

# COMMUNITY ECONOMIC PROFILE *for* RIVERSIDE RIVERSIDE COUNTY, CALIFORNIA

*Prepared in conjunction with the City of Riverside and the Greater Riverside Chambers of Commerce*

## Location

Riverside, incorporated October 11, 1883, is located 53 miles east of Los Angeles and 452 miles south of San Francisco.

## Economic Growth and Trends

	1980	1990	2000	2010
Population-County	663,166	1,170,413	1,545,387	2,189,641 <sup>1</sup>
Taxable Sales-County	\$3,274,017	\$9,522,631	\$16,979,449	\$22,227,877 <sup>2</sup>
Population-City	170,591	226,505	255,166	303,871 <sup>1</sup>
Taxable Sales-City	\$994,267	\$2,224,487	\$3,219,894	\$3,500,514 <sup>2</sup>
Housing Units-City	59,437	75,463	82,005	91,932 <sup>1</sup>
Median Household Income-City	\$17,849	\$34,801	\$41,646	\$56,991 <sup>3</sup>
School Enrollment K-12	32,768	46,179	54,892	62,722 <sup>4</sup>

1. U.S. Census Bureau, 2010. Housing count reflects occupied dwellings. 2. California State Board of Equalization, calendar year 2009. Add 000. 3. U.S. Census Bureau, 2006-2010 American Community Survey. 4. California Department of Education, 2010. Enrollment count is for the Riverside Unified School District and the Alvard Unified School District and is for 2009-10.

## Climate

Period	AVERAGE TEMPERATURE			RAIN	HUMIDITY		
	Min.	Mean	Max.	Inches	4 A.M.	Noon	4 P.M.
January	37.0	51.0	65.2	1.70	55	40	55
April	45.7	60.5	75.2	.91	60	30	50
July	57.0	75.5	93.9	.01	45	40	35
October	48.4	65.8	83.1	.60	50	30	40
Year	46.8	62.9	79.0	11.96	52	37	45

## Transportation

**RAIL:** Union Pacific main line and Burlington Northern Santa Fe main line. Amtrak passenger rail service. Metrolink commuter rail: Riverside Line from downtown Riverside to Los Angeles Union Station; Inland Empire-Orange County Line from downtown Riverside and La Sierra to Oceanside; and 91 Line from downtown Riverside and La Sierra to Los Angeles Union Station.

**TRUCK:** 74 carriers in Riverside.

**OVERNIGHT DELIVERY TO:** Los Angeles, San Francisco, San Diego and Phoenix.

**AIR:** LA/Ontario International Airport (owned and operated by Los Angeles World Airports), 18 mi. northwest of Riverside, provides both passenger and air cargo service. Passengers are served by ten airlines. United Parcel Service operates a west coast cargo hub and provides direct service to the Asia/Pacific Rim market. Riverside Municipal Airport is an excellent general and corporate aviation facility with over 300 tie down spaces and hangar facilities.

**BUS:** Greyhound; Riverside Transit Agency local, intercity and intercounty bus service; and city-operated mini-bus system.

**PORTS:** Nearest ports are in Los Angeles-Long Beach, 55 mi. west, and San Diego, 97 mi. south.

**HIGHWAYS:** Calif. 91 (Riverside Fwy.) to Orange County and Long Beach; Calif. 60 west to Los Angeles and east I-10 connection at Beaumont; I-215 north to I-15 at Devore and south to I-15 at Temecula; and nearby connections to I-10 west to Los Angeles and east to Phoenix.

---

## Industrial Sites

Riverside offers an impressive choice of industrial sites and buildings. Properties in Riverside's industrial parks range from 1 to 100+ acres and are fully served with sewer, water, electricity and natural gas. Many of these industrial sites are rail-served. Riverside's most active industrial development areas are inclusive of all Redevelopment project areas, most notably Hunter Industrial Park, Sycamore Canyon Industrial Park and Airport Industrial Area. Site data compiled in cooperation with the City of Riverside Development Department.

## Public Services

**WATER:** Riverside Public Utilities.

Maximum pumping capacity: 110 mg/d. Average consumption: 70 mg/d. Cost per 1,000 CCF/month: \$940.00. Water connection charges: Frontage: \$49.00 per ln. ft. plus Service and Meter cost: ¾"S - ¾"M - \$1,305; 1"S - 1"M - \$1,320; 1½"S - 1½"M - \$2,254; 2"S - 2"M - \$2,294 and buy in: ¾" - \$2,250; 1" - \$5,060; 1½" - \$9,560; 2" - \$14,400.

**SEWER:** City of Riverside Public Works Department.

Capacity of sewer plant: 40 mg/d. Average flow: 34 mg/d. Sewer service charge: Yes. On what basis rated? Commercial: Incoming water usage. Large Industrial: Wastewater strength and volume. Type of treatment plant: Full Tertiary. Commercial/Industrial sewer connection charges: Based on sq. ft. of building space. Rate varies based on use. For information call (951) 351-6140 or go to [www.riversideca.gov/pworks/](http://www.riversideca.gov/pworks/).

## Infrastructure

Master plan of storm drains adopted: Yes. Charges assessed on the following basis: Size of area involved.

Dedication requirements: Right-of-way to conform to general plan.

Improvement requirements: Varies. Contact the City of Riverside Public Works Department.

## Utilities

**GAS:** Southern California Gas Company.

For residential and business rates applicable to Riverside, contact the Southern California Gas Company at (800) 427-2000.

**ELECTRIC:** Riverside Public Utilities.

For residential and business rates applicable to Riverside, contact Riverside Public Utilities at (951) 782-0330.

**TELEPHONE:** AT&T.

For rates and types of service available in Riverside, contact AT&T at (800) 310-2355 for residential or (800) 750-2355 for business.

## Governmental Facilities - Tax and Insurance Rates

- Riverside has the council-manager form of government. Assessed valuation minus exemptions (2009-10): \$22,736,503,807; County: \$211.3 billion. Ratio of assessed value to appraised value: 100% of full cash value.
- Industrial property tax rates (2009-10) per \$100 assessed valuation. Code area: 09-000. City rate: n/a; County: \$1.00000; School: n/a; Other: n/a; Total: \$1.07603.
- Commercial property tax rates (2009-10) per \$100 assessed valuation. Code area 09-041. City rate: n/a; County: \$1.00000; School: n/a; Other: n/a; Total: \$1.07603.
- Retail Sales Tax: State 7.25%, County/City 0.75%, Riverside County Transportation Commission 0.5%, County Transportation 0.25%, Total 8.75%.
- Police Department: 372 sworn employees (1 Chief, 1 Assistant Chief, 1 Deputy Chief, 4 Captains, 18 Lieutenants, 50 Sergeants, 71 Detectives, 7 pilots and 219 officers), 189 unmarked vehicles, 86 marked patrol vehicles, 18 motorcycles, 56 special use marked vehicles and 34 other vehicles (including a crime prevention mobile lab, bomb disposal truck/trailer, crime scene unit, field booking unit and hostage negotiations communications unit etc.).
- Fire Insurance Classification: Source of Rating: Insurance Services Office. City rating: 2.
- Fire Department: 1 Chief, 2 Deputy Fire Chiefs, 3 Division Chiefs, 6 Battalion Chiefs, 220 operations personnel, 14 stations, 14 engine companies, 6 reserve engines, 3 rescue squads, 2 brush engines, 1 Haz-Mat unit, 2 OES engines, 1 heavy rescue unit, 3 truck companies, 14 paramedic engine companies and 3 paramedic rescue squads. There is a Mutual Aid Agreement with the State Office of Emergency Services.

## The Riverside Labor Market Area

## Characteristics of the Labor Force

## Manufacturing Employment

## Non-Manufacturing Employment

- Major projects authorized for improvement of city services: A significant impetus for the strong economic growth and increased quality of life in Riverside is the "Riverside Renaissance," a \$1.68 billion civic initiative including several railroad grade separations, improved freeway interchanges, three new water reservoirs, an electric plant, a water treatment plant, three new fire stations and expansions of the downtown library and the Riverside Metropolitan Museum.

Area consists of the city of Riverside.

Area population: 300,553		Total employment: 130,901	
Natural Resources & Mining	642	Professional & Business Services	12,239
Construction	11,532	Education & Health Services	30,235
Manufacturing	15,653	Leisure & Hospitality	10,106
Trade, Transportation & Utilities	28,275	Other Services	6,895
Information	2,500	Government	5,361
Financial Activities	7,463		

Source: U.S. Census Bureau, 2006-2010 American Community Survey.

**Extent of Unionization:** The commercial building trades are partially unionized. However, the residential building trades are largely ununionized. Approximately one quarter to one-half of the larger manufacturing plants in the area have contractual agreements with unions. The Machinists and the Teamsters Unions are most dominant. The Retail Clerks are well organized in chain supermarkets and drug stores.

A significant factor sustaining the economy in Riverside is the city's increasingly educated workforce. An influx of young couples and on-the-go professionals leaving coastal counties for quiet neighborhoods and moderately priced homes has resulted in a high quality workforce. Wage rates, extent of unionization, fringe benefits and related information for specific industries and job classifications may be obtained from the State Employment Development Department, Labor Market Information Division, 1325 Spruce Street, Suite 110, Riverside, California 92507, (951) 955-3204; or at 7000 Franklin Blvd., Suite 1100, Sacramento, California 95823, (916) 262-2162.

Name of Company	Employment	Products
Goodrich Aerospace	550	Aircraft components
Pepsi Cola Bottling Co.	500	Soft drink bottling
E.R. Carpenter Company	480	Plastics, foam
K&N Engineering	438	Automotive parts
Luxfer Gas Cylinders	350	High-pressure cylinders
Bourns Inc.	300	Electronic equipment

Name of Employer	Employment	Description
County of Riverside	7,000	County government
University of California, Riverside	5,790	University
Riverside Unified School District	3,697	Public school system
City of Riverside	2,600	City government
Riverside Community College District	2,062	Community college district
Alvord Unified School District	1,760	Public school system
Riverside Community Hospital	1,200	Health care
Parkview Community Hospital	1,148	Health care
Kaiser Permanente Medical Center	1,000	Health care
The Press-Enterprise	700	Daily newspaper

---

## Community Facilities

**HEALTH:** Riverside has 3 hospitals, Parkview Hospital, Riverside Community Hospital and Kaiser Permanente Riverside Medical Center, with a total of 781 beds, 913 physicians/surgeons, 261 dentists, 47 optometrists, 85 chiropractors, 9 podiatrists and 19 nursing homes.

**EDUCATION:** Riverside is served by two school districts: Riverside Unified and Alvord Unified. There are 44 elementary schools, 11 intermediate/middle schools, 8 high schools, 3 continuation high schools, 2 alternative schools, 1 opportunity school, 2 adult education schools and 1 special education pre-school. Thirty-nine private schools are located in Riverside. Colleges and universities in Riverside are California Southern Law School, Riverside Community College, California Baptist University, La Sierra University and the University of California, Riverside.

**BUSINESS:** 50 banks, 8 savings and loans, 6 newspapers, 7 radio stations, 7 TV stations received direct and 1 cable system (Charter Communications).

**CULTURAL:** 214 churches, 1 synagogue, 15 libraries, 2 cybraries, 51 parks, 29 playgrounds, 5 movie theaters (with a total of 63 screens), 12 community centers, 11 museums, the Fox Performing Arts Center, a local symphony, a ballet, several chorale and other theater groups, the historic Mission Inn and the Riverside Convention Center.

According to the California Department of Finance, Riverside has 99,526 housing units. The housing stock consists of 62,372 single detached units, 4,139 single attached units, 5,875 multiple 2 to 4 units, 24,643 multiple 5 plus units and 2,497 mobile homes. The median sales price for new and existing homes is \$200,000, as reported by DataQuick for September 2010.

Riverside is at the economically strategic mid-point between Los Angeles and Orange Counties and the Palm Springs resorts. Regional recreational traffic movements are generated by the desert resorts in the Coachella Valley to the east, the San Bernardino Mountain communities to the north, the Coastal Beaches to the southwest and the attractions of Los Angeles to the west and San Diego to the south. Film making and convention activities are an important part of the local economy.

Riverside is developing as the "Downtown of the Inland Empire." With 303,871 people, it is the largest city east of Los Angeles. As the county seat, Riverside is home to four colleges and universities including the University of California, Riverside. Riverside is also home to the Citrus Heritage State Park and the inland region's largest number of employers and local jobs. Riverside is truly the City of Arts & Innovation for the Inland Empire. The renovated Fox Performing Arts Center is the centerpiece of the downtown arts and culture scene. The city has excellent film, dance, symphony, art and photographic societies and was named one of the world's Smart21 Communities for its broadband wireless and digital inclusion programs. Its city schools are among the Inland Empire's top performers.

Downtown Riverside is anchored by the Historic Mission Inn. Its architecturally pleasing elements and areas cover a full city block and are unique to the state. In addition, a major State Office complex, the offices of the City and County of Riverside and a legal complex that includes county, state and federal courts are located within the downtown area. Numerous law firms, financial services companies, engineers, architects and software companies are located in its office buildings.

Production and technology firms locating in Riverside find a strong support infrastructure: universities willing to create special training and research relationships and opportunities; rail access; fiber optic lines; a brine line; manufacturing and distribution space; and a superior municipal airport to accommodate corporate aircraft.

Riverside is a city of diversified elements and economies. It has a long-standing tradition of promoting a stable, sound and well-planned community. Riverside's elected and civic leadership is comprised of visionary men and women who foresee a bright future in a diversified economy, balanced land uses, quality developments and cultural amenities. Riverside is committed to creating and stimulating jobs for its citizens and looks forward to working with expanding local companies and firms new to the area.

***For further information contact the Riverside County Economic Development Agency, P.O. Box 1180, Riverside, CA 92502, (951) 955-8916, or (800) 984-1000; the City of Riverside Development Department, 3900 Main Street, Riverside, CA 92522, (877) RIV-SIDE or (951) 826-5649, [www.riversideca.gov](http://www.riversideca.gov); or the Greater Riverside Chambers of Commerce, 3985 University Ave., Riverside, CA 92501, (951) 683-7100, [www.riverside-chamber.com](http://www.riverside-chamber.com).***

## Housing Availability, Prices & Rentals Remarks