

BID BULLETIN

Riverside Downtown Business Improvement District



IN THIS ISSUE

Riverside Civil Rights Walk	1
Fall Event	2
Mucho Gusto Fest 2026	
Mayor's Message.....	2
Homelessness	
Council Corner	3
Ward One	
Arts Corner.....	4
Riverside Arts Community Spotlight: Riverside Art & Music Festival	
Business Buzz	5
10 Ways to (Really) Know Your Customers	
Security Corner.....	7
Cyber Criminals Redirecting Users to Fraudulent Websites with Malicious Traffic Distribution Systems	

RDP LUNCHEON

Join us for the RDP luncheon at Noon
on Tuesday, September 22, 2026
Sponsored by and at Riverside
Community Hospital
Call the RDP office at 951-781-7335
for reservations

Riverside Civil Rights Walk

The Riverside Civil Rights Walk features a core 1.8-mile loop with thermoplastic markings routing walkers to multiple points of interest. The expanded 2.9-mile loop features additional points of interest. The project is similar to the Boston Freedom Trail and will incorporate mobile phone interactive technology.

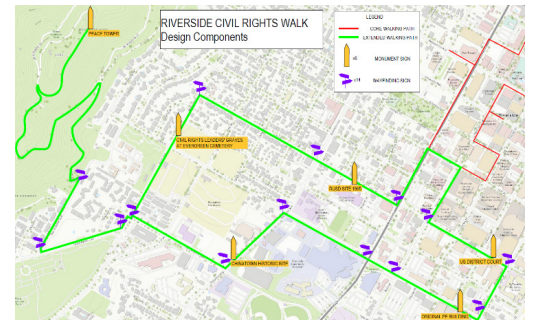
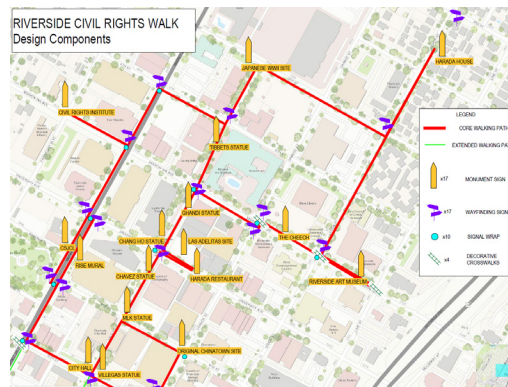
As part of the project, the City will reconstruct

specific sidewalks, driveways, and curb ramps. Accessible pedestrian signals and leading pedestrian intervals (a 3 to 7 second head start to enter a crosswalk before opposing vehicle traffic gets a green light) will be installed at approximately 13 traffic signals along with high visibility crosswalks and LED warning signage.

CATEGORIES		
1 Civil Rights Institute	13 Original Chinatown Site	Legal Victories
2 Eliza Tibbets Statue	14 Ysmael Villegas Statue	
3 World War II Japanese American Collection Site	15 Riverside City Hall	Lifetimes of Service
4 Harada House	16 Rise Mural	Quest for Justice
5 Riverside Art Museum	17 Center for Social Justice and Civil Liberties	
6 The Cheech	18 US District Courthouse	International Heroes
7 Mahatma Mohandas Gandhi Statue	19 Original Press Enterprise Building	
8 Dosan Ahn Chang Ho Statue	20 Chinatown Historic Site	
9 Las Adelitas Site	21 Peace Tower	
10 Harada's Washington Street Restaurant	22 Grave Sites of Civil Rights Leaders at Evergreen Cemetery	
11 César Chávez statue	23 Original Riverside Unified School District Site	
12 Martin Luther King Jr. Statue		

The Riverside Civil Rights Walk will include 23 Monuments, 10 decorative signal wraps, 4 decorative crosswalk intersections along with 1.8 miles of thermoplastic pathway, and 4.7 miles of wayfinding signage. The Walk will be accessible with a QR Code on

each Monument taking visitors to a link to the City website, various Languages, and additional script and photos. Visitors can also access mobile phone interactive maps, and there will be tactile surfaces for the visually impaired.



Construction started in late August and is expected to take approximately 8 months. The full presentation can be found on the RDP

website <https://www.riversidedowntown.org/rdp-news/>

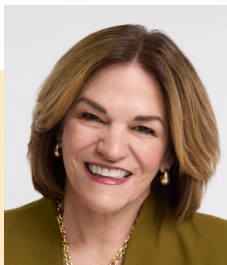


DOWNTOWN IS CALLING
www.RiversideDowntown.org

Fall Event

Mucho Gusto Fest 2026: A music festival without borders on Saturday, September 19th from 2 pm to 11 pm at North Park. Back for a fourth year, this vibrant celebration will feature mouth-watering delights from an array of local food vendors, including delectable Vegan dishes, Tacos de Canasta, savory Pupusas, and more plus a Beer Garden. Attendees can explore

a treasure trove of unique art vendors and breathtaking Art Installations scattered throughout the park. They can also dance, sing, smash piñatas, and dive into a world of artistic wonders. Visit <https://www.muchogustofest.com/> for more information and how to buy tickets.



Mayor's Message

Contributed by Mayor Patricia Lock Dawson

Homelessness

As Mayor of Riverside, I hear from families, working Few issues matter more to Riversiders than homelessness, and very few are more challenging to address. I know many residents feel frustrated when they don't see immediate results. The reality is that meaningful progress rarely comes from a single action. Meaningful progress comes from coordinated efforts happening every day through law enforcement, outreach, housing, code enforcement, legal action, and state advocacy.

Holding Problem Properties Accountable

One example is the Magnolia corridor, which has long experienced persistent crime, nuisance activity, and concentrations of homelessness. The City launched a coordinated effort to hold negligent property owners accountable and as part of that effort five motel owners were billed for the extraordinary costs generated by repeated police responses to their properties. The Riverside Police Department increased enforcement through regular patrols and targeted operations while the City's Public Safety and Engagement Team (PSET) continued to connect individuals experiencing homelessness with available services.

And after more than two years of investigation and legal work, the City successfully obtained a court-appointed receivership for the Riverside Inn & Suites on Magnolia Avenue. Receivership is one of the strongest enforcement tools available under California law. After documenting years of criminal activity and unsafe conditions, the City Attorney's Office successfully demonstrated that court intervention was necessary.

A court-appointed receiver now has full authority to manage the property, collect revenue, pay expenses, hire licensed contractors, and make the repairs necessary to bring the property back into compliance. The Riverside Inn & Suites is the first of five properties where the City is pursuing similar legal remedies. This success reflects years of collaboration between the Riverside Police Department, Code Enforcement, the City Attorney's Office, and former Councilmember Jim

Perry, who championed this effort throughout the process.

Addressing Encampments Along State Freeways

Another example of this coordinated approach is our work to address encampments along state freeways. Until recently, Riverside could not directly address encampments located on state-owned freeway property because those areas fall under Caltrans jurisdiction. Riverside became one of the first cities in California to enter into an innovative agreement with Caltrans that allows our PSET teams to conduct outreach, remove debris, and connect people with services while being reimbursed by the state.

Since this agreement took effect, City crews have

- Mitigated 728 encampment locations
- Removed more than 91 tons of debris
- Issued 246 code violations
- Made 48 arrests

Strengthening Regional Coordination

Another important step was the adoption of a new ordinance requiring organizations to notify the City before transporting an unhoused individual into Riverside. The goal is simple: to ensure services can be coordinated before someone is dropped off, rather than after the fact.

Despite significant investments by both the City and State, the supply of emergency shelter beds and affordable housing remains limited. At the same time, Riverside serves as a regional hub for hospitals, behavioral health facilities, shelters, recuperative care programs, and the county jail. Because of this, too often individuals are transported into Riverside without prior coordination or a plan for supportive services, placing additional strain on already limited local resources and reducing our ability to respond effectively to those already here. The new ordinance is intended to improve coordination, not prevent people from receiving care.

Organizations transporting an unhoused individual into Riverside must provide written notification at least 24 hours

continued on page 3

in advance. This allows City staff and service providers to coordinate available resources, identify the jurisdiction of origin, and help ensure individuals are connected to appropriate services rather than released into the community.

Just as importantly, the ordinance reinforces that homelessness is a regional challenge requiring regional solutions. By tracking where individuals are being transported from, Riverside can work more effectively with neighboring jurisdictions and service providers to improve coordination, strengthen accountability, and ensure responsibility is shared rather than shifted from one community to another.

That coordination matters because homelessness response requires significant resources. According to City estimates, it costs approximately **\$63,000** to provide the shelter, rental assistance, housing navigation, case management, and outreach services needed to stabilize one unsheltered individual. Better coordination helps ensure those limited resources are used wisely while improving continuity of care for the people who need them most.

Advocating for State Resources

While we continue taking enforcement action here at home, addressing homelessness also requires sustained investment. That's why we are fighting in Sacramento to ensure Riverside has the resources needed to continue this work.

Each year, cities across California rely on the state's Homeless Housing, Assistance and Prevention (HHAP) program to fund many of the services that help move people off the streets and prevent others from becoming homeless. This year, as Chair of the California Big City Mayors Coalition, I led mayors from across the state advocating to protect this funding.

We successfully secured \$900 million for HHAP Round 7 to address homelessness across California. We also successfully advocated for stronger accountability by ensuring unspent HHAP dollars remain dedicated to homelessness efforts and are redistributed to communities making progress, rather than reverting to the State's General Fund.

Of that funding, Riverside County, the City of Riverside, and the Riverside City & County Continuum of Care are anticipated to receive approximately \$20.4 million, including roughly \$10 million directly for the City of Riverside.

So what does that funding accomplish? As of March, HHAP funding has helped Riverside

- Serve 2,456 individuals
- Create 133 shelter beds
- Provide Rapid Rehousing Assistance to 125 individuals
- Provide prevention assistance to 202 households
- Engage with 497 individuals

Following changes to the Quality Inn project, HHAP funds are being reallocated to maximize their impact, including expanding rental assistance, supporting 25 units at Mulberry Gardens Senior Apartments, and investing in other eligible homelessness response activities.

Looking ahead, Riverside's most recent allocation will continue supporting:

- Emergency shelter operations
- Rental Assistance Program
- Shared Housing Program designed to expand access to safe, affordable housing opportunities.

One thing you'll notice is that prevention is a major focus, that's intentional. 1 in 5 people experiencing homelessness in Riverside are doing so for the first time. Helping someone remain housed is not only life-changing for that individual, but also one of the most effective and fiscally responsible ways to reduce homelessness.

These aren't just numbers in a budget. They translate directly into services that help people move off the streets, connect them with supportive services, and stabilize families before they lose their housing.

Homelessness cannot be solved through any single program, enforcement action, or funding source. It requires persistence, coordination, and long-term investment. Every shelter bed created, every person connected to services, every encampment addressed, and every family kept in their home represents meaningful progress. While there is still more work ahead, Riverside remains committed to building a city that is safer, healthier, and more compassionate for everyone.

Council Corner



Ward One Council Update

Contributed by Councilmember Philip Falcone

Ward 1 Townhall Tour: 6 Specialty Community Meetings in 2 Weeks

I'd argue that Ward 1 is by far the most engaged and active ward in Riverside.

With near-weekly neighborhood group meetings happening throughout the ward, there are plenty of

opportunities for residents to connect with their neighbors and engage with the Ward 1 office, which is here to serve you!

But some topics deserve their own dedicated gathering—a real opportunity to take a deeper dive into available resources, answer questions, and share ideas for improvement. That idea led me to create the **Ward 1 Townhall Tour**.

Over two weeks, I'll collaborate with community groups to host six specialty meetings focused on topics that matter to Ward 1 residents.

The series begins **Monday, August 31**, at 6 pm with a **Historic**
continued on page 4

WARD ONE, continued from page 3

Preservation Townhall in the Riverside City Council Chambers. Ward 1 is home to most of the city's historic landmarks and neighborhoods, making preservation an especially important topic for our community. Residents will have an opportunity to learn more about best practices for maintaining historic homes and properties and discuss ideas for the future of historic preservation in Riverside.

In collaboration with the MLK Seniors, we'll host a **Senior Townhall** on **Tuesday, September 1, at 11 am** at the Stratton Community Center in Bordwell Park. We invite our seniors to join us for a conversation about their needs and priorities, and the resources available to support them.

On **Wednesday, September 2, at 2 pm**, I invite local business owners and members of the business community to join me for a **Business Townhall**, held in collaboration with the Greater Riverside Chambers of Commerce in their boardroom. This meeting will be an opportunity to discuss the issues and opportunities affecting businesses in Ward 1.

For residents with other questions, ideas, or concerns, there will be a **General Townhall** on **Tuesday, September 8, at 6:30 pm** at the Ruth Lewis Community Center in Reid Park. Before the discussion begins, we'll have a special meet-and-greet with the Riverside Fire Department starting at **6 pm**, giving families an opportunity to see a Station 6 fire engine and enjoy free popsicles!

To wrap up the tour, two meetings will be held on **Wednesday, September 9**. A **Townhall for Spanish Speakers** will take place at **9 am** at the Community Settlement Association. Spanish translation will be provided specifically for this meeting so residents can connect with City Hall and participate in the conversation in their preferred language.

Later that day, I'll host a **Student Townhall** at **6 pm** at Riverside City College, Quad 102, giving students an opportunity to share their perspectives and learn more about how to engage with their city.

Please join us at whichever meeting you are most passionate about—or at several stops along the tour. Bring your questions, share your ideas, and invite your neighbors and friends to participate.

I hope to see you on the tour!



ARTS CORNER

Riverside Artswalk Community Spotlight:

Riverside Art & Music Festival

Contributed by Rachael Dzikonski, Executive Director, Riverside Arts Council

The Riverside Art & Music Festival returns to White Park on Saturday, September 26, from 2 pm to 9 pm, bringing together live music, visual art, community performances, local makers, hands-



on activities, and plenty of opportunities to experience the creativity that makes Riverside such a unique place. Presented through a partnership between the Riverside Arts Council, Riverside Downtown Partnership, and the City of Riverside, the festival has grown into an annual celebration of the artists, musicians, performers, and arts organizations that make Riverside the arts and cultural heart of the Inland Empire. The event is free and open to the community, making it an opportunity for everyone to experience the arts while also welcoming visitors from throughout Southern California to spend the day in Riverside.

This year, we are especially excited about the music lineup. The Riverside Concert Band's Swing Ensemble, Crystal and the Sassy Cats, and River Rats will represent our local music community on the main stage, followed by Sugar Candy Mountain and this year's headliner, Levitation Room. Bringing larger touring bands to Riverside gives people another reason to visit our city and gives local residents the opportunity to see these artists perform without the cost of a concert ticket. But it also creates an important opportunity for our local musicians. Sharing a bill with established touring artists gives Riverside bands exposure to new audiences, adds a significant performance credit to their resumes, and can help introduce their music to people who may be discovering them for the first time. Creating those kinds of opportunities for artists to grow and take the next step in their careers is an important part of what the festival is about.

That continues onto the Community Stage, where audiences will experience performances from BRAVA/Riverside Ballet Arts, Limónadas Dance Company, Full Circle Players, Brass in the Park, Bruno, and many more local performers and organizations. Throughout White Park, festival-goers will also find many of the activities that have made the festival a community favorite, including artisan vendors, local arts organizations, visual and interactive art, hands-on activities,

continued on page 5

ARTS CORNER, *continued from page 4*

carnival games, and creative experiences for all ages.

At its heart, the Riverside Art & Music Festival is about creating opportunities—opportunities for the community to experience the arts for free, for visitors to discover Riverside, and for artists to perform, exhibit, sell their work, build their resumes, reach new audiences, and make connections that can help move their careers forward. The festival also serves as an annual fundraiser for the Riverside Arts Council. Funds raised help RAC continue providing free and low-cost arts programming

while supporting the artists and arts organizations that keep our region's creative community growing.

Join us Saturday, September 26, from 2 pm to 9 pm at White Park for an afternoon and evening of music, art, performance, and community—and a chance to experience some of what makes Riverside's creative community so special.

For more information about the Riverside Art & Music Festival visit www.riversideartscouncil.com or @riversideartandmusicfestival on IG.

BUSINESS BUZZ

10 Ways to (Really) Know Your Customers

by Sammi Caramela

Follow these customer engagement tips and tools to help you build brand loyalty and drive repeat business.

Customer engagement tools

Engaging your customers is a critical element of running a successful business. Selling products or services isn't enough to attract and retain loyal customers. It requires ongoing effort to genuinely connect with your audience and build lasting business relationships.

Customer engagement marketing isn't a one-and-done process or a one-size-fits-all approach. We'll explore tips for creating a unique customer engagement strategy and share tools for building and tracking audience engagement.

What is customer engagement?

Customer engagement means improving the customer experience through positive customer interactions and company efforts. You can engage customers through various channels, including social media business accounts and your company blog. However, engagement extends beyond attracting customers to build your brand; you must continuously maintain and strengthen customer relationships to cultivate a loyal, engaged audience.

Even though they might be the driving factor in the beginning, your products and services shouldn't be the only value you offer customers. To improve customer satisfaction and loyalty, ensure you develop a content strategy that produces unique, quality materials that customers can freely access.

10 tips to improve customer engagement

Keep these points in mind when you're developing your customer engagement strategy.

1. Maintain the customer life cycle.

A customer life cycle is the length and nature of a customer's relationship with a brand or company. Marketers should aim to make the customer's life cycle as long and prosperous as possible.

To cultivate a healthy customer life cycle, maintain and continuously improve the customer journey. Maintaining the cycle involves the following:

- Acquiring customers.
- Employing customer retention strategies to keep them interested.
- Extending the relationship beyond a single purchase.

2. Look beyond purchase data.

Although purchase history is the most prominent marketing campaign insight beyond basic marketing demographics, it doesn't go far enough. You must also consider the following data:

- Your customers' channel preferences.
- Propensity scores.
- Household composition.
- Additional metrics, including CRM metrics.

This often-overlooked information will yield results because it's inherently valuable and your competitors likely aren't considering it.

3. Use all available data.

There is a plethora of information marketers can't or don't access when crafting customer communications. For example, behavioral data and online-offline profitability are often overlooked. With the rapid growth in digital channels, the only way for marketers to remain competitive is to use all available customer information.

4. Think like a big business.

Small businesses should think like big businesses and act using available tools. For example, small businesses may analyze data on a smaller scale – for example, in a spreadsheet instead of a custom-built system – but this analysis is still more valuable than hunches or preconceived ideas about your target customer.

If acting on that data means sending individual emails or making one-on-one calls, do it; at least you know you're targeting your best possible customer.

Small and midsize businesses have an advantage over big companies in that they can quickly act on insights and react to market trends. In contrast, it can be challenging for large businesses to present data and propose ideas that resonate with senior leadership, as well as to overcome institutional habits.

Solopreneurs, entrepreneurs and small business owners don't face these challenges. Take advantage of your flexibility and experiment intelligently to discover what matters to your customers.

5. See what's right in front of you.

While many businesses strive to obtain a detailed customer profile, don't forget to consider easily accessible information. With Facebook analytics and other free tools, it's easy to gather

continued on page 6

BUSINESS BUZZ, continued from page 5

information about how consumers interact with your brand.

When you're searching for additional insights, consider asking customers directly. Most will readily offer information in exchange for something of value. For example, customer loyalty programs, social media interactions and customer surveys can be rich data sources.

6. Identify and act on customer triggers.

Go to your customers; don't wait for them to come to you. An engaged customer is most likely to spend or keep spending. Identify your most important customers, but don't forget to determine the most valuable time to reach them within their customer life cycles and purchase cycles.

7. Challenge assumptions.

Challenging assumptions is as much a business philosophy as it is a marketing tactic. Don't assume that methods and practices that have worked well for the past year will be successful in the future.

Consistently reframe your existing data and insights to ensure you have (and, more importantly, act on) the best available data.

8. Build a brand voice.

Your brand's voice is essentially your business's personality. You should maintain it in every article you share, blog post you write and interaction you have.

"Build a brand voice with a distinct personality that resonates with both your values and the values of your target audience," said Gilad Rom, founder of Huan. "This allows you to create a human-to-human connection with your customers. This connection allows your customers to trust you and the products you offer."

9. Connect with consumers on social media.

Social media networks such as Instagram and Facebook are must-have customer engagement platforms for businesses. Social media will help you attract new customers and reach repeat customers, especially on mobile devices, as mobile and social shopping continues to grow.

"It's no secret that social media is the obvious go-to choice for customer engagement strategies," said Chris Brenchley, co-founder of Surehand and Intelirex. "The more likes, shares and comments you receive, the greater feedback you're essentially receiving from your customers. If your business is not on social media, then you're missing out on so many opportunities of connecting with your customers."

Here are some ways to boost social media engagement:

- Encourage followers to tag friends. Tagging is a way to increase each social interaction's power on platforms such as Instagram for business. "The one actionable tip that I can give you is, post something on your social media accounts that makes people want to tag their friends," Brenchley said. "Tagging other people creates a chain reaction for your post. Each tag makes its way to another person's timeline, and the whole process continues."
- Conduct giveaways. Brenchley recommended doing a small prize giveaway that requires users to tag their friends on your post. More people will arrive at your page, and engagement will skyrocket.
- Repost content. Additionally, consider reposting customer

content, like photos or videos of your products or services. For example, if a loyal customer posts a picture of themselves wearing an outfit from your e-commerce shop, ask permission to share it on your Instagram account. Small gestures like this will help you connect with your audience.

10. Invest in content marketing.

Content marketing includes blog posts, webinars, e-books, videos and other channels that position you as an expert in your industry. Your content should be valuable to your target customers and include information they can't get from anyone else. In other words, cater your content to your audience's needs while injecting your brand voice.

If you must choose one form of content marketing to pursue, pick video, recommended Rameez Ghayas Usmani, digital PR and link-building specialist at Thrive Internet Marketing Agency.

"Written content is undoubtedly useful, but today, videos are outperforming for content marketing purposes, and they will continue to be one of the most frequently used content marketing strategies," he said. "Because the human brain processes visuals 60,000 times faster than text, it is far simpler for people to remember visual information than the same information in a written form. That is why marketing videos are all the rage now for increasing traffic to your website."

Create a plan to get – and keep – customers engaged

Customer engagement is an essential element of your marketing plan. It means building a loyal base of return customers who will want to share your brand with others. Using these tips, you can create personalized ways to make your customers feel appreciated and invested in your brand enough to engage beyond a single purchase.

Source: <https://www.businessnewsdaily.com/4890-customer-engagement-tips.html> (Excerpt)

RDP Welcomes New Businesses to Downtown

American Horizon Moving Co.
California Indian Nations College
Corners Global Co. (General Services)
Crescendo Conservatory of the Arts LLC
Jasmine Arteaga Pineda Agency (Administration)
Life Builders (Counseling)
Mullettuude (Beauty)
Renewed Ambition (Administration)
Sankofa Realty
Skyline Traders LLC (Imports and Exports)
Slow Bloom Coffee Cooperative (Café)
Sonny Fernando Vending Machine (Retail Sales)
Terra and Self (Online Retail Sales)

SECURITY CORNER

Cyber Criminals Redirecting Users to Fraudulent Websites with Malicious Traffic Distribution Systems

The Federal Bureau of Investigation (FBI) has issued a PSA to warn the public of cybercriminal use of traffic distribution systems (TDSs) to gain access to victim networks for ransomware or other financial scams. TDS is a technology used to route internet traffic visitors to different destinations after users visit webpages, click advertisement links, sign up for promotions and discounts, or download an application. Cyber criminals use TDSs to selectively redirect users to compromised or fake login websites that can host phishing pages for online financial fraud or prompt users to download software updates containing malware.

How a Malicious Traffic Distribution System Works

1. Initiation of Redirection Cyber criminals use a variety of methods to drive users to a TDS, including social engineering techniques, such as links included in phishing emails, search engine optimization poisoning that promotes fraudulent advertisement links that mimic legitimate ones, or the compromise of legitimate websites through changes to the website code.

- Legitimate websites are vulnerable to cybercriminal compromise when using insecure passwords or outdated website themes and plugins. Cyber criminals obtain unauthorized access to websites by brute forcing weak administrative passwords or leveraging exploits for outdated website plugins. After obtaining administrative access to legitimate websites, cyber criminals edit the website's code, which redirects website visitors to a malicious TDS.

2. Redirection Bypasses Firewall Cyber criminals often use TDS to bypass traditional firewall rules that would otherwise block connections to malicious websites. The TDS uses a complex chain of intermediate nodes to hide the final malicious destination, making it difficult to trace and block.

3. Filtering Website Visitors Cyber criminals use TDS to analyze potential victims to target by collecting their IP address, operating system, location, device, and browser information. Based on the collected information, a malicious TDS can determine if a payload is effective and filter traffic accordingly. A cybercriminal can use a TDS to identify users in regions they are not targeting, allowing them to avoid detection by displaying safe content to undesired targets, including security researchers.

4. Cyber Criminal Exploitation of Users Cyber criminals can exploit website visitor devices at the end of the TDS redirection chain by delivering phishing pages, financial scams, and other malware. Cyber criminals sometimes use a TDS to gain access to a victim's network, often through malware distribution. Access to victim accounts obtained via network access may be sold for a fee to other cyber criminals, including ransomware groups.

Tips to Protect Yourself

The FBI recommends individuals take the following precautions

to protect themselves from being targeted by a malicious TDS:

- **Exercise caution when clicking on advertisements** Before clicking on an advertisement, check the URL to make sure the site is authentic. A malicious URL may be similar to a legitimate URL or a subdomain of a legitimate domain.
- **Keep Software Updated** Regularly update website software plugins and themes to patch known vulnerabilities. Enable automatic updates for minor releases and plugins.
- **Use Security Plugins & Firewalls** Install reputable plugins that provide a Web Application Firewall (WAF) to block malicious traffic.
- **Harden Login Security** Enforce strong passwords for all users, implement Two-Factor Authentication (2FA), and limit login attempts to prevent brute-force attacks.
- **Avoid Unverified Developers** Only install third-party plugins and themes from reputable, verified developers and official repositories.

The FBI recommends businesses take the following precautions to protect themselves from malicious TDS:

- **Change Default File Associations** Consider changing the default file associations for js files so users cannot execute malicious js payloads delivered through malicious TDS.
- **Monitor Endpoints Monitor** endpoints for suspicious execution of wscript.exe, cscript.exe and PowerShell scripts invoking web requests for suspicious files, specifically js, ps1, or svg files.
- **User Training and Awareness** Combat phishing and social engineering tactics through user training and awareness.
- **Audit and Patch Web Hosting Administration** Frequently audit Content Management System (CMS) admin, database, File Transfer Protocol (FTP) and web hosting accounts, use strong, unique passwords. Patch all CMS and third-party components.

Report It

If you believe you have been the victim of an intrusion into your website similar to that described above, in addition to filing police reports with your local police department, file a complaint with the Internet Crime Complaint Center (IC3) at www.ic3.gov, or by contacting your local FBI Field Office.

Disclaimer: The information in this document is being provided "as is" for informational purposes only. The FBI does not endorse any commercial entity, product, company, or service, including any entities, products, or services linked within this document. Any reference to specific commercial entities, products, processes, or services by service mark, trademark, manufacturer, or otherwise, does not constitute or imply endorsement, recommendation, or favoring by FBI.

Source: <https://www.ic3.gov/PSA/2026/PSA260618>



DOWNTOWN IS CALLING

www.RiversideDowntown.org

STAFF

Executive Director
Janice Penner

*Office Manager/
Bookkeeper*
Shirley Schmeltz

BOARD OF DIRECTORS

Executive Committee
Andrew Walcker, Chair
Amy Hoyt, Vice-Chair
Nanci Larsen, Treasurer
Brian Percy, Secretary
Philip Makhoul
Randall Hord
Joe Ramos
Joe Guzzetta
Shalini Lockard, Past-Chair

DIRECTORS

Broc Yoshida
Cesar Gomez
Chad Collopy
Cherie Powell
Chuck Beaty
Collette Lee
Jennifer Gamble
Jesse De La Cruz
John Adkins
Jungmiwha Bullock
Justin Hudson
Justin Tracy
Kristina Vanaman
Mario Cortez
Mark Long
Melissa Lopez
Rachael Dzikonski
Ron Loveridge
Shelby Loomis
Sorrelle Williams
Stan Morrison

Ex-Officio

Philip Falcone, Ward One
Clarissa Cervantes, Ward Two
Zoe Ridgway, Mayor's Office
Desiree Massei, Economic Development
Oz Puerta, Arlington Business Partnership
Bill Gardner, Director Emeritus



RiversideDowntown.org

3666 University Avenue, Suite 100
Riverside, CA 92501

☎ (951) 781-7335 📠 (951) 781-6951

✉ rdpoffice@sbcglobal.net

FOLLOW US  

