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Calling

Good
Times
Await



March 2021

RDB Bulletin

Riverside Downtown Business Improvement District

Passing of Mark Rubin

We were saddened by the passing of Mark Rubin on February 13, 2021. He was the recipient of the RDP Chair's Award in 2019 for his contribution of the development of both Class A office and residential properties in downtown Riverside. He, with his wife Pam, was also a major contributor of both time and money to the community and many organizations in Riverside.

Mark Rubin's first project in Riverside was the Mission Grove Shopping Center which opened in 1991. It has become one of Riverside's most popular shopping centers, and housing and commercial offices have sprung up around it. Since then, he became one of Riverside's premier developers. The first downtown developments were Mission Village with 46 side by side homes, followed by Raincross Promenade with 141 units. Mission Village was the first residential development in downtown Riverside in over 50 years.


The next project was Citrus Tower, built at a time when new commercial building was non-existent. Citrus Tower is a true Class A office building that is one of the best, if not the best, of its type in the Inland Empire. The 140,000 square foot building is designed to maximize available space with parking provided underground. Then his company joined forces with Raincross Stalder LLC on a new mixed-use project, The Mark, at the corner of Market Street and Mission Inn Avenue. The historic Stalder building façade has been retained and the development consists of 165 rental apartments and 22,000 square feet of restaurants and stores with underground parking.

But Mark Rubin was much, much more than a developer. Both the Rubins were generous supporters of many community organizations in Riverside, including UCR, La Sierra University Foundation, Riverside Community College District, Mission Inn Foundation, and the Riverside County Philharmonic. Their philanthropic activities extended well



beyond Riverside, including Cedar-Sinai Medical Center and Mount St. Mary's College in LA, the American Jewish University in Bel-Air, and many others.

The Rubins' latest philanthropic endeavor was one that resonates with many, the National WWII Museum in New Orleans. The museum has three Pavilions spanning the closing months of the war and the immediate postwar years. The Rubins sponsored the Liberation Theater in the Liberation Pavilion. The sponsorship was dear to the Rubins as Mark Rubin was a Holocaust survivor. He and his family were interred at Terezin north of Prague when he was only seven years old. Terezin was liberated in April 1944, and he, his brother, and his two cousins were among the only 100 children who survived of the 35,000 held. Both Mark and Pam Rubin stated that the National WWII Museum is important for the people of their generation who were directly affected by the war, and its education mission important for today's young people and for all future generations.

As noted by the National WWII Museum and many other touched by him in his lifetime, Mark Rubin's legacy as a respected businessman, community leader, and dear friend will continue to be an inspiration to all of us. 

In This Issue:

Passing of Mark Rubin

Arts Corner: UCR Arts Screening Room

Downtown Parking Safety Tips

Council Corner Wards One and Two Update

Business Buzz: Websites for Small Business: How to Get Noticed in 1 Hour a Day

SECURITY CORNER: The Top 5 Biggest Cyber Security Threats That Small Businesses Face And How To Stop Them, Avoid Spoofing Spams

Downtown Parking Update

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



Arts Corner: UCR Arts Screening Room

Contributed by Patrick Brien, Executive Director - Riverside Arts Council

By definition, an independent film is a movie produced outside of the major studio system. They are often made with lower budgets and with an eye toward aesthetic content over spectacle. Foreign language films can also be categorized alongside independents due to their usual distribution by similar companies.


There are a handful of independent movie houses in southern California, the largest of which is Laemmle Theaters. On a national level, Landmark Theaters is king. The small, privately owned theaters which primarily offer independent and foreign release films include the New Beverly Cinema and Downtown Independent LA.

Many are unaware, however, that an independent movie house operates right here in downtown Riverside. The 72-seat screening room at UCR Arts has given local cinema lovers an option to driving to Los Angeles or Claremont, the closest Laemmle theater. Since opening in October 2010, the venue has played host to such limited release fare as 2019's "The Lighthouse," starring Robert Pattinson and Willem Dafoe, and Bo Burnham's 2018 feature film directorial debut "Eighth Grade." It also specializes in screening timeless classics that give audiences the opportunity to see favorites in a theatrical setting either once more or for the first time. Films like Alfred Hitchcock's "The Birds" and David Lynch's "Eraserhead" have been shown in the intimate downtown location.



Riverside residents are often hard-pressed to find screenings of films that are off the beaten path and usually end up waiting until they become available to stream on a digital platform. Larger, chain movie theaters tend to show exclusively mainstream films, with a lot of duplication of titles, in many cases running on multiple screens in the same venue. The establishment of the UCR Arts screening room gave people a local option.

Sometimes films would include a question-and-answer session, either with UC Riverside film professors or with the filmmakers, themselves. The theater attracted quite a loyal following over the years. But last year right before "Parasite," which had won Academy Awards for Best International Feature Film, Best Director, Best Screenplay and Best Picture just weeks before, was to be screened everything was locked down due to the pandemic. It was postponed, along with revivals of "The Wizard of Oz," "The Rocky Horror Picture Show," "Snow White and the Seven Dwarfs" and many more.

Still other films were made available through limited time virtual engagement, such as Abel Ferrara's 2019 "Tommaso." Currently, "Isaac Singer's Nightmare and Mrs. Pupko's Beard" is showing virtually in connection with the UCR Arts exhibit "Lift Your Head: Bruce Davidson and the Evolution of Seeing." Due to the pandemic, UCR Arts remains closed. However, its exhibitions are available online at virtualucrarts.ucr.edu. 


Downtown Parking Safety Tips

Downtown Riverside parking garages and lots are safe but criminals are always looking for opportunities. Don't make it easy for them by leaving valuables in plain sight or not locking your car. Even an old duffel bag on your front seat can look like an opportunity for a thief.

Remember to — Lock Your Car. Take Your Keys. Hide Your Belongings.

BARRY A. HILDEBRANDT
bahildebrandt@yahoo.com


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WCI REAL ESTATE
4197 BROCKTON AVENUE RIVERSIDE, CA 92501
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COUNCIL CORNER

Ward One Council Update

Contributed by Councilwoman Erin Edwards

As our COVID case numbers decrease, **testing** remains a high priority to ensure an accurate picture of COVID in our community and to advance through the State's tiers. As of February 17th, the City reports **7,464 COVID-19 vaccines** and **208,400 tests administered**. Stay up-to-date with vaccine-related developments and appointments at <https://Vaccine.RiversideCA.gov>. For vaccine appointments at Riverside County sites, as well as County-wide updates, visit <https://rivcoph.org/COVID-19-Vaccine>. To schedule your next COVID test, please visit: <https://riversideca.gov/testing>.

I look forward to upcoming discussions about a **long-term outdoor dining program on the Downtown Mall**. We will continue exploring and seeking input on the best fee structure for Riverside and the best approach to outdoor dining during regularly scheduled events. **The Mark** is expected to finish construction in August 2021, and we can expect the **Centerpointe Luxury Apartments** to be complete by April 2021. Touring the **new Main Library** was a highlight for my office in February—the books are moving into the building which means that it is almost fully complete!

Coming to the dais this month: keep your eye out for a presentation on Riverside's **Road to Recovery** and for

a **Community Livability Report** delivered by Police Chief Larry Gonzalez. Finally, expect to hear an update and a workshop on the **local preference policy** for disposition of surplus land at the March and April Economic Development Committee meetings.

You are invited to my office's **Zoom Office Hours** on March 3rd at 7:30 PM—information can be found on my social media channels. Don't hesitate to reach me at 951 783 7811 or by e-mail at EEwards@RiversideCA.gov.

As I close this letter, I would be remiss if I did not mention the passing of two beloved community members, **Vincent Erviti** and **Mark Rubin**. I am grateful for the time and talent Vincent poured into our Downtown, always striving to make it the best community possible. Mark Rubin brought great vision to our community, inspiring us to plan and build beyond our wildest dreams. We mourn the loss of these two leaders. Their legacy can be seen and felt around every corner.



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Cesar Chavez Breakfast: The Annual Cesar E. Chavez Memorial Breakfast event has been a great source of pride for our community. Last year we had Arturo Rodriguez, President of the United Farm Workers of America who was the keynote speaker. Our City is an agricultural community with historic ties to Cesar E. Chavez. This year the Latino Network will be hosting the Annual Cesar E. Chavez Memorial Day Breakfast on March 31, 2021 virtually. For more details about this event or to become a sponsor contact Araceli Ruiz at info@riversidelatinonetwork.org.

Arcis Mural Award: Over the past six years I have been working closely with residents and local businesses to combat graffiti, vandalism and dumping in our Ward. Through an innovative partnership with the Riverside Art Museum, the Residents of Eastside Active in Leadership, Eastside Heal Zone, and many more we have successfully completed over 20 murals throughout Ward 2. Each mural location was chosen because of the high vandalism in the area. Since these murals have been in place, not once have they been damaged or vandalized. Recently the Arcis Mural that kickstarted the Park Avenue Revitalization was recognized by Keep Riverside Clean and Beautiful for best Beautification Project. To learn more about ways to help improve your neighborhood, or if you would like to start a mural project in your area, please call my office at 951-826-5991.

Riverside Arts Academy (RAA): The Riverside Arts Academy is committed to changing the lives of our

youth by providing instruction and a springboard to arts education in a broad-based curriculum that focuses on improving the quality of life through music, dance, performing, and visual arts. 2020 presented a challenge that the Riverside Arts Academy was able to push through and they were the first arts program in the nation to pilot virtual arts lessons for youth. Our new partnership with the Riverside Unified School District pairs our Riverside Arts Academy Music Project (RAAMP) youth with student mentors to help them with solo performance recordings. These "spotlight" performances will be premiered at the RAA spring showcase in April and will give our kids much needed support in navigating virtual music-making amidst continued school closures. Three of our RAAMP students attended the El Sistema National Virtual Seminario and will be featured in the National virtual performance. This is the first time that our students were offered the opportunity to participate in the El Sistema USA Symposium. If you would like to help our students in their arts education please consider becoming a member by visiting www.riversideartsacademy.com.

Ward 2 Development: As we look for ways to strengthen our economy, provide better quality of life, and build on local assets, we look to our partners and community members to help us create the appropriate atmosphere.

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WARD TWO from page 3

We have two great development projects that offer a great way to stay healthy and stay safe.

- **Bike Lanes:** As part of the Active Transportation plan we have installed new bike lanes on Canyon Crest from Martin Luther King Blvd to Central. If you are traveling through Watkins between Blain Street and Nisbet Way, you will see a beautiful new design for the bike lanes that allow for vehicle parking with a separation for the bike lanes that offers greater safety for riders. We will continue to expand the bike lanes throughout the districts to create a robust and widespread bike path for all of our residents to enjoy.
- **Traffic Circles:** The Residents of Eastside Active in

Leadership in Partnership with the City of Riverside and our Eastside Heal Zone successfully identified high traffic areas in residential neighborhoods and we received a grant to install traffic circles. The traffic circles will be the first in the City to showcase community art that will be designed and completed by local artists in partnership with residents and businesses in the area. The planning and visioning sessions will begin March 4th at the Ward 2 Neighborhood Meeting held via zoom at 5:30 pm.

If you are interested in learning more about any of the projects or events in Ward 2 please call my office at 951-826-5991 or email me at asmelendrez@riversideca.gov. 

BUSINESS BUZZ

Websites for Small Business: How to Get Noticed in 1 Hour a Day

by Rick Orford, Author at the Financially Independent Millennial

It's not enough just to have a website; small business owners need to think about how to get more visits to their websites. Here are some ways to do it in just an hour a day.

First, congratulations on starting (or thinking about starting) a small business. No doubt, this is an exciting time. You might have dozens of ideas to grow and market your services. Naturally, I wouldn't be surprised if one of the first things you thought about was creating a website. If there's one thing the pandemic has taught us, it's that it's more important than ever to have a website. But it's not 1999 – simply putting up a website won't get you noticed.

I started my first “real” business in 2004. At the time, I leveraged my skill set and created one of the world's first web hosting companies. Naturally, I, too, needed a website. However, what worked back then is not what works today. According to a recent report, there are more than 1.5 billion active websites on the internet. (That's not even to mention the 85% of domains that are inactive.) So, how do you stand out among 1.5 billion other websites?

Business owners starting a website in 2021 need to wake up, because getting their website noticed requires a multipronged approach. Also, it doesn't matter what your business offers. For this article, I'll assume that you sell inground swimming pools, and you can substitute the niche for whichever business you're in. You'll discover methods I use for my blog, which focuses on how to become financially independent, and other small business owners' experiences in getting the word out. I'll also give you a bonus that you can use to get some viral attention. Each of these projects requires ongoing work, but you can accomplish each of them in under one hour a day.

Building up your SEO

Search engine optimization (SEO) is by far the most crucial aspect small business owners need to focus on to get more website visitors. SEO is the process of optimizing

a website so that search engines will find it. The goal is to get on the first page for your keyword, ideally in the top three results. SEO is a long-term investment that initially costs more than ads but pays off in the end.

Blogging

Search engines love content and lots of it. The more content a website has, the higher the chances it'll rank for keywords. Use a blog as an opportunity to show off what you know. Start by breaking down your niche into subtopics, and write about them. For example, if you sell inground swimming pools, take an hour to write an article like one of these:

- “Things to Look Out for When Buying an Inground Swimming Pool”
- “How Big Should Your Swimming Pool Be?”
- “What to Look for in a Swimming Pool Contractor”
- You can even expand and create an after-sale “maintenance” section. There, you could write articles such as these:
 - “How to Clean Your Swimming Pool”
 - “Ways to Keep Your Pool from Turning Green”
 - “My Swimming Pool Filter Is Clogged – How Do I Fix It?”

The idea is to give people quick answers to the questions they're asking search engines. This builds trust in your brand. Then, they will call you if they want more.

Local SEO

Small businesses that serve a local market need to leverage local SEO. Continuing from the previous swimming pool example, if you type “inground swimming pools” in Google, you'll find national companies with multimillion-dollar budgets, all competing for clicks. Here's where local SEO comes to the rescue.

Instead of optimizing your website for “inground swimming pools,” optimize it for the city or town where you do

business. You'll find it far easier to get noticed on Google if your website is optimized for "inground swimming pools in Palm Springs." This will narrow the competition and give you a better chance of getting noticed in your community.

Small businesses looking to focus on local SEO need to set up a Google My Business account. It will collect information about your business to display to people looking for you. Further, it will show all your customer reviews (so keep this aspect in mind!).

Engaging your audience on social media

Love it or hate it, social media is here to stay. Tweets, snaps and IMs all play an ongoing role in your website's visibility. But how do you manage it all?

Facebook

Setting up a Facebook business page takes minutes and packs a powerful punch. There, you can include your store hours, information about what you sell, and a call to action ("visit our website," "set up a call," etc.). You can also use the page to share your blog posts and before-and-after images of your inground swimming pools.

To keep your audience engaged, post consistently. A daily post takes just a few minutes and reminds potential customers what you offer.

Instagram

Instagram is primarily about sharing images and popular with a younger audience. You can start an account and connect your Facebook page to share the same before-and-after images. If you share great content, you'll build a following and get noticed.

YouTube

YouTube requires extra work but can make a world of difference to a small business. You don't need a Hollywood-style movie to make it on YouTube. You can take short videos using your smartphone, then stitch them together using an inexpensive video editor to demonstrate something to your viewer.

People on YouTube look for one of two things: entertainment or education. As a swimming pool installer, you could educate viewers looking to learn about pools.

In the pool example, here are some things you could create videos about:

- How the hole is dug
- How to maintain the pump

- Basic swimming pool maintenance

To supercharge your SEO strategy, you can add the videos to your blog posts and share them on your social channels.

Twitter

Tell the world what you're doing – in 280 characters or less. Tweeting your latest blog posts, pictures, and videos takes just a minute and helps to grow your audience. It's also something you can easily do daily.

Reviews


Online reviews are crucial. If someone is going to spend \$25,000 on a swimming pool, they will ask around to make sure their chosen company will do the job correctly, on time and on budget. The same goes for pretty much any business. So, don't be afraid to ask your past customers to leave reviews on your social media, Google or your website.

Bonus: Running giveaways

One of the best ways to draw attention to a website is to host a giveaway. A viral giveaway can be one of the most effective tools to boost your SEO, grow your email list, gain more followers on social media, and, most importantly, land more clients and customers. The problem is that many small businesses fail to execute giveaways properly and only scratch the surface of what is possible.

Launching a giveaway campaign can be reasonably simple. You choose an item to give away, such as a product, gift card, or some cool swag. Then, you can let a third-party program handle the rest. Programs such as KingSumo Giveaways and SweepWidget not only host your giveaway, but also handle the logistics, legal fine print, and terms of service.

Over 200 sweepstakes websites list your giveaway to drive awareness for your business and the product you are giving away. By listing your sweepstakes on these sites, you not only get your campaign in front of thousands of people, but you are also building excellent links back to your website, boosting your short- and long-term SEO.

Small business owners looking to get their websites noticed need to do more to get visits. By spending just an hour a day on a marketing strategy that involves blogging and other content creation, and sharing that content to social media, just about any business owner can draw attention to their brand in 2021. 

SECURITY CORNER

The Top 5 Biggest Cyber Security Threats That Small Businesses Face and How to Stop Them

Source: ExpertInsights.com / January 1, 2021 article by Joel Witts

The biggest cyber security threats that small businesses face, and how you can protect yourself against them.

Small Businesses are just as at risk from cyber security threats as large enterprises. A common misconception for small businesses is an idea of security through

obscurity, that your business is too small to be a target, but unfortunately, this is not the case.

As attackers increasingly automate attacks, it's easy for them to target hundreds, if not thousands of small

continued on next page

SECURITY CORNER from page 5

businesses at once. Small businesses often have less stringent technological defenses, less awareness of threats and less time and resource to put into cybersecurity. This makes them an easier target for hackers than bigger organizations.

But, at the same time, they are no less lucrative targets. Even the very smallest businesses can deal with large sums of money, or have access to huge amounts of customer data, which, under regulations such as GDPR, they are obligated to protect. Small businesses also often work with larger companies, and so they can be used by hackers as a way to target those companies.

Small businesses also arguably have the most to lose from being hit with a damaging cyber-attack. A recent report revealed that businesses with less than 500 employees lose on average \$2.5 million per attack. Losing this amount of money in a cyber breach is devastating to small businesses, and that's not to mention the reputational damage that comes from being hit by a cyber-attack.

For these reasons, small businesses need to be aware of the threats and how to stop them. This article will cover the top 5 security threats facing businesses, and how organizations can protect themselves against them.

1) Phishing Attacks

The biggest, most damaging and most widespread threat facing small businesses are phishing attacks. Phishing accounts for 90% of all breaches that organizations face, they've grown 65% over the last year, and they account for over \$12 billion in business losses. Phishing attacks occur when an attacker pretends to be a trusted contact, and entices a user to click a malicious link, download a malicious file, or give them access to sensitive information, account details or credentials.

Phishing attacks have grown much more sophisticated in recent years, with attackers becoming more convincing in pretending to be legitimate business contacts. There has also been a rise in Business Email Compromise, which involves bad actors using phishing campaigns to steal business email account passwords from high level executives, and then using these accounts to fraudulently request payments from employees.

Part of what makes phishing attacks so damaging is that they're very difficult to combat. They use social engineering to target humans within a business, rather than targeting technological weaknesses. However, there are technological defenses against phishing attacks.

Having a strong Email Security Gateway like Proofpoint Essentials, or Mimecast, in place can prevent phishing emails from reaching your employees inboxes. Post-Delivery Protection such as IRONScales are also crucial to secure your business from phishing attacks. These solutions allow users to report phishing emails, and then allow admins to delete them from all user inboxes.

The final layer of security to protect emails from phishing attacks is Security Awareness Training. These solutions allow you to protect your employees by testing and training them to spot phishing attacks and report them.

2) Malware Attacks

Malware is the second big threat facing small businesses. It encompasses a variety of cyber threats such as trojans and viruses. It's a varied term for malicious code that hackers create to gain access to networks, steal data, or destroy data on computers. Malware usually comes from malicious website downloads, spam emails or from connecting to other infected machines or devices.

These attacks are particularly damaging for small businesses because they can cripple devices, which requires expensive repairs or replacements to fix. They can also give attackers a back door to access data, which can put customers and employees at risk. Small businesses are more likely to employ people who use their own devices for work, as it helps to save time and cost. This, however, increases their likelihood of suffering from a malware attack, as personal devices are much more likely to be at risk from malicious downloads.

Business can prevent malware attacks by having strong technological defenses in place. Endpoint Protection solutions protect devices from malware downloads and give admins a central control panel to manage devices and ensure all users' security is up to date. Web Security is also important, stopping users from visiting malicious webpages and downloading malicious software.

3) Ransomware

Ransomware is one of the most common cyber-attacks, hitting thousands of businesses every year. They've grown more common recently, as they are one of the most lucrative forms of attacks. Ransomware involves encrypting company data so that it cannot be used or accessed, and then forcing the company to pay a ransom to unlock the data. This leaves businesses with a tough choice – to pay the ransom and potentially lose huge sums of money, or cripple their services with a loss of data.

Small businesses are especially at risk from these types of attack. In 2018, 71% of ransomware attacks targeted small businesses, with an average ransom demand of \$116,000. Attackers know that smaller businesses are much more likely to pay a ransom, as their data is often not backed-up and they need to be up and running as soon as possible. The healthcare sector is particularly badly hit by this type of attack, as locking patient medical records and appointment times can damage a business to a point where it has no choice but to close, unless a ransom has been paid.

To prevent these attacks, businesses need to have strong Endpoint Protection in place across all business devices. These will help to stop ransomware attacks from being able to effectively encrypt data. Endpoint protection solution SentinelOne even provides a 'ransomware rollback' feature, which allows organizations to very quickly detect and mitigate against ransomware attacks.

Businesses should also consider having an effective cloud back-up solution in place. These solutions back up company data securely in the cloud, helping to mitigate against data loss. There are various methods of data back-up available to organizations, so it's important to research the method that will work best for your organization.

The benefit of implementing data back-up and recovery is that in the event of a ransomware attack organizations can quickly recover their data without having to pay any ransoms, or lose productivity. This is an important step towards improved cyber-resilience.

4) Weak Passwords

Another big threat facing small businesses is employees using weak or easily guessed passwords. Many small businesses use multiple cloud-based services, that require different accounts. These services often can contain sensitive data and financial information. Using easily guessed passwords, or using the same passwords for multiple accounts, can cause this data to become compromised.

Small businesses are often at risk from compromises that come from employees using weak passwords, due to an overall lack of awareness about the damage they can cause. An average of 19% of enterprise professionals use easily guessed passwords or share passwords across accounts according to a recent report.

To ensure that employees are using strong passwords, users should consider Business Password Management technologies. These platforms help employees to manage passwords for all their accounts, suggesting strong passwords that cannot be easily cracked. Businesses should also consider implementing Multi-Factor Authentication technologies. These ensure that users need more than just a password to have access to business accounts. This includes having multiple verification steps, such as a passcode sent to a mobile device. These security controls help to prevent attackers from accessing business accounts, even if they do correctly guess a password.

5) Insider Threats

The final major threat facing small businesses is the insider threat. An insider threat is a risk to an organization that is caused by the actions of employees, former employees, business contractors or associates. These actors can access critical data about your company, and they can cause harmful effects through greed or malice, or simply through ignorance and carelessness. A 2017 Verizon report found that 25% of breaches in 2017 were caused by insider threats.


This is a growing problem and can put employees and customers at risk, or cause the company financial damage. Within small businesses, insider threats are growing as more employees have access to multiple accounts, that hold more data. Research has found that 62% of employees have reported having access to accounts that they probably didn't need to.

To block insider threats, small businesses need to ensure that they have a strong culture of security awareness within their organization. This will help to stop insider threats caused by ignorance, and help employees to spot early on when an attacker has compromised, or is attempting to compromise company data.

Summary

There are a range of threats facing small businesses at the moment. The best way for businesses to protect against these threats is to have a comprehensive set of security tools in place, and to utilize Security Awareness

Training to ensure that users are aware of security threats and how to prevent them.

Expert Insights is a leading resource to help organizations find the right security software and services. You can read verified user reviews of all of the top security solutions and discover the top features of each service. Get started by visiting www.expertinsights.com/services. 



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Avoid Spoofing Scams

Phone scammers often disguise their identity by using illegal spoofing techniques to send false information to your caller ID display. To trick you into answering, spoofers may use local area codes and numbers that look familiar. Or they may impersonate a company you do business with, such as a local utility, or even a government agency.

Here are some good ways to avoid being spoofed:

- ✓ Don't answer calls from unknown numbers.
- ✓ If you answer and it's not who you expected, don't hang on, hang up.
- ✓ If a caller asks you to hit a button to stop getting calls, just hang up.
- ✓ Never assume an unexpected call is legitimate. Hang up and call back using a number you can verify on a bill, a statement, or an official website.
- ✓ Be suspicious. Con artists can be very convincing: They may ask innocuous questions, or sound threatening, or sometimes seem too good to be true.
- ✓ Don't give out personal information – account numbers, Social Security numbers or passwords – or answer security questions.
- ✓ Use extreme caution if you are being pressured for immediate payment.
- ✓ Ask your phone company about call blocking tools for landlines or apps for mobile devices.
- ✓ Report spoofing scams to law enforcement, the FCC and the FTC.



Learn more at fcc.gov/spoofing



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.

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Janice@riversidedowntown.org

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RDP Facebook Page

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NEW SMART METERS INSTALLED IN DOWNTOWN RIVERSIDE

The City of Riverside in collaboration with Republic Parking has completed the installation of 79 smart multi-space meters (kiosks) throughout Downtown Riverside. This equipment will provide contactless payment options using ParkMobile app and smart devices, such as Google Pay and Apple Pay. The meters will continue to accept coins, VISA and MasterCard credit cards, and tokens.

Parking enforcement will resume March 1, 2021, and the rates will remain the same.

The City is in the process of acquiring additional meters to replace the remaining single-head meters on poles. Updates will be posted on the City's website <https://riversideca.gov/parking/downtown-parking>.

For more information please contact Republic Parking at 951-682-3167.

