

EXPLORE

SUMMER 2014

RIVERSIDE

**Green
Tips**

Foreign Trade

**Senior
Centers**

Smart Codes

+

Includes

2014

**Park & Recreation
Summer Activity
Guide**



City Hall
3900 Main Street
Riverside, CA 92522
City Hall Hours:
Monday – Friday, 8 a.m. – 5 p.m.

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Mayor

Rusty Bailey

City Council Members

Mike Gardner	Ward 1
Andy Melendrez	Ward 2
Mike Soubirous	Ward 3
Paul Davis	Ward 4

Chris Mac Arthur	Ward 5
Jim Perry	Ward 6
Steve Adams	Ward 7

City Manager
 Scott C. Barber

Connect with us!
(877) 748-7433 • ExploreRiverside.com
econdev@riversideca.gov



6 Facts about Citrus

1. Limes are fully mature when the rind turns yellow but limes are sold when slightly immature and the rind of the fruit is green to distinguish them from lemons.
2. An orange tree can grow to be 30 feet tall and live for 100 years
3. The UCR Citrus Variety Collection, which is in Agricultural Operations on the UCR campus, is one of the world's most diverse living collections of Citrus and related species with over 1,000 different cultivators and species.
4. The UCR citrus breeding program has developed over 40 different citrus cultivars since the beginning of the Citrus Experiment Station in 1907.
5. Each person in the U.S. eats about 12.5 pounds of citrus per year.
6. The navel structure in the Navel Orange that sometimes bulges out is actually a smaller fruit inside the larger fruit.



Science and Nature Program
 Designed for Kids 3 - 10 yrs

Discovery Days

**3rd Wednesday
 of Every Month**

1:30 - 4:30 pm | Free

May 21 - Who Pooped?
June 18 - Seashells by the Seashore
July 16 - The Desert Tortoise
August 20 - Ocean Animals



**Be sure to visit us
 in the Nature Lab!**
**It's open
 Tues-Sat:
 1:30 - 4:30 pm**



RiversideCa.gov/museum





EXCITING SPORTS EVENTS COMING TO RIVERSIDE



The Riverside Sports Commission's purpose is to secure competitions and co-produce events to ensure their success, positively impacting the City's economy.

Through the efforts of Riverside Sports Commission, local organizing committees and its community partners, the City of Riverside is quickly becoming known throughout the national sports communities for its hospitable, one-stop approach to visiting sports competitions.

Between April and August of this year, Riverside will welcome over 70,000 visitors to the community for a variety of sports events including: **USA Diving Spring West Jr. National Diving Championships; Community College Collegiate Athletics Association - Track and Field; CIF SS Swimming & Diving Champion-**

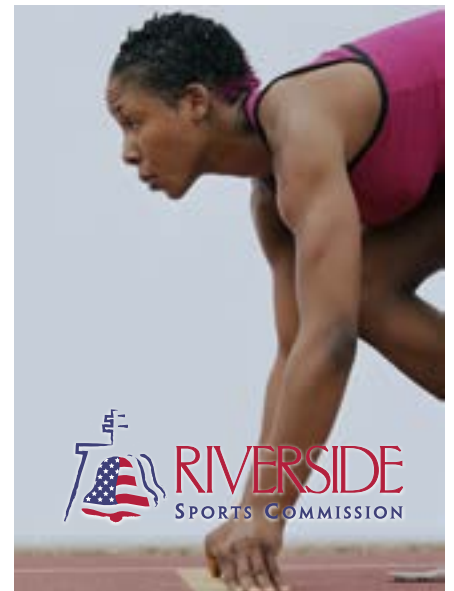
ships; Southern California Swimming Jr. Olympics and the most prestigious of all youth soccer competitions - AYSO National Games. In total, these activities will generate an estimated economic impact of approximately \$5.3 million.

This is the first year that Riverside and the Riverside Aquatics Complex will host three international aquatics competitions. The world of elite international women's water polo hits Riverside May 19-25 when the first-ever FINA Intercontinental Qualification Tournament kicks off in Southern California. Boasting some of the top teams in the world, including defending Olympic gold medalists Team USA, the tourney serves as a qualification event for the FINA World League Super Final to be held this June in Kunshan, China. Among the teams joining the United States are the reigning Olympic bronze medalists Australia, defending Super Final

gold medalists China, and 2016 Olympic Games host, Brazil.

In July, Riverside will be a-buzz with the 10-day UANA Pan American Water Polo Junior World Qualifiers followed by the week-long UANA Pan American Synchronized Swimming Championships in August. These two events alone will bring approximately 12,100 visitors from Canada and 20 Central and South American countries.

Riverside residents always have the opportunity to attend these events as spectators and watch as the best-of-the-best compete. Be sure to log on to Riverside's Community Calendar for more information including event locations, dates and times. **To search event locations visit RiversideCa.gov/calendar.**



Riverside dedicated to senior health

The City of Riverside Parks, Recreation, and Community Services Department is dedicated to providing programs that promote healthy lifestyles and positive use of leisure time. Activities focus on fitness, socialization and lifelong learning. The Dales and La Sierra Senior Centers enhance the lives of seniors through activities, programs and services that stress independence, health and well-being.

Socialization is a key component to a healthy mind and active living. Senior programs encourage individuals to connect with friends and make new ones. Residents 55 and better are invited to participate in Friday evening socials, dinner dances, concerts, excursions, and holiday luncheons.

There is no better way to stay mentally sharp than to learn something new. Lifelong learning programs challenge the mind and keep seniors active. Art classes offer instruction in mediums such as print making, painting, quilting, and sewing. Music and dance programs teach participants how to play the ukulele or how to line dance. A variety of computer classes are available that focus on basic computer skills. Classes include Boomer Tech, Photoshop, Typing Skills and Facebook.



Studies show that individuals who enjoy moderate exercise live healthier, happier lives. The Dales and La Sierra Senior Centers provide a variety of activities that focus on fitness including chair exercise, core strengthening, walking and Tai Chi classes. Other fun interactive programs include dancing, dancercise and gardening.

The City of Riverside Parks, Recreation and Community Services Department is dedicated to providing an environment for residents 55 and better that promotes socialization and a healthy, active lifestyle. For more information on senior programs, call the **Dales Senior Center at 826-5303** or the **La Sierra Senior Center at 351-6131**.



Did you know?

- The centenarian population (age 100+) has grown 65.8 percent over the past three decades.*
- Jeanne Louise Calment was the oldest human, living for 122 years and 164 days.**
- Currently, there are 483 million people in the world over the age of 65. By 2030, the number will reach 974 million.

*2010 Census Bureau **Guinness Book of World Records



STARiverside

Riverside was invited to participate in the first national framework and certification program for measuring community sustainability. **STAR** (*Sustainable Tools for Assessing and Rating*) communities is a metric system providing communities across the nation the opportunity to compare areas of sustainability including: Climate and Energy, Economy and Jobs, Education, Arts and Culture, and Health and Safety. This innovative technology provides valuable data and serves as a catalyst to generate ideas, conversations, and potential partnerships. Since the STAR communities system is an advanced national program, we will be able to analyze and compare our results to cities across the nation in a fair and

STAR Community Rating System Framework

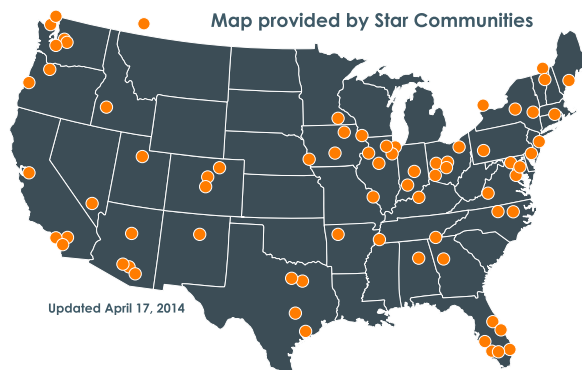


balanced manner. STAR is a great opportunity to showcase all of Riverside's strengths, and offers a chance to analyze exactly where Riverside can improve. The first step in improving the quality of life here is to examine and gauge our current state. With that, we can initiate an action plan and collaborate to build a stronger community.

One recent success was the GROW Riverside Conference held this past March at the new Riverside Convention Center. Speakers ranging from farmers to members of the US

Department of Agriculture explained the value of locally-grown food, showed there's a market for it, and helped people navigate the system of setting up a local farm.

Cities and communities in the STAR Network



Green Tips



10 tips to reduce your carbon footprint

1. Use reusable shopping bags.
2. Ride a bike, walk, or use public transportation. Find information at RiversideTransit.com.
3. Drink filtered tap water and use a reusable water bottle.
4. Compost your garbage; up to 60% of your waste is suitable for composting.
5. Eat and buy local! Try to purchase foods and products grown or produced within 100 miles of where you live. You can start at one of Riverside Farmer's Markets.
6. Reduce, recycle, reuse.
7. Make sure to recycle all electronics and batteries. You can check the CURE website for the nearest household hazardous waste drop off location.
8. Use heat-producing appliances like dishwashers, clothes dryers, and irons in the morning or after 8 p.m.
9. Turn lights off in rooms that aren't being used.
10. Conserve water by spreading mulch around plants and trees.





Grade Separation Projects

4 Grade Separation Projects

COMPLETED!
Magnolia
Jurupa
Columbia
Iowa

2 Riverside Ave
Track Railroad
Bridge
2015

128 trains

PASS through
RIVERSIDE
daily



Dewey Ave Bridges

1 **2** Approx. **6** month completion

This project lowers Streeter Avenue under the railroad tracks. Two bridges will be built, one each to carry Dewey Avenue and the railroad tracks over Streeter Avenue. The project will reconfigure Appleton and Lantana Streets; and construct a new street, Jerry Louder Drive, to connect Streeter and Dewey Avenues.

Streeter Ave
completion
2015

The final phase of the project includes construction of the Streeter Avenue under-crossing. Once completed in February 2015, traffic will be able to flow freely without being delayed by trains and residents will no longer be disturbed by train horns.

Water Quality Control Plant Renovation and Expansion Project

The City Public Works Department operates and maintains all of the City sewer lines as well as a 40 million gallon treatment plant, constructed in 1944, which treats wastewater from the City of Riverside as well as the communities of Jurupa, Rubidoux and Edgemont. The City's goal is to provide this service at the lowest cost possible while also ensuring the long term viability of the plant.

In 2008, the City developed a long term capital improvement plan to replace aging facilities at the plant and sewer lines, some that range in age from 50 to 100 years old. Additionally, the plan includes expansion to accommodate future economic growth and new technology as needed to comply with State



and Federal regulations to ensure that all wastewater is appropriately treated prior to being released into the Santa Ana River.

Construction of the sewer treatment plant rehabilitation began in October of 2012 and is now 50% complete. Once completed at the end of 2015, the City will be well positioned to meet the longterm needs of the community and facilitate new growth with a high quality system capable of treating 46 million gallons per day.



ARTS & CULTURE

FOX Performing Arts Center

FoxRiversideLive.com (951) 779-9804

- May 15 Jerry Seinfeld
- May 16 Wayne Brady
- May 18 James Blunt
- May 30 Hugh Laurie
- June 26 Boyz II Men
- July 16 Happy Together
- July 17 Boz Scaggs & Los Lobos
- July 19 Move – Starring Julianne & Derek Hough
- Aug 14 Kidz Bop Kids
- Sept 17 Yanni
- Sept 27 Leann Rimes
- Oct 5 Larry the Cable Guy
- Oct 11 Jerry Lewis
- Dec 4 Wanda Sykes



Jerry Seinfeld



Wayne Brady

COMEDY AT THE FOX



LARRY THE CABLE GUY



Jerry Lewis

3801 Mission Inn Avenue, Riverside, CA



Riverside Municipal Auditorium

RMA - FoxRiversideLive.com (951) 779-9804



Super Diamond

MUSIC AT RMA



Wild Child



- May 15 Los Freddy's, Los Bondadosos, La Internacional Sonora Santanera, DJ Rola Caliente
- May 22 YG – My Krazy Life Tour
- May 23 Super Diamond – Neil Diamond Tribute
- May 24 Tribal Seeds and Katchafire
- June 3 TechN9ne
- June 7 Wild Child – A Tribute to the Doors
- June 14 SRH Fest
- June 21 Beatles vs. Stones – A Musical Shootout
- July 19 Back in Black – AC/DC Tribute
- Sept 13 Which One's Pink and Queen Nation

3485 Mission Inn Avenue, Riverside, CA



For information about hosting an event at the Riverside Municipal Auditorium call, (951) 779-9800

The BOX - Fox Entertainment Plaza

RiversideBlackBox.com (951) 826-2427

- May 10-18 La Cage Aux Folles
- June 1 Wizard of OZ
- June 5 Room to Dance Performance



3635 Market Street, Riverside, CA

Reserve space for YOUR Performance at the BOX! Call to schedule your event dates.





Riverside committed to promoting foreign trade & attracting international investment

Competing for jobs in the global economy is challenging, but the City of Riverside's Office of Economic Development team has a "Foreign Trade and Investment Strategy" which uses key partnerships to bring money, jobs and tourism to Riverside.

Partners include: Riverside County Office of Foreign Trade (OFT), March Joint Powers Authority (JPA) and the Office of the Mayor.

Economic Development staff work closely with the OFT in their efforts to assist business owners, corporate officers, investors, and entrepreneurs with export and import assistance. Riverside sponsors the OFT's annual College of Foreign Trade, which educates existing businesses on the exporting process.

The City is also an integral part of the March Joint Powers Authority (JPA) and has two seats on the governing board. The JPA has a Foreign Trade Zone (FTZ), which benefits businesses located on land controlled by the JPA, and is available for certain Riverside businesses such as Flexsteel. Because they participate in foreign trade, they qualify and benefit from being included in the FTZ.



The Sister City Program is another component of our foreign trade program. The first Sister City agreement was made with Sendai, Japan in 1957. Since then, Riverside has entered into eight other Sister City relationships:

Cuautla (1968) and Ensenada (1976), Mexico; Jiangmen, China (1996); Gangnam, Republic of Korea (1999); Hyderabad, India (2000); Obuasi, Ghana (2008); Erlangen, Germany (2011) and Can Tho, Vietnam (2014).

The City budgets an average of \$10,000 annually for Sister City activities, yet the positive return of Riverside's investment by way of economic impact is estimated at \$112 million.

The City of Riverside is ready to assist in growing our local economy by helping our employers in these specific areas. For information on the Office of Economic Development's Foreign Trade and Investment Strategy, call (877) RIV-SIDE or visit RiversideOED.com.



Connect with us
[@RiversideOED](https://twitter.com/RiversideOED)



Be a Champion for Riverside

"Seizing our Destiny" is happening all around town! We've heard from community members who want to get involved with making a difference so we thought we'd share a couple of ways to do just that:

According to the 2013 Community Quality of Life Survey, "Neighbors are connected to one another, but not their neighborhood." We listened. The City of Riverside and the Riverside Neighborhood

Partnership are encouraging you to get to know your neighbors. Join in the 26 in 26 program to help Riverside's 26 neighborhoods create a citizen-led strategic plan in 26 months. For more information, contact ysennewald@riversideca.gov.

Another survey data point suggested the City needs to make progress in addressing homelessness. Again, we listened. City staff and the End Homelessness Fund are hard at work. For more information on available programs, the anti-panhandling campaign and

the wide array of services accessible to those in need, please visit EndHomeless.info.

Seizing Our Destiny celebrates "wins" on a daily basis with all ages and backgrounds making a positive impact in the community.

Are you a Champion or know of a great story that should be celebrated? Share with us at SeizingOurDestiny.com.



Riverside Tour Guide app



Are you interested in Riverside's history and heritage? The City of Riverside just launched a new app that is available on iTunes for free for anyone with an iPhone or an iPad called "Riverside Tour Guide." The app was created by our very own Innovation and Technology Department, with the assistance of the Mayor's Office and many other talents within the City. With the use of advanced "geofencing" technology, the app is able to push photos, audio and text straight to your device allowing you to enjoy a self-guided tour at your own pace.

Included in the tour is a tribute to the statues and monuments that span across Main Street Riverside including: **Rev. Martin Luther King Junior, Mahatma Gandhi and Eliza Tibbets César Chávez, Dosan Ahn Chang Ho, and Staff Sgt. Ysmael "Smiley" Villegas.** Whether you are a long-time resident or new to the wonderful City of Riverside, the "Riverside Tour Guide" is a great opportunity for anyone to learn about our heritage at any time. The app runs in English or Spanish and it will be available on Androids soon!



The City of Riverside has begun a multi-year effort to rezone its commercial, industrial and office properties, which account for 20 percent of the City (over 10,000 acres). The existing zoning will be replaced with a "Smart Code" specific plan, which will be created with a high level of community participation, and will encourage economic development of underutilized properties. The Smart Code will also provide clear development requirements, resulting in a faster approval process for development that is consistent with the community-driven vision. As part of the effort, the City will also

create a master plan for the Ab Brown Sports Complex and former Riverside Golf Club.

Creating the Smart Code Specific Plan requires the City to enlist consultants to work with the community and prepare technical analysis. In March of this year, the City interviewed the top two consultant teams who responded to a national search. The interview included a public "community interview", which was an unprecedented opportunity for residents to engage the consultants, and evaluate the best "community fit." Over 40 community members participated, and their rankings accounted for 25 percent of the interview scoring. This was the first of many opportunities residents will have to participate in the Smart Code Specific Plan project.

The City expects to finalize a contract with the consultant this May, with work commencing shortly thereafter.

For more information about the Smart Code, and to see the results of the consultant evaluations, please RiversideSmartCode.info.



GREEN PAGE



Be Waterwise This Month and All Summer Long

May is Water Awareness Month, and as the drought across the west continues, it's important to be waterwise at home and at work this month, and all year long. Riverside Public Utilities has a number of resources and programs that can help you conserve and reduce your water bills. Working together we can ensure that our water supplies last for this and future generations.

Water Saving Tips


Outside

- Install water wise landscapes. Earn great rebates for replacing thirsty turf areas with water wise California native plants that use little or no water.
- Replace lawn areas with artificial turf and you can save water, money and receive rebates on your installation.
- Check for, and fix leaks in sprinkler systems and install low-flow sprinkler nozzles for even greater water savings. In addition to rebates offered by RPU, you can get some for free by logging on to FreeSprinklerNozzles.com
- Check your sprinkler system to find costly leaks. Using our Sprinkler Nozzles rebate program, you can retrofit your older spray nozzles with high efficiency ones that can save you up to 30% per nozzle on your watering costs. Plus, you can earn up to \$200 back for installing a Weather Based Irrigation Controller that will tailor your watering schedule based on current weather conditions.

Don't Forget

Make sure to redeem your March back of bill FREE Shade Tree Coupon by June 30 at one of our participating retailers. Planting shade trees around your property will not only help to beautify your yard, it will also provide cooling shade for your house and help lower your electric bills. Log on to GreenRiverside.com to find out how to get rebates on up to 5 more shade trees when you use our Tree Power program.

For more information on these, and other great energy and water efficiency rebate programs, log on to GreenRiverside.com



Inside

- Check for leaks in faucets and toilets.
- Change out old toilets with High Efficiency Toilets (HETs) which can save you thousands of gallons of water each year.
- Use low-flow showerheads and aerators on faucets.
- Wash only full loads of laundry and dishes.

WATER | ENERGY | LIFE



PUBLIC UTILITIES



COMMUNITY CALENDAR

May

9
44th Annual OLPH Fiesta
Our Lady of Perpetual Help
5 – 11 p.m.
For info call 689-8921

10
44th Annual OLPH Fiesta
Our Lady of Perpetual Help
11 a.m. – 11 p.m.
For info call 689-8921

La Cage Aux Folles
The Box
May 10 – 18, times vary
Tickets: Riversiderep.org

15
Jerry Seinfeld
Fox Performing Arts Center
7 p.m. and 9:30 p.m.
FoxRiversideLive.com

16
Wayne Brady
Fox Performing Arts Center
7 p.m.
FoxRiversideLive.com

Los Freddy's
Riverside Municipal Auditorium
7 p.m.
FoxRiversideLive.com

17
**Old Riverside Foundation
Vintage Home Tour**
Peter J. Weber House
10 a.m. – 5 p.m.
For more info call 509-7682

18
James Blunt
Fox Performing Arts center
6:30 p.m.
For more info call 779-9800

Vintage Carnival!
Janet Goeske Center
Noon – 5 p.m.
For more info call 351-8800

20
Riverside Sings! Vocal Competition
César Chávez Auditorium
5:30 – 9 p.m.
For more info call 826-2000

21
Discovery Days
Riverside Metropolitan Museum
1:30 p.m.
For more info call 826-5273

22
YG - My Krazy Life Tour
Riverside Municipal Auditorium
8 p.m.
FoxRiversideLive.com

23
UCR Pow Wow
UC Riverside
5 – 10 p.m.
For more info, call 827-4143

Wizard of Oz
The Box Entertainment Plaza
May 23 – 31, times vary
11 a.m. – 11 p.m.
Tickets: squareup.com/market/bellajohntheater-premiere

Super Diamond
Riverside Municipal Auditorium
8 p.m.
FoxRiversideLive.com

24
**Riverside's Chili Cook-Off &
Car/Cycle Show**
Magnolia Ave. from Van Buren to Jackson
9:30 a.m. – 5 p.m.
For more info call 509-1100

Tribal Seeds & Katchafire
Riverside Municipal Auditorium
7 p.m.
FoxRiversideLive.com

26
West Coast Thunder
7888 Indiana Ave.
5-11 a.m.
For more info call 237-0593

30
Hugh Laurie
Fox Performing Arts Center
7 p.m.
FoxRiversideLive.com

31
Father/Daughter Dance
Springbrook Clubhouse at Reid Park
6 – 9 p.m.
For more info call 826-5654

June

1
Wizard of Oz
The Box
2 p.m.
Tickets: Riversiderep.org

3
TECH N9NE
Riverside Municipal Auditorium
7 p.m.
FoxRiversideLive.com

5
Riverside Arts Walk
Riverside Metropolitan Museum
6 – 9 p.m.
For more info call 826-5273

Room to Dance Performance
The Box
8 p.m.
RiversideBlackBox.com

7
The Depot - Open Mic
The Box
6:30 – 8:30 p.m.
To order tickets email,
thedepotisback@gmail.com

Wild Child - Tribute to the Doors
Riverside Municipal Auditorium
7 p.m.
FoxRiversideLive.com

12
Good Morning Riverside
Mission Inn Hotel & Spa
7 a.m.
For more info call 683-7100

14
SRH Fest
Riverside Municipal Auditorium
6:30 p.m.
FoxRiversideLive.com

18
Discovery Days
Riverside Metropolitan Museum
1:30 p.m.
For more info call 826-5273

21
**Beatles vs. Stones
A Musical Shootout**
Riverside Municipal Auditorium
7 p.m.
FoxRiversideLive.com

26
BOYZ II MEN
Fox Performing Arts center
7 p.m.
For more info call 779-9800

July

3
Riverside Arts Walk
Riverside Metropolitan Museum
6 p.m.
For more info call 826-5273

4
**Founders Day Front Row
Fireworks**
Evergreen Memorial Historic Cemetery
5 p.m.
For more info call 522-6462

**Mount Rubidoux 4th of July
Celebration/Fireworks**
Mt. Rubidoux Drive
9 p.m.
For more info call 826-2000

**La Sierra 4th of July
Area Fireworks Show**
La Sierra Park, 5215 La Sierra Avenue
9 p.m.
For more info call 826-2000

10
Good Morning Riverside
Mission Inn Hotel & Spa
7 a.m.
For more info call 683-7100

Movies on Main – "Monsters"
Downtown Main Street
7 p.m.
For more info call 341-6550

16
Discovery Days
Riverside Metropolitan Museum
1:30 p.m.
For more info call 826-5273

**Happy Together
30th Anniversary Tour**
Fox Performing Arts Center
- The Turtles
- Flo & Eddie
- Mark Farner
- Mitch Ryder
- Gary Lewis and the Playboys
- Chuck Negron
6:30 p.m.
For more info call 779-9800

17
Boz Scaggs and Los Lobos
Fox Performing Arts center
6:30 p.m.
For more info call 779-9800

**Movies on Main
"Despicable Me 2"**
Downtown Main Street
7 p.m.
For more info call 341-6550

19
Back N Black AC/DC Tribute
Riverside Municipal Auditorium
7 p.m.
FoxRiversideLive.com

MOVE LIVE on TOUR Starring
Julianne & Derek Hough
Fox Performing Arts Center
7 p.m.
FoxRiversideLive.com

24
**Movies on Main
"Nut Job"**
Downtown Main Street
7 p.m.
For more info call 341-6550

August

5
National Night Out
Various locations
4 p.m.
For more info visit RPDonline.org

7
Summer Exhibition Celebration
Riverside Art Museum
5 p.m.
For more info call 826-5273

Riverside Arts Walk
Riverside Metropolitan Museum
6 p.m.
For more info call 826-5273

14
Good Morning Riverside
Mission Inn Hotel & Spa
7 a.m.
For more info call 683-7100

Kidz Bop Kids
Fox Performing Arts Center
4 p.m.
FoxRiversideLive.com

20
Discovery Days
Riverside Metropolitan Museum
1:30 p.m.
For more info call 826-5273

23
**Ramona High School
50th Class Reunion**
Marriott, Riverside
5 p.m.
For more info call (858) 354-7701

Monthly
**BIKE OR
WALK**
WITH THE
MAYOR

RiversideCA.gov/Mayor
jerickson@riversideca.gov • (951) 826-5372

Saturdays
8 a.m. - 1 p.m.
Main Street
Between Fifth and
Sixth Street

**Downtown
Farmers Market
Riverside**

**No Dogs Allowed – California Health and
Safety Code Sec. 114371.d**

TO SUBMIT EVENTS AND SEE MORE DETAILED INFORMATION ON RIVERSIDE EVENTS CHECK OUT RiversideCA.gov/calendar

