RIVERSIDE OUTLOOK Spring 2012



New convention center design chosen



Plans to make over the convention center received high praise from city and business leaders in the community.

The Riverside City Council unanimously approved this \$39.5 million project which will modernize and expand the convention center inside as well as spruce up the outside. The well-received design was a collective effort of ideas provided by local hotel, chamber of commerce and

downtown business officials.

The design blends the City's architectural style of arcades, arches and towers with a fresh clean look that will convey the message of modern amenities. By 2014, the convention center will be celebrated as a Seizing Our Destiny Strategic Route 7 "win" — Transforming Spaces into Places.

Specific elements of the design include a square-cornered tower with a glass-fronted arch as the main entry at

Fifth and Main Streets. Other touches include a small dome on top of the tower and an arched arcade along the side of the building facing the Downtown Marriott.

Still in design are plans to remove the current raised plaza between the convention center and the Marriott and replace it with a street-level plaza honoring the area's military heritage.

The City plans to pay for the improvements with revenue from a recent voter-approved increase in hotel bed taxes.

Officials expect to break ground on the project this summer and reopen the convention center in November 2013. Some events will be held at the Riverside Municipal Auditorium while the convention center is closed for construction.

Riverside again named as Top 7 Intelligent Community

Intelligent Communities Forum named Riverside a Top 7 Intelligent Community of the Year for the second year in a row. Riverside is one of only two U.S. cities identified as global leaders in innovation and municipal technologies.

This award recognizes Riverside for its commitment to broadband, citywide innovation and its knowledge-economy. It was specifically recognized for its collaboration to promote technology initiatives and tech-based transformation with universities and private technology executive officers.

"The Top Seven of 2012 have demonstrated a profound dedication to the future of their communities," said ICF Co-founder Louis Zacharilla. "By becoming platforms for innovation, these communities are creating a better life for their citizens on all rungs of the economic ladder and a vibrant future for the next generation."

Other communities named to the Top Seven are: Austin, Texas, USA; Oulu, Finland; Quebec City, Quebec, Canada; Stratford, Ontario, Canada; Taichung City, Taiwan; and Saint John, New Brunswick, Canada.



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Riversiders proud to call Riverside home



New innovative tool measures progress toward a higher quality of life

Early this year, the Seizing Our Destiny campaign released the 2012 Riverside Quality of Life Index: Celebrating Progress and a Call to Action. The resounding message from the Index is that Riverside's quality of life is high, especially considering the economic recession and its devastating impact on our local housing market and employment.

Some overarching themes were found:

- People who live and work in Riverside are proud to be Riversiders:
- Riversiders, across racial/ethnic, age and income groups, are uniformly happy with their overall quality of life;
- Riversiders are technology-centric, environmentally-conscious and broad-minded people; and,
- The **Seizing Our Destiny** campaign is having a subtle yet profound impact.

Moving beyond the actual scores and looking indepth at both the qualitative and quantitative data, the Index highlights the following:

- Where Riverside Is Out Ahead Sustainability: As one example of how Riverside is out ahead of the curve, we are performing magnificently in environmental protection and green leadership.
- Where Riverside Is Making Strides Education:
 The Index shows that a key part of our quality of life,
 K-12 education, is making big strides in critical ways.
- Where Riverside Still Needs to Invest Economics:
 Many efforts are underway in our city, county and region to boost economic development, attract new employers and develop skilled workers these efforts are starting to see results.

Available online at SeizingOurDestiny.com/qualityof-life-index.aspx, the Index is a truthful, asset-based examination of what is working in Riverside, and what needs working on, as we strive for a better quality of life.

Riverside initiative aimed at raising college grad rates

Riverside is becoming a national example of how communities come together to raise college graduation rates. In 2010, education was declared a top priority in the City's 20-year economic and quality of life strategy – "Seizing our Destiny." Enter Completion Counts – Riverside's landmark initiative to double college graduation rates by 2020.

Completion Counts is a joint partnership by the City, Riverside City College (RCC), Alvord and Riverside Unified School Districts, Riverside County Office of Education, UC Riverside and the Greater Riverside Chambers of Commerce working to increase the number of students earning degrees with help in the form of a \$3 million

grant from the Gates Foundation. Riverside was one of four cities in the nation to receive such grant in 2010.

Completion Counts is creating long-lasting measures to help students across Riverside earn a degree. For example, RCC will now give graduates of Alvord and Riverside school districts priority class registration, as well as a two-year guarantee to complete an associate's degree or transfer to a four-year institution.

It's also ensuring students get better academic preparation and college guidance. Alvord and Riverside school districts and RCC instructors are now working together for the first time, sharing and improving math and English curriculum to prepare students for college-level work. High school and college student counselors are also joining forces to decide on the best ways to groom students for college.

Completion Counts is promoting college preparation for all by encouraging students to take "A through G" courses — a set of classes that prepare students for college-level work and offer basic skills for a career and are necessary for admission at a Cal State or UC school. Students should visit their counselor to ensure this is part of their four-year course plan.

For more information, visit College311.org and begin planning for college now.

Positive health benefits of bicycling around Riverside



Whether you are riding to work, working out, or spending recreational time with the family, there are numerous reasons people ride bicycles.

According to About.com, the following are the top five reasons why you should be out there, too.

1. For Your Body

Riding a bike offers many health benefits to people of all ages, such as increased cardiovascular fitness, strength, balance, flexibility and endurance. 2. For Your State of Mind Riding a bike is a proven stress releaser. Whether riding purely for pleasure or for a specific purpose, you will arrive at your destination feeling relaxed, energized and happier about the world and yourself. Plus, being out on your bike is just flat-out fun.

3. For Your Community

Being out on your bike is good for the people around you as well. You are able to go the places you want to go with one less car on the road. There is no polluting exhaust released, no oil or gas consumed. You don't bring with you the noise that a car generates and are actually able to interact with people as you move.

4. For Convenience

Front row parking spaces are guaranteed no matter where you go. Traffic jams are irrelevant. Though cars will certainly make better time on long trips, you'll find for many short trips or through heavy traffic, you can travel just as fast or faster on your bike.

5. For Your Pocketbook

It costs between 20 and 30 cents per mile to operate a car, depending on the vehicle. This is based on expenses like gas, oil, maintenance, etc., that only go up when you drive more. When you start multiplying cost per mile to operate a car by the distance you ride, you can easily calculate how much money you save by riding a bike.

The City of Riverside is working to improve bicycling opportunities by adding more bicycle lanes, enhancing signage for bicycle routes and even hiring bicycle guru Charlie Gandy as a consultant.

Learn about bicycling in Riverside at RiversideCa.gov/Traffic/Bike.asp

CELEBRATE NEIGHBORHOODS

Want to start a neighborhood crime watch? Host a block party? Or build an outdoor garden? Learn how to do these things plus more at this year's Neighborhood Conference.

Families are invited to join us on Saturday, June 2, from 9 a.m. – 3 p.m. for the City of Riverside's 11th Annual Neighborhood Conference in Downtown Riverside on Main Street, between 10th Street and University Avenue.

As we all recognize the ever-growing importance of connectedness, the goal of this free family-fun event is to network our local neighborhoods with each other, city hall and local community-building resources to promote neighborhood livability. It is through this collaboration we strive to problem-solve, connect and continue to build our quality of life.

The day's festivities will include live entertainment, children's activities and numerous neighborhood organizing workshops that focus on community engagement techniques and other topics of current interest. Attendees will also be able to visit and explore the various exhibit booths from city departments, community groups and service agencies. The conference, including all workshops, is free for all community members.

To find out more, visit RiversideCA.gov/Neighborhoods or call 826-5195.



Are you finding it difficult to make your monthly mortgage payment? Fair Housing Council of Riverside County has foreclosure prevention counselors available to help assist you in identifying resources that are available to help you save your home from foreclosure.

To contact a foreclosure prevention counselor today, please contact:

Jesse Limon - (951) 682-6581
Fair Housing Council of Riverside County



THE GREEN PAGE

5 easy ways to "Go Green"

Earth Day is in April, and it's the perfect time to be reminded why it's important to go green. The steps we take today will have a significant impact on Riverside's environment tomorrow. Here are five easy things you can do to "Go Green" this April and all year-round.

Use Reusable Shopping Bags – Reduce the amount of paper and plastic bags that end up in landfills by shopping with a reusable bag. You can help the environment and get a credit from many grocery stores and retailers for using your own bag. Riverside Public Utilities' customers can get a free "Go Green" reusable bag at RPU's Customer Service locations (while supplies last) during the month of April at: 3460 Orange St. or 3025 Madison St.

Do The Twist – Twist in compact fluorescent light bulbs (CFLs) to save energy and lower your electric bills. On average, CFLs use 75 percent less energy that standard bulbs and last about 10 times longer. That can add up to about \$60 in energy savings over each bulb's lifespan.

Plant Shade Trees – Take your March RPU bill to a participating retailer through June 30th to get a free shade tree to plant that will help beatify the city, provide clean air, and offset your summer cooling costs. RPU electric customers can use the utility's Tree Power program to get rebates on up to five more shade trees each year.

Install Efficient Sprinkler Nozzles – Riverside residents can log onto the website *FreeSprinklerNozzles.com* to receive free high efficiency sprinkler nozzles that can reduce outdoor water use by up to 30 percent per nozzle. Already, over 106,000 of these nozzles have been distributed which saves water customers more than 740 million gallons each year.

Go Paperless – Choose electronic bill pay options. They help reduce paper waste as well as operational and postage costs.

For more Go Green tips and information on energy and water saving rebate programs go to GreenRiverside.com.



Riverside honored for sustainability efforts

In April, the City of Riverside will receive the 2011 Sustainability Showcase Award for local government from the California Sustainability Alliance.

Over the past several years, Riverside has implemented multiple initiatives and programs across all city departments that promote energy efficiency and renewable energy, foster alternative fuel vehicle use, and improve water use efficiency, which are key elements in the Alliance's Sustainability Showcase Awards criteria.

The Alliance cited the city's best practices in such areas as its: Grease-to-Gas anaerobic digestion; Green Action Plan; Cleaning Up Riverside's Environment (CURE) program; award winning Green Power Radio Show; and Sustainability Workbook as areas which set Riverside apart from other awards finalists.

Be water aware

May is water awareness month.

And the best place to learn about how



Riverside has provided safe, high quality and reliable drinking water to the community for more than a century is at *BlueRiverside.com*. Learn about which water efficient plants to use in your garden, find out more on Riverside Public Utilities' Water Supply Plan - designed to secure water resources for the next 100 years, or view the latest water quality report.

ECONOMIC DEVELOPMENT NEWS

PANDORA and SKECHERS debut for spring shopping at Galleria at Tyler

PANDŎRA°

Spring fever is hitting Galleria at Tyler as the shopping center debuts two popular new retailers: Pandora, the contemporary jewelry store, and SKECHERS, today's go-to lifestyle and fitness footwear brand.

"Galleria at Tyler is excited to announce new stores for our shoppers," says Christina Riojas, marketing manager, Galleria at Tyler. "These new stores will add flare and dimension to our current retail roster and we look forward to offering our customers new options."

PANDORA will be located on the upper level near JCPenney. Pandora is known for fine jewelry crafted of .925 sterling silver and 14k gold featuring a contemporary yet elegant interchangeable

collection. The concept behind Pandora is all about reflecting the individual's personal style. The Pandora bracelet in silver, two-tone or gold is unique for its patented threaded system. Beads from their beautiful range of more than 600 designs in sterling silver, gold, Murano glass, colored stones and wood will twist onto and within the three sections of the bracelet. Beads commemorate friendship, love, weddings, babies, holidays, milestones and hobbies.

SKECHERS is set to open its doors on May 4, 2012, and will be located on the lower level across from PacSun. As a leader in the footwear industry, SKECHERS offers extensive lifestyle collections for men, women and children, as well as performance footwear for men and women. SKECHERS' celebrity ambassadors include Dancing with the Stars co-host Brooke Burke, elite marathon champion and Olympic silver medalist Meb Keflezighi and famed New England Patriots running back Danny Woodhead.

Galleria at Tyler is home to over 160 sought-after retailers and conveniently located off the Riverside 91 Freeway and Tyler Street in Riverside. For more information, hours and store directory, please call 951-351-3112 or visit Galleria Tyler.com.





When Scott Barber was hired as Riverside's City Manager last November, he committed to the City Council that he would act swiftly to develop a new, forward-thinking, collaborative strategy to position Riverside as a leader in this era that has been commonly referred to as our "new economy."

Using Riverside's community vision, Seizing Our Destiny, as his

guide, Barber and his team of key personnel that represent various City departments established a set of specific actions and goals that will help Riverside fuel intelligent growth, be a catalyst for innovation, continue to be a location of choice, and become an increasingly unified city that leverages its people, partnerships and spirit.

As Barber explains "Simply put, the goal of the City's Economic Development Action Plan is to help businesses create jobs for our community and every City employee will have a role to play."

Some of the key goals identified in the Action Plan include:

- Developing a "Business First" program that would include an inter-disciplinary team to shepherd a new business through the permitting process from beginning to end, led by a point person from the Office of Economic Development;
- Increasing outreach to both our local businesses and those looking to relocate to this area; and
- Increasing Riverside's local, national and global media attention by aggressively promoting the significant accomplishments and achievements of business, government, education and technology efforts in this community.

The full 2012 City of Riverside Economic Development Action Plan can be downloaded from the City's Web site at RiversideCA.gov/manager.

ECONOMIC DEVELOPMENT NEWS

Magnolia Pool and Spa Supply plans to open up to 10 new stores

"Growth model builds on 42 years of excellence with 'Start-up' approach"

Magnolia Pool and Spa Supply of Riverside recently announced a plan for the opening of up to 10 new Customer Service Center locations throughout the Southwest portion of the United States over the next 18 months.

Magnolia currently operates seven full-service retail customer service centers in Southern California, including a robust international e-commerce platform supported by call centers, distribution hubs, warehouses and corporate operations throughout seven states. Magnolia is the #1

fastest growing company in the industry by volume, the #1 producer of hybrid-style variable-speed pool pumps, and the #1 rated pool supply company in Southern California.

"Our growth benefits our customers, our employees, and our vendors. It also benefits local communities," said Board President, Harry Kurani. "We're creating jobs as we invest in new markets and new demand for high-end pool, spa and backyard products in professional environments," he said.

Magnolia is hiring at all levels into its infamous "boot camp." Magnolia will likely add an additional 30+ employees in the next 6 months, and an additional 20 employees by year's end to support growing operations in all divisions.

TruTouch Technologies closes \$3M investment

The TruTouch Technologies Research and Development branch in Riverside recently secured a \$3 million investment from iTulip Inc. which will enable the company to build sales revenues through direct sales and secure additional licensing partners.

Dr. Richard D. Gill, President and CEO of TruTouch, said, "This financing marks completion of a significant milestone in the commercialization of the TruTouch alcohol measurement technology.

TruTouch measurement offers employers, individuals and society in general the tools to intercept alcohol intoxication before it does harm. The technology is gaining acceptance in the workplace, medical and point of sale locations."

TruTouch products employ an advanced intoxication detection technology that uses light to measure a subject's alcohol level without collecting bodily fluids or other invasive means. A user places a finger on a fiber optic touchpad that analyzes the alcohol concentration in the user's body and at the same time identifies the user.

The investment in TruTouch Technologies is exemplary of the role Riverside plays in attracting, nurturing and sustaining an exciting nexus of cutting-edge, 21st Century business people and leaders whose products, services and organizations have a profoundly positive impact on the region and the world.

SMALL BUSINESS RESOURCE

The largest resource and networking event of the year!!

THURSDAY, MAY 24, 2012

4:30 PM-7:00 PM

Riverside Convention Center 3443 Orange St., Riverside, CA











Help Your Business Grow and Succeed!

The 4th Annual Small Business Resource Expo is the best one-stop for business owners to get the tools and advice they need to succeed.

Over 50 exhibitors in business services, finance, healthcare, government agencies, and utilities ready to help your business.

- Bank of America
- California Baptist University
- City of Riverside
- Employment Development Dept.
- **Enterprise Funding Corporation**
- G.P. Johnson Insurance Agency
- Greater Riverside Hispanic Chamber•
- HCR Homes & Land
- Inland Empire SCORE
- Pactrust Bank
- Riverside County Office of Education
- Riverside County Workforce Investment Board
- Riverside Physician Network
- Skanska USA
- State Board of Equalization
- And many more!

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Interview up to 10 intern candidates in 45 minutes!

FREE WORKSHOPS IN TOPICS SUCH AS:

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BUSINESS MATCHING OPPORTUNITIES

Find companies that offer bid contracts and how to get on their vendor list.

For more information, contact **Greater Riverside Chambers of Commerce**

Nick Psomas at (951) 683-7100 ext. 218, npsomas@riverside-chamber.com Julie Houser at (951) 683-7100 ext. 210, ihouser@riverside-chamber.com

Community Events Calendar

April

Mayor's Night Out Arlington South Neighborhood Harrison Elementary School

For more info call 826-5813

Earth Night in the Garden Landscapes Southern California Style Western Municipal Water District

For more info visit wmwd.com

Riverside International Film Festival

10th Anniversary Gala Culver Center and Fox Performing **Arts Center** 6 p.m. For info visit Riversidefilmfest.org

7th Annual Salute to **Veterans Parade**

Riverside Community College For more info 687-1175

A Senior Salute FOXY!: Dancing with the Stars Inland Empire Edition

Fox Performing Arts Center For more info call 855-426-5432

Landis Performing Arts Center

For more info call 222-8100

Riverside International Film Festival Animation Night Full Metal Alchemist Regal Theaters Riverside Plaza

For info visit Riversidefilmfest.org

Earth 101: What's Your Carbon Footprint?
UCR Extension Center

6 - 7 p.m.For more info call 827-6555

National Crime Victims' Annual Candlelight Vigil and Memorial Wall Dedication

Riverside County Historic Courthouse

For more info visit rivcoda.org

National History

Day CaliforniaRiverside Convention Center 9 a.m. — 10 p.m. Visit historydaycalifornia.org Benise: En Fuego!

Fox Performing Arts Center 8 p.m. For more info call 779-9800

March for Babies

Riverside Community College Registration 7 a.m. Walk 8:30 a.m. For more info call 341-0903

SmartRiverside E-Waste Drive

Digital Inclusion Center 9 ä.m. For more info call 351-6190

Celebration of Arts and Architecture

Riverside Art Museum 10 a.m. For more info call 684-7111

Riverside International Film Festival Awards Night Regal Theaters Riverside Plaza

For more info call 347-5372

Riverside Arts Walk

Downtown Riverside 6 - 9 p.m.For more info call 682-6737

Chick-Fil-A Leadercast

La Sierra High School Performing Arts Center 8 a.m. — 3:30 p.m. For more info call (310) 896-6245

K&N Filters Show and Go Car Show

Downtown Riverside 7 a.m. — 5 p.m. For more info call 682-1656

Cinco de Mayo Soccer Fest

Ab Brown Sports Complex 8 a.m. — 6 p.m. For more info call 368-7132

Rape Crisis Center Auction Banquet Gala Victoria Country Club

For more info call 686-7273

First Sundays

Various Downtown locations For more info call 826-5273

Mayor's Night Out La Sierra Neighborhood McAuliffe Elementary School

For more info call 826-5813

Traveling Exhibit: Seaweed, Salmon, and Manzanita Cider Opening

Riverside Metropolitan Museum 9 a.m. — 9 p.m. For more info call 826-5273

Earth 101: Where Does Your **Water Come From?**

UCR Extension Center 6 - 7 p.m.For more info call 827-6555

Miss Saigon

Fox Performing Arts Center For more info call 779-9800

Walk with the Mayor Mt. Rubidoux

7:30 a.m. For more info call 826-5813

Creating Worm Composting System Western Municipal

Water District Garden 11 a.m. - noon For more info call 571-7239

Miss Saigon

Fox Performing Arts Center 2 & 8 p.m. For more info call 779-9800

Mayoral Forum Marriott Riverside

Noon -1 p.m. For more info call 781-7339

Riverside Medical Center's Annual Gala "Caribbean Nights"

Riverside Convention Center 6 p.m. For more info call 682-2753

Riverside County Philharmonic: "Heroes of the People"

Fox Performing Arts Center 7:30 p.m. For more info call 779-9800

Riverside's 10th Annual Chili Cook-off

Magnolia Ave. from Van Buren to Jackson 10 a.m. − 4 p.m. For more info call 509-1100 June

Chicago

Landis Performing Arts Center 8 p.m. For more info call 222-8100

Taste of Brews Festival White Park

9 a.m. - 5 p.m.For info visit tasteofbrews.com

Annual Neighborhood Conference

Downtown Riverside 10 a.m. - 3 p.m.For more info call 826-5195

Backyard Bash

Prangé Terrace Park 11 a.m. — 4 p.m. For more info call 328-8284

Riverside Arts Walk

Downtown Riverside 6 - 9 p.m.For more info call 682-6737

Earth 101: Too Many People? UCR Extension Center

6-7 p.m. For more info call 827-6555

Chicago Landis Performing Arts Center 2 p.m. For more info call 222-8100

Preschool Storytime La Sierra Branch Library

11:30 a.m. For more info call 688-7740

Concerts in the Park

Fairmount Park 6 - 9 p.m.For more info call 826-2000

Concerts in the Park

California Citrus State Historic Park 6 - 8 p.m.For more info call 780-6222

19th Annual Old Style Independence Day Ice Cream Social

Metropolitan Museum's Heritage House Noon -4 p.m. For more info call 826-5273

Concerts in the Park Fairmount Park

6 - 9 p.m.For more info call 826-2000

Concerts in the Park

California Citrus State Historic Park For more info call 780-6222

Cathy Rigby is Peter Pan Fox Performing Arts Center 8 p.m.

For more info call 779-9800

Cathy Rigby is Peter Pan Fox Performing Arts Center

2 & 8 p.m. For more info call 779-9800

Cathy Rigby is Peter Pan Fox Performing Arts Center

For more info call 779-9800

Front Row Fireworks

Evergreen Memorial Historic Cemetery For more info call 522-6462

4th of July Spectacular

Mt. Rubidoux 9 - 10 p.m.For more info call 826-2000

4th of July Spectacular La Sierra Park 9 — 10 p.m. For more info call 826-2000

Riverside Arts Walk

Downtown Riverside 6 - 9 p.m.For more info call 682-6737

Concerts in the Park California Citrus State Historic Park 6 - 8 p.m.

For more info call 780-6222 Something's Afoot

Riverside Community **Players Theater** 8 p.m. For more info call 686-4030

Concerts in the Park

Fairmount Park For more info call 826-2000

TO SUBMIT EVENTS AND SEE MORE DETAILED INFORMATION ON RIVERSIDE EVENTS CHECK OUT Riverside Ca. qov



City of Arts & Innovation

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ECRWSS

PRSRT STD U.S. POSTAGE

Riverside Outlook

Spring 2012

Published by the City of Riverside 3900 Main Street Riverside, CA 92522

Mayor:

Ronald O. Loveridge City Council Members:

Ward 1 Mike Gardner Ward 2 Andy Melendrez Ward 3 Rusty Bailey Ward 4 Paul Davis Ward 5 Chris Mac Arthur Nancy Hart Ward 6 Steve Adams Ward 7 City Manager:

Scott C. Barber

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2012 Riverside Neighborhood Conference



Celebrate Neighborhoods

- Neighborhood Organizing Workshops
- Interactive Booths
 Relationship Building
 - Enhancing Social Capital
 - Children's Activities

June 2, 2012 • 9 a.m. – 3 p.m. Downtown Riverside, Main Street



City of Arts & Innovation

For more info, visit RiversideCa.gov/Neighborhoods/ or call (951) 826-5195 • E-mail: neighbor@riversideca.gov

