

Downtown is
Calling

Good
Times
Await



November 2023

RBD Bulletin

Riverside Downtown Business Improvement District

City Approves Security Resource Pilot Program

On October 10th, City Council approved the proposed Security Resource Pilot Program, a multi-phased, collaborative approach to assist businesses operating in the city. RDP, the Chamber of Commerce, and others spoke in favor of the proposed program.

The program includes five key components including camera assessment, enhanced stakeholder engagement, security training for businesses, expanded outreach service hours, and expanded security guard service levels. The Pilot Program will begin by late October and run through June 2024 when it will be evaluated for effectiveness.

1. Camera Assessment: In preparation of the Festival of Lights and in response to an increased report of incidents in the downtown area, the IT Department and RPD's Crime Analyst Team reviewed downtown cameras and will replace 20 obsolete 90-degree cameras with 360-degree cameras increasing the visibility of the area.

2. Enhanced Stakeholder Engagement: The City Manager's Office is reviewing resources and strategies to develop a communication network for businesses to effectively communicate with each other, the proposed security guards, and the police. As part of the Pilot Program a communication network will be established for businesses in the pedestrian mall and surrounding downtown area with points of contact reviewed and updated on a quarterly basis.

3. Business Security Training: The Riverside Police Department offers a wide range of tools and resources for businesses to enhance their security and reduce and prevent crime. Workshops on various programs and related security issues for businesses will be facilitated by RPD along with the Riverside Chambers of Commerce and Riverside Downtown Partnership.

4. Expanded Outreach: The establishment of the Department of Housing and Human Services afforded the City to centralize resources and partnerships related to engaging with homeless individuals that frequent key areas in Riverside. Through the Pilot Program, Outreach Worker teams

will communicate with law enforcement and contracted security guards to identify hot concentration areas where engagement is needed. Designated areas identified in the Pilot Program to receive expanded outreach levels include the downtown area and Magnolia corridor. Outreach teams will operate seven days a week during daytime and evening hours, including one team that is currently scheduled Wednesdays to Saturdays from 12 pm to 11 pm.

5. Increased Security Guard Services: To ensure police officers are effectively assigned to meet community needs, the Pilot Program will introduce contracted security services to engage the business community to assist in reducing incidents of vandalism, theft and trespassing. The security guards in the Pilot Program do not replace the role of the Police Department but will be alleviating the service burden by serving as additional eyes and ears monitoring nuisance and other activity downtown, while Police resources are freed for deployment where needed. Two proposed levels of service include downtown foot patrols and a hybrid vehicle/foot patrol in designated areas of the City.

5A. Downtown Security Foot Patrols - To address business safety concerns, a two-person foot patrol service will be implemented to assist residents, visitors and businesses within the specified area. The downtown area to be patrolled is 7 blocks long, from 12th Street to 5th Street, and 3 blocks wide, encompassing Lemon Street to Market Street. The patrol hours are 4 am to 10 pm Monday through Friday, and 10 am to 6 pm Saturday and Sunday.

5B. Hybrid Vehicle/Foot Security Patrols Designated Areas of the City - In tandem with the downtown security foot patrols, a hybrid vehicle and foot security patrol is proposed for a wider swath of the city along the Magnolia corridor. The hybrid patrol service will proactively patrol the public spaces of the proposed area focusing on camping and loitering and address problems as they are identified, utilizing all the resources available to them. The patrol hours are expected to occur 8 am to 5 pm

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Join us for the RDP luncheon at Noon on Tuesday, November 28 at Avila's Historic 1929 located at 3252 Mission Inn Avenue featuring

Erin Christmas from the Main Library discussing the Library's Expanded Hours and Programming
Call the RDP office at 951-781-7335 for reservations.



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Tuesday through Saturday. Each patrol will concentrate on one area of the city for a five-day period and then move to another as directed. The proposed patrol area is loosely based on the Magnolia corridor from Jurupa Avenue to La Sierra Avenue; however, several other areas outside the corridor will also be included.

The use of contract security services in these designated areas of the city will help provide reassurance to residents, visitors and the business community that the City is committed to improving safety and will assist the Riverside Police Department

by freeing resources to respond where needed. The success of the Pilot Program will be reviewed within the first seven months and will identify any changes associated with 311 calls related to incidents and property damage in the designated program implementation area(s). Assessment of the Pilot Program will also include surveys from businesses located in the program implementation area(s).

The above is an excerpt from the full City Staff Report which can be found at <https://riversideca.legistar.com/View.ashx?M=F&ID=12334270&GUID=00170CCC-D9F1-4D11-9BB9-29342A6F4ED0>



Supervisor's Message – Kevin's Corner *Contributed by Supervisor Kevin Jeffries*



Size Matters! There has been increasing news coverage of the logistics industry (read: warehouses) being in some degree of trouble by way of either over saturation, and/or a shift to East Coast ports, or perhaps America learning to restart in its own manufacturing capacity (in other states).

Whatever the reasons are, I am NOT yet seeing a major realignment hitting Western Riverside County. When a developer submits their development/project plans to the county Planning Department, often a copy comes to our office for my First District Staff to review and provide initial comments/concerns (if located in the 1st District). I am told that conceptual plans for big (mega) warehouses are still in the pipeline, but plans for the smaller warehouses (under 400,000 sq ft) are reportedly slowing down. Seems the big boys (mega companies) still want mega-warehouses along the 215, 15, and 60 corridors. Our freeways are already at maximum bumper to bumper capacity during the morning and afternoon commutes. If the logistics industry and their thousands of tractor trailer rigs don't figure out how to pivot to what I call "Night Owl" delivery hours (getting their trucks off the freeways during commuter hours), at some point State and Local officials are going to be forced to declare the freeways are at continuous failing grade (read: parking lot)

status, and that no more mega-warehouses can be built in much of the Inland Empire.

Left Behind? Speaking of warehouses continuing to be tilted up, have you noticed that a certain type of buildings are seldom being built anymore? The buildings you do NOT see are what I call the "small business park" facilities that had been built 20 or 30 years ago. These buildings, typically 10,000 to 50,000 sq feet, would have 2 to 10 business suites within them that would cater to a variety of small businesses such, smog test, upholstery, auto repair, machine shop, heating & air, welders, plumbers, electricians, etc, etc. I am told there is so much money (profit) in big warehouses (sales or lease), and/or incredibly high costs to build small business parks that the big pocket developers have essentially abandoned the small business community. Now to be sure, government fees do not help in this situation. It costs a small fortune (in fees) just to build almost anything today – so the mom & pop light industrial users are being left out in the cold.

Still Growing! Those freeways are going to keep getting more crowded even without new warehouses, as the State continues to refuse to build new capacity on them, while "assigning" Riverside County more and more housing to make up for the high cost of housing in the Coastal areas. We are the 4th largest County in California (and 10th in the nation), but we are the only County in the top four that continued to grow since the census in 2020. Something has to give!

Mayor's Message - Revamping our Mental Health Care System

Contributed by Mayor Patricia Lock Dawson



How a slew of mental health bills signed into law over the last few weeks are part of a larger effort to overhaul how California approaches mental healthcare.

Before I began my tenure as Mayor, I served as a 3-time gubernatorial appointee on the California State Board of Behavioral Science, serving

as the Vice Chair of the board. During this service, I saw firsthand how complex and fractured our state mental healthcare system is. Improving this system has been one of my greatest professional priorities.

For far too long, California has been stagnant when considering the conditions of the existing mental health system. In the wake of the stagnation, our state saw a precipitous decline in the system across the board, from bedding to specialized housing to substance abuse treatment and prevention. In 2015 almost half of the counties in California had no adult acute psychiatric beds. Given the significant homelessness crisis we are facing, and the subsequent constraints of court rulings that have hampered our response, it became apparent that the most immediate and feasible method of resolution to combat this challenge was an overhaul of the way we approach treatment.

Revamping the mental health system would not only benefit those with regulated and stable mental health challenges but would also help those who are suffering from chronic mental health illnesses. Right now, 1.2 million adults have a serious

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mental illness in California, some of which are represented in California's 170,000+ homeless population. Additionally, "a third of adults who received county mental health services for serious mental illnesses had a co-occurring substance use disorder."

From the very beginning, my administration took the lead in advocating for legislation that would begin the process of revamping this system. Our efforts resulted in CARE Court, which was implemented in Riverside County just last month. With CARE Court, healthcare workers, first responders, and family members will be able to help individuals suffering from chronic mental health issues by providing them services. These individuals are compelled to accept services through conservatorship if a court deems them to be "gravely disabled" and are unable to make decisions for themselves. Also last month, in order to strengthen CARE Court, Governor Newsom signed Senate Bill 43 (SB 43) which will expand the definition of "gravely disabled" to include people who are unable to provide themselves basic needs such as food and shelter due to an untreated mental illness or drug and alcohol use. This will make it more attainable for authorities to provide much needed care to people with untreated mental illness or addictions, many of whom represent the most visible homeless population in Riverside.

In addition to that reform, our advocacy in Sacramento has also led to the signing of Senate Bill 326 (SB 326) and Assembly Bill 531 (AB 531), a \$6 billion bond to build behavioral health facilities. Californians will vote on this package, collectively known as Proposition 1, on the March 2024 ballot. For the first time in decades, Californians will have the ability to transform the state's mental health system by constructing healthcare facilities. The choice for how we move forward in this area will be left up to you—the voters.

We have not seen a substantial update in our mental health system since 1967, and I am proud that my office is one of the leaders in this effort. It is my obligation to Riversiders to be transparent when it comes to the challenges and opportunities our city is facing. And while I know, am witness to, and am frustrated by the mental health, substance abuse, and homelessness crisis we see on our streets, I am optimistic that because of our results-driven leadership, Riverside is positioned to confront this challenge. It will take time, and the work will be difficult in the months and years to come, but as long as I am mayor, we will not relent in our efforts, our advocacy, and our determination to get the job done.



COUNCIL CORNER

Ward One Council Update

Contributed by Councilwoman Erin Edwards

Get ready for Downtown's best and busiest season of the year. Dancers and musicians will gather in our Downtown on November 4th for the 20th annual Day of the Dead Festival taking place on Market Street. Festival of Lights is here! The opening ceremony kicks us off on November 18th, bringing the return of the ferris wheel and everyone's favorite ice-skating rink at The Cheech. To make sure all Downtown visitors and businesses are safe, the City Council approved a plan to hire Allied Security Services to patrol the Downtown core. More good news: the former Encore School Site will soon be converted into a parking lot ready to help address parking needs after November 18th.

Though the holidays are around the corner, Council has not slowed down its actions to help fortify economic development

and prosperity in the City. Last month, we approved funding for improvements in Lake Evans in Fairmount Park. The Council also approved the Riverside Downtown Partnership to continue acting as the advisory board to the Downtown Parking and Business Improvement Area and levying assessments for 2024. Stay tuned for more information on the Small Business American Rescue Plan Act Grant Program, to bring autonomous shuttles to Riverside. Enjoy your Thanksgiving holiday, and don't hesitate to reach me with your ideas and questions at EEwards@RiversideCA.gov.



Ward Two Council Update

Contributed by Councilwoman Clarissa Cervantes

Happy Autumn Days!

Eastside Library: I am thrilled to share that The City of Riverside has been awarded \$10 million for the new SPC. Jesus S. Duran Eastside Library as part of the Building Forward (Round 2) Grant Opportunity with the California State Library! A big thank you to Assemblymember Sabrina Cervantes for securing an additional \$4.5 million in state funding towards this major investment in our community! The new Eastside Library will be located adjacent to the Cesar Chavez Community Center.

Annual Thanksgiving Dinner: The Lincoln Park Neighborhood Group will be hosting their annual Thanksgiving dinner! Stop by Lincoln Park on Friday, 11/17/23, from 6PM-8PM for a delicious free turkey dinner! Lincoln Park is located at 4261 Park Avenue.

Snow Day: Riverside PRCSO in collaboration with Bordwell Park Advisory Board and MLK Advisory Board will be hosting Snow Day at Bordwell Park! Snow Day will be on Saturday, 12/2/23, from 9AM-12PM. Enjoy 80+ tons of snow, crafts, and food vendors! Bordwell Park is located at 2008 Martin Luther King Blvd.

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 ccervantes@riversideca.gov.

My daughter, Autumn Sky, and I wish everyone a beautiful Fall and start to the holiday season!


Councilmember Clarissa Cervantes



The California Festival

RIVERSIDE CA (October 2023) – A two-week, statewide festival of music from around the world will showcase today's most compelling and forward-looking voices in performances of works written within the past five years. The California Festival was conceived by LA Phil Music & Artistic Director Gustavo Dudamel, San Diego Symphony Music Director Rafael Payare and San Francisco Symphony Music Director Esa-Pekka Salonen as a festival that highlights the collaborative and innovative spirit that thrives in California.

The California Festival will take place November 3–19, 2023. Representing the Inland Empire, the Riverside

Philharmonic will participate in the California Festival with a concert on Sunday, November 19, 2023 at 4 pm at Riverside City College's Coil School for the Arts, 3890 University Avenue, Riverside CA 92501. The concert, entitled Music for the People, will feature Anna Clyne's Stride for string orchestra. Clyne, currently the composer-in-residence for the Helsinki Philharmonic Orchestra, was heralded by the New York Times as "a composer of uncommon gifts and unusual methods." The balance of the program includes Béla Bartók, Rumanian Folk Dances and Franz Joseph Haydn, both his Symphony #44 in E minor and Symphony #39 in G minor. 

Arts Corner - Riverside Artswalk - Artist Spotlight: Perry

Contributed by Rachael Dzikonski, Executive Director – Riverside Arts Council




After a month jam packed with arts and cultural events, including the Riverside Art & Music Festival, Artoberfest, many Halloween events and more, we're relaunched right into the holiday season. The Mission Inn is nearing completion of installing their incredible Christmas décor as Downtown Riverside is

morphed into a winter wonderland. November is a prime month for Riverside Artswalk artisans as holiday shopping begins. You won't want to miss November's Artswalk and get a sneak peak of the holiday cheer as well as all of the handmade original artworks on display throughout downtown. This month's Artist Spotlight is highlighting the first solo show for the local artist Perry, taking place at A Blve Rose gallery.

Perry is a multidisciplinary artist who was raised in Riverside and has been creating art since he was able to hold a crayon. He graduated from UCLA and is currently working in Riverside at the Eastside Arthouse studio. Perry has shown his work at UCLA, Rodeo Drive, and now at A Blve Rose in downtown Riverside. He spends nearly every day making artwork. Perry has been lucky enough to call this his full-time career and gets to spend about 5-7 days of the week working at the studio on his artwork. His career has allowed him the pleasure of working with powerhouse companies such as Adobe, Photoshop, Amazon, MOCA, and Fujifilm.

Much of Perry's work is autobiographical, usually using his own history and current emotional state as the initial step towards the art creation process. Perry likes to reflect upon his identity and dive deeper into understanding himself. Outside of that, he loves watching movies, especially psychological thrillers like Perfect Blue, Black Swan, Mother, and Pearl because the emotional vulnerability in these films always offer a significant source of inspiration.

Perry has been participating in the Arts community and Artswalk in Riverside for a little over 6 years. The first time participating in an arts event was in high school when he volunteered to help at an arts and craft booth for the Lunar Festival. Perry also vended at the Day of the Dead Festival a couple of times to help fundraise for an art class. Later, he went on to vend during Artswalk to get his work out on display and to earn a bit of cash for school. Post graduation, Perry is working to get back into participating in Artswalk and other art events in Riverside because he would like to engage with the community and give back. When he finished at UCLA and moved back to Riverside, he felt a bit disconnected from his hometown, especially in the arts community. So much had changed! He loves seeing how much it has grown and flourished and would like to continue to add to the community and make it even better for the next generation of artists. Don't miss Perry's first solo show, opening on November 2nd during Riverside Artswalk from 6-9 pm.

For more information about Perry, visit @art_p3rry on IG. For more information on Riverside Artswalk visit www.riversideartswalk.com or @riversideartswalk on IG 

BUSINESS BUZZ

It's Not All Negative: How Bad Customers Reviews Created Revenue Opportunities

by Cynthia Sener

Consumers are increasingly skeptical. Name brands can no longer assume customer loyalty based on reputation alone. Today's consumer doesn't hesitate to study the reviews and experiences of others to determine the highest quality products at the best price — brand name or not. While some popular review sites (think Amazon.com) are no longer assumed to be trustworthy or authentic, online consumer opinions about a brand cannot be taken lightly. That's great if your brand receives nothing but kudos and five-star reviews, but what should be done about the not-so-great to downright negative customer reviews?

Negative Reviews Can Be a Good Thing

Although negative reviews can raise a red flag for consumers, they also present a unique opportunity. When customers feel they've been wronged they want to be heard and understood. "Negative" reviews are an opportunity to listen and respond.

In its 2023 CX (Customer Experience) trends report, Chatmeter shared data that 28 percent of consumers want to read negative reviews. In fact, 32 percent wouldn't consider purchasing without seeing any negative reviews, indicating that negative feedback can create a sense of brand authenticity. This is especially true when consumers see brands responding to poor reviews and engaging with the customer to resolve his/her issue(s) in a meaningful way.

Seventy-three percent of consumers say customer experience is as critical as price and product quality in purchasing decisions. Consumers crave genuine interactions with the businesses they patronize. They want their feedback acknowledged and respected.

So, how does a brand turn a negative review into a good thing?

1. **Respond quickly and professionally.** According to the Conversation Index, seven out of 10 customers changed their comments about a brand after the company responded to their review.
2. **Keep it short and sweet.** There's no need to do more than acknowledge the problem and then offer to resolve it offline.
3. **Connect with the customer offline.** Acknowledge the problem at hand and apologize for their negative

experience. Let the customer know you'd like to learn more about the situation to prevent similar experiences in the future.

4. **Avoid arguing with the customer or trying to change their mind.** Instead, focus on what you can do to improve the customer experience and work to rectify the problem they experienced.

With the right technology, negative reviews add up to a goldmine of brand intelligence

There's nothing negative about positive reviews. No question — it's essential that your brand knows what's going well, who its highly rated employees are, and which locations are killing it.

But some of the best gems of game-changing customer insights are lying in plain sight — IF you have the technology to extract them.

That's where multi-location reputation management platforms powered by artificial intelligence come into play. Solutions integrating AI and natural language processing (NLP) have transformed the way businesses collect and analyze consumer sentiment data.

These platforms:

- Harness the power of AI-driven analytics and insights, from global customer sentiment to location-specific metrics to valuable trends hiding within your unstructured data.
- Improve workflows, save time, and reply to every review while ensuring consistent, authentic, on-brand AI-generated responses.
- Provide the deep listening and brand intelligence you need to make the best possible decisions and give your brand a competitive edge.

Celebrate all the positive customer feedback and high-star reviews but don't underestimate the power of less-than-stellar comments to unlock powerful insights to support your brand strategy and deliver CX excellence throughout the online customer journey

Source: <https://www.mytotalretail.com/article/its-not-all-negative-how-bad-customer-reviews-create-revenue-opportunities/>



SECURITY CORNER

AI Is Trying to Break Your Password by Eduardo Vasconcellos

- Artificial intelligence tools can guess 51 percent of common passwords in less than one minute.
- Once a security breach occurs, the damage could range from minor data theft to complete organizational disruption.
- Multiple password management services can prevent password security failures by generating and managing randomized, secure passwords.
- This article is for IT professionals and business owners who want to protect their organizations from AI-powered password cracking.

Cybersecurity is an ongoing conversation for all businesses. However, now that artificial intelligence (AI) has entered the chat, IT departments are scrambling to get ahead of the curve. Cybercriminals are using AI advances to attack password security. Once they've cracked passwords, they can infiltrate the networks of unsuspecting businesses and steal personally identifiable information, financial records and more.

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We'll explain how AI is being used to hack common passwords and what businesses can do to shore up password security and protect their operations.

How AI can crack passwords

AI tools may be transforming businesses, but they're also helping cybercriminals. According to Home Security Heroes data, AI can hack 51 percent of common passwords in less than a minute. Perhaps more disturbing, AI can crack up to 81 percent of most passwords in less than a month. And because AI tools can learn autonomously, they can keep up with even strong passwords.

Home Security Heroes discovered the following disturbing information about AI password cracking:

- If a password is five characters or fewer, an AI tool can break it nearly instantly. This finding was based on an AI password cracker called PassGAN, which processed over 15 million passwords.
- If a password is six characters or fewer, it can be broken in four seconds or less – regardless of complexity.
- More than half of all passwords processed in the study were cracked in less than a minute, and 71 percent of processed passwords were broken in less than a day.
- Even when 18-character passwords are used, if a password is just a numerical code, PassGAN can still crack it in 10 months or less.

It's only a matter of time before AI-based vulnerabilities appear in your business. Fortunately, password complexity measures can slow down AI's password-cracking abilities – for now, at least. Specifically, once you include letters, capitalizations and special characters, AI tools have a much harder time.

According to Home Security Heroes, it should take an AI tool around 30,000 years to break a 12-character password with upper- and lowercase characters, numbers, and symbols. That seems like a decent starting point that gives you plenty of time to stay ahead of the curve – especially if company policy dictates password updates every 90 days.

Many vulnerabilities beyond weak passwords can open a business to data breaches. However, basic cybersecurity measures like conducting security audits and training employees thoroughly can help secure your business.

4 common security breach outcomes

What happens when a corporate password is hacked? Once a password has been compromised, a business is open to malicious activities that undermine its overall cybersecurity. The damage could include everything from financial loss to trade secret theft.

Here are some typical post-password breach occurrences:

1. Hacked passwords can lead to data theft.

Data loss is a devastating security breach consequence. Financial records, trade secrets and product development can be compromised because an AI tool figured out the right password to give corporate access to the wrong person.

2. Hacked passwords can cause business disruption.

Once a breach occurs, one of the more severe results could be complete business disruption. For example, an April 2023 data breach caused a complete service disruption for the digital storage company Western Digital.

The costs associated with business disruption can range from thousands to millions of dollars daily, depending on the organization's size. And once a network security threat succeeds, it can take weeks to recover from the attack, creating issues like loss of marketplace trust and theft of corporate funds.

3. Hacked passwords can lead to financial theft.

A security breach's financial impact depends on the type of cyberattack. An affected business could lose revenue because of ceased operations, stolen funds or regulatory fines.

When you add in the costs of administrative upgrades like repairing the security infrastructure or implementing new procedures, a business can face overwhelming financial repercussions.

Data breach costs can be devastating. According to a 2022 report from IBM, the average cost of a cybercrime incident is \$8 million.

4. Hacked passwords can lead to legal liability.

Along with regulatory fines, a business that suffers a data breach also faces legal repercussions. State and federal standards are in place to help minimize the impact of a cyberattack, and they require a full audit of corporate records, practices and procedures to ensure a business was fully compliant with all rules and regulations at the time of the breach.

Twitter's security failures offer insights into critical user-data-handling missteps to avoid at all costs in your business.

Top tools to protect your passwords

The Home Security Heroes report offered a glimmer of hope regarding thwarting AI-based password-crackers: Passwords that use more than 18 upper- and lowercase characters mixed with numbers and special characters are generally considered safe against AI. So, how do we get there?

One way is to create a full, complex phrase you can remember for each account you must access. Another option: Use a password generator combined with a password manager to track your login information.

Consider the following password generators and managers that can help keep your business safe. Visit their websites for complete information.

1password

Developed by AgileBits, 1password is an industry leader that offers a robust password generator, password management service, a digital vault and a secure digital wallet.

- 1password's free service: 1password is available in a limited free version.
- 1password's paid tiers: 1password's paid service starts at \$7.99 monthly for individual users; a team starter pack costs \$19.95 monthly with licenses for up to 10 users. The team tier provides options for as many unique, randomized passwords as your business needs, along with password management services to keep everything organized. For more customization, 1password offers an enterprise-level service (pricing options are available

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upon request) that provides additional security layers like custom roles and access levels, daily activity logs, and usage reports to help hone your corporate security efforts.

- Additional 1password features: Other 1password features include two-factor authentication, cloud storage and mobile app support.

RoboForm

An oldie but a goldie, RoboForm excels at all the basic core functionality you'd want from a password generator, with few of the frills.

- RoboForm's free service: RoboForm offers a robust free service that provides unlimited password storage, cloud storage for notes, login sharing and multiplatform support. It also includes a password generator, two-factor authentication and a mobile app.
- RoboForm's paid tiers: While the free service offers a reasonable amount of features, its paid service lets you sync information across multiple devices and apps. The RoboForm paid service starts at \$23.88 per year for an individual user, \$47.75 per year for a family plan that supports up to five users and an enterprise level that ranges from \$29.99 to \$39.99 annually per individual user. The pricing for an enterprise-level service varies based on how many accounts are needed.

NordPass

NordPass is another great password generator option. It's designed to help users create and manage passwords easily for any account. Built by the same team that created the well-reviewed NordVPN service, NordPass helps organizations and business owners create, save, and organize unlimited passwords and keep them secure in one location.

- NordPass free version: The free version of NordPass lets users create and manage passwords, credit card details, and multifactor authentication.
- NordPass paid versions: Premium tiers offer additional features like syncing information between devices, identifying trusted contacts and granting access to secure files to known users. The good news is that Nord offers reasonable pricing structures with regular discounts (especially for first-time users). Its paid service for individual accounts costs \$72 for two years, but there's also a discounted rate of \$35.76 (\$1.49 per month) for the first two years. Family plans are also available, with support for up to six users.

Keeper

Boasting an offline mode to manage security without an internet connection, Keeper is another strong password manager with unlimited password storage designed to help keep your data safe.

- Keeper individual pricing: For \$35 annually, Keeper gives individual users a mobile app and browser extension to simplify password security while syncing data across as many devices as necessary. There's also a family plan for \$75 billed annually.
- Keeper business pricing: Keeper's Business Starter tier costs \$2 per user per month, with a minimum of five users. You can securely share passwords with team members or trusted colleagues, so you don't have to

worry about hackers intercepting a text message or email. Perhaps best of all, Keeper decrypts information on your device, so it's never stored on a remote server. Your information stays with you and is never shared with anyone. Once you leave the service, all decryption data is deleted. Keeper also has Business and Enterprise tiers with additional features.

Dashlane

Dashlane lets users create completely randomized passwords on demand to give you 24/7 security (and peace of mind that your critical business data is safe).

One of the key differentiators that Dashlane offers is a virtual private network (VPN) on top of its other security features. With a VPN and a dark web monitoring service, Dashlane delivers robust functionality to any business, from one-person operations to large-scale enterprises.

- Dashlane pricing: All this functionality comes at a cost. Dashlane's pricing structure depends on your desired service level and how many people need access. For a starter account, you can get 10 licenses for \$20 per month – \$2 per user. However, that service level doesn't provide a VPN, single sign-on services or on-demand support. A business account with all the features and functionality Dashlane has to offer costs \$8 per month per user.

Most password managers use robust computer encryption to store passwords. If the password management company experienced a breach, cybercriminals wouldn't be able to decipher its stored passwords.

Stay ready for AI password-cracking

Cybercriminals will use any tool at their disposal to infiltrate the networks of unsuspecting businesses to steal money and valuable data. And they're taking advantage of AI's seemingly endless possibilities to conquer the most common passwords.

Password security is now more critical than ever. Businesses must prioritize generating complex passwords and using cutting-edge technology to store and manage them.

Source: <https://www.businessnewsdaily.com/ai-password-security-threat>

RDP Welcomes New Businesses to Downtown

10th Street Supply (Cleaning Supply and Service)

Applied Behavior Autism Center

Elite Group Services (Business Services)

Elmer Day Homes (General Services)

Gabby's Banquet (Party Rental)

Loose Leaf Boba Company Riverside LLC

Mariscos El Zorrillon

Mixies Ice Cream & Cookies

Team Dub Life (Business Services)



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RDP Website

ADDRESS SERVICE REQUESTED



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RDP on Facebook



HELP LIGHT UP DOWNTOWN.

RDP is holding its annual window decorating contest. Prizes include \$200 First Prize, \$150 Second Prize, and \$100 Third Prize, and 5 prizes of \$50 each for Honorable Mention.

Let's 'light up' the downtown storefronts with your best holiday lights and decorations. Winners will be notified by phone and then announced on December 15th on Facebook.

To be eligible, your window must be decorated and a completed entry form* returned by November 17th, the Friday before Switch-on. The independent judges will be reviewing windows between November 20th and December 8th. You can either return your form by giving it to an Ambassador, email it to janice@riversidedowntown.org or fax it to 951-781-6951.

Sorry – entrants are restricted to those in the Downtown BID.

*Entry forms can be found at <https://www.riversidedowntown.org/rdp-news/> and clicking on 2023 Window Decorating Contest. Or you can get one from an Ambassador by calling **951-312-7522**.