



JURUPA VALLEY

Economic Development Strategic Plan 2025-2028

*Rooted in
Community, Growing
with Opportunities*



RSG
BETTER COMMUNITIES.
BOLDER FUTURES.

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Executive Summary

Jurupa Valley is one of California’s newest and fastest-growing cities. With a strong entrepreneurial spirit, a diverse labor force, and a strategic location in the Inland Empire, the City is uniquely positioned for long-term economic growth. Like many growing communities, Jurupa Valley is thoughtfully navigating how best to promote access to opportunity, support small businesses, and attract new commercial investment that reflects the needs of its evolving population.

In August 2024, the City began developing its first Economic Development Strategic Plan (EDSP) — a forward-looking, three-year plan designed to strengthen the local economy and create a coordinated vision for supporting entrepreneurs, attracting new commercial activity, and creating opportunities for residents.

Grounded in community-driven priorities, this Plan serves as a roadmap for collaboration, investment, and innovation—positioning Jurupa Valley to grow thoughtfully and equitably. It outlines six strategic goals that emerged through robust engagement with the community, including interviews with elected officials, community and partner agencies, and business leaders; a survey of over 300 residents and businesses; and a community workshop. Key to the EDSP implementation is leveraging the resources offered through the community and partner agencies interviewed throughout the Plan development. The knowledge and tools offered through these agencies range from business and entrepreneurial development to financial education and training, which can amplify the City’s offerings for both current and future Jurupa Valley businesses. The Plan is also informed by analysis of local market conditions and industry trends.

The six strategic goals that form the foundation of this Plan are:



Mobilize Workforce Development



Spur Investment & Business Expansion



Support Entrepreneurial Growth & Business Start-Up Development



Enhance Public Safety & Revitalization



Promote Financial Education & Access to Capital



Foster Community Engagement & Pride in Jurupa Businesses

The EDSP aligns with the City’s Community Values as outlined in the General Plan, supporting a vision of a vibrant and inclusive community. Each goal and initiative is designed to strengthen Jurupa Valley’s economic and fiscal health while preserving what residents value most. The goals section of the EDSP includes Vision and Mission Statements, overview of community insights, update on current efforts, and a “Preparing for the Future” highlight identifying recommended key initiatives. The EDSP also includes a diagram highlighting the various community organizations and state and federal government agencies interviewed during the Plan’s development who are committed to partnering with the City to accomplish these key initiatives. This robust network of organizations, collectively referred to in this Plan as “community and partner agencies,” can support the City in creating a vibrant and prosperous Jurupa Valley.

Strategic Plan Goals



Goal 1: Mobilize Workforce Development

Connect Jurupa Valley residents with job opportunities and provide pathways for upskilling, training, and long-term employment within the City.



Goal 4: Spur Investment & Business Expansion

Promote Jurupa Valley as a business-friendly city by reducing barriers, enhancing developer relationships, and attracting new commercial and hospitality businesses through targeted investment strategies.



Goal 2: Support Entrepreneurial Growth & Business Start-Up Development

Support entrepreneurs in starting and growing successful businesses through education, mentorship, trainings, and workshops offered in English and Spanish, and/or by helping them become familiar with the requirements for operating a business in Jurupa Valley.



Goal 5: Enhance Public Safety & Revitalization

Strengthen safety and visibility in commercial areas while supporting revitalization through façade improvements and infrastructure upgrades.



Goal 3: Promote Financial Education & Access to Capital

Improve access to funding and financial education for Jurupa Valley businesses and entrepreneurs by promoting funding opportunities, hosting financial workshops, and building awareness of available resources.



Goal 6: Foster Community Engagement & Pride in Jurupa Businesses

Increase visibility and recognition of Jurupa Valley businesses through campaigns, events, and business recognition efforts that celebrate local entrepreneurship and strengthen community ties.



Grounded in Community Input

“People are driving far out of the city to different establishments that they forget or don’t know that some great ones are here in the area.” —Jurupa Valley resident

Community and stakeholder input has been central to shaping the Jurupa Valley Economic Development Strategic Plan. From November 2024 through February 2025, the City led a multi-faceted engagement effort to gather meaningful feedback from residents, business owners, brokers, community and partner agencies, and elected officials. This inclusive process ensured the EDSP reflects the voices, priorities, and experiences of those who live, work, and invest in Jurupa Valley.

Community and Partner Agency Engagement

(November 2024 – February 2025):

Information sessions were held with 10 regional and local organizations with expertise in economic development, entrepreneurship, and workforce support.

Commercial Broker Interviews

(December 2024 - January 2025):

Interviews were conducted with representatives from two active brokerage firms in the community to gather insights on business attraction, real estate activity, and market trends in Jurupa Valley.

Community Survey

(January 21 – February 28, 2025):

A bilingual (English and Spanish) online survey received approximately 325 responses from residents, businesses, and stakeholders, exploring economic development priorities.

Community Meeting

(February 25, 2025):

The City hosted a public community meeting at the Skyview Event Center, drawing 43 attendees, to gather community ideas and refine the direction of the EDSP.

Grounded in Community Input

Interviews with City Councilmembers (February – March 2025):

Individual interviews with all five City Councilmembers captured perspectives on priorities, challenges, and future investment opportunities.

On-the-Ground Outreach (January–February 2025):

Flyers promoting the survey and community meeting were distributed at key locations, including:

- **Shopping Centers:** Vernola Marketplace, Limonite Plaza, Pedley Village, Jurupa Springs, Glen Avon Market, Shops at Jurupa Valley, Rubidoux, Legend Market Square and more
- **Community Facilities:** JARPD Main Office, Eddie Dee Smith Center, Skyview Event Center, Veterans Memorial Park Community Center, libraries, and partner offices
- **Corridors and Notable Sites:** Mission Blvd., Limonite Corridor, Jurupa Rd. & Felspar St., and Etiwanda Corridor

Digital & Public Announcements (January–February 2025):

The City promoted engagement efforts through a dedicated website, social media, newsletters, City Council and Planning Commission meetings, and Chamber events.

“By updating storefronts, adding shopping centers, and introducing sit-down restaurants, these areas could create a more vibrant commercial environment.”

—Jurupa Valley resident

325

Community Survey
Responses

10

Federal, Regional, and Local
Partner Organization Interviews

5

City Councilmember
Interviews

43

Community Meeting
Attendees

2

Broker Interviews with Top
Commercial Brokerage Houses

Leveraging Community and Partner Agency Support

Jurupa Valley’s Economic Development Strategic Plan is built on strong partnerships. Throughout the planning process, the City engaged with a wide range of community and partner agencies—including community-based organizations, workforce training providers, educational institutions, and regional governmental partner entities. These organizations offer vital support to help implement the City’s strategic goals effectively. See Appendix A for the full Community and Partner Agency Resource Directory.

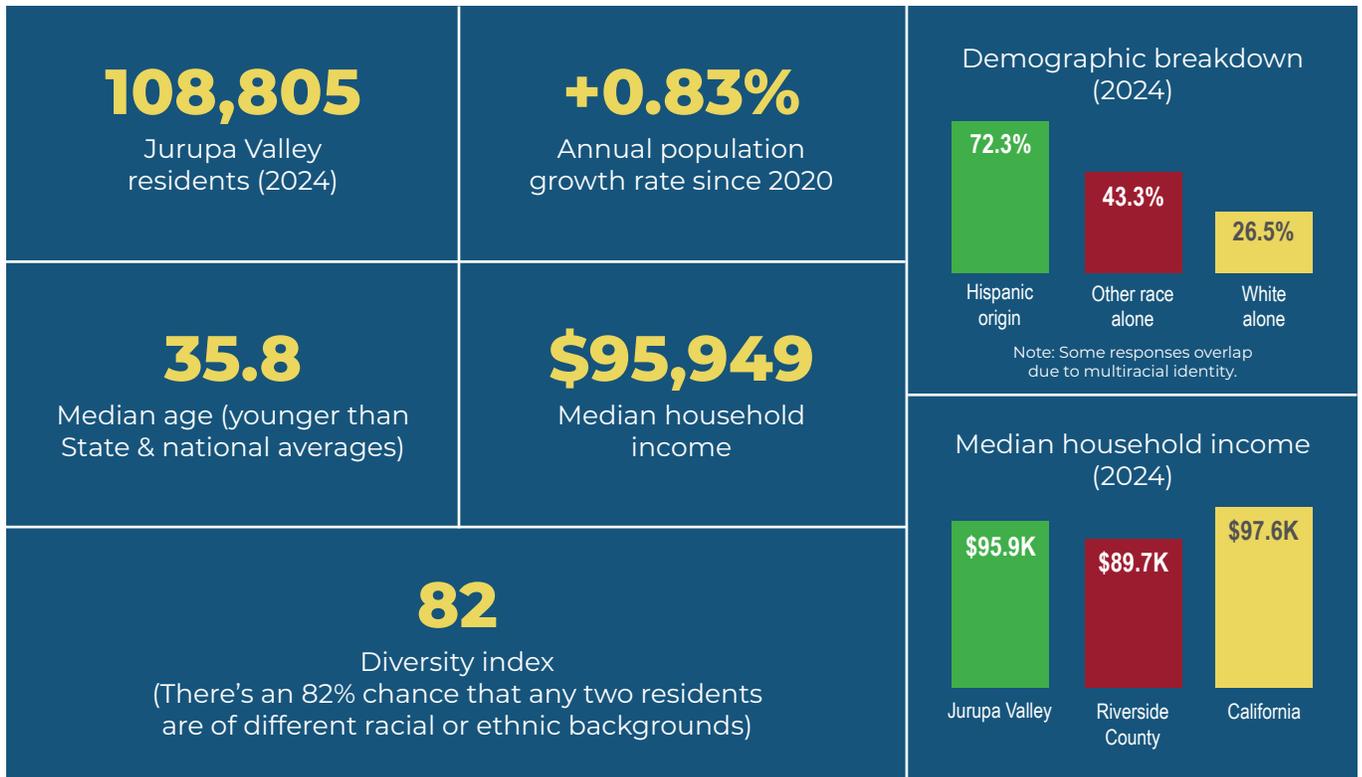


Jurupa Valley by the Numbers

Understanding Jurupa Valley’s economic landscape is an important component to the development of the Economic Development Strategic Plan. This section uses the most recent demographic, employment, business, and housing data to highlight key trends and challenges shaping the local economy. The goal is to identify where Jurupa Valley is positioned for growth, uncover barriers to progress, and inform strategies that foster a more resilient, inclusive, and business-friendly future. Data sources are included in Appendix C.

Population & Demographics Overview

Understanding who lives and works in Jurupa Valley today



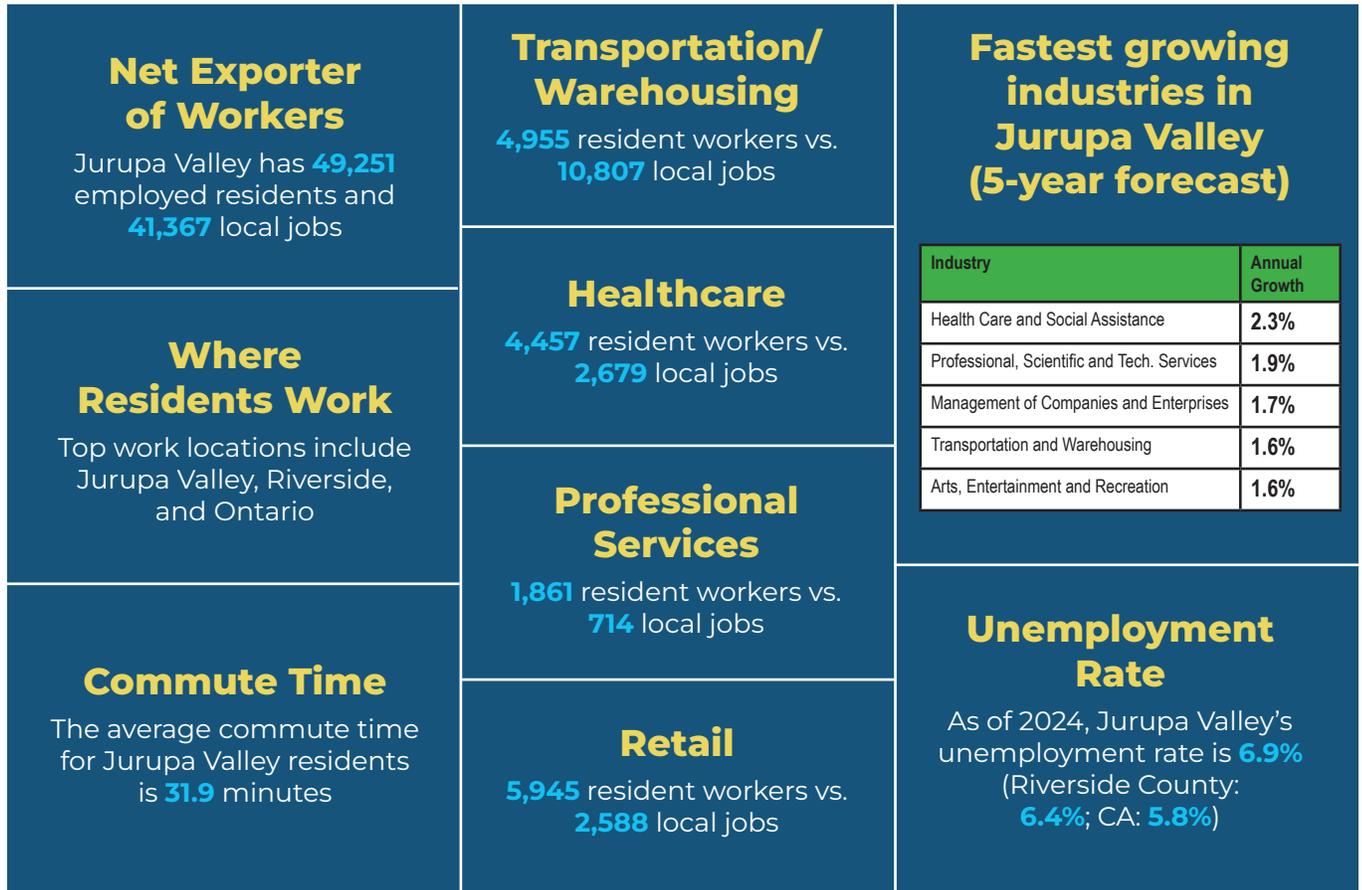
Jurupa Valley’s population is young, diverse, and steadily growing—traits that position the City for long-term economic opportunity. With over 108,000 residents and an annual growth rate of 0.83%, Jurupa Valley is expanding at a healthy pace. The median age of 35.8 and a median household income of \$95,949 reflect a strong base of working families and relative economic stability, reinforcing stakeholder feedback citing Jurupa Valley as a great place to live, work, and raise a family.

Jurupa Valley has a diversity index of 82, meaning there is an 82 percent chance that any two residents are of different racial or ethnic backgrounds. Combined with a population that is over 70 percent Hispanic, this rich cultural fabric underscores the importance of inclusive, community-centered economic development strategies that create business and entrepreneurial development pathways for all members of the community. Together, these demographic trends form a strong foundation for sustainable and equitable growth.

Jurupa Valley by the Numbers

Workforce Trends

Understanding where Jurupa Valley residents work, which industries are growing, and how job opportunities align with the local workforce.



Jurupa Valley’s workforce data points to key opportunities to align job creation with resident needs. The City is currently a net exporter of workers, with many residents commuting elsewhere for employment. Jurupa Valley residents commute approximately 32 minutes on average.

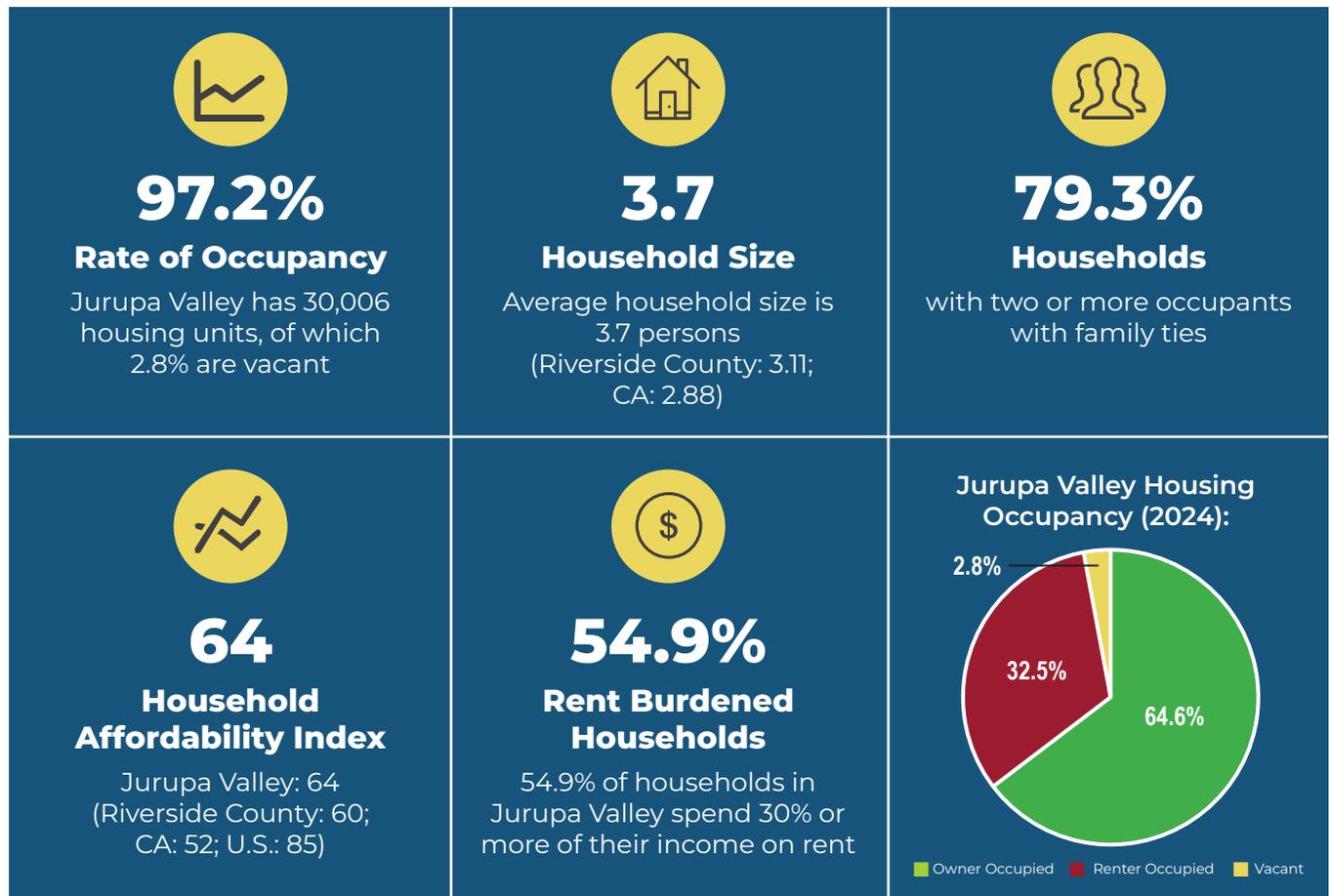
Several industries show a variance between the number of local jobs and the number of residents working in those sectors. For example, while transportation and warehousing draw a significant number of non-resident workers into the City, healthcare, professional services, and retail show the opposite trend—more residents are employed in these industries than there are jobs locally. These gaps point to strategic opportunities to grow jobs in sectors that align with the skills and experiences of the existing resident workforce.

Data from foot traffic analysis shows that many Jurupa Valley residents are going to Eastvale for shopping and dining, signaling unmet demand locally. Stakeholder feedback revealed that attracting new commercial and hospitality businesses remains a top priority for the City. To support this goal, the City could conduct a targeted business attraction strategy that responds to market demand with defined strategies for securing desired retail options currently supplied outside of the City.

Jurupa Valley by the Numbers

Housing & Cost of Living

Understanding how affordability, housing availability, and living costs impact residents and workers in Jurupa Valley.



With over 30,000 housing units and a vacancy rate of 2.8%, there appears to be a strong demand for housing in Jurupa Valley. Households in Jurupa Valley are larger on average (3.7 persons per household) and more likely to be family-based compared to both the county and state—underscoring the need for housing that meets the needs of multigenerational and family households.

While Jurupa Valley is more affordable than the California average, its housing affordability index score of 64 signals that housing remains less affordable than the national benchmark. A housing affordability index of 100 represents an area where the median household income is exactly sufficient to afford a home priced at the local median. A score below 100, as found in Jurupa Valley, Riverside County, and California, indicates that housing is less affordable for the average household. More than half of all renters (54.9%) are considered rent-burdened, spending 30% or more of their income on housing—mirroring trends across Riverside County and the State. These conditions highlight the importance of supporting diverse and attainable housing options as the City plans for future growth and economic opportunity.



GOAL 1: Mobilize Workforce Development

Jurupa Valley residents, employers, and City leaders will work together to build a stronger, more inclusive local economy.

Mission

The City will expand access to workforce training, connect residents to in-demand job opportunities, and partner with regional education and employment providers. These efforts will ensure Jurupa Valley remains a place where every generation can access meaningful, quality employment.

What the Community Shared: Insights and Priorities

- Strong interest in vocational training—particularly in healthcare, construction, and technical and digital sectors.
- Desire for a local trade school and more programs supporting youth job readiness.
- Requests for workshops in resume writing, interview skills, and computer literacy.
- Interest in agricultural and livestock training, reflecting the area’s rural roots.
- Community and partner agencies identified workforce shortages in logistics, manufacturing, and technical fields.

Current Efforts: Building on Local Strengths

Jurupa Valley is laying the groundwork for stronger workforce development. The City promotes monthly job fairs hosted by Riverside County and maintains a virtual job board to connect residents with local employers. Community partners like Reach Out and the Jurupa Valley Chamber of Commerce host annual job fairs, creating opportunities for deeper City involvement. In partnership with the Riverside Community College District (RCCD), a planned Inland Empire Technical Trade Center (IETTC) will soon offer inclusive, industry-specific training aligned with local economic priorities.

Preparing for the Future: *For our Residents. For our Businesses.*

Key Initiatives:

1.1 – Expand Industry-Aligned Career Pathways

- Partner with Riverside County Workforce Development, RCCD, and apprenticeship programs to expand access to hands-on, industry-specific training and support long-term career growth.
- Explore opportunities to establish a local business incubator to strengthen vocational training access.

1.2 – Identify Local Skill Gaps

- Collaborate with local employers to identify workforce needs and develop customized training and certification programs aligned with Jurupa Valley’s labor market and growth sectors.

1.3 – Host Annual Job & Resource Fair

- Connect residents to employment and training opportunities through an annual fair featuring local employers, workforce partners, and career readiness resources.

1.4 – Offer Career Readiness Workshops

- Provide workshops on resume writing, interview skills, and soft skills to support job seekers and improve employment outcomes.

1.5 – Promote Local Hiring

- Encourage employers to hire Jurupa Valley residents by highlighting local talent, promoting job opportunities, and expanding City-led business outreach.
- Develop messaging and branding that fosters a sense of pride in hiring and working locally.

Key Performance Indicators:

Outcome:

More Jurupa Valley residents are equipped with skills that lead to quality jobs, career advancement, and long-term economic security.

Outputs:

- Number of residents participating in career readiness workshops annually.
- Number of local and regional employers participating in the City-supported job and resource fair.
- Number of new or expanded vocational and apprenticeship training partnerships established.
- Number of local businesses hiring Jurupa Valley residents.

Sharing the Good News:

Expand awareness of workforce opportunities by working with community and partner agencies and sharing bilingual information through newsletters, social media platforms, school and community events, and local businesses.



GOAL 2: Support Entrepreneurial Growth & Business Start-Up Development

Jurupa Valley will foster an environment where entrepreneurs can launch and grow successful businesses.

Mission

By enhancing access to startup education, mentorship networks, and culturally relevant support, the City will empower a more inclusive economy. These efforts will drive local innovation, strengthen community wealth-building, and create lasting job opportunities.

What the Community Shared: Insights and Priorities

- Strong appreciation for Jurupa Valley’s family-owned businesses and a desire for increased support for local entrepreneurs.
- Emphasis on creating opportunities not just for employment, but for entrepreneurship and local wealth-building—particularly as an alternative to low-wage retail and warehouse jobs.
- Desire for more accessible startup resources, improved City website usability, and extended City office hours.
- Desire to improve awareness of City processes to ensure all businesses open and operate responsibly.

- Need for better communication between the City and business community, including more timely updates, expanded social media use, and bilingual outreach.
- Community and partner agencies emphasized the need to expand bilingual business services, such as Spanish-language trainings and networking opportunities.

Current Efforts: Building on Local Strengths

Jurupa Valley actively promotes small business workshops, shares resources through newsletters, and highlights local opportunities. While many of these efforts are driven by community and partner agencies, they offer a strong foundation for a more coordinated, City-led approach to supporting local entrepreneurs.

Preparing for the Future: *Grow & Thrive in Jurupa Valley*

Key Initiatives:

2.1 – Provide Startup & Marketing Support

- Offer regular workshops on starting a business, marketing strategies, and digital tools to support entrepreneurs at all stages.

2.2 – Launch a Business Resource Hub

- Develop a physical and online hub with targeted information, checklists, and contacts to support new and aspiring business owners.

2.3 – Promote Mentorship & Collaboration

- Facilitate mentorship opportunities and peer-to-peer networking by partnering with community and partner agencies.

2.4 – Expand Culturally Relevant Business Support

- Provide bilingual and culturally responsive resources—including trainings and networking—for Hispanic and Spanish-speaking entrepreneurs.

2.5 – Strengthen Communication with Businesses

- Enhance City-to-business communication through timely updates, bilingual messaging, and more strategic use of social media and digital channels.

2.6 – Launch a Jurupa Valley Business Academy

- Create a multi-session program to help local entrepreneurs navigate City processes like permitting, compliance, and zoning.

Key Performance Indicators:

Outcome:

More local entrepreneurs can start and grow their businesses with access to guidance, tools, and a coordinated system of support.

Outputs:

- Number of business owners participating in startup and marketing workshops offered in English and Spanish.
- Growth in use of the Small Business Resource Hub (online or physical).
- Number of mentorship or peer-to-peer networking opportunities facilitated annually.

Sharing the Good News:

Promote workshops and business resources through community and partner agencies and social platforms, while encouraging peer referrals and testimonials from local business owners.



GOAL 3: Promote Financial Education & Access to Capital

By building a stronger local ecosystem of support, the City will empower businesses to grow sustainably, manage financial challenges, and invest in long-term success.

Mission

Jurupa Valley will support small businesses and aspiring entrepreneurs by partnering with community and partner agencies that expand financial education, enhance awareness of funding resources, and provide access to business-friendly lending opportunities.

What the Community Shared: Insights and Priorities

- Strong interest in financial education, including workshops on budgeting, financial planning, and expense management.
- Need for support navigating funding tools such as grants, loans, and tax relief programs.
- Calls for greater outreach on the importance of capital access, including how to qualify, apply, and understand the long-term implications of different financing options.
- Community and partner agencies noted that inflation, rising costs, and interest rates are making it harder for small businesses to secure the capital needed to launch and grow.

Current Efforts: Building on Local Strengths

Jurupa Valley maintains a dedicated business resource webpage and regularly promotes financial education workshops through newsletters and community and partner agencies. The City is also pursuing a formal partnership with the Small Business Development Center (SBDC) to expand access to funding education and support. These efforts provide a strong foundation for more coordinated outreach and new tools to help local businesses access capital and grow with confidence.

Preparing for the Future: *Creating Pathways to Business Funding*

Key Initiatives:

3.1 – Host an Annual Business Funding Summit

- Educate local entrepreneurs on available funding options, including grants, loans, and tax credits, through a high-impact annual event held in partnership with community and partner agencies.

3.2 – Promote Alternative Capital Pathways

- Partner with financial institutions, credit unions, and economic development agencies to expand access to inclusive funding opportunities.

3.3 – Create a Funding Resource Hub

- Expand the City’s website to include a dedicated hub with regularly updated information on loan, grant, and tax relief programs offered locally or through community and partner agencies.

3.4 – Offer Financial Literacy Workshops

- Deliver targeted workshops, held in partnership with community and partner agencies, to help business owners improve budgeting, financial planning, and navigating financial regulations.

3.5 – Highlight Local Funding Success Stories

- Celebrate and promote businesses that have secured funding with City or partner support to inspire and inform other businesses.

Key Performance Indicators:

Outcome:

More small businesses understand their financial options and can access capital to grow and sustain their operations.

Outputs:

- Increased awareness and use of City-promoted financial resources (website engagement).
- Number of entrepreneurs participating in financial education workshops.
- Launch and maintenance of a centralized funding resource hub.

Sharing the Good News:

Distribute funding resource guides at local City hubs, libraries, and small businesses. Share success stories through newsletters and social media to build interest in future workshops.



GOAL 4: Spur Investment & Business Expansion

Jurupa Valley will enhance its business-friendly reputation by streamlining development, strengthening ties with brokers and developers, and actively supporting growth and investment that meet our community’s diverse needs.

Mission

Working in partnership with our community leaders, the City will promote future growth that reflects Jurupa Valley’s unique identity, serves local needs, and generates long-term economic benefits. By focusing on strategic investment, being intentional about filling commercial gaps, and honoring the City’s values, Jurupa Valley can welcome new opportunities while retaining the charm and culture that residents value most.

- Calls for improved communication and transparency between the City and the development community.
- Ongoing need to streamline permitting, licensing, and approval processes.
- Community and partner agencies identified opportunities for growth in key sectors such as manufacturing, goods movement, healthcare, clean tech, and mixed-use development.

What the Community Shared: Insights and Priorities

- Widespread interest in expanding commercial and hospitality offerings, including sit-down restaurants, retail, hotels, and family-friendly entertainment.
- Desire for growth that reflects Jurupa Valley’s rural character, cultural identity, and community values.
- Support for attracting new businesses that fill market gaps, such as brand-name retailers in underutilized areas.
- Emphasis on ensuring new development delivers long-term community benefits and supports local wealth-building.

Current Efforts: Building on Local Strengths

Jurupa Valley has hosted successful broker engagement events and continues to build positive working relationships with developers and commercial real estate partners. These foundational efforts provide a strong platform to expand outreach, build investor confidence, and strategically position Jurupa Valley for future growth.

Preparing for the Future: *Invest in Jurupa Valley*

Key Initiatives:

4.1 – Host Annual Broker Roundtables

- Facilitate ongoing engagement with brokers and developers to share market data, City updates, and promote opportunity sites.

4.2 – Streamline Licensing and Permitting

- Simplify business licensing and development processes.
- Expand bilingual, user-friendly guidance materials.

4.3 – Create a Site Selector Toolkit

- Develop a branded toolkit with key data and available sites to market Jurupa Valley to developers and commercial tenants.

4.4 – Promote Strategic Industry Attraction

- Partner with regional economic development agencies to proactively attract priority sectors such as logistics, retail, hospitality, manufacturing, and clean tech.

4.5 – Target Tenant Recruitment

- Use retail gap analysis and community feedback to identify and pursue high-demand businesses that align with resident needs.

4.6 – Enhance Business-Friendly Perception

- Strengthen City messaging around its economic vision.
- Create more visible pathways for businesses to engage with the City.

Key Performance Indicators:

Outcome:

Jurupa Valley is known as a business-friendly community where new investment, development, and commercial activity can thrive.

Outputs:

- Number of brokers and developers participating in annual engagement roundtables.
- Completion and distribution of the Site Selector Toolkit.
- Number of new openings of desired amenities (e.g., sit-down restaurants, retail, family entertainment).

Sharing the Good News:

Share clear and unified messaging through newsletters, social media, and direct outreach to keep businesses and developers informed of opportunities and priorities.



GOAL 5: Enhance Public Safety & Revitalization

Jurupa Valley will offer welcoming and accessible commercial areas that support local businesses and enhance the community's quality of life.

Mission

Upholding our community values, the City will address safety concerns and will invest in public safety, infrastructure, and community beautification to create an environment where residents feel proud to shop, gather, and invest in their community.

What the Community Shared: Insights and Priorities

- Concerns about public safety and cleanliness in commercial areas, with calls for increased law enforcement and stronger code enforcement to address issues such as homelessness, vandalism, loitering, litter, and blighted storefronts.
- Desire for more walkable, well-maintained spaces, including improved sidewalks, lighting, and safer pedestrian crossings.
- Interest in revitalizing underutilized and vacant buildings, enhancing storefronts, and beautifying public spaces through consistent design and improved aesthetics.
- Emphasis on infrastructure investments, particularly in older neighborhoods, including roads, streetlights, trails, and utility reliability.
- Community and partner agencies highlighted the need for infrastructure improvements that improve access and efficiency for businesses.

Current Efforts: Building on Local Strengths

Jurupa Valley has taken proactive steps to improve safety, aesthetics, and quality of life in its commercial areas. The City is expanding its code enforcement efforts—particularly around mobile vending—through the creation of a new two-person team operating during evenings and weekends, along with the addition of a dedicated Sheriff's Deputy focused on commercial corridors. The City also launched a Retail Theft Prevention Program funded by a \$2.19 million grant. This initiative includes increased law enforcement staffing, installation of security cameras, and business education to help address theft-related concerns.

To further support public-facing commercial areas, the City is developing a Commercial Façade Improvement Program using community benefit funds to help local businesses enhance their storefronts and contribute to broader revitalization efforts. The City is also advancing investments through its Capital Improvement Program (CIP), which focuses on transportation-related upgrades to improve major corridors and commercial access points. Additionally, the City is finalizing the Pedley Town Center and Rubidoux Town Center Plans, along with a Citywide Corridor Plan, to guide future improvements along key corridors such as Mission Boulevard and Van Buren Boulevard.

As these infrastructure and enforcement efforts move forward, the City remains committed to minimizing disruptions for businesses and strengthening communication and coordination with community and partner agencies.

Preparing for the Future: *A Safe and Vibrant Jurupa Valley*

Key Initiatives:

5.1 – Strengthen Partnerships with Public Safety Agencies

- Continue collaboration with the Sheriff's Department and local stakeholders to monitor safety concerns and coordinate proactive enforcement in business districts.

5.2 – Increase Safety Education for Local Businesses

- Partner with public safety agencies and utility providers to provide business owners with resources on crime prevention, lighting, and visibility enhancements.

5.3 – Improve Corridor Maintenance and Beautification

- Enhance regular cleaning, landscaping, and graffiti removal in key commercial zones to support a more welcoming business environment.

5.4 – Invest in Infrastructure Improvements that Support Business Operations

- Prioritize upgrades to roads, sidewalks, streetlights, utilities, and drainage systems to improve accessibility, safety, and reliability for businesses and customers.

5.5 – Develop a Commercial Façade Revitalization Program

- Develop program guidelines and identify ongoing funding sources to support exterior upgrades for commercial properties, enhancing curb appeal and attracting investment.

5.6 – Support Businesses Affected by Public Infrastructure Projects

- Collaborate with community and partner agencies to assist businesses impacted by long-term construction efforts, such as the Jurupa Road Grade Separation. Provide outreach, technical assistance, and promotional support to help businesses navigate disruptions and access available resources.

Key Performance Indicators:

Outcome:

Commercial areas are clean, safe, and welcoming—encouraging more people to shop, dine, and gather locally.

Outputs:

- Expansion of security infrastructure (e.g., cameras, lighting) in commercial corridors.
- Reduction in reported incidents in business districts.
- Number of façade improvements completed through a revitalization program.

Sharing the Good News:

Use community events, neighborhood associations, and local business networks to promote safety initiatives, clean-up efforts, planned infrastructure improvements, and business support programs.



GOAL 6: Foster Community Engagement & Pride

Jurupa Valley will build community pride by promoting local businesses, celebrating its unique culture, and activating public spaces through events and placemaking.

Mission

From our rural and equestrian roots to our diverse, family-owned businesses, the City will showcase what makes Jurupa Valley unique. We will foster local pride, drive economic activity, and create a more vibrant and connected community.

What the Community Shared: Insights and Priorities

- Strong desire for increased outreach and promotion of local businesses to encourage residents to shop and dine within Jurupa Valley.
- Appreciation for the City's family-owned businesses, rural charm, and small-town character as defining elements of its identity.
- Calls to better celebrate Jurupa Valley's Latino and immigrant demographics through culturally relevant design, storytelling, and public events.
- Widespread pride in the City's equestrian heritage, with residents wanting to see it more actively reflected in public spaces and community branding.

- Interest in creating more family-friendly gathering places and cultural programming that foster community connection, elevate local identity, and activate commercial corridors through placemaking.

Current Efforts: Building on Local Strengths

The City has launched a Mayor's Business Visitation Program to highlight small businesses and regularly share these spotlights through newsletters and social media. These efforts, paired with a growing commitment to celebrating Jurupa Valley's diverse culture, provide a strong foundation for more coordinated outreach, storytelling, and public space activation.

Preparing for the Future: *Celebrate Jurupa Valley*

Key Initiatives:

6.1 – Expand “Shop Jurupa Valley” Outreach

- Promote local businesses through newsletters, social media, business spotlights, and community campaigns that encourage residents to shop and dine locally (e.g., Small Business Week in May, holiday shopping in December).

6.2 – Celebrate Local Culture & Attractions

- Highlight Jurupa Valley’s equestrian heritage, cultural diversity, and small-town values through storytelling, signage, and events.
- Explore opportunities to develop a Commercial Recreation and Visitor Attraction Plan—aligned with the General Plan—to identify and promote the City’s recreational, equestrian, and cultural assets and enhance tourism appeal.

6.3 – Recognize Local Businesses & Milestones

- Tie business recognition into City events.
- Create quarterly acknowledgment opportunities (e.g., milestone anniversaries) for small businesses through Council meetings, newsletters, and certificates of appreciation.

6.4 – Activate Public Spaces

- Organize community-driven events (e.g. food truck nights, pop-up markets, live music, or art installations) that bring people together and enhance foot traffic in key commercial corridors.

Key Performance Indicators:

Outcome:

Jurupa Valley’s local identity, small businesses, and cultural richness are celebrated and shared—bringing residents together and supporting economic vibrancy.

Outputs:

- Number of local businesses recognized or celebrated through formal City channels (e.g., spotlights, certificates, Council acknowledgments).
- Number of City-led or City-supported cultural events, placemaking initiatives, or public space programming annually.

Sharing the Good News:

Elevate local pride through city-led campaigns, spotlights on small businesses, and bilingual promotions of cultural events and placemaking activities across public platforms.

Implementation Roadmap

To ensure Jurupa Valley’s Economic Development Strategy remains impactful and responsive, the City will leverage capacity through resources and partnerships with community and partner agencies, and will establish a monitoring and evaluation process rooted in equity, transparency, and flexibility. This process will guide implementation over the next three years and inform adjustments based on lessons learned, community input, and available resources.

The City of Jurupa Valley will undertake the following actions:

1

Develop an Annual Work Plan

Each year, City staff will create a work plan that outlines priority initiatives for the upcoming year, aligned with available staff capacity and community and partner agency support, available and prospective funding, and community needs. This action plan will clearly define lead departments, timelines, and key milestones.

2

Review Progress and Refine Strategies

City staff will conduct an annual review of the strategy with City Council and key community and partner agencies. This review will assess what has been accomplished, identify barriers, and refine the approach for the next year. A short summary memo or presentation will share highlights and adjustments.

3

Key Performance Indicators

Each goal in this Plan includes “Key Performance Indicators” that can be used to measure visible progress. The City will track a targeted number of these annually to guide planning and resource allocation, keeping in mind staff capacity and external resources it can leverage in support of these Key Performance Indicators.

4

Embed Equity & Inclusive Engagement

As initiatives move forward, the City will prioritize inclusive outreach strategies to ensure that underrepresented businesses, residents, and neighborhoods have a voice in implementation. This could include co-hosting bilingual community meetings with trusted local partners, using multi-platform outreach (e.g., social media, flyers, in-person canvassing), and inviting feedback through surveys and pop-ups at existing community events.

5

Align with Countywide & Regional Strategies

To amplify impact and leverage broader economic development efforts, the City will align its implementation efforts with Riverside County initiatives and the regional Comprehensive Economic Development Strategy (CEDS). This includes identifying shared priorities, applying for joint funding opportunities, and coordinating with County departments and regional partners to ensure consistency and avoid duplication.

6

Align Funding and Partnerships

Federal and State funding opportunities will be monitored throughout implementation. Where possible, the City will coordinate with regional partners and leverage grant resources to advance the Plan’s goals.

Appendix A: Community and Partner Agency Resource Directory

This appendix highlights key local and regional partner agencies that support economic development in Jurupa Valley. These partners provide services ranging from business startup support to workforce training, site selection assistance, access to capital, and more.

The City can use this resource to identify and connect local businesses with service providers based on their specific needs. Many of these organizations offer free and ready-to-use programs, including technical assistance, one-on-one advising, grant programs, and workshops that the City can help promote or co-host. The directory also helps support internal coordination, referrals, and stronger partnerships with organizations serving Jurupa Valley.

Organization	Summary	Who They Serve
Riverside County Office of Economic Development (RivCoED)	<ul style="list-style-type: none"> Assists businesses with planning, financing, and expansion Offers workforce development support and job training programs Provides data and tools for site selection, lead development, and market analysis Leads the County's Comprehensive Economic Development Strategy (CEDS) Hosts monthly meetings, convenings, and conferences to share resources 	Businesses of all sizes; job seekers; entrepreneurs; developers and investors; cities and communities within Riverside County
Inland Empire Economic Partnership (IEEP) \$ May be a fee for services	<ul style="list-style-type: none"> Advocates for pro-business legislation and supporting local chambers Hosts workforce seminars and regional partner meetings Offers access to leadership academies and legislative updates Supports housing initiatives to retain the local workforce 	Businesses of all sizes; County entities; Inland Empire cities; educational institutions; local chambers of commerce
Service Corps of Retired Executives (SCORE)	<ul style="list-style-type: none"> Assists small businesses with one-on-one mentoring, matched by industry or skill Offers webinars, classes, templates, and tools to support business planning and financial strategy Hosts networking events to build peer connections across the region 	Entrepreneurs; small business owners; early-stage startups across all industries (particularly women-, minority-, and veteran-owned businesses)
Inland Empire Women's Business Center (IEWBC)	<ul style="list-style-type: none"> Offers business planning and financial readiness workshops Provides technical assistance including marketing support, one-on-one counseling, and startup guidance Operates three regional Entrepreneurial Resource Centers Offers targeted events, and program design in collaboration with local jurisdictions 	Entrepreneurs and small businesses across various industries, with a focus on women, minorities, underserved populations

Community and Partner Agency Resource Directory

Organization	Summary	Who They Serve
<p>California Manufacturing Technology Consulting (CMTC)</p> <p>\$ May be a fee for services</p>	<ul style="list-style-type: none"> Engages with local jurisdictions to explore webinars, matchmaking services, and business support opportunities Supports workforce development through upskilling and employee retention solutions Assists manufacturers with operational efficiency improvements 	<p>California manufacturers; community colleges; Economic Development Corporations (EDCs); industry associations</p>
<p>Small Business Development Center (SBDC) Inland Empire</p>	<ul style="list-style-type: none"> Assists with one-on-one advising for business development and capital access through grant programs Offers financial training, business planning, and technical support through webinars and workshops Collaborates with local jurisdictions to co-sponsor events and offer incentives to attract more business 	<p>Startups and established small businesses; manufacturers; retailers; service providers; entrepreneurs in Riverside and San Bernardino Counties</p>
<p>Riverside County Workforce Development</p>	<ul style="list-style-type: none"> Assists job seekers with employment training, paid apprenticeships, and supportive services through Workforce Development Centers (WDCs) Offers specialized programs for youth (ages 16–24) through Youth Opportunity Centers (YOCs) Connects businesses with skilled talent to support hiring and retention Provides labor market insights on workforce trends 	<p>Job seekers; businesses; workforce agencies; educational institutions; regional employers throughout Riverside County</p>
<p>Governor's Office of Business and Economic Development (GO-Biz)</p>	<ul style="list-style-type: none"> Offers no-cost consultations for business attraction, retention, expansion, and site selection Assists with permit streamlining, regulatory navigation, and access to state government resources 	<p>Businesses of all sizes; entrepreneurs; investors; local governments; and economic development stakeholders across California</p>
<p>Riverside Community College District</p>	<ul style="list-style-type: none"> Working with the City on the Inland Empire Technical Trade Center to provide education, training, and support services Offers industry-specific programs and training (advanced manufacturing, supply chain, logistics, healthcare) Assists with entrepreneurship, apprenticeship, and workforce readiness 	<p>All community members who apply</p>
<p>Emprendedor@s</p>	<ul style="list-style-type: none"> Offers a culturally relevant business curriculum and financial education for entrepreneurs Offers personalized 1:1 consulting through partnerships Provides access to Spanish-language programs and resources 	<p>Entrepreneurs; business owners; Spanish-speaking or bilingual participants across San Bernardino, Riverside, and Los Angeles Counties</p>

Community and Partner Agency Resource Directory

Organization	Summary	Who They Serve
Jurupa Valley Chamber of Commerce	<ul style="list-style-type: none"> • Offers networking meetings, newsletters, social media promotion, and a member directory with job listings and business spotlights • Assists with business visibility through events like ribbon cuttings and grand openings • Advocates for small/local businesses and promotes engagement in the local community 	Small businesses; manufacturers; neighborhood-serving businesses across Jurupa Valley and surrounding areas
ReachOut	<ul style="list-style-type: none"> • Assists small businesses with bilingual workshops on law, finance, and operations • Offers business fairs and promotional events in collaboration with local jurisdictions • Operates a Jurupa Valley-based resource center 	Small businesses; families; and community members in Jurupa Valley and the Inland Empire (particularly underserved and Spanish-speaking populations)

Appendix B: Potential Sources of Funding

This appendix provides a curated list of local, State, and federal funding programs that may be leveraged to support economic development activities in Jurupa Valley. It is intended as a practical reference tool for the City, businesses, and partner organizations seeking financial support for a variety of initiatives.

Source	Description	Requirements	Deadline	Link
Business Improvement District (BID)	A BID is a program established by a city for the purpose of levying an assessment against businesses (tenants) or property owners to fund services and/or improvements that benefit the district.	To establish a BID in California, businesses and property owners in a commercial area must propose the district, which is then review and approved by the city council after public hearings and notification to stakeholders.		https://www.fhwa.dot.gov/ipd/pdfs/value_capture/strategies_in_practice/ca_business_improvement_districts.pdf
California Alternative Energy and Advance Transportation Financing Authority (CAEATFA) Tax Exemption	The Sales and Use Tax Exclusion (STE) provides financial incentives to manufacturers that promote alternative energy and advanced transportation.	Manufacturers must be one of the following: <ul style="list-style-type: none"> Alternative Source product manufacturers Manufacturers of Advanced Transportation Technologies Advanced Manufacturers Manufacturers that process Recycled feedstock or utilize Recycled feedstock in the production of another product or soil amendment. 	Tentative Application Cycle 1: Annually between December and January Tentative Application Cycle 2: Annually between June and July Tentative Application Cycle 3: Annually between September and October	https://www.treasurer.ca.gov/caeatfa/ste/index.asp
California Competes Tax Credit (CCTC)	Administered by the State of California Governor’s Office of Business and Economic Development (GO-Biz), CCTC is an income tax credit available to businesses that want to locate in California or stay and grow in California.	Applicants will be analyzed based on fourteen different factors of evaluation, including number of full-time jobs being created, amount of investment, and strategic importance to the state or region.	Tentative Application Cycle 1: Annually between July and August Tentative Application Cycle 2: Annually in January Tentative Application Cycle 3: Annually between February and March	https://business.ca.gov/california-competes-tax-credit/
Community Facilities Districts (CFDs)	CFDs levy special taxes to finance community facilities and services. The special tax is assessed against the property and can be used to finance the acquisition, construction, expansion, improvement, or rehabilitation of a broad range of public facilities.	CFDs require a two-thirds vote of property owners, so long as there are no more than 12 registered voters living within the proposed district. More than 12 registered voters living in the district requires a two-thirds vote of registered voters.		https://scag.ca.gov/post/mello-roos-community-facilities-district

Potential Sources of Funding

Source	Description	Requirements	Deadline	Link
Community Benefit Agreements (CBAs)	CBAs are legally binding agreements that developers voluntarily enter into to provide specific benefits to the community. They are often pursued in connection with projects that require discretionary approvals or entitlements. The community benefits provided through CBAs are adaptable to the unique needs of each community, with examples such as public space improvements or funding for parks and infrastructure. City policies can encourage CBAs and establish guidelines to ensure they align with local priorities.	CBAs can be negotiated or fee-based, depending on the city's program. The terms of community benefit agreements can also be incorporated into development agreements or other legally binding mechanisms. Requirements vary but typically include public input, legal review, and alignment with local policy goals.	Project-based	https://climate.law.columbia.edu/content/community-benefits-agreements-database
Community Reinvestment Act (CRA) Loans	The CRA encourages financial institutions to help meet the credit needs of the low- and moderate-income communities. Intermediate small banks and large banks can receive a CRA loan if they are evaluated by the Federal Reserve and other federal banking regulators to be fulfilling the objectives of the CRA. Banks can use the CRA funds for small business loans, home mortgage loans, community development loans, car loans, etc..	To receive credit under the CRA, loans, investments and services made by banks must prioritize community development in their activities, whether that be affordable housing, community services for low to moderate income residents, or economic development.	Ongoing	https://www.federalreserve.gov/
Community Revitalization and Investment Authorities (CRIA)	Like Enhanced Infrastructure Financing Districts, CRIAs collect tax increment to fund a broad range of projects including affordable housing, sidewalks and roads, transit-oriented development, brownfield remediation, utilities, and more.	To qualify, a city/county must meet the criteria for disadvantaged communities, including having areas with high unemployment or high crime rates, neighborhoods with deteriorated infrastructure, and/or areas with a significantly lower median household income. CRIAs have an affordable housing set aside of 25% and entail the powers of eminent domain for the first 12 years.		https://caled.org/how-to-create-a-cria/
Economic Development Administration Economic Adjustment Assistance (EAA)	The EAA program provides a range of technical, planning, and infrastructure assistance in regions experiencing adverse economic changes that may occur suddenly or over time. The EAA program can assist state and local entities through Strategy Grants to support the development or updating of a Comprehensive Economic Strategy, Implementation Grants to support the execution of activities identified in a CEDS, such as infrastructure improvements, site acquisition, site preparation, construction, rehabilitation, and equipping of facilities.	State and local entities responding to economic challenges.	Ongoing	https://www.eda.gov/funding/programs/economic-adjustment-assistance

Potential Sources of Funding

Source	Description	Requirements	Deadline	Link
Economic Development Administration Revolving Loan Fund (RLF)	The RLFs make loans to businesses that cannot otherwise obtain traditional bank financing. These loans provide access to capital as gap financing that enables small businesses to grow and lead to new employment opportunities.	Potential borrowers must demonstrate that credit is not otherwise available on terms and conditions that permit the completion or successful operation of the activity to be financed. RLF loans focus on working capital loans for operating expenses.	Ongoing	https://www.eda.gov/sites/default/files/2022-12/Economic-Adjustment-Assistance-Revolving-Loan-Fund-Program.pdf
Employment Training Panel (ETP) Contract Funds	The Agriculture Initiative supports job skills training for employers and workers in the Agriculture and related sectors.	Eligible businesses may be in the Agriculture, Forestry, Fishing and Hunting sectors. ETP will review on a case by case basis an applicants that may be in Agriculture related companies, such as food packing, food processing, irrigation, and fishing industries. Full time workers and seasonal workers may qualify for reimbursement.	Ongoing	https://etp.ca.gov/fundingopportunities/aginitiative/
Employment Training Panel (ETP) Apprenticeship Program	The Apprenticeship Program supports efforts to expand apprenticeship workers.	<ul style="list-style-type: none"> The Program must be approved by the Division of Apprenticeship Standards Approved Programs are eligible for funding for only one contract per fiscal year. The apprentice must have strong employer relationships. Allowable training includes classroom/laboratory RSI curriculum and Safety Training Allowances. 	Tentative Application Cycle: Annually between May and June	https://etp.ca.gov/fundingopportunities/
Employment Training Panel (ETP) Electric Vehicle Infrastructure Training Program (EVITP) Fund	The EVITP Fund is meant to increase the number of electricians certified through the Electric Vehicle Training Program within California. The purpose of the EVITP Fund is to train and certify electricians to install electric vehicle charging equipment statewide.	Must be an electrician in the State of California	Tentative Application Cycle: Annually in April	https://etp.ca.gov/fundingopportunities/grants/evitp/

Potential Sources of Funding

Source	Description	Requirements	Deadline	Link
Employment Training Panel (ETP) Paid Family Leave Small Business (PFL SB) Grant	The PFL SB Grant is meant for entities who are a group of employers acting on behalf of multiple participating small business employers.	Grant funds are available to California small businesses impacted by the Paid Family Leave Program in order to help offset the costs incurred when training employees to cover the duties of the individual utilizing Paid Family Leave (PFL)	Tentative Application Cycle: Biennially in January or February	https://etp.ca.gov/fundingopportunities/grants/pflsb/
Employment Training Panel (ETP) Social Entrepreneurs for Economic Development 2.5 (SEED 2.5) Grant	The SEED 2.5 Grant is meant to support the entrepreneurship of immigrants and Limited English Proficient (LEP) individuals who face significant employment barriers. The grant will provide micro-grants, entrepreneurial training, and technical assistance to SEED target populations to support them in starting or maintaining a small business in California aimed at meeting a community need.	<ul style="list-style-type: none"> • Only Nonprofit Community-based Organizations (CBOs) may apply for a SEED grant. • Only new SEED CBO's may apply. • A single CBO may submit a proposal if it proposes to implement all the component of that grant program. • Joint proposals involving more than one nonprofit CBO will also be accepted and are strongly encourage. 	Tentative Application Cycle: Annually in November	https://etp.ca.gov/fundingopportunities/grants/seed/
Opportunity Zones	Opportunity Zones are census tracts that are economically distressed communities where new investments may, under certain conditions, be eligible for preferential federal tax treatment or preferential consideration for federal grants and programs. The City of Jurupa Valley contains one opportunity zone, Census tract 402.03.	To claim a general business credit, you will first have to get the forms you need to get the correct and current year form for the respective credit you are trying to claim. In addition to obtaining the right tax credit form for the credit you are claiming, in most cases you may also need to file Form 3800 with your tax return.		https://www.irs.gov/credits-deductions/opportunity-zones-frequently-asked-questions#general
Research & Development Tax Credit	Administered by the State of California Franchise Tax Board, businesses may qualify for an income tax credit while conducting qualified research activity in California.	A business must engage in qualified research activities in California, such as wages, supplies, and contract research costs.	Ongoing	https://www.ftb.ca.gov/file/business/credits/california-research.html

Potential Sources of Funding

Source	Description	Requirements	Deadline	Link
Small Business Administration 7(a) Loans	The 7(a) Loan Program provides loan guaranties to lenders that allow them to provide financial help for small businesses. These loans can be used for acquiring or improving buildings, refinancing current business debt, purchasing machinery and equipment, and more.	To be eligible, businesses must: <ul style="list-style-type: none"> • Be an operating business • Operate for profit • Be small under SBS Size Requirements • Not be a type of ineligible business • Not be able to obtain the desired credit on reasonable terms from non-Federal, non-State, and non-local government sources • Be creditworthy and demonstrate a reasonable ability to repay the loan 	Ongoing	https://www.sba.gov/funding-programs/loans/7a-loans
Small Business Administration 504 Loans	The 504 loan program provides long-term, fixed rate financing for major fixed assets that promote business growth and job creation. These loans can be used for the purchase or construction of existing buildings, new facilities, long-term machinery and equipment, and more.	To be eligible, businesses must: <ul style="list-style-type: none"> • Operate as a for-profit company in the United States or its possession • Have a tangible net worth of less than \$20 million • Have an average net income of less than \$6.5 million after federal income taxes for the two years preceding your application • Not be engaged in nonprofit, passive, or speculative activities 		https://www.sba.gov/funding-programs/loans/504-loans

Appendix C: Data Sources

Metric	Data	Source
Population (2024)	108,805	Esri Business Analyst & Riverside County Economic Development site
Population Annual Rate (2020-2024)	0.83%	Esri Census Profile - Jurupa Valley
Population Annual Rate (2010-2020)	1.01%	Esri Census Profile - Jurupa Valley
Median Age (2024)	36	Esri ArcGIS Business Analyst
Median Household Income (2024)	\$95,949	Esri ArcGIS Business Analyst
Median Household Income Growth Rate (2024-2029)	2.6%	Esri Business Analyst & Riverside County Economic Development site
Average Household Income (2024)	\$120,465	Esri ArcGIS Business Analyst
Per Capita Income (2024)	\$32,294	Esri ArcGIS Business Analyst
Median Home Value (2024)	\$591,435	Esri Business Analyst & Riverside County Economic Development site
Total Housing Units (2024)	30,006	Esri Census Profile - Jurupa Valley
Vacant Housing Units (2024)	853	Esri Census Profile - Jurupa Valley
Owner Occupied Housing Units (2024)	19,389 or 64.6%	Esri Business Analyst & Riverside County Economic Development site
Renter Occupied Housing Units (2024)	9,764 or 32.5%	Esri Business Analyst & Riverside County Economic Development site
Rent Burdened (Gross rent as a percentage of household income is 30% or greater in the last 12 months)	54.90%	ESRI - ACS Population Summary
Housing Units Annual Rate (2020-24)	1.02%	Esri Census Profile - Jurupa Valley
Average Household Size (2024)	3.70	Esri Census Profile - Jurupa Valley
Family Households	79.3%	Esri ArcGIS Business Analyst
Housing Affordability Index	64	Esri ArcGIS Business Analyst
Number of Businesses	2,365	Esri Business Analyst & Riverside County Economic Development site
Number of Employed Residents	49,251	Esri Civilian Labor Force Profile

Data Sources

Metric	Data	Source
Number of Unemployed Residents	3,664	Esri Civilian Labor Force Profile
Unemployment Rate	6.90%	Esri Civilian Labor Force Profile
Labor Force Participation Rate	61.60%	Esri Civilian Labor Force Profile
Employment-Population Ratio	57.30%	Esri Civilian Labor Force Profile
Top Industries that Employ Jurupa Valley Residents	Construction, Retail Trade, Manufacturing, Transportation/ Warehousing	Esri Civilian Labor Force Profile
Top Industries in the City of Jurupa Valley Boundaries	Transportation and Warehousing, Construction	JobsEQ Industry Snapshot - Jurupa Valley
Top Occupations in Riverside County	Transportation and Material Moving, Food Preparation and Service	JobsEQ Occupation Snapshot - Riverside County
2024 Population 25+ by Educational Attainment	High School - 29.8%	Esri ArcGIS Business Analyst
Demographics - Race and Ethnicity (2024)	In 2024, 72.3% of population is of Hispanic Origin (any race). 53.4% are White	Esri Business Analyst & Riverside County Economic Development site
Average Commute Time	31.9 minutes	U.S. Census 2019-2023
Retail Leakage Statistics	Where Jurupa Valley Residents Shop Outside the City (2024)	Placer.ai, Jurupa Valley Leakage Report

