

# CITY COUNCIL RETREAT

**City Council**  
February 10, 2026

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1



## CITY MANAGER'S OFFICE

### DEPARTMENT OVERVIEW

The **City Manager's Office** provides leadership, direction, and support to City departments in implementing the City Council's strategic policies and priorities, promotes a City organization that is a customer and results focused in providing City services, improving quality of life, advancing economic prosperity, and promoting environmental stewardship. The City Manager's Office champions policies to ensure a collaborative, transparent, and ethical workplace.



2

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2



## CITY MANAGER'S OFFICE

### PRIORITIES & INITIATIVES FOR 2026

- Partner with local art organizations to empower expanded arts and culture activities in the community.
- Strengthen relationships with outside organizations.
- Expand employee internal communications.
- Improve data collection, analysis, and display.
- Collaborate with the City Council to design and implement the 7th Floor floor plan
- Collaborate with the City Council to advance ward specific priorities and initiatives
- Coordinate across all City Departments to facilitate development, implementation, and alignment of departmental Book of Work



3

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3



## AIRPORT

### DEPARTMENT OVERVIEW



**Riverside Airport** is a 550-acre gem located in Southern California. As an FAA-designated Reliever airport with more than 200 based aircraft, a federal contract control tower, 6 flight schools, and an average 400 daily aircraft operations, Riverside Airport is on an upward trajectory with ever-expanding plans to guide the future of aviation in SoCal.



4

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4



# AIRPORT

## 2025 KEY ACCOMPLISHMENTS

- Two FAA grants secured to fund Airport Pavement Management Plan (\$105k) and Design of Runway 9/27 Erosion Control improvements (\$284k).
- New Manheim 18-acre land lease
- Airport rebranding (logo, Riverside Airport name change, window graphics)
- New airfield emergency generator installed
- Terminal restroom renovations
- Terminal exterior painting
- Compass rose





5  
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5



# AIRPORT

## PRIORITIES & INITIATIVES FOR 2026

- Roof Replacements (Terminal Building and multiple aircraft hangars)
- Install new airport marquee
- Complete taxiway A rehabilitation project
- 2nd floor restroom renovation
- Renovate former FAA Flight Service Station
- Host 5th Annual Planes & Treats, 2nd Annual Aerospace Expo, Art Gala, LIFT





6  
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6



# COMMUNITY AND ECONOMIC DEVELOPMENT

## DEPARTMENT OVERVIEW

The Community & Economic Development Department (CEDD) advances Riverside's economic prosperity, quality of life, and long-term resilience by aligning land use planning, development services, code enforcement, real property, and economic development into a coordinated, customer-focused system.

CEDD is focused on:

- **Predictability, speed, and transparency** in development and permitting
- **Strategic revitalization** of corridors, districts, and catalytic sites
- **Business attraction, retention, and expansion** across priority industries
- **Safe, compliant, and well-maintained neighborhoods**
- **Data-driven decision-making and accountability**

Through initiatives like **Streamline Riverside**, **One Stop Shop**, and **Riverside Realized**, the Department is modernizing City processes, reducing barriers to entry, and positioning Riverside as a competitive, business-ready city.



7

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7



# COMMUNITY AND ECONOMIC DEVELOPMENT

## 2025 KEY ACCOMPLISHMENTS

### Streamlining Development & Improving Customer Experience

- Continued implementation of **Streamline Riverside** and the **One Stop Shop Refresh**, improving predictability, coordination, and customer service across divisions
- Expanded **express permits, over-the-counter reviews, and self-certification pilots** to expedite qualifying residential and commercial projects
- Modernized permitting systems and workflows, improving internal coordination and applicant experience



8

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8



## COMMUNITY AND ECONOMIC DEVELOPMENT

### 2025 KEY ACCOMPLISHMENTS

#### Protecting Neighborhoods & Public Safety

- Opened **10,415 Code Enforcement cases** and closed **9,521 cases**, demonstrating sustained capacity to respond to community concerns
- Conducted **18,091 inspections** to protect public health, safety, and neighborhood quality
- Removed **15,000+ signs from the public right-of-way**, improving corridor appearance and safety
- Strengthened nuisance abatement outcomes through coordinated partnerships with the **Police Department** and **City Attorney's Office**, including complex vacant property cleanups and abatement warrants



9

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9



## COMMUNITY AND ECONOMIC DEVELOPMENT

### 2025 KEY ACCOMPLISHMENTS

#### Managing City Assets & Enabling Infrastructure

- Managed **550+ property inspections and management actions**, including multi-family, low-income housing, City-owned, and Mills Act properties
- Facilitated acquisition of **28 property interests from 13 property owners**, supporting local, state, and federally funded infrastructure projects
- Negotiated **120+ Right-of-Entry and Right-of-Way agreements** to advance critical capital projects
- Generated **\$1.35M+ in total value**, including **\$500K+ in City-owned property sales** and **\$850K+ in lease and license revenue**
- Secured **Caltrans Right-of-Way Certification** for the **Third Street Grade Separation Project**, enabling construction bidding and award



10

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10



## COMMUNITY AND ECONOMIC DEVELOPMENT

### 2025 KEY ACCOMPLISHMENTS

#### Driving Economic Growth & Elevating Riverside's Profile

- Launched the **Economic Development Implementation Plan** with **89 strategic actions**, with the majority underway or completed
- Successfully attracted and advanced major employers including **Ohmio, Hyundai Rotem, Green Power Motor, SPT, and Chaevi**
- Launched a new award-winning brand for Economic Development
- Hosted the **first Annual Aerospace Expo** with **1,200+ attendees and 30+ vendors**
- Delivered **241 business assistance consultations** and **65 business visits**
- Earned multiple national and statewide awards, including **IEDC Gold & Silver Awards, CALED Merit Awards, and Red Tape to Red Carpet recognition**
- Hosted national and international trade missions and conferences, including **SelectUSA, ICSC Las Vegas, Ecomondo**, and Riverside's **first international FDI mission to Japan and South Korea**
- Expanded Riverside's economic development brand, digital presence, and marketing reach, including a **542% increase in Instagram followers** and a newsletter audience of **25,000+ subscribers**



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11



## COMMUNITY AND ECONOMIC DEVELOPMENT

### PRIORITIES & INITIATIVES FOR 2026


#### Streamline Riverside 2.0

- Rebrand and relaunch the One Stop Shop to have a modernized development-friendly name
- Implement **OTC Plan Review Day** for defined permit types and a supporting SOP
- Explore options for permitting platform upgrade including service provider, transition plan and funding sources
- Advance **Plan Check Self-Certification** policy options and pilot pathway
- Expand customer training program and explore customer experience enhancements
- Implement **ePlan single-file upload SOP** and other process simplifications
- Expand **Concierge + Ombudsman** functions and track timing for commercial/industrial/office projects
- Complete **2026 Building Code (CBSC) update** with local amendments aligned to streamlining



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12




## COMMUNITY AND ECONOMIC DEVELOPMENT

### PRIORITIES & INITIATIVES FOR 2026

#### Place-Based Implementation & Citywide Planning

- Deliver **General Plan 2026 milestones**: scenario workshops, technical studies/element work, GPAC/CPAC cadence, and draft policy/program/map packages
- Execute **placemaking pilots** (Ward 6/Ward 7) and advance corridor strategies (Arlington/Midtown/Downtown), including vacancy and reinvestment tools
- Streamline Code: Omnibus Amendments focused on removing impediments and excessive review
- Progress **Housing Element** programs (adaptive reuse, missing middle prototypes, faith-based toolkit, density transfer pilot for Council consideration)



13

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13



## COMMUNITY AND ECONOMIC DEVELOPMENT

### PRIORITIES & INITIATIVES FOR 2026

#### Planning for the Future

- Faith Based Housing
- Density Transfer Program
- Recession Relief Package
- Hotel Feasibility Study
- UCR Arena Study
- Performing Arts Center Study
- CBU Campus Improvement



14

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14



## COMMUNITY AND ECONOMIC DEVELOPMENT

### PRIORITIES & INITIATIVES FOR 2026

## Key Development Projects

- **Riverside Alive** – Complete Negotiations Q2 2026, Entitlement Process Begins 2026
- **Adventure Sports Resorts** – Complete Negotiations Q2 2026, Entitlement Process Begins Q3 2026
- **Sports and Entertainment District** - Complete Negotiations Q2 2026, Entitlement Process Q3 2026
- **Garage 8 RFP** – select partner Q2 2026
- **Convention Center Expansion** - RFP Q3 for design-bid-build team
- **Pelissier Ranch ENA** – select partner 2026
- Billboard Agreement Policy – 2026
- Retail Cannabis Operations – 2026
- Cannabis Testing Lab Operations – 2026
- Fire Station 1 – 2026
- Student Housing – 2026
- Police Headquarters - 2026



15

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15



## COMMUNITY AND ECONOMIC DEVELOPMENT

### PRIORITIES & INITIATIVES FOR 2026

## Neighborhood Quality, Safety & Compliance

- Deliver **General Plan 2026 milestones**: land use scenario workshops, technical studies/element work, GPAC/CPAC cadence, and draft policy/program/map packages
- Execute **placemaking pilots**: 5 Pointes (Ward 6/Ward 7), University Avenue, Metrolink Station and Midtown BID, including vacancy and reinvestment tools
- Progress **Housing Element** programs (adaptive reuse, missing middle prototypes, faith-based toolkit, density transfer pilot for Council consideration)
- Food truck, vendor and policy review
- Explore additional implementation of drones for code compliance uses



16

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16





## COMMUNITY AND ECONOMIC DEVELOPMENT

### PRIORITIES & INITIATIVES FOR 2026

#### Economic Development Delivery & City Profile

- Complete the IEDC Accredited Economic Development Organization assessment and interview process to **become the third accredited California EDO**
- Execute **Riverside Realized** and the 2026 national/international conference including hosting the 2026 SelectUSE Spinoff Event in Riverside
- Launch/expand **ED digital presence** (new standalone website, LinkedIn) and brand/collateral platform for areas of excellence
- Grow business attraction, retention and small business support programs across all wards
- Pursue additional award recognitions
- Finalize a book of work for each Area of Excellence with workforce development implementation measures included
- Pursue additional opportunities for regional funding



17

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17



## COMMUNITY AND ECONOMIC DEVELOPMENT

### PRIORITIES & INITIATIVES FOR 2026

#### City Assets, Real Property & Successor Agency


- Advance **Cal Tower** strategy and ground-floor activation opportunities
- Improve City property disposition/activation tools (property dashboard, marketing refresh)
- Continue Successor Agency disposition pathway toward the **December 2026** deadline



18

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18



# FINANCE

## DEPARTMENT OVERVIEW

The Finance Department serves as the **steward of the City's financial resources**, overseeing revenues, expenditures, investments, purchasing, accounting, budgeting, and debt management. The Department ensures the **security of City assets** while providing **accurate, timely, and transparent financial information** to support effective decision-making and the delivery of municipal services. Through dependable and efficient financial services, the Finance Department **supports City departments, residents, and the local business community**, maintaining high standards of **fiscal accountability and professional excellence**.


19

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19



# FINANCE

## 2025 KEY ACCOMPLISHMENTS

- Completed a **comprehensive update to development fees**, the first in more than ten years.
- The **Business Tax Discovery Program** generated more than \$1 million in new revenues.
- Facilitated the formation of the **Sagecrest Community Facility District** to support costs of the housing development and generate ongoing revenues.
- Established an **interdepartmental Risk Management Working Group** to develop strategies for reducing the City's overall liability and fostering a culture of organizational safety.
- Refinanced \$139 million in sewer revenue bonds**, generating more than \$21M in savings.
- Received multiple **prestigious awards for excellence in financial practices and transparency**: Government Finance Officers Association, California Society of Municipal Finance Officers, and National Procurement Institute.


20

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20




## FINANCE

### PRIORITIES & INITIATIVES FOR 2026

- Strategic Procurement and Contract Management Reform Project:** Enhance the City's procurement and contract management processes.
- Local Vendor Preference (LVP) Program Enhancement:** Lower barriers to entry, streamline participation processes, and increase opportunities for local vendors.
- Disadvantaged Business Enterprise (DBE) Program Enhancement:** Expand equitable procurement opportunities, increase participation, and strengthen community engagement.
- ERP System Replacement:** Modernize processes and improve service delivery.
- Optimize Central Stores Operations:** Streamline inventory and distribution functions, improve operational efficiency, and ensure timely, reliable, and high-quality service.
- Development Impact Fee Studies:** Develop updated and new fee proposal recommendations.
- P-Card Compliance and Efficiency Project:** Implement Phase 1 (Compliance) to ensure effective and accountable use of funds.
- New Special Districts:** Facilitate the research and creation of special districts.


21
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21



## FIRE

### DEPARTMENT OVERVIEW

The **Riverside Fire Department's** 2025 overview reflects a continued commitment to protecting life, property, and the environment through progressive, all-hazard emergency response, public education, and safety programs. Supported by 14 fire stations, the Department enhanced service delivery through Tiered EMS Dispatch, expanded arson investigation capabilities, and a highly active Office of Emergency Management coordinating EOC activations and hazard mitigation planning, while Fire Prevention completed thousands of life-safety and hazardous materials inspections. The Department maintained the Centers for Public Safety Excellence accreditation and a Class 1 ISO rating; the Department continues to advance its vision of being a world-class leader in professional fire-rescue and life-safety services.


22
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22



## FIRE

### 2025 KEY ACCOMPLISHMENTS

- Responded to more than 47,000 calls for emergency service, representing a 5.22% increase over 2024.
- Completed the AP Triton Fire Department Master Plan study.
- Developed a comprehensive Defensible Space Program, including adoption of a Defensible Space Ordinance.
- Hired 21 personnel and promoted 14 members to sustain staffing levels and emergency service delivery, completing over 100,000 hours of department training.
- Participated in 344 community events, engaging and educating more than 115,000 residents.
- Through the Office of Emergency Management, conducted two full-scale exercises and delivered 50 classes, training more than 1,000 emergency service professionals and community members.


23

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23



## FIRE

### PRIORITIES & INITIATIVES FOR 2026

- Develop a detailed implementation plan and timeline for Phase 1 of the Fire Department Master Plan.
- Integrate the Fire Department Master Plan into the 2023–2028 Strategic Plan to ensure alignment of goals, priorities, and performance measures.
- Implement the Defensible Space Program to strengthen citywide vegetation management and wildfire risk reduction.
- Conduct comprehensive community outreach on Defensible Space requirements and Firewise Communities principles.
- Launch a public information campaign to increase awareness and enrollment in emergency notification systems.
- Operationalize Starlink units to ensure resilient communications during disasters and major incidents.


24

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24



## GENERAL SERVICES

### DEPARTMENT OVERVIEW



The **General Services Department** is a dynamic internal service department that provides Administrative, Fleet Management, Real Property, Facility Maintenance, and Capital Project Management services to all City Departments. We are responsible for nearly 2,000 vehicles, over 1.3M s.f. of City facilities, 44 cell towers, and six major capital projects under construction now and more breaking ground in 2026.



25

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25



## GENERAL SERVICES

### 2025 KEY ACCOMPLISHMENTS

- **Broke ground:**
  - Museum expansion and renovation
  - Jesus S. Duran Eastside Library
  - Cesar Chavez Community Center renovation
  - Access Center improvements (Hulen Place)
  - Riverside County Transitional Housing facility improvements (Hulen Place)
  - City Attorney's Office improvements
- **Advanced design work on new PDHQ**
- **Completed ADA improvements at the Bordwell Park parking lot**
- **Expanded the City's fleet of EV vehicles**



6



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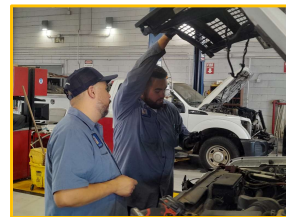
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## GENERAL SERVICES

### PRIORITIES & INITIATIVES FOR 2026

- Complete construction of new Eastside Library
- Break ground on new Police Headquarters
- Complete renovation at the Hulen Place campus County and City facilities
- Complete improvements at City Attorney's Office
- Install a new aboveground fuel tank at Police Aviation
- Renovate and modernize City Hall elevators
- Renovate City Hall lobby and relocate the City Clerk's Office
- Exterior painting of Fox Entertainment Plaza and Parking Garage 7
- Eliminate backlog of surplus vehicles
- Continue investing in staff development through training, certifications, internships, and educational opportunities.



27



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27



## HOUSING AND HUMAN SERVICES

### DEPARTMENT OVERVIEW

The **City of Riverside Housing and Human Services (HHS)** department is responsible for coordinating programs and initiatives that promote **safe, stable, and affordable housing**, while providing **critical support services** for vulnerable populations. HHS works to prevent and reduce homelessness, support housing stability, and enhance the quality of life for all Riverside residents.

28



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28



## HOUSING AND HUMAN SERVICES

### 2025 KEY ACCOMPLISHMENTS


- Completed revisions to the Mobile Home Parks Rent Stabilization Ordinance
- Implemented two new senior rental assistance programs supporting senior mobile homeowners and unhoused seniors with rental assistance and case management
- Executed a contract Caltrans to address encampments within state right-of-way
- Initiated construction on Mulberry Gardens Family Apartments (150 affordable rental units)
- Initiated construction on Sunrise at Bogart (22 permanent supportive housing units)
- Completed The Aspire, 32 permanent supportive housing units for youth
- Achieved functioning zero for the homeless youth population






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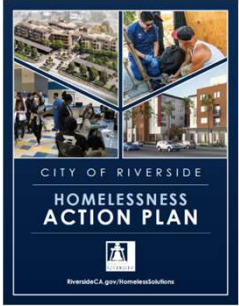

29




## HOUSING AND HUMAN SERVICES

### PRIORITIES & INITIATIVES FOR 2026

- Complete rehabilitation of the Access Center
- Review the Homelessness Action Plan with the Housing and Homelessness Committee
- Convene a Regional Homelessness Forum
- Add three new affordable housing projects to the development pipeline
- Apply for Round 4 Prohousing Incentive Program grant funding and advocate for sustained, ongoing funding
- Identify funding opportunities with Habitat for Humanity to develop homeownership units on Garden Street in Ward 5
- Develop an HHS performance outcome infographic and update semiannually for publication on the HHS website and City's social media platforms


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30

30





# HUMAN RESOURCES

## DEPARTMENT OVERVIEW

The **Human Resources Department** supports a citywide workforce of 2,800 employees with a dedicated team of just 43 full-time staff. Structured into nine specialized divisions, this high performing team exemplifies innovation and efficiency in delivering essential services across the organization.



31

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31



# HUMAN RESOURCES

## 2025 KEY ACCOMPLISHMENTS

- Completed the citywide Engagement Survey to gauge employee emotional and psychological connection an employee has to their work, their team and the organization and to strategically address employee culture.
- Hosted 4 Employee Appreciation Events and expanded participation to include field employees and shift work for staff previously unable to attend. Enhanced the program by increasing accessibility, inclusivity, and overall engagement across departments.
- Expanded the Wellness Program to include additional wellness webinars, physical activities, incorporated Blue Zones principals and financial acumen.
- Reduced total Recordable Injuries to 109, lowest number in a decade.
- Provided 21 in-person safety trainings (Stop the Bleed, Defensive Driver, Confined Space Entry, Situational Awareness/Active Shooter) to enhance a culture of safety and reduce risk.
- Hired 44 Police Officers/Police Officer Trainees in 2025.



32

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32





## HUMAN RESOURCES

### PRIORITIES & INITIATIVES FOR 2026

- Improve the employee experience through streamlined offboarding and early retirement guidance.
- Implement a formal exit interview process using Qualtrics.
- Develop strategy to continue to embed Blue Zones Power 9 Principals into daily work/life.
- Develop a sustainability plan for other City locations that will also go through the Blue Zone certification process.
- Creation and deployment of GIS map for all AED locations throughout the City.
- Utilize Workers' Compensation and Safety data to guide training, policy updates and safety initiatives.
- Implement an electronic reclassification request and tracking system.



33

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33



## INNOVATION & TECHNOLOGY

### DEPARTMENT OVERVIEW

The Innovation & Technology Department delivers secure, reliable, and innovative technology solutions that support City operations and enhance quality of life.

Our team manages **9,000+ connected devices daily**, oversees **266+ wiring closets across 57 locations**, operates **two data centers**, and mitigates **over 1.2 million cyberattacks annually**—all while maintaining a **95%+ Excellent Service rating** with a staff of **63 full-time professionals**.

We collaborate across departments and partner organizations to drive economic growth, solve City challenges, and empower operations through IT leadership, streamlined processes, and high-quality professional services—while fostering a workplace where our team can thrive.



34

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34



## INNOVATION & TECHNOLOGY

### 2025 KEY ACCOMPLISHMENTS

- Published the City's **High-Risk Fire Zone Map** to improve public awareness and preparedness.
- Completed **Permitting System Platform Upgrade – Phase 1 (One Stop Shop Refresh)** with the successful launch of Computronix v7.4 in production.
- Expanded the **IT Internship, Fellowship, and Volunteer Program** to support local workforce development.
- Refined and published an updated **City-Owned Properties Map**.
- Published a **High-Speed Broadband Hotspot Map** to attract large employers and support economic development.
- Advanced **paperless office initiatives**, expanding digital workflows and electronic signatures to improve efficiency and customer experience.



35

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35



## INNOVATION & TECHNOLOGY

### 2025 KEY ACCOMPLISHMENTS

- Expanded the use of **Artificial Intelligence in daily City operations**, including:
  - Launch of **Microsoft Copilot Phase 1** for up to 200 users
  - Citywide deployment of **ChatGPT and Copilot Pro**
  - Launch of **Rivy AI**, integrated with the City website and 311 phone system
  - Implementation of a **Staff AI Training Program** and adoption of AI governance policy
- Completed **Avaya phone system integration with Microsoft Teams**.
- Completed **Workers' Compensation System Upgrade** in collaboration with HR.
- Implemented a **Zero Trust web filtering system** to strengthen cybersecurity protections.
- Completed **Neos Legal Case Management System implementation** in collaboration with the City Attorney's Office.
- Conducted a comprehensive **Cybersecurity Penetration Test** to enhance the City's security posture.
- Completed **SIP trunk phone system migration** to improve call center operations and reduce ongoing costs.
- Implemented **Active-Active internet connectivity** to ensure service continuity during ISP outages.



36

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36



## INNOVATION & TECHNOLOGY

### PRIORITIES & INITIATIVES FOR 2026


- Continue partnering with City departments to support **Arts, Culture & Recreation, Economic Opportunity, Environmental Stewardship, Infrastructure, Mobility & Connectivity,** and **High-Performing Government** initiatives.
- Expand **free public Wi-Fi** at City parks and public facilities, subject to budget and fiber availability.
- Continue expansion and modernization of the City's **video security camera system**.
- Develop a **multi-year Citywide Paperless Operations Master Plan** to advance digital workflows and records management.
- Complete **ERP (Finance & HR) systems gap and needs analysis** to streamline operations, reduce duplicate systems, and improve staff and customer experience.
- Complete **Asset Management system gap and needs analysis**, enabling mobile field access, improved maintenance workflows, and reduced system duplication.
- Complete **CRM / 311 system gap and needs analysis** to improve service delivery, customer experience, and data integration.



37

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37



## INNOVATION & TECHNOLOGY

### PRIORITIES & INITIATIVES FOR 2026

- Develop a **5-Year Citywide Technology Strategic Plan** to guide future investments and priorities.
- Complete a comprehensive **City website upgrade** to modernize design, accessibility, and functionality.
- Publish a **Citywide GIS Master Plan** aligning geospatial strategy and operations across departments.
- Expand **GIS and enterprise application mobile access** for field personnel.
- Enhance **cybersecurity and disaster recovery capabilities** to strengthen City resilience.
- Conduct **disaster recovery exercises**, including multi-server restoration testing and tabletop simulations.
- Conduct a **simulated data center failover** with department functional validation.
- Complete the **Utility Billing System upgrade** in partnership with Riverside Public Utilities.



38

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38



## LIBRARY

### DEPARTMENT OVERVIEW

The **Riverside Public Library** is the cultural and learning center for the community, encouraging the joy and wonder of reading, the wisdom of diverse ideas and the power of lifelong learning.

The Library supports over **240,000 card holders** that check-out over **880,000 items**, attend **1,750 annual programs**, and use public computers **56,000** times at **8 library locations** annually.



39

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39



## LIBRARY

### 2025 KEY ACCOMPLISHMENTS



- Broke ground on a new **SPC Jesus S. Duran Eastside Library** to open in 2027.
- Expanded access to the library with **seven book lockers**
- Transitioned current **SPC Jesus S. Duran Eastside Library** to services to Lincoln Park
- Added new **online resources** for the community including Kanopy and Libby



40

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40



## LIBRARY


### 2025 KEY ACCOMPLISHMENTS



- Launched the **Riverside Tool Lending Library** at the Main, SSgt. Salvador J. Lara Casa Blanca, and La Sierra Library
- Increased **outreach activities** with the new EV Riverside Public Mobile Library
- Refreshed the **Children's and Technology areas at the Arlanza Library**


41
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41




## LIBRARY

### PRIORITIES & INITIATIVES FOR 2026

- Unveil a Chicano Art and Culture Corner, ***Ojos del Tiempo***, at the SSgt Salvador J. Lara Casa Blanca Library
- Reimagine the **children's and teen spaces at the Orange Terrace Library**
- Install **archival software** to improve accessibility for staff and community members of the Local History Collection




42
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42



## LIBRARY

### PRIORITIES & INITIATIVES FOR 2026

- Certify the Riverside Public Library as a **Blue Zone Worksite**
- Pilot customer **incident tracking** software
- Identify funding for an **increased library materials budget**
- Prioritize **modernization** and ADA improvements at the La Sierra Library
- Continue construction of the new **SPC Jesus S. Duran Eastside Library**



43

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43



## MARKETING & COMMUNICATIONS

### DEPARTMENT OVERVIEW

MarComm operates as the City of Riverside's full-service, in-house creative and communications agency. The team supports all departments through messaging, design, and digital engagement that informs residents, promotes transparency, and strengthens Riverside's brand and economic vitality.

#### Core Services:

- Graphic design & branding
- Social media & email marketing
- Website development & ADA compliance
- RiversideTV video production & photography
- Public meeting broadcasting
- Tourism & destination marketing
- Citywide campaigns & crisis communications
- **1,500** annual design projects
- **14,400+** ADA-compliant webpages
- **7.2M+** website visitors
- **339+** public meetings broadcast annually
- **253K watch hours** of RiversideTV
- **600,000+** social followers | **13M+** impressions
- **374,386** email subscribers with above-industry engagement
- **9.8M+** Visit Riverside video views



44

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44



## MARKETING & COMMUNICATIONS

### 2025 KEY ACCOMPLISHMENTS

- **Visit Riverside Brand Audit:** Completed a comprehensive brand audit and stakeholder engagement process to refine messaging and strengthen Riverside's destination identity.
- **Industry Spotlights:** Multi-channel campaigns and original video series (*Life Works Here* and *In Good Company*) highlighting Riverside's key industries, businesses, and economic momentum.
- **Visit Riverside Advertising & Reach:** Integrated social, print, and digital campaigns reaching 20M+ people and expanding tourism visibility.
- **CORE (City of Riverside Employee) Internal Newsletters:** Quarterly employee newsletters connecting staff through updates, achievements, and citywide collaboration.



45

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45



## MARKETING & COMMUNICATIONS

### PRIORITIES & INITIATIVES FOR 2026

- **Crowdsourced Content:** Engage students and community members through crowdsourced, user-generated content to showcase Riverside stories across various media formats.
- **Internal Branding:** Strengthen brand consistency through workshops, training, and a cross-department Marketing Committee to equip staff as brand ambassadors.
- **Logos:** Evaluate and standardize City logos, usage, and service marks to ensure consistency, clarity, and effective brand representation.
- **Visit Riverside & Destination Initiative (LA28+):** Position Riverside as a premier stay-and-play destination for LA28 visitors, attracting tourists, athletes, and teams during the Olympic Games.
- **Placemaking & District Identity:** Identify, name, and brand key corridors and gathering spaces to support tourism, economic activity, and stronger neighborhood identity.
- **Crisis Communications:** Identify and train primary and backup messengers to deliver clear, coordinated communication during emergencies and critical incidents.




46

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46






# MUSEUM

## DEPARTMENT OVERVIEW

As a center for learning, the **Museum of Riverside** interacts with the community to collect, preserve, explore, and interpret the cultural and natural history of Riverside and its region.

The Museum of Riverside offers exhibitions, educational programs, and special events. The Museum also stewards the National Register-listed Victorian Heritage House, the National Historic Landmark Harada House, and the downtown National Register-listed main Museum.


47

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47



# MUSEUM

## 2025 KEY ACCOMPLISHMENTS

- Began the **rehabilitation and expansion** of the downtown main Museum site.
- Began work with a new architectural design team for **Harada House** and **progressed to 50% construction** document stage.
- Began work with a documentarian to develop a **feature-length documentary about the Harada family's civil rights story.**
- Substantially advanced plans for the **downtown reopening exhibitions.**
- Offered about **75 public programs** and events, some seeing record attendance.
- Advanced significantly on the multi-year project to **overhaul collections management.**


48

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48





## MUSEUM

### PRIORITIES & INITIATIVES FOR 2026

- Continue **construction phase of the rehabilitation and expansion of the downtown main Museum site.** Research and confirm new baseline costs for downtown site operation.
- Begin the construction phase at the **National Historic Landmark Harada House site.**
- Continue to work with the documentarians preparing a **feature-length documentary about the Harada family's civil rights story.**
- Complete plans for the **main Museum's reopening exhibitions.**
- Maintain **active program and special event schedule** for the community, including curriculum-based education programs.
- Collaborate with **area cultural partners** to advance a cultural mapping project.



49

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49



## PARKS, RECREATION AND COMMUNITY SERVICES

### MISSION STATEMENT

The mission of the **Parks, Recreation and Community Services** Department is to provide innovative recreational experiences and social enrichment opportunities to address the changing needs for people of all ages and cultures, in a variety of attractive parks, trails, landscapes and facilities.


As one of the City's most public-facing departments, Parks, Recreation and Community Services serves 300,000+ residents through 7 divisions and a workforce of 130 full-time and approximately 400 part-time and seasonal employees, supporting programs, facilities, and community engagement citywide.



50





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50



## PARKS, RECREATION AND COMMUNITY SERVICES

**DEPARTMENT OVERVIEW**

 <b>Parks, Trails &amp; Open Space</b> <ul style="list-style-type: none"> <li>• 65 parks, 3,000 acres, 31 miles of trails</li> <li>• Landscape, playground, and park asset maintenance</li> <li>• Capital projects</li> <li>• Adopt-a-Park program</li> </ul>	 <b>Facilities &amp; Community Spaces</b> <ul style="list-style-type: none"> <li>• 9 community centers, 2 youth centers, 3 senior centers, 1 nature center</li> <li>• 7 pools</li> <li>• Facility rentals, restrooms, and concessions - Fox Performing Arts Center, Riverside Municipal Auditorium, The Box</li> </ul>
 <b>Programs &amp; Events</b> <ul style="list-style-type: none"> <li>• Youth, adult, senior, and adaptive recreation programs</li> <li>• Sports leagues, classes, and aquatics programming</li> <li>• Citywide special events and ward celebrations</li> </ul>	 <b>Enrichment &amp; Quality of Life</b> <ul style="list-style-type: none"> <li>• Senior and disabled transit</li> <li>• Arts, cultural programs and public space activation</li> <li>• Community outreach, partnerships, and engagement</li> </ul>



51  
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51



## PARKS, RECREATION AND COMMUNITY SERVICES

**STRATEGIC PRIORITIES**



1. **Ensure Safe, Clean, and Sustainable Parks**  
Maintain well-kept, secure, and environmentally responsible parks and facilities that residents can enjoy and trust.
2. **Achieve CAPRA Accreditation**  
Pursue national accreditation to demonstrate excellence, accountability, and continuous improvement in parks and recreation services.
3. **Enhance Quality of Life for All Residents**  
Deliver inclusive parks, recreation programs, community services, and arts and culture opportunities that enrich the lives of residents of all ages and abilities.



52  
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52



## PARKS, RECREATION AND COMMUNITY SERVICES

### 2025 KEY ACCOMPLISHMENTS

- Completed **Tim Strack Park** construction
- Completed **Arlington Park Pickleball Complex**
- Completed 6 **playground replacements** (Hunt, Harrison, Dario Vasquez, Bergamont, Castlevue, and Taft. Thundersky)
- Installation of 3 **pool heaters** (Villegas, Hunt and Reid Park pools)
- Completed Fairmount Park Lake **Dredging**
- Completed **Deferred Maintenance** projects such as parking lot re-surfacing, HVAC replacement, and LED lighting upgrade
- **Arts and Culture District** designated California Cultural District by the California Arts Council
- Ratified Stewart's Boathouse Concessionaire Agreement for **pedal boats**, kayaks, and bikes



53



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53



## PARKS, RECREATION AND COMMUNITY SERVICES

### 2025 KEY ACCOMPLISHMENTS

- Offered **4th of July Firework Shows** at Mt. Rubidoux and La Sierra Park
- Hosted **6 concerts** at Fairmount Park
- Hosted **Local Vibes Ward Events**:
  - Ward 2 - Day of the Dead Color Run
  - Ward 3 – Planes and Treats
  - Ward 5 - Fall Festival
  - Ward 6 - Sledding Under the Stars
  - Ward 7 – Dog Parade
- Implementation of new optimized **bus scheduling software** for Special Transit
- Special Transit offered **Free Ride Days**
- Purchased 16 new **Transit Busses** (50% of all fleet)



54



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54



## PARKS, RECREATION AND COMMUNITY SERVICES

### PRIORITIES & INITIATIVES FOR 2026

- Renovate the **Cesar Chavez Community Center** (Bobby Bonds Park)
- Construct **Bordwell Park Gymnasium**
- Complete **Patterson Park Renovation**
- Begin construction of the trail, bike path, and landscaping at the **Gage Canal** (Palmyrita Ave to Blaine Street)
- Kick off **Hole Lake** Master Plan
- Complete **Bobby Bonds Skate Park** Renovation
- Begin community meetings and grant applications for **Mission Ranch Park**
- Explore opportunities for a **new pool and senior center** in Ward 4
- Explore opportunities for a **new pool at La Sierra Park**
- Explore funding opportunities to renovate Ruth Lewis Community Center (**Reid Park**)
- Explore funding opportunities to renovate Joyce Jackson Community Center (**Nichols Park**) as a Community Resilience Center and add a Deaf Cultural Community Center wing



55

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55



## PARKS, RECREATION AND COMMUNITY SERVICES

### PRIORITIES & INITIATIVES FOR 2026

- Advance the **Senior Strategic Plan** and continue meeting with stakeholders
- Advance **CAPRA Accreditation** process
- Continue to work towards **Zero Emissions** for Transit Services
- Continue Special Transit's **Free Rides** program
- Activate the **Arts & Culture District Master Plan** through Citywide Promotion and Artist Recognition
- Develop and implement a **Percent for the Arts Program** through Development Fees
- Continue **fire fuel reduction** with a focus on creating defensible space
- Complete **playground renovation** at Nichols and Collett Park



56

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56

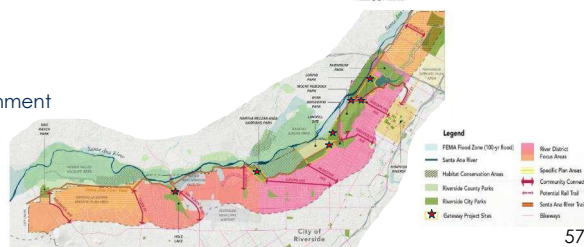


## PARKS, RECREATION AND COMMUNITY SERVICES

### PRIORITIES & INITIATIVES FOR 2026

#### Put the River Back in Riverside

- Complete the **River District** Strategic Plan
- Complete Environmental Documents for the **Gateway Projects**
- Complete design for **University Wash** improvements with funding from the Riverside County Flood Control and Water Conservation District
- Complete the **Fairmount Park Master Plan**
  - Explore public sale of surplus property for housing
  - Explore private partnership to enhance golf and entertainment
  - Continue to collaborate with Tribes on art, interpretation, and programming of indigenous village
  - Begin process to Register Fairmount Park on the National Register of Historic Places



57



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57



## POLICE

### DEPARTMENT OVERVIEW

The **Riverside Police Department** is dedicated to improving the quality of life by creating a safe environment in partnership with the people we serve. We act with humility and grit to reduce fear and crime, while treating all with respect, compassion, and fairness. Serving the diverse neighborhoods, businesses, and visitors of the City of Riverside, the Department provides comprehensive public safety services through patrol, investigations, traffic enforcement, specialized units, and community engagement efforts.

By combining data-driven policing, modern technology, and proactive crime-reduction strategies, the Riverside Police Department focuses on prevention as well as enforcement.

58



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58



## POLICE

### 2025 KEY ACCOMPLISHMENTS


- Received about **261,900** calls for service.
- Hired **48 Officers, 8 Dispatchers, and 11 Records Clerks.**
- Solved **14 out of 14** homicides, achieving **100% clearance rate.**

- Crime Reduction:**
  - Property Crime -25%**
  - Violent Crime -12%**
- Completed **Strategic Plan for 2025-2027**



59  
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59




## POLICE

### PRIORITIES & INITIATIVES FOR 2026

- Continue to reduce crime**
- Test Drone as a First Responder (DFR)**
  - **Faster Response:** Launches within seconds to provide real-time video to officers and dispatch, improving situational awareness before personnel arrive and reducing risk to the public and first responders.

- Test Body-Worn Camera Narrative Assist (AI)**
  - **More efficient use of time:** AI converts body-worn camera footage into draft report narratives, reducing report-writing time and allowing officers to return to patrol faster.
- Create a **Special Enforcement Team (SET)** out of our Field Operations Division.




60  
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60





# PUBLIC WORKS

## DEPARTMENT OVERVIEW



Public Works' mission is to enhance the quality of life for City residents and businesses by operating and maintaining the City's streets, trees, landscape, wastewater, storm drain and refuse systems in the most effective, efficient and responsible manner.

61

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61

# PUBLIC WORKS

## 2025 KEY ACCOMPLISHMENTS


- Paved 49.21 miles of road, and completed \$63M in Capital Improvement Projects
- Caltrans Encampment Maintenance Agreement
- Established a first in the region "VMT" Mitigation Bank
- Responded to 8,841 Traffic & Parking Service Requests
- Conducted 7,380 inspections
- Panorama Quiet Zone Completed
- Filled 1,716 potholes, removed 5,461 graffiti tags, trimmed 13,390 street trees
- Planted 414 trees and renovated 7 medians
- Purchased 17 new refuse trucks
- Treated 10 Billion gallons of wastewater, and produced 43M gallons of recycled water
- Completed 38 sewer repairs



62

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62




## PUBLIC WORKS

### PRIORITIES & INITIATIVES FOR 2026

- Deploy a "who to call" for standby services phone tool for City Employees
- Extensive Follow-Through on Employee Engagement Surveys, Including Staff Committees
- 3rd Street Grade Separation Construction Bid, Award and Kickoff
- Highway Safety Improvement Program and AHSC Grant Construction
- Studies: Regional Transit, Speed Limits, Intelligent Transportation, Vision Zero Master Plan
- Palm & Brockton Quiet Zones Enter Construction





63  
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63



## PUBLIC WORKS

### PRIORITIES & INITIATIVES FOR 2026

- Pilot Programs: Valet Parking, Smaller Refuse Carts, Personal Delivery Devices
- CalRecycle Illegal Dumping Grant + Pilot Monitoring Program
- Launch Urban Forestry Management Software
- Enhance Vehicle Repair Capabilities
- Begin Accepting Connections to the Van Buren Sewer
- Continue to Advance Anaergia Partnership
- RWQCP Enhancements: Digester 5, Bar Screens, and Centrifuge
- Sewer Rate and CIP Discussions





64  
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64





## RIVERSIDE PUBLIC UTILITIES

### DEPARTMENT OVERVIEW

**Public Utilities** provides affordable, reliable water and electric services while building a sustainable, innovative future that enhances quality of life for our community



65

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65



## RIVERSIDE PUBLIC UTILITIES

### 2025 KEY ACCOMPLISHMENTS

- Achieved a coal-free power portfolio
- Awarded over \$39 million in PFAS settlement proceeds
- Completed Water and Energy 5-year CIP Plans
- Increased the City's Water Rights
- Improved water system pressure (new booster station)
- Established a Community Working Group to evaluate new opportunities to use Public Benefit funds
- Transportation Electrification Programs Update
- Filed a new Transmission Revenue Requirement with FERC
- Celebrated 30 Years of RPU Education Programs
- 130 Years of Electric Service to our residents



66



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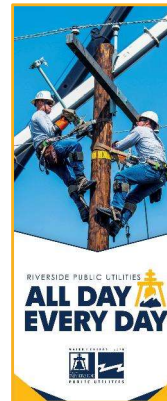
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## RIVERSIDE PUBLIC UTILITIES

### PRIORITIES & INITIATIVES FOR 2026

- Update electric and water infrastructure needs
- Prepare a cost-of-service analysis to evaluate tiered water rates and other rate options
- Reduce customers call wait times (call back options)
- Pursue polluter related PFAS settlements
- Continue to improve the development review process
- Evaluate the options for the replacement of retiring Springs Generation facility
- Develop a comprehensive water conservation strategy
- Complete the energy efficiency and customer side program strategy



67



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67



## OFFICE OF SUSTAINABILITY

### DEPARTMENT OVERVIEW



The City of Riverside's Office of Sustainability is responsible for initiating and implementing sustainable practices in Riverside. We are committing to a greener and cleaner environment for the future of our city, by reducing greenhouse gas emissions, enhancing access to nature, and fostering an economy and community that prioritizes sustainability.

68



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68



## OFFICE OF SUSTAINABILITY

### 2025 KEY ACCOMPLISHMENTS





- CAAP: Completed GHG Emissions Inventory. Drafted Climate Vulnerability Assessment. Hosted 2 Climate Advisory Planning Committee meetings. Hosted 2 public workshops. Hosted pop up's at a dozen community events and presented to community groups
- LEED for Cities: Accepted to National Cohort for Local Government Leaders – January
- Grow Riverside Conference – February
- Northside Agriculture Innovation Center Groundbreaking – March
- Hosted Climate Action Town Hall in partnership with ICLEI USA & UCR (1<sup>st</sup> in nation) – May
- Green Business Program completing 12 business certifications – June
- Extreme Heat Tabletop Exercise – July
- ICLEI Municipal Investment Fund award – July
- Inaugural Extreme Heat Summit, September
- Riverside Food Hub Grand Opening – September
- ICLEI – Sustainability City-to-City Workshop in Chengdu, China – October
- Invited to Governor's Land Use & Climate Innovation External Technical Advisory Committee for statewide CAP development – Ongoing
- Invited to CA's 5<sup>th</sup> Climate Assessment's Regional Chapter Advisory Committee - Ongoing
- Invited to California Climate and Energy Coalition's Advisory Conference Committee - Ongoing



69
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69



## OFFICE OF SUSTAINABILITY

### PRIORITIES & INITIATIVES FOR 2026

- Climate Action & Adaptation Plan: Mitigation & Adaptation Action Development
- Northside Ag. Innovation Center (NAIC)
- LEED for Cities Submission, acceptance at Green Build (November)
- Green Tech – Support CEDD
- ICLEI Municipal Investment Fund (MIF) Phase I, Phase 2 application opens in summer
- Apply to CA Extreme Heat Grant & Resilience Fund Grant
  - Host regional convening in partnership with Governor's Office of Land Use and Climate Innovation (March)

- EV Infrastructure Initiatives – Supporting Chaevi effort, RFP for O&M, Rate Adder
- Blue Zones: Support, integration and coordination into City organization
- Grow Conference – February
- Inland SoCal Sustainability Summit – April
- Earth Month – April
- Green Business Program
- Extreme Heat Summit (support Palm Springs)



70
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70