

BID Bulletin

Riverside Downtown Business Improvement District



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The next monthly luncheon will be held on Tuesday, January 23, 2018 at

The Life Arts Center
3585 University Avenue

The featured speakers will be Rob Field of the County of Riverside and Kathy Allavie on a new community art project.

The cost of the luncheon is \$20 with reservation by Friday prior to the meeting, or \$22 at the door.

Please call the RDP Office at (951) 781-7335 for reservations.

Reservations not cancelled by the prior Friday will be charged.

The luncheon is sponsored by Provident Bank



RDP Celebrates Downtown Achievements

The Riverside Downtown Partnership (RDP) will host its 31st Annual Meeting and Awards Ceremony on Wednesday, February 21st at the Historic Mission Inn Hotel and Spa. This annual event recognizes outstanding individuals and organizations for their excellence in leadership and service to the downtown community.

Awards will be presented in the following categories:

Chair's Award – Supervisor John Tavaglione for his dedication to improving the economic and social future for the residents of Riverside County and the Inland Empire Region, including downtown Riverside. He is also a supporter of collaborative programs that provide educational and growth opportunities for the County's youth population.

Arts and Culture – Encore High School for the Arts - Riverside for helping young people find their passion in art and then actively explore the opportunities within that passion to make sure art and music continue for generations to come, and the school's contribution to the vitality of downtown Riverside.

Business Activity – Ratkovich Properties for its investment in downtown Riverside with two mixed use projects that bring new residential and retail opportunities. These projects include the adaptive reuse of a historic façade and infill of a former parking lot.

Downtown Event – Miracle on Main Street as an annual Christmas event and health fair benefitting Riverside's Youth and involving downtown businesses and organizations. The holiday event for families in need has grown to include over 25 businesses and organizations providing items and services to benefit over 1,000 children and parents.

Downtown Improvement – Ruhnau Clarke Architects for the distinctive

renovation of its office on Market at Tenth. The renovation incorporated the original brick walls with a modern design for the interior and exterior.

Downtown Safety and Security – City of Riverside for its 311 App that allows residents to submit service requests for code violation, removal of graffiti, maintenance issues, and other items affecting safety and quality of life.

RDP will also host the presentation of the annual Roy Hord 'Volunteer of the Year' Award. This award was established in 2003 in honor of the late Roy Hord who was a RDP Board member and an outstanding volunteer on behalf of the Riverside community. The Hord family selects the recipient each year from nominations received. The recipient will be announced in the February 2018 BID Bulletin.

The RDP Annual Meeting and Awards Ceremony will begin with a no-host reception at 5:30 pm, followed by dinner, the awards ceremony, and then recognition of outgoing and incoming RDP Board members. Tickets are \$70 per person or \$650 for a table of ten if purchased prior to January 31st, and then \$75 per person or \$700 for a table of ten thereafter. To purchase tickets or a table, call the RDP office at 951-781-7335.

Sponsorship opportunities are available, ranging from Award Sponsor at \$1,000 to Friend of RDP Sponsor at \$250. All sponsors receive a number of complimentary tickets and recognition in print material and social media depending on the level of sponsorship. RDP is also looking for donated items such as tickets, gift certificates, and gift baskets for the opportunity drawing. All proceeds raised are used to offset the costs of the Annual Meeting and Awards. To sponsor or donate, contact the RDP Office at 951-781-7335.


Congratulations to Festival of Lights Window Decorating Contest Winners

First Place – Sweet Vintage Décor (\$100 plus 4 tickets to the Fox)

Second Place – Cupcakes and Curiosities (\$75 plus 2 tickets to the Fox)

Third Place – Mrs. Tiggy Winkles (\$50 plus tickets to FOL

attractions)

Cash Prizes were provided by the Riverside Downtown Partnership and tickets were provided by LiveNation and the City of Riverside. 

Annual Lunar Fest 2018

On Saturday, January 27th, the Year of the Dog will be celebrated at the Annual Asian Pacific Lunar New Year Festival (Lunar Fest 2018). The annual event is hosted by the Asian Pacific Cultural Association (APCA), which promotes awareness and increases understanding of the Asian/Pacific American cultures and their diversity through education.

The streets in the heart of downtown Riverside will be transformed to the beautiful Orient to commemorate and celebrate the contributions of Asian Pacific Americans. Past and recent members of these diverse groups built the railroads, worked in the citrus groves, and contributed to international education and exchange.


The festival will begin with a Parade of Nations at 10 am, opening ceremonies at 10:45 am, then traditional Asian music, Taiko Drums, dance performances, art displays martial arts demonstrations, Anime cosplayers and a range of Asian cultural displays conducted by community and professional groups on four separate stages. Visitors to the festival are encouraged to wear their favorite Asian attire while enjoying all that the festival has to offer.

The Children’s Village will offer free arts and crafts such as



origami, calligraphy, arts and crafts, games, and other educational activities. There will also be a Health Expo hosted by local medical professionals to allow families to explore the importance of Mind, Body and Spirit, stemming from ancient holistic medicines to modern technological health. Ethnic trade goods and foods from the Pacific Rim will be provided by Inland Region small businesses at the street market.

For more information, check out www.APCAsocal.org. The event is accepting application for vendors and performers.


And the Seventh Annual Lunar Fest Golden Dragon VIP Gala and Fundraiser will be held on Saturday, January 20, 2018 from 6:00 pm to 10:00 pm in the FOX Entertainment Plaza. Guests will be transported to a setting of the ancient orient, with a traditional 10 course banquet, complete with live entertainment representing some of Riverside’s Sister Cities in Asia. Gala Tickets are \$125 each or \$1,125 for a table of ten. Contact May Lynn Davis at (951) 453-3548 for more information. 

RDP Welcomes New Businesses to Downtown

- Aura Enterprises (Misc. Wholesale) • Centerpointe at Market Lp (Property Rental)
- Clay Antiques • Durham Properties LLC (Rentals) • Hgt Antiques and Collectibles
- Ivl Contractors Inc (Business Services) • Robert Turner (Antiques)
- Ronald Warkentin (Misc. Wholesale) • Trico Services LLC (Employment Service)
- Two Fingers Down Navigator Works, LLC (Apparel) • Veronica’s Professional Deep Clean Services
- Yoga Flow (Recreational)

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Mountain View-Riverside-1906

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WATER | ENERGY | LIFE




CITY OF RIVERSIDE

COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

Happy New Year

Happy 2018! My Holidays were good and I hope yours were also.

Looking back at 2017, I see an important year of progress for Downtown Riverside. We approved a new Main Library site and a stunning design for the new building. A deal was negotiated to bring the Cheech Marin Center for Chicano Art, Culture and Industry to the current Main Library building, and significant funding toward it has been secured. The 25th Festival of Lights came and went. It was bigger, better and drew more people than any previous year. Over 5 Million lights and 400 animatronic characters adorned the Mission Inn. While there were the usual difficulties finding parking, the festival happened with no significant problems.

RTA completed their shift from a hub and spoke routing system to a grid system and closed their downtown terminal. Greyhound vacated their station and that area is much quieter than in the past. Once the new Main Library and associated commercial project is completed the site will be a vibrant part of our downtown.

On the project side of things, the Imperial Hardware project is nearing completion. The commercial project portion of the Centerpointe project is nearly done and the

two historic houses have been moved and are almost completely restored. The Stalder Building project is ready to break ground now that all the lead based paint and asbestos have been remediated. The new Hampton Inn at 5th and Market will break ground shortly as well. A new Auntie's Bakery restaurant will open at 14th and Main and it looks like the vacant city block at Market and 1st will be paved for use as a surface parking lot to relieve parking demand during some of the nearby construction projects. This is a two or so year interim use for this parcel. Some sort of vertical development will occur here in a few years.

I wish each of you a Happy, Safe and Prosperous New Year. Let's try to focus on the good in people rather than the bad this year. We are after all much more alike than we are different. We can accomplish much more working as partners than by tearing each other down. As your Mayor says, "We are better together."

Happy New Year, Riverside. We have much to do this year. Let's get to work.

Mike Gardner



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Season's Greetings!

UCR Highlanders

Please join me this month to support our UCR student athletes! We have Women's and Men's basketball competing in several home games as well as Women's and Men's Tennis. Tickets can be purchased over the phone by contacting the UC Riverside Athletics Ticket Office at (951) 827-4653 or highlandertickets@ucr.edu - GO HIGHLANDERS!!!

Latino Network Nuestra Navidad

I would like to extend my appreciation to everyone who supported the Latino Network and attended the Annual Nuestra Navidad Breakfast. This year we had an unprecedented collaboration. The Riverside Latino Network, the Greater Hispanic Chamber of Commerce and the Spanish Town Heritage Foundation announced a collective \$90,000 pledge to the Cheech Marin Center for Chicano Art, Culture & Industry. Each organization pledged \$30,000 and together they are planning on raising a total of \$250,000 for the project. For more information on The Cheech Marin Center visit www.thecheechcenter.org. I hope to see everyone again at next year's event.

Lincoln Park Neighborhood Group Annual Christmas Toy Giveaway

Thank you to everyone who volunteered and helped with the Annual Christmas Toy Giveaway that took place at the Lincoln Park community center. I want to recognize the Lincoln Park Neighborhood Group for all their hard work over the years. Their hard work and dedication has helped hundreds of children, seniors and families in the area get

a special gift for the holidays. The neighborhood group meets the second Wednesday of the month at 6:30 pm and the meetings are open to the community. If you have questions or are interested in attending, please call (951)-826-5355.

Business is Busy for the Holidays!

Welcome to the newest business to the University Avenue - Big Sky Dim Sum Restaurant. Their authentic and delicious food is a wonderful addition to the diverse dining options along University Avenue. Big Sky Restaurant is located at 1575 University Avenue and you can also call ahead for reservations at 951-328-1688. Please stop by and have some of the delicious food they have to offer.

Riverside Police Department Unveils Mobile App

The Riverside Police Department has launched its new mobile application. The app is free and available on the Apple and Android stores, and gives access to the latest news, photos, videos, events, alerts and crime stats. The app also allows for two-way communication using social media platforms of Facebook, Nextdoor, Instagram and Twitter. It also includes a special feature for submitting anonymous tips to the department. The app also allows you to file a police report online.

Wishing everyone a Happy New Year!

Andy Melendrez



Riverside Dickens Festival February 24th and 25th - 25 Years of Wit & Wisdom

This year's festival, held February 24th and 25th, marks 25 years of bringing this wonderful event to Historic Downtown Riverside. With that said, we hope to make it our best ever! We invite you to go to our website at www.dickensfest.com to see all of the events and activities that we have planned.

Bring your friends and family and JOIN US for Pickwick's Pub Night Fundraiser on Friday, February 23, 2018 at First Christian Church at 4055 Jurupa Avenue. This is just one of many highlights and is our biggest fundraiser during the festival. Mr. Pickwick invites you to join him for an exciting evening featuring the world premiere of "Mr. Pickwick's Predicament", an interactive murder mystery. Strange happenings are afoot in the famous one-night only Pickwick's Pub. You don't want to miss this exciting evening!

Chef Laurent Baillon, of Just Pastries downtown on 9th Street, will again provide a scrumptious menu of Fish and Chips and Beef Stew with salad and dessert. The ever-popular Packinghouse Brewery Rileys Irish Red Ale and Black Beauty Cream Stout will once more be on tap. Mr. Pickwick tells us his pub will open as it did last year in the venue with the greatly improved sound. Doors open at 6 pm. We look forward to another outstanding kick-off for the 2018 festival so please join us.

Pickwick's Pub Night Fundraiser helps support the many



family-friendly, free and fun activities that happen throughout the Festival weekend. Gather your friends and purchase your tickets early while the Early-Bird discounts are in place and why not order extra tickets as gifts for friends or family. Remember you must be 21 and over to attend. Tickets are \$45 through December 31, 2017, and then \$50 from January 1, 2018 through January 31, 2018, and then \$55 from February 1, 2018 through February 20, 2018 or until sold out.

Submitted by the Dickens Festival



With "Great Expectations" we celebrate our

Silver Jubilee

Years of Wit & Wisdom

25 1993 - 2018

Our theme book for 2018 is...

Feb. 24 & 25
10am to 5pm

RIVERSIDE DICKENS FESTIVAL

Main Street Pedestrian Mall
near City Hall
in Historic Downtown Riverside

Visit our website @ www.dickensfest.com for more information

A non-profit, 501(c)(3) educational organization
Pay by MasterCard, Visa, Discover or Check



Business Spotlight: The Nature of Things

Nature of Things, Fine Flowers is a progressive, innovative, and imaginative florist located at 3512 9th Street in Downtown Riverside. We have been located in the Downtown area since 2011. Our shop provides daily

delivered gifts, as well as wedding and event services to our clients. We pride ourselves on our extraordinary attention to detail and the shop is known for our penchant for incorporating unusual and interesting flowers and botanical materials into our designs. The results are memorable, eye-catching, and beautiful floral works of art.

We have a wonderfully creative staff that continually strives to stay up to date on current trends and unceasingly cultivate our distinctive design style. It is very important to us to cater to each individual client and help bring their ideas to fruition, as well as offering guidance when needed. We also work hard to cultivate long term client relationships, often working with many members of the same family over many years. We love what we do and it shows!

We have been published in print in several high end industry publications, such as Utterly Engaged (August 2017) and Florist Review (November 2017), Rock N Roll Bride in the UK (December 2017), as well as respected industry blogs, such as Style Me Pretty (June 2013, February 2015, May 2016), Green Wedding Shoes (August 2014, September 2016, April 2017), Wedding Chicks (September 2017)



We really enjoy our location in Downtown and particularly our little village atmosphere over here on 9th and Lemon. We also enjoy great working relationships with our neighbors and are looking forward to many more years of creativity in our current location.

Please visit us on the web to see what our customers are saying about us:

Website: www.natureofthings.net

Facebook: <https://www.facebook.com/TheNatureofThingsFineFlowers/?ref=hl>

Yelp: <http://www.yelp.com/biz/the-nature-of-things-riverside>

Instagram: @thenatureofthings <https://instagram.com/>



The Likeability Factor in Retail – Customers Buy From People They Like

by Matthew Hudson

Customers don't buy rationally or logically. They buy emotionally. Logic makes us shop. Logic demands we do price comparisons, shop various offers, and do our homework, then think about it before we make our buying decision. In an earlier Segment, we talked about the recent studies showing so much more online research activity by a Customer before they ever enter a store. As retailers, logic is not our ally.

When customers shop, they often deal with two basic fears—the fear of making a mistake and the fear of being “sold” something. These fears are born out of past experiences from other retailers. It is what drives Customers to be more logical in their approach.

However, emotions make us buy. All the research (and logic) in the world will go quickly out the window whenever a Customer begins to emotionally connect to you, your store and the merchandise you are selling. The best way to begin to connect to your Customers emotions is to make the first sale. Remember, the first sale you have to make is of yourself. The best way to do this is to be likeable. People want to do business with people they like.

So what's the problem? When was the last time you were taught about the steps it takes to be likeable? How much business are you losing by not learning how to be likeable in retail? Think about it honestly.

Have you ever truly focused on being likeable? Or have you simply always thought you are?

There are a number of concrete rules which can be trained and mastered to make yourself (or anyone on your team) more likeable. It is important to understand that there have been many studies showing that attractive people are naturally more likeable.

However, there are many beautiful people who simply intimidate and turn people off, as well. Remember, it does not matter what your physical appearance is (except that you are neat and clean, of course) if you understand the rules of likeability, you can do very, very well.

Making yourself likeable is the number one way to sell yourself and ultimately your merchandise, and there are specific guidelines and tools that can be followed and used to make yourself more likeable. Here are 13 ways to be likeable that ultimately lead to customer loyalty.

1. **Enthusiasm:** Be enthusiastic in what you do.
2. **Smile:** A smile is the quickest path to likeability. Sometimes we need to push that smile out, even when we don't want to, but it makes a difference.
3. **Helpful:** Pitch in and do more; everyone likes positive self-starters.
4. **Patient:** Everyone learns in different ways and in different speeds. The people who are patient are also more likeable, wouldn't you agree?
5. **Happy:** Happy people make us happy. There is nothing worse than being with someone who you know will die of terminal seriousness. A friendly, magnanimous person is engaging and someone we want to be around. Traditionally, salespeople are not someone we want to be around—unless they are likeable that is.

6. **Interested in Others:** Good salespeople don't talk about themselves, they talk about the customer. The best sales process includes Researching the customer's wants, interests, needs, concerns and desires. Sell from the customer's point of view. Let it be their decision and not yours.
7. **Be Flexible:** Be flexible in your thinking. Although we might respect their position, rigid people are not necessarily the most likeable people. Customers always have special requests and desires that do not fit neatly into your store's policies and procedures. This trait may require an examination of your store's return policy. It's hard to be happy when delivering bad news.
8. **The Ability to Ignore:** Sometimes people make stupid and hurtful statements, and the best thing to do is to ignore not criticize them. A likeable sales professional has to let things roll off his or her back.
9. **Communicate in Their Style:** Match how you talk to your customer. If he speaks slowly, respond by speaking slowly. If she likes using examples, then respond with examples. Go at the pace of your customer not yours. Too often, salespeople rapid fire features at a customer and they become overwhelmed. This happens when we don't match their style. Some customers want to go fast.
10. **Give the Silent Compliment:** Ask for someone's opinion. Doing this will signal to her that you respect and appreciate her point of view and advice and increase your likeability. People who want to know what I think are people I tend to like, don't you?
11. **The Rule of Reciprocity:** If you give something to somebody, he will generally like you. It could be as simple as offering a piece of hard candy at a checkout counter. A free gift with a purchase always works. Or even better, a compliment on their buying process.
12. **The Rule of Relevance:** There is nothing more annoying than dealing with someone who lives in the past. This applies to anyone, old or young, who loves to talk about a past employer, a past vacation, a past spouse, or a past anything. Don't gab about past; be in the moment and be current. It makes you likeable.
13. **The Rule of Screens:** Unfortunately, too many salespeople today are more interested in their mobile devices or other screens than the customer. Put them away. Be present for your customer. Your friends and Facebook can wait.

It might seem odd to write an entire article on being “likeable.” But if our research and decades of retail experience have taught me anything it is this—no sale, no commercial, no clever tag line, no 0 percent financing offer, no low price guarantee and no free anything has ever had the power of a likeable Sales Professional who follows a unified sales process. And no Sales Professional can ever master the art of Great Selling until they master the art of selling themselves. And you can do this—simply by working on your likeability factor.

From www.thebalance.com



SECURITY CORNER

ACH Fraud Protection

Fraud can strike any business, and the results can be disastrous in terms of monies lost. Fraud committed against company bank accounts most often occurs by writing unauthorized checks, through wire fraud, or through ACH fraud. Fortunately, when it comes to ACH fraud, there are simple steps you can take to protect your business.

What is ACH Fraud?

Before we jump into those steps, let's cover some foundational information. First, ACH stands for Automated Clearing House, a nationwide electronic funds-transfer system that provides for fund-transfers between banks and other financial institutions. The Federal Reserve and Electronic Payments Network serve as overseers for the ACH network. The ACH network has made transferring funds between financial institutions and their customers easy and rapid; sadly, the system has also made it possible for companies to fall victim to ACH fraud.

ACH fraud occurs when an account is accessed for unauthorized ACH payments or withdrawals. While a variety of tools are available, a criminal can commit ACH fraud by having access to just two pieces of information: your business checking account number and your bank routing number.

With that information in hand, a criminal can use those numbers to make a payment for goods or services, either by phone or online. The most common ACH fraud attempts are misrepresentation of a business and unauthorized use of business bank accounts. By the time you realize what has happened, the criminals have often disappeared - leaving you to clean up the financial mess.

Preventing ACH Fraud

Fortunately, guarding against ACH fraud is easy. Here are three simple methods:

- ACH blocks. The simplest and arguably best way to prevent ACH fraud is to place a block on all your accounts. The block will not automatically reject transactions; in each case you will be required to review and approve the transaction before it can be completed. In short, an ACH block eliminates the possibility of automatic or non-reviewed transactions.
- Authorized-user list. If you have transactions that will occur on a regular basis with a finite list of other parties, you can create an authorized-user list. You can also specify dollar amounts or limits, date ranges, and recurring or one-time use. If a request is received from a company not on the list (or falling outside the other parameters you set) the transaction is rejected or placed on hold for you to review.
- One-time authorization. A one-time authorization is just that: you authorize a single transaction by providing the company identification information and amount of that transaction. The bank verifies the transaction with the information you provide and processes that transaction but no others.

Setting up an effective ACH fraud prevention system with

your bank provides a number of benefits:

- Errors are minimized since fraud-control tools identify transactions that do not meet your pre-established criteria and also identify misrouted transactions or incorrect dollar amounts.
- Losses are minimized since you can prevent unauthorized transactions before they take place.
- Cash flow is improved while security risks decrease.
- Preventing losses saves time and effort associated with recovering those funds.

In short, you can enjoy the benefits of ACH transactions while keeping your company safe from fraud.

Additional Fraud Prevention Measures

But don't stop there. You can also set up internal controls to prevent fraudulent behavior by your employees. For example, one effective way to control the transfer of funds is to create a "dual control" system: one employee initiates a payment or debit transaction, and another approves the release or acceptance of that transaction. That way, no one person is in control of the overall process. (Putting a system of checks and balances in place makes sense for any financial function.)

Additionally, you should make sure that the computers used to store or access financial information - including ACH transactions - are free from viruses and malware. Use strong passwords, change passwords often, and limit the use of your ACH system to those individuals who need to use the system. One of the best ways to prevent internal fraud is to limit the number of employees who are in a position to commit fraud.

Recognizing Phishing

Phishing refers to the act of trying to get personal information under false pretenses. Phishers who initiate these attacks may try to get user names, passwords, bank account information, credit card details, and more from their victims ultimately resulting in identity theft.

Phishing attacks most often occur through e-mail, and because business e-mail addresses are more accessible than personal ones, people are especially at risk in the workplace. A phishing e-mail will usually look like it's from a legitimate source. The e-mail (or website or phone call) will appear to be coming from a place the victim recognizes, like their bank, credit card company, or even a social network site. Thinking the source is legitimate, the victim will then answer questions or enter information that gives the phishers their personal details.

Understanding that these types of attacks occur allows you to be on the lookout for them and to advise your associates. Here are a few specific tips for recognizing a phishing attempt:

- Legitimate businesses or financial institutions will rarely ask you for your personal information by e-mail.
- Phishers often use scare tactics and emotional language to intimidate their victims into responding.

For example, “you need to respond now or we will put your account on hold.”

- Links in phishing e-mails may be not quite right. For example, an O being replaced with a zero or additional text at the beginning or end. Before you click on a link, hover over the text to see where it is pointing.
- Phishing e-mails often have spelling and grammar mistakes. While reputable organizations proofread carefully, phishers do not.

If you think you’ve received an e-mail that’s an attempt to get your information, you could just delete it. However, if you’re concerned that it could be legitimate, your best option

is to contact the company directly through other means. For example, if you receive an e-mail that looks like it’s from your bank, but you’re not sure, call the number on your statement. That way you’ll be sure the person on the other end is who they say they are. It’s always better to be on the safe side when it comes to the security of your business.

The above Security articles are from the website www.nationalwide.sbresources.com The information on that website is intended for informational purposes only and not for legal, tax, financial or any other sort of advice, nor is it a substitute for such advice.



PUBLIC WORKS PUBLIC PARKING



Parking Meter FAQs

Due to software requirements, approximately 40% of the City's parking meters will no longer process credit cards as of January 1, 2018. These meters will also stop receiving technical support from the manufacturer as they have reached their end-of-life. Although the Parking Strategic Plan included meter replacement, it is scheduled to begin in Fiscal Year 2018/19. The information provided below includes frequently asked questions that help explain what the City of Riverside is doing to minimize the impact to the public.



What are my payment options?

Most parking meters throughout the Justice Center will keep their 'smart' functionality. Each meter will be clearly marked to identify what payment methods are available. Selected meters will process both cash or credit cards payments.

All meters will continue to accept ParkMobile app payments. For cash only meters, the option to pay by credit card will be available a short distance away at another multi-functional meter.

What is the City doing about this?

The City conducted a study of which the Strategic Parking Plan was developed and approved by City Council. This plan includes the replacement of the current meters during Fiscal Year 2018/19. Due to the manufacturer's sudden end of support for the current meters, the City will begin the meter replacement process sooner than anticipated. The process will include a testing period for users to test different meters and provide their opinion to the City, which will be considered when vendors are being evaluated. Staff will then make a recommendation to City Council for their review and approval.



What if I have more questions?

For assistance operating the meters, please contact Central Parking at (951) 682-3167.

For general questions about the bid process, please contact Dulce Gomez at (951) 826-5953 or dgomez@riversideca.gov.

Visit us online at www.riversideca.gov/parking to view a map of the locations where credit card enabled meters are located.

3900 Main Street
Riverside, CA 92522

(951) 826-5620
riversideca.gov

Monday-Friday
7:30 am - 5:30 pm

Closed Holidays

Did you know?

The Division of Public Parking Services manages a total of 3,895 parking spaces:

1,016 Metered
Parking Spaces

5 Parking Garages
with 1,611 spaces

18 Parking Lots
with 1,268 spaces





ADDRESS SERVICE REQUESTED



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or fax at (951) 781-6951.

Press deadline is the 15th of each month prior to publication.

For Downtown News Alerts email Janice@riversidedowntown.org

For Events email Janice@riversidedowntown.org.



RDP Facebook Page

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