

Downtown is
Calling

Good
Times
Await



July 2020

RBD Bulletin

Riverside Downtown Business Improvement District

We Need Your Input on Downtown

It was only a few months ago that downtown Riverside was looking forward to new construction, new businesses, and new residents - and it still is, albeit on a more moderate schedule. In a few short days the speed for bringing these assets to downtown dramatically changed with the announcement of the spread of COVID-19 and the resultant shutdown. The temporary shuttering of downtown was necessary in the wake of the pandemic but its impact is yet to be fully determined. The gradual reopening is being monitored to avoid a second wave of the virus and changes to guidelines may be made.

In December 2019, the Riverside Downtown Partnership revised its By-laws in preparation of undertaking a new Strategic Plan in March 2020 with an expanded Executive Committee. Then the universe as we know it changed and so did our downtown. The post COVID-19 environment is very different with both businesses and governments suffering from prolonged closure and loss of income. The first reopening effort was cut short due to safety concerns, although Riverside was fortunate with peaceful protests and an alert police department. But it signaled that reopening 'for business' was not as easy as just opening one's doors.

The State has issued guidelines for various sectors of the economy to reopen while others are on hold for the foreseeable future. Downtown Riverside is the home to many events and festivals but how or if they will be held this fall is unknown. What we do know is that the downtown pre-COVID-19 is not the downtown post-COVID-19 and our Strategic Plan needs to reflect that. Offices and schools are opting for remote working and classes, meaning fewer people downtown. Social distancing and reduced seating capacity mean even lower profit margins for restaurants. And social distancing also means fewer customers in a store at a time.

That's why we are turning to our downtown businesses and stakeholders for your front-line input. We have already reached out once to ask for


your participation in the International Downtown Association survey to provide data on how people are feeling and what will make them comfortable reentering the public realm. (Survey is still open until July 10th at <https://survey.rrcresearch.com/s3/DowntownRiversideSentimentSurvey>). But that is just a first step.

We need to identify specific downtown issues and needs post-COVID-19. Some will be beyond our ability to directly impact, although we can bring them to the attention of those who can. Others will have been identified pre-COVID-19 but have more urgency now. For reference, issues identified by downtown businesses and stakeholders in the past included:

- Addressing Homelessness
- Maintaining safety downtown, particularly in the entertainment district
- Promoting downtown as a destination for residents and visitors
- Improving sidewalks, streets and alleys for increased pedestrian usage

So we are asking you for your input. We've listed ones from the past above but what needs to be addressed NOW? And what should be done to do so? For example, if we expand outdoor dining areas to increase seating capacity for social distancing, what else needs to be done so people feel comfortable? How do we address panhandling in those areas? Do we need a visible security presence as a deterrent? Or, in the wake of the unlawful vandalism that followed otherwise largely peaceful protest activities, do businesses need an alert system specific to them so they can take appropriate precautions prior to the potential congregation of vandals?

Please email janice@riversidedowntown.org by July 13th with the issues and needs you feel are critical to downtown. Based on those responses, we will prepare and distribute a survey to determine priorities and solutions. Your input is critical so please respond.

Thank you. Call us at 951-781-7339 with any questions. 

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In keeping with recommended protocols for dealing with the COVID-19 virus aka Coronavirus, RDP luncheons and most meetings are cancelled until further notice.



Arts Corner: Message from the Arts Council

Dear friends,

Over the past four months, we have all found ourselves wondering, "What next?" At every turn, the answer was, "Something else you couldn't possibly have anticipated." But as often found within the most challenging of times, innovation has been an inherent part of the "what next" question. Businesses changing the way they operate so they can meet guidelines and safely open. Technology being adapted and absorbed into daily life. And the arts, as always, finding a way.

It is said that the arts are second responders. First responders save lives. Second responders rebuild them. When people are stuck at home, what do they talk about doing? Binge watching Netflix. That is the arts being there when someone needs them. Businesses boarded up as voices rise up in protest of systemic racism. Artists organically coming together in a grassroots effort to turn this apocalyptic scene into something beautiful and meaningful.

That said, the arts have been hard hit. An Americans for the Arts survey shows a \$5.9 billion loss, with 96 percent of organizations reporting cancellation of events and 62,000 employees laid off. What does this mean? Aren't the arts an add-on for when things are going well? According to a study conducted by the National Endowment for the Arts, the arts contribute \$763.6 billion to the U.S. economy, more than agriculture, transportation or warehousing. The arts employ 4.9 million workers across the country. The arts are essential.

Yet like so many businesses, many arts organizations are facing the possibility of never re-opening. We are, however, seeing the innovative spirit lifting some groups up. One nearby theatre company has built an outdoor stage on their property. They will be socially distancing their masked audiences to watch a one-person production about the life and career of African-American actor Paul Robeson. The City National Grove of Anaheim is bringing live music back this summer with drive-in concerts, starting with international rock sensation Andrew McMahon and the Wilderness.

Locally, Congressman Mark Takano recently announced Woodcrest Christian High School's graduating senior Matthew Stoffel as the winner of the 41st Congressional Art Competition. There was to have been an exhibit and reception at downtown's Mind & Mill, but that was not possible, so Congressman Takano informed the surprised Stoffel by Zoom. Stoffel's piece, a watercolor of The Fox, will hang in the tunnel connecting the House of Representative offices with the U.S. Capitol in Washington, D.C.

Artswalk may not be happening in person, but it is still taking place on the first Thursday of every month. Multiple artists and organizations come together in celebration of the arts on virtual channels. For more information, visit www.riversideartswalk.com.

Every Monday from 12:00 p.m. to 1:00 p.m., the **Mission Inn Foundation Education Department** releases weekly in-home activities using materials around your home to engage with local history. For more information and to participate, visit www.facebook.com/missioninnmuseum.

Local music legends the **BellRays** are putting on virtual concerts every Thursday at 11:00 a.m.

Until the day comes when they can invite people back into their screening room, UCR ARTS is partnering with a number of distributors to make the latest in independent, documentary and international film available. Visit www.virtualucrarts.ucr.edu/cinema to see what's playing.

Ken Aiso, adjunct professor of violin and viola at La Sierra University is addressing the dearth of live performances due to the current pandemic by offering live mini concerts each day from his home. The performances feature Aiso and pianist Valeria Morgovskaya and are about 15 minutes in duration. To view and listen, follow @kenaiso1 on Instagram.

Stay safe and stay well, everyone.


Patrick Brien, Executive Director
Riverside Arts Council



RDP Welcomes New Businesses to Downtown

Marie Holzer (services) • Fufus (Food Lab) • Slidedesignr • Lacey Dana (services) • Salvaged Treasures
Luis & Lilia Navarro (property rental) • Taste of the Town Catering • Scott & Denise Corbett (antiques) • Mnc3SKIN
The Lovely Bug • Robert L. Jackson (retail) • El Amigo Smog • Gregory Rollins (law office) • Concepcion Andres (antiques)
James M. Fait M.D. • Food Lab Services LLC • Positive Steps • Soho Ramen (Food Lab) • Allen Group Tax Services
LW Nonprofit Solutions • Ac Hotel /Residence Inn


BARRY A. HILDEBRANDT
bahildebrandt@yahoo.com BROKER, License #00639004



Mountain View-Riverside-1906


WCI REAL ESTATE
4197 BROCKTON AVENUE RIVERSIDE, CA 92501
951.779.9738 x-12 Cell 951.321.9336

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RiversidePublicUtilities.com



COUNCIL CORNER

Ward One Council Update

Contributed by Councilwoman Erin Edwards

Acknowledging that the past several months have been challenging for downtown businesses, I want to thank business owners for supporting each other and for contributing to Arts and Innovation even—and especially—during a time of crisis.

Following the killing of George Floyd in Minnesota, protests around the country called for an end to systemic racism. A large peaceful protest drew thousands of people to downtown Riverside on Monday, June 1st. Many downtown businesses boarded up their windows ahead of both the protest and the 7PM curfew.

Talking with business owners before, during, and after the protests, I have been very proud of the ways the community came together. Thanks to a strong downtown, the Riverside Police Department, and the peaceful protestors, Riverside did not experience looting to the extent seen in neighboring cities.

During the following weeks, public art blossomed all around the downtown core on boarded storefronts. (See Saida Maalin's June 23rd article, "City of Riverside Embraces 'Art and innovation' as a Path to Healing" in the Black Voice News with photos from Michael J. Elderman.)

COVID-19 continues to be a public health emergency. Riverside County is currently in the accelerated Stage 2 of the State's four stages, and personal care industries were able to open as of June 19th. This is good news for businesses around the city. However, the number of COVID-19 cases continues to rise.

As the rate of hospitalizations climbs, our County has been placed on a watchlist. We must all do our part to stop the spread of COVID-19 by following the State order (as of June 18th) to wear facial coverings and by maintaining physical distancing. On June 30th, City Council is discussing ways to better communicate State orders to the public via targeted awareness-raising campaigns.

The City's Small Business Micro-Grant application launched in early June to support businesses struggling with the impacts of COVID-19. This \$1.8 million fund, administered through the United Way of the Inland Valleys, can grant up to \$7,500 to low-to-moderate income business owners with five employees or fewer. So far, 90 applicants have met the criteria and are on the road to being approved. This fund will likely reach capacity within the next month, so please get your application in quickly.

The City of Riverside is working on a COVID-19 Second Wave Plan, which will be presented to City Council in the afternoon of July 7th.

Also on July 7th, Council will be discussing possibilities for the 2020 Festival of Lights. While Riverside is committed to finding creative ways to continue this important tradition, we also recognize looming budget shortfalls and the uncertainty that Fall 2020 may bring due to COVID-19. Because of this, city staff is recommending a scaled-back city contribution to the Festival this year – but not scaling back the city's spirit and dedication to the event! The recommended contribution level would drive Festival visitors to existing local businesses instead of outside vendors. The decor would include lights, selfie-stations, and ornaments and would build upon a "Home for the Holidays" theme.

At their meeting on July 8th, the Financial Performance and Budget Committee will be reviewing a list of city assets to potentially recommend to the full Council for sale. Properties of particular importance to our Downtown include: several parking lots/garages, the Riverside Municipal Auditorium, the Fox Performing Arts Center, the Riverside Convention Center, and others. Please submit your feedback via e-comment or phone/in person public comment on the 8th.

Tune in for the July 14th City Council meeting, where Council will have an all-day workshop on City priorities. This is the first time that councilmembers will meet together and hear from the public on this topic. The established priorities will build to a FY 21/22 priority-based budget. Such a budget will better allocate resources to meet the community's needs.

Finally, as families find safe ways to celebrate Fourth of July, I encourage everyone to participate in Riverside's #SpiritofRiverside Fourth of July Celebration Week. Join in on the fun by sharing your #SpiritofRiverside on social media. Find the complete list of events through [Riversideca.gov/spiritofriverside](https://riversideca.gov/spiritofriverside).

I hope everyone has a happy and safe 4th of July,
Erin Edwards



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Greetings from Ward 2!

The COVID-19 Pandemic has shifted the way that we communicate and also limited our ability to hold special events. This year we will celebrate our Nation's Independence without a fireworks show but rather a weeklong celebration that encompasses our Riverside culture and pride. As we celebrate our Nation's Independence I ask that we remember those who fought bravely to establish our Great Nation. I ask that we thank those who serve and continue to protect us.

Transformative Climate Communities Grant: The City of Riverside in partnership with various community partners is applying for the Transformative Climate Communities Grant in the amount of \$28.2 Million. This is a multimodal grant offered through the State Department of Conservation that can fund

affordable housing, smart transit and walkable communities, urban greening, and solar and water/power efficiency projects, among a wide range of activities.

I'm pleased to announce that the Strategic Growth Council was extremely impressed with our application and virtual tour. The Strategic Growth Council approved our application to move to the next level and they also made recommendations to our application. The Strategic Growth Council recommended that \$16 million be used for affordable housing and shifted from the Transformative Climate Communities Grant and



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applied to the Affordable Housing and Sustaining Communities Grant. This would increase the original \$28.2 million to \$31.2 million in funding that will be coming to our Ward 2. When approved, these two grants will be the largest grants that the City of Riverside has ever received.

Park Avenue Revitalization Project: Last year through the Eastside Art Alliance we piloted a new project with the Riverside Arts Museum to apply for a grant that continues our efforts to reduce graffiti and vandalism in our neighborhoods. We approached Arcis Party Supply who has now joined us in the effort to combat vandalism and will be helping to develop 5 amazing murals alongside local artists and residents on their wall that faces University and Park Avenue. The project was supposed to start in late March and regrettably we had to set back the original timeline due to the COVID-19 Pandemic. We will now be working with the State's guidelines to begin the murals.

Parklets in Riverside: The Riverside City Council approved the allowance of outdoor dining for restaurants utilizing the Temporary Outdoor Flex Space Permit Program for our local restaurants. This temporarily waives fees associated with the Temporary Outdoor Flex Space Permit Program. Over the past two years I have worked closely with our residents, community partners and stakeholders to envision new strategies to bring unique artistic features to new development. I'm extremely proud of the work that our residents have done to re-imagine the Park Avenue area. Two years ago our residents asked for parklets, bike lanes, new lighting and other aesthetic improvements on Park Avenue between University and 14th Street. We have also secured grant funds to start implementing the next phase of the Park Avenue revitalization and we will be installing Parklets and other artistic elements between University and 14th Street. If you would like to sponsor or get involved with future projects contact the Eastside Art Alliance at 951-453-5371 or by

emailing asmelendrez@riversideca.gov. Ward 2 has been setting new trends for our City such as winning 1st place in the Keep America Clean National Competition, creating the first art corridors in our alleys, creating the first sustainable adopt-an-alley program, and using amazing murals to reduce graffiti and vandalism throughout Ward 2. Stay tuned for more details on the wonderful works that are coming to Ward 2.

Budget: Our City staff is working diligently to insure that we have accurate financial reports and provide feedback on how we as a community can do our part to help. The budget for the fiscal year that starts July 1 will be reviewed every three months to determine whether sales taxes and other types of revenue match up with amounts projected in the budget. This is needed because it is not clear how much revenue the City can expect from normal sources due to the uncertainty in the local economy created by the COVID-19 virus. The City Council also agreed to shift to a new method of budgeting going forward. In a priority-based budgeting system, the City Council establishes priorities in ranked order, then allocates money according to those rankings. That is a shift from past practices, in which Riverside, like most cities, budgeted according to each city department, with incremental changes from the prior year.

Fireworks Crackdown: Although the City will not have a fireworks show this year please remember that fireworks are illegal in the City of Riverside. Report any fireworks in your neighborhood to the Riverside Police Department using the Non-Emergency phone number at 951-354-2007. There is a minimum fine of \$1,000 for anyone who uses illegal fireworks.

Please visit www.riversideca.gov under the Ward 2 category to register for the Ward 2 newsletter where I send weekly updates and more.

Andy Melendrez



BUSINESS BUZZ

10 Creative Office Space Fixes to Keep Workers Safe After COVID-19

As many businesses begin to reopen while COVID-19 continues to threaten communities, office spaces are being reconfigured in new ways to keep employees protected.

With businesses across the country reopening workspaces, offices with open layouts or dense quarters will face challenges accommodating social distancing and other new norms established by COVID-19. Real estate organizations such as CBRE, Cushman & Wakefield, and the American Institute of Architects have all released suggestions of how offices can improve social distancing and sanitation to prevent the spread of COVID-19.

Here are 10 creative and practical ideas from those organizations and others on how offices can change layouts, furniture, and more to adapt to the coronavirus era.

Capacity signage

Social distancing can be challenging in offices that previously packed in workers, but one important addition that can help control how many people are in various spaces is custom-made capacity signs. Offices may have had a single capacity sign before but now they could have many. Every space — whether it's a conference room, lobby, elevator, kitchen or bathroom — could

have a sign mandating the number of people that should use it to comply with state, local and other guidelines.

Check-in stations in lobbies

Whereas office lobbies may have been a place for groups to congregate before, no longer. Instead, some lobbies could be converted into health check-in stations to screen employees. Kastle Systems, a large security services provider for businesses, suggests that lobbies could "resemble airports with testing stations, screening queues, speed lanes, designated check-in times, and self-check kiosks." If employees have a temperature or are showing visible signs of sickness, they'd then be asked to go home.

Flexible desk spaces

Shifting workers from dedicated desks to spaced out flexible desks may be one way to accommodate returning workers in some offices. As workers may not come in every day to meet occupancy requirements, this means more space can become general purpose. JPMorgan Chase, for example, is planning to shift employees from dedicated office desks to a flexible desk arrangement with deep cleaning happening every night.

Hand sanitizer and disinfectant stations

Hand sanitizer and disinfectant wipes have become much more popular since COVID-19 pandemic started in early 2020. Many offices will likely invest in hand sanitizer and other disinfectant products and create stations around the office so people can get a quick squirt of sanitizer, get a wipe to use before a conference room meeting, or the like.

Improved air filtration

Research shows that one of the most prominent ways COVID-19 spreads is through “respiratory droplets produced when an infected person coughs, sneezes, or talks.” As such, excellent air filtration will be a priority for offices that are reopening. CBRE recommends that office buildings work to “increase outside air ventilation rates and filtration efficiency” or to install new filtration systems altogether when needed.

Plexiglass barriers

With open office spaces falling out of favor during COVID-19, a way businesses can help workers socially distance is through the addition of Plexiglass barriers. These large plastic sheets, which are now being used as sneeze guards in stores, can also be designed to block employees off from each other. The plus side to using the barriers is that employees can still see each other and be able to hear one another when speaking while also risking less exposure to the virus.

Social distancing floor indicators

One novel way to encourage social distancing, as outlined by Cushman & Wakefield’s Netherlands office, is to use floor stickers that show how far six feet actually is. Stickers (or custom carpets) can be placed underneath where employees sit in order

to show exactly how far other employees should stay from that person when conversing.

Touchless everything

With COVID-19 able to spread on surfaces, offices will likely invest in touchless devices wherever they can reasonably be installed. For example, entry and exit doors can either automatically open or require key fobs to open doors instead of requiring door handles. And in bathrooms, a common place for germs to spread, offices can install automatic sinks, soap dispensers and dryers.

UV-C lamps

While UV-C lamps may have previously only been found in places like hospitals, these devices that disinfect air and surface particles could soon find a place in busy office spaces. While these lamps can be dangerous if people are too close to them while in use, they could be used after hours as part of a coronavirus-inspired deep cleaning routine.

Video chat rooms

With many employees working remotely and likely a smaller percentage planning to come in than normal, one smart way to redesign the office is to facilitate meetings in newly dedicated video call rooms. For example, design firm Bergmeyer told CityLab it planned to “turn all of its smaller conference rooms into video chat spaces” and is “experimenting with backgrounds that work well for remote meetings.”

Source: uschamber.com, I Sean Ludwig, Contributor



5 Customer-Focused Business Reopening Strategies

Bring back your customers and employees safely with these ideas for reopening after the COVID-19 lockdowns.

As states reopen for business, it’s time to consider your reopening plan. There are lots of precautionary health measures small business owners can consider taking to protect staff and customers. Beyond safety, however, reopening will require excellent communication, creativity and lots of patience on everyone’s part. Here are a few ideas how to prepare your business for reopening.

Tell customers what to expect

Many consumers are understandably apprehensive about visiting stores and shopping in-person. Safety and cleanliness are critical when trying to put shoppers’ minds at ease.

Proactively communicate before you open what you are doing to make sure customers who visit will be kept safe. What sanitizing processes will you and your team follow regularly? How many people will be allowed on the premises at one time? How will you handle other customers who don’t wear masks? Post your reopening procedures on your social media channels and send it via email to dispel any confusion.

Reward loyal customers first

There’s no reason why your reopening can’t also be a marketing opportunity. Social distancing is an opportunity to offer “exclusive access” to some of your most loyal customers. Salons, for example, are likely to have a waiting list of customers itching to patronize your business. “Do you have a segment of clients that are big spenders—both on services and product? Think about reaching out to this group and inviting them to book with you first. It’s a great way to boost your revenue while making

your VIP clients feel special,” suggested the experts at MindBody.

If you don’t have a loyalty program set up, consider starting a waitlist for certain products or services. An online scheduling tool will help you schedule appointments in advance of your first day open while allowing you to block time between each visitor for sanitizing your office or meeting space.

Update your products and services

“What your customers may want from you going forward will likely look different than what they wanted from you before the pandemic,” wrote one expert in USA Today.

Small businesses are reopening to a new reality, and need to adjust their offering accordingly. Barbershops and hairstylists will be seeing clients who haven’t had a haircut in weeks, if not months. And it won’t be possible to take back-to-back appointments anymore, as stylists will need time to disinfect workstations between clients. Prioritize the products and services that are the safest to offer and have the highest margins. Simplify your inventory or service list until it becomes clear what customers are buying.

Use your space creatively

Social distancing restrictions may make it difficult, if not impossible, to open your space as usual. Get creative with where you can expand your floor plan. Many cities are allowing restaurants to set up tables on sidewalks, in parking lots, even in certain streets. Other restaurants are having fun with indoor distancing measures: the Inn at Little Washington restaurant in Virginia seated mannequins at some tables instead of leaving the seats empty.

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Fun ideas for enforcing social distancing aren't limited to restaurants. Fitness studios can explore using public parks to host workout classes. Florists can partner with nurseries or gardening centers to sell on their outdoor premises. Look for a similar business in your neighborhood where you may be able to cross-sell or share space safely.

Put your digital tools to use

Try to maintain a portion of your sales process online. For instance, one toy store in Chicago offers a Google Form that customers can fill out before they arrive to shop for toys. The form mimics the questions a sales representative would usually ask when a customer is browsing. By filling out the form in

advance, the toy store can recommend ideas for a gift ahead of time, cutting down the amount of time spent browsing.

Other businesses are using their social media to encourage repeat visits. Fitness studios, for instance, have been starting daily challenges to keep their clients coming in for workouts. "Plan an attendance, social-media, and/or referral-based challenge around your reopening to get clients back into gear and spreading the word about your services. It doesn't have to be competitive or focused on any specific goal; it just needs to encourage your clients to jump back in where they left off," wrote MindBody experts.

Source: *uschamber.com* / Emily Heaslip, Contributor



SECURITY CORNER

Increased Use of Mobile Banking Apps Could Lead to Exploitation

As the public increases its use of mobile banking apps, partially due to increased time at home, the FBI anticipates cyber actors will exploit these platforms.

Americans are increasingly using their mobile devices to conduct banking activities such as cashing checks and transferring funds. US financial technology providers estimate more than 75 percent of Americans used mobile banking in some form in 2019.

Studies of US financial data indicate a 50 percent surge in mobile banking since the beginning of 2020. Additionally, studies indicate 36 percent of Americans plan to use mobile tools to conduct banking activities, and 20 percent plan to visit branch locations less often. With city, state, and local governments urging or mandating social distancing, Americans have become more willing to use mobile banking as an alternative to physically visiting branch locations. The FBI expects cyber actors to attempt to exploit new mobile banking customers using a variety of techniques, including app-based banking trojans and fake banking apps.

App-Based Banking Trojans

The FBI advises the public to be cautious when downloading apps on smartphones and tablets, as some could be concealing malicious intent. Cyber actors target banking information using banking trojans, which are malicious programs that disguise themselves as other apps, such as games or tools. When the user launches a legitimate banking app, it triggers the previously downloaded trojan that has been lying dormant on their device. The trojan creates a false version of the bank's login page and overlays it on top of the legitimate app. Once the user enters their credentials into the false login page, the trojan passes the user to the real banking app login page so they do not realize they have been compromised.

Fake Banking Apps

Actors also create fraudulent apps designed to impersonate the real apps of major financial institutions, with the intent of tricking users into entering their login credentials. These apps provide an error message after the attempted login and will use smartphone permission requests to obtain and bypass security codes texted to users. US security research organizations report that in 2018, nearly 65,000 fake apps were detected on major app stores, making this one of the fastest growing sectors of smartphone-based fraud.

TIPS TO PROTECT YOU AND YOUR ORGANIZATION

Obtain Apps from Trusted Sources

Private sector companies manage app stores for smartphones and actively vet these apps for malicious content. Additionally, most major US banks will provide a link to their mobile app on their website. The FBI recommends only obtaining smartphone apps from trusted sources like official app stores or directly from bank websites.

Use Two-Factor Authentication

Since 2016, surveys of application and website users have identified that a majority of users do not enable two-factor authentication when prompted. These users cite inconvenience as the major reason to avoid the use of this technology. Cybersecurity experts have stressed that two-factor authentication is a highly effective tool to secure accounts against compromise, and enabling any form of two-factor authentication will be to the user's advantage.

Do:

- Enable two-factor or multi-factor authentication on devices and accounts to protect them from malicious compromise.
- Use strong two-factor authentication if possible via biometrics, hardware tokens, or authentication apps.
- Use multiple types of authentication for accounts if possible. Layering different authentication standards is a stronger security option.
- Monitor where your Personal Identifiable Information (PII) is stored and only share the most necessary information with financial institutions.

Don't:

- Click links in e-mails or text messages; ensure these messages come from the financial institution by double-checking e-mail details. Many criminals use legitimate-looking messages to trick users into giving up login details.
- Give two-factor passcodes to anyone over the phone or via text. Financial institutions will not ask you for these codes over the phone.

Use Strong Passwords and Good Password Security

Cyber actors regularly exploit users who reuse passwords or use

common or insecure passwords. The FBI recommends creating strong, unique passwords to mitigate these attacks. The National Institute of Standards and Technology's most recent guidance encourages users to make passwords or passphrases that are 15 characters or longer.

Do:

- Use passwords that contain upper case letters, lower case letters, and symbols.
- Use a minimum of eight characters per password.
- Create unique passwords for banking apps.
- Use a password manager or password management service.

Don't:

- Use common passwords or phrases, such as "Password1!" or "123456."
- Reuse the same passwords for multiple accounts.
- Store passwords in written form or in an insecure phone app like a notepad.
- Give your password to anyone. Financial institutions will not ask you for this information over the phone or text message.

From www.ic3.gov June 10, 2020: Alert Number I-061020-PSA.



PREPARATIONS FOR COMMUNITY GATHERINGS AND PROTESTS

A 2020 SAFETY AND SECURITY TOP ISSUES COUNCIL CHECKLIST

Many IDA districts have collaborative plans for supporting safe community gatherings and protests. However, if you are alerted to potential incidents of looting and damage to both public and private property, the following list of recommendations has been summarized for your use based on announcements from several municipalities and district management organizations across the United States.

District Organizations Management and Leadership

- Secure tables, chairs, newspaper boxes and trashcans that can't be bolted down.
- In the event that protest is taking place, have predetermined shelter-in-place locations for your clean and safe teams.
- Send clean and safe teams home early if there is potential for protests to turn violent.
- If the city does not have a Mass Notification System, establish one to communicate alerts to key downtown stakeholders.
- Ensure lines of communication between private sector and law enforcement agencies, especially commanders, in the field during protest.
- Establish direct communication with police commanders by text and cell phone to respond to critical incidents not getting a priority from 911.
- Clean and safe teams can play a key role during recovery in assisting property owners that do not have resources or vendors to secure damaged buildings. Have plywood and other materials staged and available as needed.

Communication to Property Managers and Owners

- Check for and secure loose items, bricks or aesthetic stones surrounding buildings which can be used as projectiles to break windows and damage property.
- Remove any unanchored items from your property perimeter to ensure it cannot be used to create damage.
- Secure dumpsters by locking lids with chains.
- Provide extra security guards.
- Ensure camera systems are working.
- Ensure perimeter sidewalks and alleys can be viewed on any CCTV cameras.
- Save any camera footage.
- Review your building lockdown procedures as warranted during COVID-19.
- Have a representative available who has the authority to make decisions that protect your assets.
- Remove any products from storefront window so they are not visible.
- Remove cash registers.
- Harden ATMs and pharmacy drug storage.
- Close garages.

Read the full Safety and Security Top Issues Council report, [Downtown Districts at the Table](#), available in the [IDA Knowledge Center](#).



3666 University Avenue
Suite 100
Riverside, CA 92501

Ph.: (951) 781-7335
Fax: (951) 781-6951
Email: rdpoffice@sbcglobal.net
www.RiversideDowntown.org

Submit press releases to:
Janice Penner by email at
Janice@riversidedowntown.org
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

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Patrick Brien	Cherie Crutcher
Jesse De La Cruz	Nathan Freeman
Bill Gardner	Paul Gill
Randall Hord	Jeff Kraus
Nanci Larsen	Stan Morrison
Robert Nagle	Geoff Neely
Per Nilsson	Nick Pacific
Brian Percy	Thomas Portugal
Deborah Rose	Donna Stephenson
Sergio San Martin	Justin Tracy
Todd Turoci	Chris Wagner

Ex-Officio

Erin Edwards, Ward One	Andy Melendrez, Ward Two
Oz Puerta, ABP	

COVID-19 (CORONAVIRUS)

COVER YOUR FACE



Masks
(Not N95
or Surgical
Masks)



Homemade
Masks
(Shirts,
Fabric, etc.)



Bandannas



Neck Gaiter



RiversideCA.gov/COVID-19