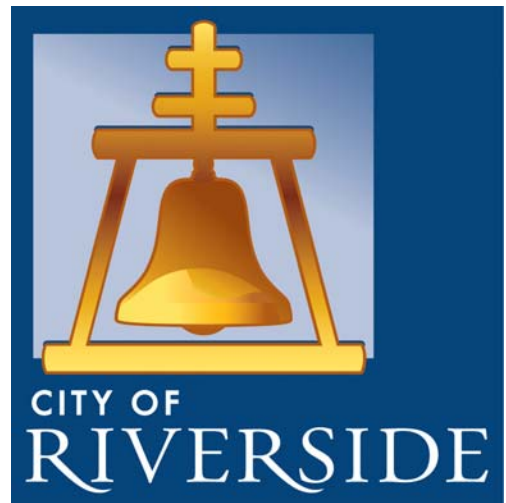


COMMUNITY PROFILE



Community Profile

Introduction

Designated as one of "America's Most Livable Communities", Riverside is a rapidly growing city of 287,820, 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 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.

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 Interstates 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

PERMANENT ATTRACTIONS

Entertainment/Places to Go

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

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

Performing Arts

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

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

MAJOR EVENTS IN RIVERSIDE

Festival of Lights	Annual, December
Dickens Festival	Annual, February
Riverside International Film Festival	Annual, Winter
Riverside Airshow	Annual, March
Family Village Festival	Annual, September

Community Profile

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 16 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 AeroMexico, Alaska Airlines, America West Airlines, American Airlines, ATA Airlines, Continental Airlines, Delta Airlines, jetBlue, Lineas Aereas Azteca, Northwest Airlines, Southwest Airlines, United Airlines, and US Airways. In addition, within approximately 1 hour of the City are the Burbank, John Wayne (Orange County), and Los Angeles International Airports, making Riverside very accessible by any mode of transportation.

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, and 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 and is charged by state law with the responsibility of planning and funding transportation improvements. Additionally, 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 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. 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. This location has been 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.

Riverside's citizens are proud of the City's unique character. 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), Riverside is born from a tradition of careful planning. Through the City's Office of Historic

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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 two 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, 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 and City Growth tables is derived from projected 2006 data from ESRI, the U.S. Census Bureau, the 2005 American Community Survey, and various city departments unless otherwise noted.

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 remaining tables provide statistics for the infrastructure that the City proudly promotes and maintains in order to respond to the most basic needs of residents, customers, business owners, or visitors.

GENERAL STATISTICS

Population (2006 estimate)	287,820
Median Age	30
Housing Units	98,016
Median Household Income	\$50,468
Owner Occupied Housing Value	
Median home price for existing homes:	\$419,000
Median home price for new homes:	\$499,750
Ethnicity-Persons (by Single Race Classification)	
White	55%
Hispanic or Latino	45%
Black or African American	7%
Asian	6%
American Indian or Alaska Native	1%
Other	26%

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
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	80.00
2005/06	14,614,159,212	287,820	80.13

TOP FIVE MAJOR EMPLOYERS

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

Community Profile

PUBLIC WORKS

Miles of Paved Streets	836
Tons of Residential Refuse Budgeted for Collection:	
Recycling	25,000 tons
Green waste	50,000 tons
Trash	75,000 tons
Tons of Commercial Refuse Budgeted for Collection:	
Recycling	10,000 tons
Green waste	3,000 tons
Trash	152,000 tons
Signalized Intersections Maintained	324
Gallons of Sewage Treated (in millions)	12,593

PUBLIC SAFETY

Number of Sworn Police Officers	390
Number of Police Vehicles	380
Number of Motorcycles	20
Number of Police Dogs	6
Number of Aircraft (helicopters)	4
Number of Police Stations & Storefronts	7
Number of Fire Stations	13
Number of Fire Hydrants	7,140
Number of Fire Apparatus'	38
Urban Search and Rescue Team Task Force 6	1

LIBRARIES

Number of Libraries	6
Number of Cybraries	2
Library Customers	196,119
Library Books	460,553
Audio-Visual Materials	37,882
Annual Circulation	1,364,021
Annual Attendance in Library	1,437,696
Number of Public Access Computers	125
Users of Public Access Computers	207,196
Free Programs/Events	1,661
Programs/Events Attendance	53,320
Online Public Access Catalog (OPAC) Searches	988,545

PARKS, RECREATION, & COMMUNITY SERVICES

Number of Parks	53
Number of Community Centers	9
Gross Acres Maintained	2,782
Public Swimming Pools	7
Playgrounds	39
Softball/baseball diamonds	40
Public Golf Courses	2
Other Facilities	5

RIVERSIDE AREA SCHOOLS

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

PUBLIC UTILITIES

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

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