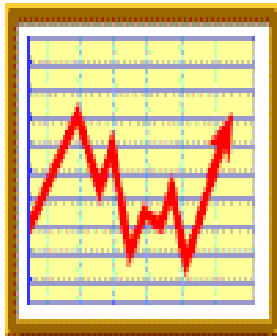
Riverside's citizens are proud of the City's unique character born from a tradition of careful planning, from its carefully laid out historic Mile Square to its 1924 Civic Center designed by the same planner responsible for San Francisco's Civic Center, Charles Cheney. Through the City's Office of Historic Preservation, Riverside is committed to preserving the past as a firm foundation for the future. The City Council and other institutions, all offering enjoyment and education have designated over 110 City Landmarks, 20 National Register Sites and 2 National Historic Landmarks 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 **2004 data from ESRI, Greater Riverside Chamber of Commerce and various city departments.**



**General Statistics**

<i>Population (2005 estimate)</i>	300,352
<i>Median Age</i>	30
<i>Housing Units</i>	94,8222
<i>Median Household Income</i>	\$48,578
<i>Owner Occupied Housing Value</i>	
<i>Median home price for existing homes:</i>	\$303,668
<i>Median home price for new homes:</i>	\$501,806
<i>Ethnicity-Persons (by Single Race Classification)</i>	
<i>Total</i>	
<i>White</i>	55.4%
<i>Hispanic or Latino</i>	43.5%
<i>Black or African American</i>	7.3%
<i>Asian</i>	6.4%
<i>American Indian or Alaska Native</i>	1%
<i>Other</i>	24%
<i>Diversity Index</i>	83.9

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### 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	12,497,525,559	274,100	78.50
2004/05	13,725,524,177	283,247	84.50

### **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>	836
<i>Tons of Residential Refuse Budgeted for Collection:</i>	
<i>Recycling</i>	25,000 tons
<i>Green waste</i>	50,000 tons
<i>Trash</i>	75,000 tons
<i>Tons of Commercial Refuse Budgeted for Collection</i>	
<i>Recycling</i>	10,000 tons
<i>Green waste</i>	3,000 tons
<i>Trash</i>	152,000 tons
<i>Signalized Intersections Maintained</i>	324
<i>Gallons of Sewage Treated</i>	12,227,500



#### Parks and Recreation

<i>Number of Parks</i>	53
<i>Number of Community Centers</i>	9
<i>Gross Acres Maintained by Park and Recreation Department:</i>	2,782 acres
<i>Public Swimming Pools</i>	7
<i>Playgrounds</i>	39
<i>Softball/baseball diamonds</i>	40
<i>Public Golf Courses</i>	2
<i>Other Facilities</i>	5



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**Libraries**

<i>Number of Libraries</i>	5
<i>Number of Cybraries</i>	2
<i>Library Books</i>	422,159
<i>Audio-Visual Materials</i>	30,472
<i>Annual Circulation</i>	1,245,145
<i>Annual Attendance in Library</i>	1,115,355
<i>Number of Public Access Computers</i>	116



**Public Safety**

<i>Number of Sworn Police Officers</i>	365
<i>Number of Police Vehicles</i>	376
<i>Number of Motorcycles</i>	20
<i>Number of Police Dogs</i>	6
<i>Number of Aircraft (helicopters)</i>	4
<i>Number of Police Stations &amp; Storefronts</i>	8
<i>Number of Fire Stations</i>	13
<i>Number of Fire Hydrants</i>	6,916
<i>Number of Fire Apparatus'</i>	35
<i>Urban Search and Rescue Team Task Force 6</i>	1

**Public Utilities**

<i>Miles of Water Mains</i>	938
<i>Number of Meters in Service</i>	61,668
<i>Total City Water Consumption (Millions of Gallons)</i>	30,407
<i>Total Kilowatts Used by Customers</i>	1,968,000
<i>Number of Electric Meters</i>	100,760



**Riverside Area Schools**

<i>School Districts</i>	2
<i>Number of Elementary Schools</i>	41
<i>Number of Middle Schools</i>	10
<i>Number of High Schools</i>	11
<i>College and Universities</i>	4

**Top 5 Major Employers**

<i>University of California-Riverside</i>	5,336 Employees
<i>Riverside Unified School District</i>	3,553 Employees
<i>City of Riverside</i>	2,600 Employees
<i>Kaiser Permanente</i>	1,700 Employees
<i>Press Enterprise</i>	1,300 Employees

