

CITY MANAGER'S OFFICE

Administration

2011 Employee Giving Campaign

The fund raising results to date from the special events held for the 2011 City Employee Giving Campaign indicate that the generous employees of Moreno Valley donated \$4,035 to the campaign through events such as the annual chili cookoff, silent auction, and "Department Feud" game. Special thanks are in order to the hardworking members of the Employee Giving Campaign who devoted their time and energy to planning and conducting all of the fund raising activities:

- Kathy Savala, Campaign Chair (P & CS)
- Lisa Smethurst, Joy Uribe (P & CS)
- Ariana Ayala, Michelle Pierce, Margaret Williams (PW)
- Ewa Lopez (Council/City Clerk)
- Loes Knutson (Library)
- Liz Plazola, (Comm. & Econ. Dev.)
- Cathy Parada, Rob Roseen (City Manager's Office)
- Tina Gallegos, Jeremy Hamilton (F&A Services)

The team's fundraising efforts are not done yet as they will be taking orders for and delivering Christmas candygrams.

MVUSD Career Technical Education Tour

I recently met with staff from the Moreno Valley Unified School District's Career Technical Education team. Touring some of their high school facilities with respect to the career-related classes that MVUSD offers, I was very impressed and excited about having the City partner with this worthwhile program. The City Manager's Office will be following up with MVUSD in pursuit of partnership opportunities to help promote career development for Moreno Valley's youth.

Executive Team Recruitments

We are currently recruiting for two key positions within the City's Executive Management Team. The recruitments for Human Resources Director and Public Works Director/City Engineer opened on October 31 and closed on November 17. The Human Resources Director recruitment is being administered by the City Manager's Office. The Public Works Director/City Engineer recruitment is being administered through the Human Resources Department. Numerous applications from

well-qualified candidates were received and we hope to have these positions filled by the end of the year.

Nason Off Ramp Milestone Celebration

Special thanks to the Public Works team, in particular Senior Engineer Margery Lazarus, for facilitating the opening of the new Nason Street off ramps at the eastbound 60 freeway. The City Manager's Office worked with the Public Works Department and the City Council Office to conduct a milestone celebration for the new off ramps held on December 5.

City Manager's Office Plans Town Hall Meeting for District 1

The City Council held a goal setting workshop in May and one of the priorities they identified was improving communication with Moreno Valley's residents. To do this, the City Manager's Office is coordinating Town Hall Meetings in each Council district. The final Town Hall Meeting of the series will be held in District 1, Mayor Pro Tem Molina's District, on December 7th at the Senior Center. The meeting will start at 6:00 and include time for our residents to hear updates from Mayor Pro Tem Molina and the City Manager, learn about projects coming to their Council District, and ask questions.

Implementing the Media & Communications Strategy

Frustrated with the City's image, the City Council adopted a new Media & Communications Strategy to improve communication with the City's residents and businesses. The City Manager's Office (CMO) is racing to implement the new Strategy.

Since perception is often mistaken for reality, the Strategy aims to better influence the positive information available about Moreno Valley by:

- Distributing information that is timely and accurate. The CMO will be reviewing all publications prior to issuance.
- Overhauling the City's website to enhance user-friendliness. The CMO is reactivating the Media Liaison Team, who will more actively manage each Division's webpages.
- Updating the City's marketing plan – partnering with Economic Development staff, the CMO will be seeking out new, low-cost opportunities to deliver the messages that Moreno Valley is:

- A Health Care Community.
 - A Best Place to do Business.
 - A Job Center.
- Developing SmartPhone applications, including crime-reporting, dining, shopping, & hospitality apps.
 - Creating an online Community Calendar available to community, sporting, social organizations, etc. in Moreno Valley for posting of events.
 - Increasing City use of FaceBook, Twitter, and YouTube. The Media Liaison Team will also get involved in utilizing the City's social media to distribute information about relevant projects and programs going on in Moreno Valley.

Special Sunset Ceremony for Veterans Day

A team of staff from the City Manager's office, the City Clerk's office, and Parks & Community Services coordinated a special sunset Veterans Day ceremony. All were invited to attend the event held on Friday, November 11 at 4:30 p.m. at the Veterans Memorial. The ceremony included a flyover by the March Aero Club, a Presentation of Colors by the Riverside County Sheriff's Department Mounted Posse Color Guard, and remarks from Colonel Mary E. Aldrian, 452d AMW Commander, Mayor Richard A. Stewart, and members of the City Council. The City Council placed a wreath at the Memorial with the assistance of members of the Knights of Columbus, A.F. Chelbana Assembly in honor of all who have served and continue to serve our country.

CityLink goes Green

Moreno Valley's city newsletter "CityLink" has made a successful and very popular switch from print to digital publication. This is a monthly publication that gives all departments a low-cost opportunity to reach residents and community members by email. Readers can sign up to receive the monthly newsletter through the City's website. At last report, CityLink is being distributed to more than 900 households.

Media & Communications

Website Updates

The City of Moreno Valley's new website will launch soon. Media and Communications is working to create a website that is more user friendly, offers a modern design, and has many convenient resources for visitors, residents, and businesses. The official re-launch date of the new moval.org will be announced soon.

The City of Moreno Valley's online calendar has grown to include regional meetings. This new information

added to the City calendar will better serve the residents of Moreno Valley who are looking to attend the local and regional meetings that are not hosted by the City of Moreno Valley.

In December, a new translation service will be added to the current www.moval.org website. Each page of content on the City's website will be available for translation in more than 20 different languages. This service was added to meet the growing demands of Moreno Valley website users. The translation service will also be offered on the new City website as well.

The current Capital Projects webpage is receiving a makeover. The Capital Projects page will now feature new project pictures updated every month, and will also be more dynamic and lively to attract residents and visitors. The Capital Projects Division will refer residents and business owners affected by projects to the new page to provide their feedback.

Pre Production

MVTV-3 is currently in the pre production phase of a Business Spotlight Featured Project video and web page for Moss Bros. Auto Group. The recent expansion of Moss Bros. aims to help revitalize the Moreno Valley economy and the City has chosen to highlight Moss Bros and their current efforts. MVTV-3 is working closely with the Community and Economic Development Department to accomplish this Featured Project video and web page.

The Moreno Valley Police Department has requested a new public service announcement relating to their Anti-Jaywalking efforts. This public service announcement will be an effective tool in encouraging Moreno Valley residents to obey pedestrian safety laws and hopefully reduce the amount of pedestrian injuries in the City. The public service announcement will also assist the Moreno Valley Police Department in meeting their "2011 P.D. Challenge" goals.

Audio Video Coverage

On Friday November 11th MVTV-3 was on hand to provide audio and video coverage for the Veterans Day 2011 Ceremony. The video footage will be used to create a News Center report and a full length (30 min) MVTV-3 program focusing on this community event. The Veterans Day Ceremony will air on MVTV-3 and YouTube through December 1 at 8:00 p.m.

On Saturday November 15th MVTV-3 was on hand at the opening of the new Skechers Factory Store to shoot photos and video. The opening featured celebrity guest Evander Holyfield to take photos with store visitors.

Skechers also provided special discounts on shoes throughout the entire store. The videos and photos will be used to for the upcoming episode of News Center.

Recently MVTV-3 staff shot photos and video of the Library's Safety Day event. The event featured a heavy presence of Moreno Valley Fire and Police personnel. The interviews and video footage shot that day will be used in the upcoming episode of News Center.

On Saturday October 22nd MVTV-3 provided video coverage for Artober Fest 2011. The video footage will be used to create a News Center report focusing on this community event. Subsequently, a promotional video for next year's event will be created from the new video footage.

On Saturday October 22nd MVTV-3 was also on hand to provide video coverage of the City's Household Hazardous Waste event. The footage will be used to create a commercial for the next Household Hazardous Waste event to attract even greater resident participation in this worthwhile program.

The District 3 Town Hall meeting was held on October 26th and MVTV-3 was supported with video, photo, and audio coverage of this event. Photographs and Q+A documentation of the meeting will be available soon on the Town Hall Meetings page of the City's website.

During the last Wake Up Moreno Valley program, MVTV-3 provided assistance with a "Prezi" presentation. This engaging presentation was created by MVTV-3 staff for Councilmember Co's comments. Prezi's unique presentation style helped to reinforce the important Moreno Valley information that Councilmember Co provided. The presentation was well received by the Moreno Valley Chamber of Commerce audience.

New Programming

"Spotlight on Moreno Valley Business" – This month Moreno Valley highlights Bud's Moreno Valley Tire Pros. and Visterra Credit Union. This program airs daily at 9:30 a.m., 5:30 p.m., and 9:30 p.m. All Moreno Valley Spotlight on Business episodes are available on line at: <http://www.moreno-valley.ca.us/spoton-mv.shtml>.

"Pets of the Week Featuring: Louise, Bart & Lisa"- Pets of the Week airs on MVTV-3 at 8:30 a.m., 4:30 p.m. and 8:30 p.m. Visit the Pets of the Week website or watch streaming Pets of the Week videos at http://www.moval.org/resident_services/animal/petweek.shtml.

CITY CLERK'S DEPARTMENT

City of Moreno Valley Redraws Councilmanic Boundaries

Federal law requires the City adjust the boundaries of the City Council Districts following the 2010 Federal Census count that clearly indicated that Moreno Valley's population had grown. The deadline to complete the redistricting process was November 1, 2011. The City Council adopted the following criteria to guide the process of adjusting the boundaries of the districts:

- Adherence to the Voting Rights Act,
- Respect towards communities of interest,
- Following visible natural and man-made boundaries,
- Compactness and contiguity,
- Preservation of each district's population and territory as much as possible, and
- Avoidance of locating more than one current Council Member in any one district as much as possible.

The City Council conducted substantial outreach efforts to obtain public input on the changing district boundaries. Citizens' Community Meetings were held on September 12 and 15, 2011. A redistricting webpage was added to the City's www.moval.org website that provided citizens an opportunity to draft and submit map proposals electronically utilizing an on-line redistricting tool. Finally, Public Hearings were conducted on October 11 and 25, 2011.

The City of Moreno Valley completed the process of adjusting Councilmanic district boundaries at the Regular City Council Meeting on October 25, 2011, at which the Council considered three proposed maps: Consultant's Draft Plan Map 3, Public Plan No. 9 and Public Plan No. 10. Ultimately, an amended version of Public Plan No. 9 was adopted.

COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT

Administration

Development Agreement for TownGate

At the November 8 meeting, the City Council approved an amendment for a five year extension of the term for the Development Agreement for TownGate. The extension continues the waiver of TUMF and DIF for the undeveloped areas of TownGate. Please note that TUMF and DIF were not established fees at the time of the original adoption of the Development Agreement. The parties for the extension include the Fritz Duda Company (and related companies) and the new owner of the Mall –

CW Capital and its affiliated company, TownCircle Holdings.

Skechers USA

The Skechers USA facility is fully operational. Included with the Distribution Center is the foreign trade zone status, which is anticipated to save Skechers over \$3 million annually (this savings will grow as Skechers expands its business operation in Moreno Valley). On Saturday November 12, Skechers held a promotional event to showcase the grand opening of its new Skechers company retail store. Included in the event was an appearance by boxing legend Evander Holyfield. The Developer of the project—Highland Fairview is working towards gaining LEED certification for the 1.82 million square foot facility. It is anticipated it will achieve Gold level LEED certification and will be the largest LEED building in the U.S.

Harbor Freight Tools

The new Harbor Freight Tools Distribution Center (DC) in Moreno Valley is now fully operational. About 225 people (and growing) are presently working at the new 779,016 S.F. DC situated at the NW corner of Cactus and Graham. Eventually Harbor Freight Tools will transition its distribution work from four smaller facilities in the Oxnard and Camarillo area to the new Moreno Valley DC. Harbor Freight Tools expects to employ 350 people at the Moreno Valley facility early in 2012.

Moreno Valley is also working with Harbor Freight Tools to open a new retail store in the Moreno Valley Plaza shopping center at the SW corner of Sunnymead and Heacock. Tenant improvement plans have been approved for the 15,208 S.F. space and the Lease document has been fully negotiated should be executed by the end of November. Look for this new store to open by the end of the year.

Inland Empire Economic Forecast

On November 3, Barry Foster, Rick Teichert and I attended the 2011 Riverside -San Bernardino Economic Forecast that was conducted by Beacon Economics and the UCR School of Business Administration. This year’s event continued to stress the trend that the economy is improving, but at a very slow pace. The forecast also focused on the importance for the Inland Region to increase the creation of jobs—including opportunities for growth in logistics-distribution and medical-healthcare. This further validates the City’s Economic Development Action Plan.

Sales Tax Report - 2nd Qtr 2011

Maintaining a positive upward trend, the report for Second Quarter (Q2) 2011 sales tax revenue is encouraging. The 8.7% gain in Q2 2011 sales tax revenue, on an adjusted basis, as compared to Q2 2010 marks the 6th consecutive quarterly increase since the last recorded quarterly decline in Q4 2009.

The Q2 2011 Sales Tax Revenue Summary report compares adjusted Q2 sales tax revenue totals with adjusted Q2 2010 totals (Q2 revenue is generated between April and June). HdL compiles the sales tax revenue data obtained from the State Board of Equalization. The release of data by the State and the preparation of the comprehensive report by HdL typically occur approximately four to five months after the end of the respective quarter.

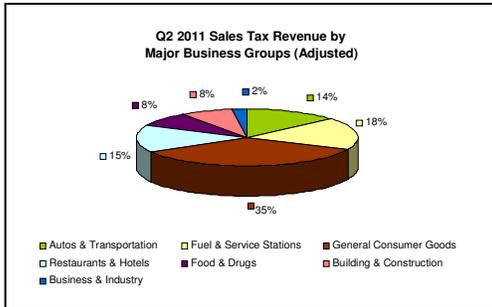
Great news for the region is that all cities within Riverside County experienced growth for this quarter with the exception of Eastvale as there was no comparative quarter before the city incorporated. The City of Moreno Valley had an 8.7% increase, along with Temecula and Palm Springs. The top five Riverside County cities in sales tax revenue percentage increases were Desert Host Springs, Indian Wells, Perris, Banning and Menifee. Q2 sales tax revenue increases for the City of Moreno Valley landed just below the level of increases for both Riverside County and the State with increases of 10.2%, and 9.7%, respectively.

Sales Tax Trends Q2 2011						
ADJUSTED FOR ECONOMIC DATA						
City/Agency	Population	2nd Quarter 2011	2nd Quarter 2010	Dollar Difference	Standard Percent Change	Adjusted Change
Perris	64,386	\$1,638,680	\$1,329,987	\$308,693	23.2%	25.0%
Corona	152,374	\$6,998,813	\$6,220,740	\$778,073	12.5%	14.4%
Riverside County	2,189,641	\$64,641,981	\$57,966,046	\$6,675,935	11.5%	10.2%
Riverside	303,871	\$10,199,989	\$9,378,413	\$821,576	8.8%	9.8%
State	37,253,956	\$2,471,226	\$2,288,936	\$182,290	8.0%	9.7%
Moreno Valley	193,365	\$2,994,923	\$2,811,442	\$183,481	6.5%	8.7%
Temecula	1,000,097	\$5,707,393	\$5,414,138	\$293,255	5.4%	8.7%
Murrieta	103,466	\$2,219,625	\$2,110,190	\$109,435	5.2%	6.6%
Hemet	78,657	\$2,133,871	\$2,059,338	\$74,533	3.6%	4.9%

The table above compares the adjusted Q2 2011 sales tax revenues to Q2 2010 sales tax revenues for the City of Moreno Valley as compared to other similar western Riverside County cities, as well as Riverside County and the State of California, ranking the all agencies by percentage change.

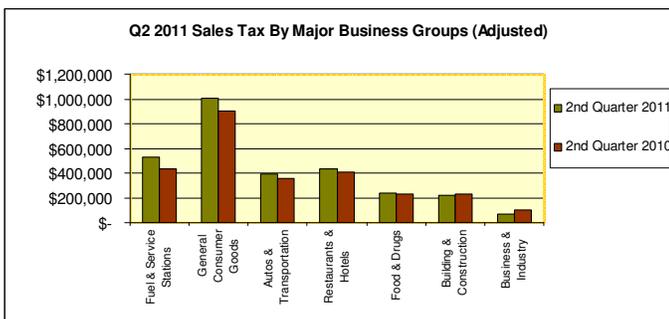
Of this comparative group, Perris experienced a significant jump with an increase of 25% over the comparative quarter in 2010. City of Moreno Valley and City of Temecula shared the increase. With a \$183,481 increase in revenue as compared to Q2 2010, Moreno Valley experienced a better quarter than the cities of Murrieta and Hemet with increases of 6.6% and 4.9%, respectively. Moreno Valley trailed those agencies with double digit increases- Corona and Riverside County, with a 14.4% and 10.2% increase, respectively. The City of Riverside and the State ranked roughly one point above Moreno Valley at 9.8% and 9.7%, respectively.

The pie chart provides a graphic illustration of the percentage distribution of Moreno Valley's Q2



2011 sales tax revenue allocations by major business group. The largest contributor of point-of-sale revenue came from sales in the General Consumer Goods category, representing 35% of Moreno Valley's total allocation with an 11.6% increase in spending overall.

Demonstrating Moreno Valley's Q2 spending changes from 2010 to 2011, the chart below categorizes spending changes by major business group.



Three major business groups contributed significantly to Moreno Valley's path towards economic recovery- **Fuel & Service Stations, General Consumer Goods, and Autos & Transportation.** Posting double digit increases, Fuel & Service Stations and General Consumer Goods continue to produce steady increases in sales tax revenue. Climbing fuel prices accounted for the majority of the 23.2% or, \$99,765, jump in receipts.

Fuel sales at Costco contributed increases in sales tax in the General Consumer Goods group as well as in the Fuel & Service Stations group. The 11.6% or \$104,475

gain for General Consumer Goods also came from moderate increases in department, discount and electronic store sales. Both Costco and Super Target experienced increases in sales at 25.43% and 4.70%, respectively. New reporting sales for iHerb and sales increases for Serta Mattress made a sizeable contribution to the category gain. Additionally specialty stores such as America's Tires and Verizon Wireless experienced increases at 18.89% and 35.47%, respectively. The increases in this group outpaced County and State increases at 9.0% and 5.9%, respectively.

Auto sales were up overall for Moss Bros generating a 9.5% (\$33,818) increase in sales in the Autos & Transportation group. While Toyota sales continue to be affected by product availability coming from Japan, Moss Bros Chrysler Jeep Dodge gained 17.49% and Moss Bros Honda experienced a slight increase of .41%. Moss also took over the Chevrolet and Buick /GMC dealerships. Moreno Valley's sales performances in the Autos & Transportation group were ahead of the State (8.2%), but trailing Riverside County (12.0%).

Moderate gains were achieved in the **Restaurants & Hotels** group with a 6.4% (\$26,026) hike in Q2 2011 sales as compared to Q2 2010 sales. Restaurants such as Applebee's, BJ's Chicago Pizza & Brewery, Portillo's and Sizzler all had increases in sales. Also experiencing a positive quarter in this group were fast food restaurants such as: Carl's Jr., In 'N Out Burger, Jack in the Box, Little Caesar's Pizza, McDonald's, and Pizza Hut. State increases were similar to Moreno Valley's with a 6.9% increase and Riverside County fared well with an 8.0% increase. The **Food & Drugs** group remained flat with slight up tick at 1.3% (\$3,099) fell in the middle when compared to that of County and State with sales increases of .5% and 3.2%, respectively. Stater Bros. and Walgreens both posted a strong quarter.

Decreases in revenue were experienced in the remaining two categories. The 1.1% decrease in revenue in the **Building & Construction** category was largely due to a one time payment in 2010 by Williams Steel Company. The **Business & Industry** category suffered a 34.6% decline when comparing Q2 2011 and Q2 2010. The decline is largely based on a number of significant one time adjustments for specific businesses in Q2 2010.

The following identifies Moreno Valley's top twenty-five sales tax producers during the 2nd Quarter 2011 (listed alphabetically):

Arco (2)	Kohl's	Ross Dress for
Best Buy	Lowe's	Less
Chevron (2)	Macy's	Sears
Circle K	Moreno Gas Mart	Stater

Costco	Moss Bros. Chevrolet	Super Target
Food 4 Less	Moss Bros. Chrysler- Jeep-	Tesoro Fuel
Home Depot	Dodge	Thrifty Gas
iHerb	Moss Bros. Honda	Walmart
JC Penney	Moss Bros. Toyota Bros.	Supercenter
	Moreno Valley Delrahim	

Overall, sales in Moreno Valley are steadily increasing. With unemployment rates still high, the cost of food rising, and Japan’s auto manufacturing operations still recovering, modest increases in sales tax revenue continue to be the predictions for the near future.

For more information, please refer to the *Moreno Valley Sales Tax Update* and the *California Forecast* prepared by Hinderliter de Llamas & Associates (HdL) that is available through the Community & Economic Development Department or on the City’s website.

Economic Development E-Newsletter

The first Economic Development E-Newsletter has been distributed. The newsletter called—*Moreno Valley On The Move* will be released on a quarterly basis to over 600 businesses, developers, site selectors and real estate professionals.

NAIOP Industrial Project Tour

Moreno Valley was significantly highlighted on the recent NAIOP (National Association of Industrial & Office Properties) bus tour. The 2011 event, which was held on November 3, included a tour of Inland Empire industrial – distribution development projects. Nine of the 33 locations that were showcased were projects situated within Moreno Valley including:

- Skechers USA-Highland Fairview Corporate Park (Highland Fairview)
- West Ridge Commerce Center (Ridge Property Trust)
- Centerpointe Business Park (Ridge Property Trust)
- OMP Centerpointe (Overton Moore Properties)
- Inland Empire Global Logistics Center (Panattoni Development)
- I-215 Logistics Center (Trammell Crow Development)
- March Logistics Center (CT Realty)
- Nandina Distribution Center (IDS Real Estate Group)
- Inland Logistics Center (First Industrial Realty Trust)

Barry Foster, John Terell and Shanna Palau participated in the NAIOP event. All of the developers with Moreno Valley projects are actively marketing their development opportunities with prospective users.

Foreign Trade Program

Barry Foster recently participated in the first of seven programs providing a Foreign Trade educational

opportunity that was hosted by Riverside County’s Office of Foreign Trade. The initial program was a 2 ½ hour event that included presentations on:

- 1) National trade export initiatives and the role of the U.S. Department of Commerce
- 2) Financing with the Export-Import Bank
- 3) SBA programs available in trade and export business
- 4) Opportunities with the California Inland Empire District’s Export Council
- 5) EB-5 program
- 6) Benefits of having a Foreign Trade Zone

Having Moreno Valley situated with an area for a Foreign Trade Zone is a helpful tool available to attract new global users. Six more programs will occur in the first half of 2012 all aimed at providing more information on foreign trade opportunities.

Unemployment – October 2011

Unemployment rates decreased overall in September in the Inland Region. This was the 3rd straight month unemployment declined. Below are unemployment statistics for the months of September and October.

	Oct	Sept
California	11.2%	11.4%
Riverside County	13.7%	14.0%
Banning	15.6%	15.9%
Beaumont	15.6%	15.9%
Corona	10.1%	10.3%
Hemet	17.2%	17.5%
Moreno Valley	15.8%	16.1%
Perris	21.0%	21.4%
Riverside	13.8%	14.1%
San Jacinto	20.4%	20.8%

TJ Maxx & HomeGoods

Work continues towards the development of a new TJ Maxx and HomeGoods combo store for TownGate Center. Tenant improvement plans continue to evolve for the 51,000 S.F. former Ralphs building space. A September 2012 opening is planned for the new store, which will be just the 2nd TJ Maxx/HomeGoods combo store to open in Southern California. The initial combo store is located in the District, a popular shopping center in Tustin. TJX is hoping to do more new combo stores in the future.

Moreno Valley Mall

New retailers to the Moreno Valley Mall include:

- **Body Basics**—a 7,400 S.F. apparel store specializing in pajamas, lingerie and comfort wear, situated on the 1st floor near Pac Sun.

- **Forever Perfumes**—a 1,400 S.F. retail store with a specialty in perfumes, located next to Kelly’s Coffee.
- **Photos Onsite**—has expanded its business operation into the former 7,200 S.F. Anna’s Linens space.
- **Headstone**—a popular Inland Empire chain of skate and street-wear boutiques that has moved into a 2,500 S.F. space on the 2nd floor—next to the Banned Skate Shop.

Economic Development Subcommittee

The next Economic Development Subcommittee meeting will be held at 2 pm on December 8 in the Training Room on the 2nd floor of City Hall.

Spotlight on Moreno Valley Business

The Spotlight on Moreno Valley Business program seeks to increase the community’s awareness of the many and diverse businesses that operate in Moreno Valley. The businesses that were showcased at the October 11 City Council meeting were Kaiser Permanente-Moreno Valley Community Hospital and the Village Café. The spotlight businesses for the November 8 City Council meeting were Visterra Credit Union and Bud’s Tire Pro.

The Spotlight program also wishes to alert the City Council of some of the new businesses having just opened in the community. Recent openings include:

- **Beauty Trendz**—is a new hair care and products salon situated at 24481 Alessandro Boulevard—on the SW corner of Alessandro and Indian.
- **Exhilarate Fitness Studio**—is a new fitness facility located at 23080 Alessandro Boulevard in the Plaza del Sol Center, situated at the NE corner of Alessandro and Frederick. Exhilarate offers a variety of workout options and classes including turbo kickboxing, TRX, (yoga and zumba).
- **Piris Cleaners**—recently opened dry cleaners at 16090 Perris Boulevard in Iris Plaza. Piris Cleaners is situated next door to the Fresh & Easy Neighborhood Market at the SE corner of Perris and Iris.

Economic Development Summary-November 2011

The Economic Development Summary was updated for November and is available on the City’s website.

Building & Safety Division

Development Activity

The following represents a summary of the development activity being worked on by the Building & Safety Division:

- **Temporary Certificate of Occupancy**
Skechers USA-Highland Fairview Corporate Park

Harbor Freight Tools-Distribution Center
Moss Volkswagen

• **Buildings Under Construction**

First Inland Logistics Center—First Industrial Realty Trust
Nandina Distribution Center—IDS Real Estate Group
Kaiser Permanente Medical Office Building
Robertson’s Ready Mix Concrete Plant
Taco Bell
Morrison Fire Station

• **Tenant Improvements Underway**

Moss Volkswagen
Family Services Association Building
I-Herb

• **Plan Check Underway for New Buildings**

Inland Empire Global Logistics Center-Panatonni Development
Alere Property Group
I-215 Logistics Center—Trammell Crow Development
OMP Centerpointe—Overton Moore Properties
Hemlock Apartments—Rancho Belago Developers
Rancho Dorado Apartments-Palm Communities

• **Plan Check Underway for Tenant Improvements**

Harbor Freight Tools-Retail Store @ Moreno Valley Plaza
Family Dollar @ Moreno Valley Plaza

Time & Materials Service

The Building Official and Planning Official are jointly coordinating an effort with Barry Foster, along with representatives from Fire Prevention and Land Development to further refine the City’s Time & Materials Service Program. The use of Time & Materials for some Development Services was initially started as a pilot project with the Skechers development. Eventually the use of Time & Materials (rather than paying flat fees) has been expanded to other larger scale projects on a case by case basis. This group of Development Services professionals from Building & Safety, Planning, Land Development, Fire Prevention and Economic Development is looking to formalize Moreno Valley’s Time & Materials Service Program so it is consistent from division to division, along with being more effective to operate. The following are ‘preliminary’ recommendations for eligibility for the Time & Material Services Program:

- A non-residential project with a minimum building permit valuation of \$25 million

- Developer may choose to use time & material services or pay the fixed fees
- Additional projects may be designated for use of time & material services by the City Manager or Community & Economic Development Director

The Time & Materials Services program will go before the Economic Development Subcommittee at their December 8 meeting.

Training for Building Division

The Building & Safety Division recently completed training for staff as required to meet minimum standards set by the State of California. Staff participated in training covering topics ranging from Recent ADA Title III Court Rulings, the Green Building Code, Plan Check of Non Structural Plans, Plan Check of Retail Tenant Improvements, Egress (Exiting) Requirements, Accessibility Standards- Title 24 and ADA, and State Laws Enforced by Building Departments. This training will help keep staff certified and assure that codes are being enforced based on the latest adopted regulations and in conformance with court rulings and adopted federal and state laws. This training assures that staff correctly understands the intent of the regulations and allows the rules to be applied fairly and consistently throughout the City.

Code & Neighborhood Services Division

Volunteer Assists City's Foreclosure Code Program

In January of 2009, Moreno Valley resident and local realtor, Richard Tegley, joined the Code & Neighborhood Services Division as a volunteer. Richard was immediately placed within the City's Foreclosure Strike Team due to his 20 years of experience in realty and his expertise with bank owned properties.

Staff has since been able to utilize his job skills to perform follow-up inspections for the foreclosure strike team. Specifically, Richard provides detailed narratives of his findings at the assigned residences as well as provides photographic evidence of the violations for Code Compliance personnel.

During his tenure, Mr. Tegley has donated over 300 hours and has inspected 1,925 properties which have resulted in approximately \$257,000 in cost savings for the City. In addition, his contributions have resulted in the reduction of blight citywide and the transformation of 1,380 unmaintained foreclosed properties.

Rotational Tow Certification

In December of 2010, the City Council approved an ordinance establishing amendments to the code provisions that regulate the City's rotational tow service

program. In part, the ordinance established new standards for tow operators such as the annual inspections of tow facilities, recertification of drivers and yearly vehicle inspections.

Recently, Code staff completed the inspections of all seven tow facilities and verified that each site was still compliant with code provisions. Staff also certified all operators and tow vehicles for next calendar year and will issue all necessary drivers identification cards and vehicle stickers in December during the business license renewal process.

Medicinal Marijuana Dispensaries

Code Compliance staff in conjunction with MVPD identified two additional marijuana dispensaries operating within the City. The facilities, Green Cross Care and I.C.E., are located at 23878 Sunnymead Boulevard and 24285 Sunnymead Boulevard. The establishments, like their counterparts G3 Holistic and A & J Organics, are operating illegally without a valid City Business License or a required Certificate of Occupancy.

Code Compliance has continued to issue Administrative Citations daily to the Business Owner, Property Owner and any all representatives, employees or agents of the four active dispensaries per direction of the City Attorney's Office. As a result, the two newest dispensaries have closed their operations and the two remaining facilities are under eviction proceedings initiated by their respective property owners.

As of November 1, staff had issued a total of 140 Administrative Citations totaling approximately \$112,000 in civil fines. Staff will continue to provide updates to the Council.

Enforcement Actions on Barber Shop

Code Compliance, Building & Safety and Fire Prevention staff provided inspection services to MVPD and ATF at their operation at K & M Barbershop on October 27, 2011. Code Compliance staff identified several nuisance violations and signage issues on site while Building staff identified several building code violations on the property. Staff cited both the business owner and the property owner for violation of code provisions.

In addition, the Building Official discontinued electrical service to the establishment due to code violations at the electrical service panel. The unit was also declared "unsafe to occupy" to eliminate potential danger and to safeguard public health.

Land Development Division

Development Activity

Land Development staff are working on a number of major projects including the following:

- **Grading Permits Issued/Site Improvements Underway**

Skechers USA-Highland Fairview Corporate Park
Harbor Freight Tools DC
First Inland Logistics Center
Nandina DC
Kaiser Permanente
Taco Bell
Morrison Fire Station

- **Plan Check for Grading/Improvement Plans**

IDS Real Estate Group
Inland Empire Global Logistics Center
Alere Property Group
Trammell Crow Development
OMP Centerpointe
Hemlock Apartments
Rancho Dorado Apartments
Vogel Properties

Street Closure for Nandina

The contractor working on the First Industrial Realty Trust warehouse project at Nandina Avenue and Perris Boulevard has received approval from the City to allow for a full road closure of Nandina Avenue between Perris Boulevard and Knox Street to facilitate the construction of street improvements. The closure began on Monday, November 7th. Street improvements include removal of existing asphalt pavement, installation of asphalt paving, curb, gutter, sidewalk, driveway approaches, street lights, landscaping, storm drain, dry utilities, traffic signal modification and associated signing and striping. The contractor has placed message boards along the roadway advising the public of the closure and detours. The contractor will establish access to the two existing residential properties located on the south side of Nandina Avenue throughout the duration of the proposed closure.

In addition to the closure, the contractor is performing a significant amount of utility installation and relocation within Perris Boulevard. The construction within Perris only requires lane closures, but will impact the normal flow of traffic. All traffic control is being placed in accordance with the plans approved by the Transportation Engineering Division and City Traffic Engineer.

SCE Load Transportation

The plan for movement of the third SCE generator segment has been delayed due to mechanical problems. The move has not yet been rescheduled as the entire trailer and suspension system for the 168 tires is being fully evaluated. Notification of the specific dates for the oversized load through Moreno Valley will be provided once a new move date has been determined.

Neighborhood Preservation Division

Recruitment for New Redevelopment & Neighborhood Programs Administrator

The process is underway to recruit a new Redevelopment & Neighborhood Programs Administrator to replace Michele Patterson who moved over to assume the Assistant to the City Manager position. The goal is to have a new person in place by the end of December.

Redevelopment Litigation

On November 10 and 11, the California Supreme Court heard oral arguments in the California Redevelopment Association and League of California Cities legal challenge to the constitutionality of the State's approval of AB 26 and 27. The California Supreme Court has stated it will render a decision on this important case by January 15, 2012.

Housing Resale Market - October 2011

The housing resale market continues to be mixed – up and down. The average resale home value in Moreno Valley for October was \$156,928, which was a 2.5% decrease from the value of \$161,017 for the month of September. During the ten months of calendar year 2011, Moreno Valley's average resale value has been up four months, down five months, and flat one month. The up and down resale market has also been experienced in all other nearby communities such as Corona, Riverside, Hemet/San Jacinto, Perris and Temecula/Murrieta.

The number of resale transactions decreased slightly in October, going from 231 transactions in September to 145 in October. During calendar year 2011 there have been a total of 2,324 resale transactions in Moreno Valley, which is a monthly average of 233.

The housing resale market continues to be mixed in other nearby Riverside county communities with only Hemet/San Jacinto up ½ percent and Corona, Riverside, Perris and Temecula/Murrieta all down in October.

Neighborhood Stabilization Program

In conjunction with the City's selected Development Partners, the City of Moreno Valley has acquired 43 single family properties through the Neighborhood Stabilization Program (NSP) for the purposes

rehabilitating and reselling them to income-qualified households earning up to 120% of the Area Median Income. Since receiving the grant award, the City and its Development Partners have been extremely active acquiring properties and creating homeownership opportunities for families through the Program. Below is a year-to-date synopsis of NSP1 Acquisition, Rehabilitation, and Resale Activity:

Total Properties Acquired:	43
Properties on the Market	10
Properties with an Accepted Offer/ in Escrow	11
Properties Resold / Escrows Closed	22

The resale of the single family properties continues to generate Program Income that is recycled into the NSP Program to further Acquisition, Rehabilitation, and Resale efforts and create homeownership opportunities to income-eligible households.

Utilizing the nearly \$2 million of the Program Income that has been received from the resale of the properties, the City will continue its Acquisition, Rehabilitation, and Resale activities with another round of acquisitions in the forth coming months.

Housing Certification Program

Since 1995, the City has assisted in financing the rehabilitation and new construction of over 885 affordable rental units in 12 projects. The affordability covenants that govern these affordable units require annual re-certifications and monitoring to ensure compliance with regulatory requirements, rent limits, and property standards, during the affordability period. The regulatory agreements require that families complete an annual income re-certification in order to determine their continued eligibility to occupy the units. Currently, there are a number of projects in various stages of development and within the next five years the City may have up to 1,000 affordable units in 14 developments requiring annual re-certifications. In order to fulfill these requirements, it was necessary to seek assistance from a consultant specializing in the re-certification process. After reviewing responses to a Request for Proposal, the Neighborhood Preservation Division recently selected the Rosenow Spevacek Group (RSG) to perform the required re-certification work. RSG performs similar work for other California communities and comes highly recommended by those they currently serve. A Consulting Contract is currently being prepared so that RSG can begin this important work.

Planning Division

Planning Commission

At the November 3 meeting, the Planning Commission

recommended approval of an Amendment of the Development Agreement for TownGate. The next Planning Commission meeting will be held on December 8th. The following item is tentatively scheduled for that meeting:

- A Conditional Use Permit to develop a 140-unit assisted living facility on a 7.5-acre site at the SW corner of Moreno Beach Drive and Brodiaea Avenue. The proposed project would replace a previously approved condominium plan by a former owner of the site. The applicant is Continental East Development.

Administrative Approvals

- Plot Plan to convert storage space to additional auto repair bays for Moss Brothers Chevrolet.
- Plot Plan to establish a charter school training center at 27130 Eucalyptus Avenue in the Stoneridge Towne Centre. The applicant is Audeo Charter Training Center.
- Plot Plan to approve renovation of an outbuilding at a designated historic site (Old Moreno School) at 28780 Alessandro Boulevard. The applicant is Remiglio Largo.
- Plot Plan to establish a fitness studio in an existing shopping center located at 23080 Alessandro Boulevard. The applicant is Xaviera Villegas.
- Administrative Amendment to the Aquabella Specific Plan to revise the Nason Street cross section to conform to the plans for the current Capital Improvement Project to extend Nason Street from Cactus Avenue to Iris Avenue. The applicant is Highland Fairview.

Recent Planning Case Submittals

- Plot Plan to renovate a former drugstore (Rite Aid) at 12220 Perris Boulevard to create two retail spaces, including one for a Fitness 19 health club facility, and provide façade improvements.
- Plot Plan to renovate a former supermarket at TownGate Center (Ralph’s), including façade improvements and a new loading dock, for occupancy by TJ Maxx and Home Goods stores.
- Conditional Use Permit to construct a new McDonald’s fast food restaurant with drive through in the Moreno Valley Plaza shopping center at the SWC of Sunnymead Boulevard and Heacock Avenue.
- Plot Plan for a comprehensive exterior remodel of the existing McDonald’s fast food restaurant at the NE corner of Perris Boulevard and Elder Avenue.

Planning Application Activity

Planning continued to experience a higher than expected level of application activity in October, maintaining a

trend underway for most of the past year. The pace of minor project applications for calendar year 2011 is now over one month ahead of the pace from 2010. Major project applications were at about the same level as 2010. Application fees for October were just over \$55,000, compared to just over \$51,000 last October and an average of just over \$50,000 for Fiscal Year 2010-11. Ten of the past twelve months have shown increases over the prior year monthly performance.

Southern California Edison Grant

Staff has completed all required reports to Southern California Edison (SCE) for the Local Government Strategic Plan Strategies program grant. The reports provide an outline for preparing “reach codes” for consideration by the City Council to enhance the City’s energy efficiency code requirements beyond Building Code, and the establishment of a revolving fund for future energy efficiency projects using utility rebates and energy savings from past and current energy efficiency projects.

Staff has conducted three internal task force meetings with representatives from Building and Moreno Valley Utility to identify potential components for the “reach codes”. Staff has also conducted three conference calls with SCE experts and completed research on already adopted “reach codes” from several cities.

The grant provides funding for the activities listed above as well as other activities to expand and continue the Energy Efficiency and Climate Action Strategy, including the preparation of a greenhouse gas analysis, as well as provide funding for building inspector training in energy efficiency codes. Staff anticipates presentation of the various energy efficiency codes and programs to the City Council in early 2012. The \$375,000 SCE grant was accepted by the City Council in February.

Western Realco

Staff met with representatives from the Pechanga Band of Mission Indians to start “government to government” consultations for the Western Realco industrial development project. The consultations are required by State Law if requested by a Native American tribe. Pechanga asked for additional information for the project and has indicated an interest in tribal monitoring for some of the proposed grading operations on the site.

The Draft EIR for the project is still being formulated by the environmental consultant and is anticipated to be submitted shortly to the City for review by staff and the City’s peer environmental consultant.

The proposed complex is located at the SE corner of Heacock Street and Iris Avenue in the Moreno Valley Industrial Area. The complex includes four buildings, ranging in size from 16,732 to 1,103,003 square feet, with a total of 1,484,407 square feet on 67 acres

Trammell Crow Logistics Project

Revised plans for the Trammell Crow Company project have been reviewed by the Project Review Staff Committee and comments have been provided back to the applicant. With minor corrections and a final review of the environmental addendum for the project, staff should be able to notice the project for approval in mid-November with final action on the applications by the end of November. The applications propose to revise the approved Komar Project at the southeast corner of Heacock Street and San Michele Road. The approved project includes two buildings with a total square footage of 1,770,000 square feet. The proposed revisions include changes to the square footage of the individual buildings, with the total square footage slightly reduced, minor changes to the site plan, and upgraded elevations. Staff anticipates completing the administrative review of the revisions by the end of November to assist in meeting Trammell Crow’s goal of a permit to start construction by the end of this year.

FINANCE AND ADMINISTRATIVE SERVICES DEPARTMENT

Administration

WRCOG TUMF Finance Subcommittee Selects Rick Teichert as Chair for FY 2011/12

Rick Teichert was selected to Chair the WRCOG TUMF Finance Subcommittee for FY 2011/12 at the November 10, 2011 meeting of the Subcommittee. This appointment is in direct response to the City Council goal to promote broader regional activity at the City Council and staff level. The Finance Subcommittee serves as an Ad-Hoc Advisory Committee to the WRCOG Public Works Committee and the WRCOG Technical Advisory Committee by reviewing and recommending fiscal policies related to TUMF audits, billing and invoices, investments and other fiscal issues.

ERP Replacement Project Update

The cross-departmental team that is working to replace our aged Finance, Payroll, and Human Resource systems has reached a major milestone. A new “chart of accounts,” which is the foundation for the project, has been developed over the past 4 months. A mapping from the existing chart of accounts to the new one will allow the City to convert some of its historical data for the new system. Implementation of the new system, a \$2M project, will start for the Finance related modules in early

January 2012. The project steering committee and the individual module leads have been identified and have started meeting. The new Finance modules are scheduled to be complete for a July 1, 2012 “go-live” date; Payroll and Human Resources will follow by six months.

Underground Conduit Project



Technology Services and the Public Works Maintenance and Operations crews worked together at the City Yard to excavate a 140-foot trench for installing underground conduit that will soon carry fiber optic cable. The 140-foot conduit

connects the Corporate Yard building to an existing 3.8 mile stretch of underground conduit between the Corporate Yard and City Hall. The project is part of a plan to interconnect the Corporate Yard and City Hall over fiber. When the 2 locations are connected via fiber the City will begin to realize \$12,000 annual savings in telecommunication costs while having 20 times the bandwidth capacity.



Animal Services

Animal Services Web-Licensing Soon to be Available to Residents

The Moreno Valley Animal Shelter and staff from the Technology Services Division are diligently working with HLP, Inc. to launch a web based application allowing city residents the convenience to purchase new and renewal dog licenses on line. It is anticipated this new service will be made available to city residents before the end of the 2011 calendar year. Residents will enjoy this additional option to obtain a new or renewal dog license reducing their need to obtain their dog licenses through the mail, or having to wait in line when visiting the Animal Shelter. In addition to this software application allowing residents to purchase dog licenses on line, this new service application will also allow the public to make monetary donations to the Animal Shelter.

FIRE DEPARTMENT

Fire Operations

March of Dimes

Fire Department Staff participated in the March of Dimes, March for Babies Relay on Saturday, October 29.

For nine hours, each hour representing one month of pregnancy, participants walked together to raise money to fund research and programs that help mothers have full-term pregnancies. Funding also supports families whose babies were born too soon or sick. Staff from Fire Operations, the Office of Emergency Management, Fire Explorer Post 58 and Fire Explorer Post 6 raised almost \$1,800 to support this worthwhile cause. Additionally, volunteers from the Moreno Valley Emergency Response Force provided a rehabilitation station for event participants.

Ground Breaking Ceremony for the Morrison Park Fire Station

On Thursday, October 13 the City of Moreno Valley hosted a ground breaking ceremony for the Morrison Park Fire Station. Over 30 people attended this event which was hosted by Fire Chief Steve



Curley with speeches made by the Mayor Richard Stewart and Council Member Robin Hastings. This fire station will serve over 19,000 Moreno Valley residents.

The Morrison Park Fire Station will have two apparatus bays which can house up to four pieces of equipment. It will provide living and training quarters for fire station personnel as well as office space for the Chief Officers. The daily staffing level for this fire station is expected to be one battalion chief, one fire captain, one fire apparatus engineer, and one firefighter II paramedic. The Fire Department anticipates that this fire station will respond to over 1,500 emergencies calls each year when it opens in October 2012.

Spark of Love

The *Firefighter Spark of Love Toy Drive* for Moreno Valley is sponsored by the City of Moreno Valley Fire Department in cooperation with CAL FIRE/Riverside County Fire Department. This annual toy drive is well organized and promoted throughout Southern California by KABC, Channel 7 News and other organizations. The Fire Department Headquarters and individual fire stations within Moreno Valley collect toys and monetary donations to provide Christmas gifts to children in Moreno Valley.

Most of the toys that are collected by the Fire Department are distributed through the local Community Assistance Program and other charitable organizations. We have six fire stations located in the City of Moreno Valley that collect toys for distribution to the local

community. The Moreno Valley Fire Department will begin accepting toys on Saturday, November 19 at:

- Fire Station 2** - 28040 Eucalyptus Avenue
- Fire Station 58** - 24935 Hemlock
- Fire Station 6** - 22250 Eucalyptus Avenue
- Fire Station 65** - 15111 Indian Avenue
- Fire Station 48** - 10511 Village Road
- Fire Station 91** - 16110 Laselle

For more information, please call 951-486-6780

Office of Emergency Management

Local Hazard Mitigation Plan

On October 25 City Council adopted the 2011 Moreno Valley Local Hazard Mitigation Plan (LHMP) through resolution No. 2011-102. This plan replaced the 2004 Riverside County Operational Area Multi-Jurisdictional Local Hazard Mitigation Plan. The 2011 LHMP contains a profile of the City, a detailed assessment of disasters that could occur in Moreno Valley and the mitigation goals of the City to reduce long-term vulnerabilities. The disasters discussed in the plan include:

- Civil Unrest
- Dam Failure/Inundation
- Drought
- Earthquake
- Extreme Weather
- Flooding
- Hazard Materials
- Insect Infestation
- Landslide
- Nuclear
- Pandemic Flu/Disease
- Pipeline
- Power Outages
- Severe Wind
- Terrorism Attack
- Transportation
- Wildland and Urban Fires

A copy of this plan will be placed on the City's website at www.moval.org in early 2012.

Fire Prevention

New Employees in the Fire Prevention Bureau

The Fire Prevention Bureau welcomed four new Fire Prevention Technicians to their team. These part time employees will be working primarily in our Hazard Reduction Inspection Program and the state mandated Multi Family Residential Inspection Program. The Hazard Reduction Program addresses the risk that the City's open space and in-fill vacant parcels present to the community through combustible vegetation growth. The Multi Family Residential Inspection Program is a state mandate that is aimed at ensuring that our apartment community has a fire safe environment to live in and that substandard living conditions and blight are addressed. These part time positions will be working about 20 hours a week each and will allow our full time Fire Inspectors to focus their efforts on the more hazardous and technical inspections that are found in our diverse business

community as well as respond to citizen concerns in a timely manner.

Due to the current three week back log on new construction inspection requests, the Fire Prevention Bureau added a Consultant Fire Inspector to their Planning & Development team. This new consultant inspector is provided under contract and will be utilized exclusively on new construction projects. The addition of this contract employee will provide for additional resources so that our inspection requests from developers and contractors can be filled within reasonable time frames and allow the construction projects to rapidly progress.

HUMAN RESOURCES & RISK MANAGEMENT DEPARTMENT

City Council's Pension Reform

Human Resources implemented the City Council's Pension Reform directives to reduce retirement costs for public employees serving the City of Moreno Valley. The Council's bold action, taken in full partnership with employee organizations, sharply reduces benefits and formula calculations for new employees (who now also pay the full employee share for their own pensions). These sweeping reforms will garner significant pension cost savings for decades to come.

Annual Open Enrollment

The City completed the annual Open Enrollment process, matching employees with a wide range of benefit options to enhance the wellness of the City's workforce and provide cost-effective coverage for eligible family members.

Physical Safety and Resource Protection

The Department helped enhance physical safety and resource protection for the City's Electric Utility through swift introduction of rigorous sub-station physical security measures.

PARKS & COMMUNITY SERVICES DEPARTMENT

Special Events

"Easel on Down" to Art in the Park: Artists are invited to display their work and paint in the park. Artists are encouraged to bring two to five completed works of art for the public to view. "Easel on Down" takes place from 10:00 a.m. to 2:00 p.m. the second Saturday of every month throughout the year, at Ridgecrest Park, 28506 John F. Kennedy Dr. For more information contact Commissioner Lauretta R. Phillips at

951.247.4848 or email tagofmv@live.com or Moreno Valley Parks and Community Services at 951.413.3280.

Artober Fest: The 4th annual Artoberfest was held October 22 at the Conference and Recreation Center. This free family-oriented day-long event was sponsored by the Moreno Valley Arts Commission and the Department of Parks and Community Services. This exciting festival attracted more than 1,300 spectators. It featured more than 300 performers on three different staging areas. In addition, more than 35 artists and crafters featured booths to showcase their artwork. Numerous types of art were represented, including photography, pottery making, jewelry, oil and water color artists, sculptors, etc. Several artists painted during the day, with artist Jim Cox providing a special painting demonstration. Throughout the day, door prizes were awarded, and a silent auction was held which included items donated by local businesses as well as paintings donated by the artists attending the festival.

The City of Moreno Valley is currently accepting applications from artists to display their artwork through a new Art Loan Policy adopted by City Council earlier this year. The City's Arts Commission will review all works of art submitted for exhibition. The Commission will judge the appropriateness of each piece based on common sense and an eye for family-friendly works. The policy allows works strictly from artists, living or dead, connected to Moreno Valley through residency, work or birth. The primary points of the policy include:

- The City's Arts Commission will review all works of art submitted for exhibition at a city facility. They will then make a recommendation to the City Manager who will have the final authority to approve all artwork prior to being loaned to the City for display.
- All artists will need to reside, work, or have been born in Moreno Valley. These requirements also apply to works of art submitted by family members of deceased artists.
- Works of art that are deemed too large or difficult to display, contain materials which are inherently dangerous or unstable, or are made out of materials that may decay if not kept displayed in the optimum environmental conditions will not be displayed.
- The Arts Commission will evaluate each work of art for quality, style, the type of media the artwork is displayed on, the nature of the artwork, and

diversity in order to make a recommendation to the City Manager for all exhibits at city facilities.

The deadline for submittal is December 8. Art pieces will be displayed January 1-March 31. Applications are available at <http://www.moval.org>. For more information contact Moreno Valley Parks and Community Services at 951.413.3280.

Pet in the Park Adoption Day was held on December 3 from 9:00 a.m. to 1:00 p.m. at Moreno Valley Community Park.

Santa Live: Children can talk to Santa by calling 413.3059 on December 5 from 5:30 to 7:00 p.m. Children can give Santa their list or call just to say "Hi." Santa will be asking trivia questions and giving out prizes for correct answers.

Breakfast with Santa: Drop your child off for a morning of games, crafts, breakfast, and a special visit from Santa. Pre-registration is required. Event will be held at the Conference and Recreation Center on December 10 from 9:00 a.m. to 11:00 a.m. for ages 2 to 12. Resident fee is \$6 and non-resident fee is \$8.

Holiday Craft Session: Can't figure out what to get your family and friends for the holiday? Sign up for our holiday craft session and make something special to give as a gift. The craft session is held at TownGate Community Center on December 15 from 6:00 p.m. to 8:00 p.m. for ages 4-12. Resident fee is \$8 and non-resident fee is \$10.

Park Projects

Staff is continuing its investigation of synthetic turf for the March Field Park Soccer Arena. The project is planned for completion by June 2012.

The replacement of play equipment at Ridgecrest, Gateway and Sunnymead Parks is in progress. Completion of the project is scheduled for December.

Parks Maintenance Division

The following projects have been completed: Planted trees at various park sites; removed pepper trees at Parque Amistad; and removed and replaced concrete at Parque Amistad.

The following projects are in progress: Repair and replant parking lot planter at Bethune Park; fertilize all parks; trim palms at various park sites; trim trees in contract areas; repair east parking lot at Morrison Park; oversee Community Park sports fields; clean storage

area at golf course; aerate and sand greens, repair main line breaks at golf course; trim shrubs at all parks; spray and weed all parks; replace oak tree at Conference and Recreation Center; and replace dead African Sumac at City Hall.

Vandalism and graffiti have been reported at the following areas in October: Aqueduct Bikeway (\$833), Bayside (\$257), Celebration (\$82), Community (\$1,037), Edison (\$100,) El Portero (\$50), Fairway (\$65), JFK (\$127), Morrison (\$72), Rockridge (\$53), Shadow Mountain (\$48), Sunnymead (\$167), TownGate (\$584), Victoriano (\$91), Vista Lomas (\$27), Weston (\$154), Westbluff (\$89), and Woodland (\$191). The total cost for vandalism/graffiti was \$4,027. Total labor hours for vandalism/graffiti were 89 hours, approximately 8 full-time work days.

The mobile stage unit was used on October 29 for Break Through Unity Fest.

Court referrals performed a total of 378, hours during October. The total hours for court referrals in 2011 are 8,651 which equates to approximately 1,081 full-time work days.

Recreation Division

Registration is underway for Valley Kids Camp. Children will enjoy a fun-filled yet safe experience including a variety of arts, crafts, games, music, talent shows and trips to Valley Skate Park. Dates are November 21-23, December 19-23, December 26-30, and January 2-6. Camp is held at March Field Park Community Center, 15325 5th Street, from 7:00 a.m. to 6:00 p.m. for ages kindergarten through 8th grades. Resident fee is \$17 per day and non-resident fee is \$22 per day.

For the latter half of October, Time for Tots had more than 130 children registered. October was spent enjoying creative holiday themed curriculum and celebrating the annual Fall Festival. The Time for Tots Fall Festival was held at the Conference and Recreation Center on October 27 from 10:00 a.m. to 12:00 noon. The annual event featured Trunk-or-Treating, games and activities, a musical performance by the participants, and a pumpkin patch. The Conference and Recreation Center's parking lot was full with dressed-up children and parents celebrating the special themed day. Staff would like to thank the Time for Tots parents, Brunswick Moreno Valley Bowl, the Morning Optimist Club of Moreno Valley, the Moreno Valley Police Department, and the Moreno Valley Fire Department Station #6 for

their candy distribution and for making the festive event a success.

October was busy for many recreation classes. Many of the youth dance classes were maxed out with children preparing for the Winter Contract Class Performance scheduled in December. Adult classes, such as body sculpting, oil painting, and piano also saw an increase in registration.

Senior Community Center

On October 3 the Center held an Ice Cream Social sponsored by Synermed.

On October 6 free flu shots were provided by Rite Aid for any seniors 65 and older with their Medi-Care or Medi-Cal card.

On October 12 free flu shots and blood pressure checks were available for seniors 65 and older by Dr. Nizar Ibrahim.

On October 27 the Center held the annual Spaghetti Dinner sponsored by the Rotary Club. There were more than 160 seniors enjoying a delicious dinner. Most if not all the seniors walked away with a gift or prize from the opportunity drawing that was conducted.

The September Senior Birthday Party was celebrated on October 29. This event was sponsored by the Friends of Moreno Valley Senior Center, which provided a free meal and a box of candy. Miller Jones Mortuary donated the cake and ice cream.

On October 31 there was a Health and Resource Fair. There were 26 vendors present to share their information for the seniors. Approximately 130 seniors visited the fair.

There was a trip to Spotlight 29 Casino on October 1, and a trip was held on October 2 to Valley View Casino. An overnight trip to Buffalo Bills was held on October 11-13 for \$65 per person for double occupancy which included two free buffets.

Library Services

Puppet Shows at Library

The Moreno Valley Public Library presented "Turkeys on Parade," a Thanksgiving-themed puppet show, on Monday, November 21 and Tuesday, November 22, both at 11 a.m., during the regular Story Time hour. The puppet show was performed in the Children's Room and all ages were invited to attend. The content for both shows was the same.

Visit from Ronald McDonald

Popular entertainer Ronald McDonald visited the Moreno Valley Public Library on Monday, November 14, at 4 p.m. Ronald presented a program of stories and games to promote the library's Fall Reading Program. Over 150 people attended this fun event.

Library Safety Day

Members of the Moreno Valley Police Department and Moreno Valley Fire Department conducted a **Safety Day** at the Moreno Valley Public Library on Thursday, October 27. During the hour-long display, over 130 visitors were able to explore a fire truck, patrol car, police motorcycles and ambulance. Youngsters were even allowed to turn on lights and sirens! They met McGruff the Crime Fighting Dog, tried on firefighter gear, and were even treated to a helicopter flyover! Police and Fire personnel also participated in pre-school Story Times for the two weeks prior to the event. MVTV-3 staff were on hand to take video and photos. Library staff are most appreciative of the time and effort put into making this event a success.

POLICE DEPARTMENT

Pedestrian Decoy Program

In response to various complaints from the public and local crossing guards, the Moreno Valley Traffic Unit conducted a Pedestrian Decoy Program at the intersection of John F. Kennedy and La Brisas. The operation had an officer crossing the street in the crosswalk and motor officers were standing by to stop any motorists failing to yield the right of way to the pedestrian in the roadway. In order to make the pedestrian "More Visible" a sworn officer was dressed as a large Gingerbread Man. Many of the motorists that were stopped stated they did not see the Gingerbread Man in the crosswalk. During the operation, seventeen motorists were issued citations for failing to yield the right of way to the pedestrian in a crosswalk and four vehicles were towed and/or stored because the driver was unlicensed or had suspended license.

Bicycle Rodeo at Butterfield Elementary School

The Moreno Valley Traffic Unit conducted a bicycle rodeo at Butterfield Elementary school on Wednesday October 26, 2011. The rodeo was designed to educate children about the safety of bicycles and their safe operation. Several hundred children were on hand to receive free bicycle helmets and practice their bicycle skills. The bicycle rodeo lasted several hours. CSO Beckner raffled off three new car seats and parents were educated about the new upcoming laws and car seat safety.

Operation Holiday Cheer

For the past eighteen years, the Moreno Valley Police Department Problem Oriented Policing Team has sponsored a program called "Operation Holiday Cheer." As part of this program, local businesses, civic leaders and citizens team up with the Moreno Valley Police Department to help Moreno Valley families in need to thoroughly enjoy the holiday season. Without a program like Holiday Cheer, these families would not be able to enjoy a holiday dinner and gifts with their children. The families are recommended by local churches, school districts, other citizens and officers. These families are usually struggling due to lost wages, unemployment or economic hardship.

For this program to be a success, we rely on donations in the form of money, gift cards, toys, and non-perishable food items. Officers use these donations to purchase gifts for children as well as provide holiday meals and care packages for each family. During the 2010 Holiday Cheer Event, the Moreno Valley Police Department hosted 47 families, which included 151 children and 71 adults to attend a catered holiday party complete with food, gifts, entertainment, games and other festivities. Each family received a voucher for a turkey dinner, complete with all of the holiday trimmings, to be redeemed at the Stater Bros. Grocery Store.

PUBLIC WORKS DEPARTMENT

Capital Projects

MV Substation Hit Again by Thieves.

The Moreno Valley Substation has been experiencing a number of break-ins over the last several weeks. The thieves have been stealing copper wire; so far, about 500' of ground cable has been stolen. Staff has been working with Risk Management to place security guards on the property north of the substation as a temporary measure until security cameras can be installed. Staff is also working with TS to purchase a security camera system that will be installed within the substation property. The lights are on in both the substation and the SCE switchyard until the security cameras are in place, which is estimated to be about 3 - 4 weeks. The Police Department has assigned a detective to the case.

Solar Rebate Program Moving Forward.

Moreno Valley Utility's Solar Rebate Program has been a success this fiscal year; 13 residential applications for rebates totaling \$195,241 have been received. The funds set aside for this Program have been exhausted, causing a temporary suspension of the Program. Customers can still install solar systems and take advantage of the federal tax credit, but will not be able to receive a rebate

from MVU. Staff is working to re-open the Program for FY 12/13, or potentially before, if funds are available.

New MVU Employee.

Please welcome Pravin Ghantiwala, PE, as MVU's contract Sr. Electrical Engineer. Pravin is retired from the City of Glendale, where he spent 26 years as an Electrical Engineer for Glendale Water and Power. He has experience in the design and planning of overhead capital improvement projects, design of underground substructure and wiring projects, design of substation projects, management of contracts, and a variety of distribution field engineering operations and maintenance activities. He will be on site Mondays and Tuesdays.

State Route 60/Nason Street Interchange Phase 1

Significant progress has been made on the SR-60/Nason Street Interchange Phase 1. The old eastbound on-and off-ramps have been completely moved to their new locations. The contractor successfully completed a short-term ramp closure, opening the new off-ramp at 4:50 AM on November 11, 2011, just before the Veterans holiday weekend. The ramps now form a "diamond" configuration. Motorists on Nason who want to go eastbound on SR-60 now enter the new ramp on the east side of Nason instead of on the west side. The new eastbound off-ramp is a more straightened ramp that joins Nason near the bridge and across from the new eastbound on-ramp. Nason has been temporarily shifted to the east and raised to meet the new ramp grades. The next steps in the project are to complete building the new westbound on- and off-ramps, as well as adding earth fill to raise Nason again, west of the existing temporary Nason roadbed. Once these steps are complete, both the new Nason/eastbound off-ramp/on-ramp intersection and the Nason/Elder/westbound ramp intersection will have traffic signals. To sign up for regular project updates, please visit the City's "Route 60 Nason" link on the city's website. A toll-free number has also been set up as 1-888-493-8410. Construction is on schedule for completion in March 2012 for Phase 1. Phase 2, bridge replacement, will take place after completion of Phase 1, and is expected to take 18 months.

Ironwood Avenue Improvement From Heacock Street To Perris Boulevard

City Council has awarded the construction contract of the Ironwood Avenue Improvement from Heacock Street to Perris Boulevard to STI Inc. Trucking and Materials on October 25, 2011. The project will construct full street improvements on both sides of Ironwood Avenue from Heacock Street to Perris Boulevard. The improvements will include widening of the road by constructing two additional lanes and installing the

missing curb, gutter, and sidewalk. A new Traffic Signal will be constructed at the intersection of Davis Street and Ironwood Avenue. Southern California Edison (SCE) has completed the relocation of 16 power poles along the north side of Ironwood Avenue to clear the way for the street construction. Other utility companies such as Time Warner, Sunesys, and Verizon have also coordinated and relocated their facilities on the poles in a timely manner. The relocation of SCE power poles started in July 2011 and has been completed by end of October 2011 as scheduled. The project construction started in November 2011, and is scheduled to finish in May 2012 (weather permitting).

Morrison Park Fire Station

The construction contract for Morrison Park Fire Station was awarded to Silver Creek Industries in Perris at the September 13, 2011 City Council meeting. The construction started in the second week of October 2011 after the ground breaking ceremony. The building pad shall be ready by mid November 2011; construction will finish in July 2012 (weather permitting).

Industrial Fire Station

Fire Department is planning to acquire land to construct a new fire station in the City's industrial area. The selected site is parcel APN 316-190-035, in the north side of San Michele Road west of Perris Boulevard. The site is in Industrial Business Park zoning and currently improved as legal-non conforming single family residence with unique features, geodesic dome house of 2,813 SF gross living area on a 4.78 acre lot. An appraisal report was prepared in September 2011 by Overland, Pacific & Cutler, Inc. City Council has authorized Capital Projects to start the offering and negotiating process on November 1, 2011.

EOC Family Care Emergency Generator

Together with the Fire Department, Capital Projects has been preparing the Analysis and Study for the EOC Family Care Emergency Generator. The City Hall Emergency Operations Center (EOC) currently has a generator to provide emergency power to City Hall, the Public Safety Building (PSB), and the EOC. The Analysis and Study is prepared to assess the present condition and operating efficiencies of the existing emergency generator system and to consider a new generator for the Conference and Recreation Center (CRC) which will be utilized as EOC Family Care Center for emergency events. The Analysis and Study Report with recommendations will help budgeting of the EOC Family Care Emergency Generator, and scheduling the design and construction time frame to meet the requirement of EOC grant fund for the emergency generator. The Analysis and Study has been presented to

the Public Safety Subcommittee's and the City Council. On October 25, 2011, City Council approved the recommendations and authorized the design and construction of a new Emergency Generator for the Emergency Operations Center (EOC) Family Care Center at the CRC and upgrade the fuel tank at the existing generator per the "Analysis and Study for the Existing and Proposed Generator for Civic Center Buildings" by TMAD Taylor & Gaines (TTG).

Special Districts

Streetlight Tariff Update

On November 9th, staff coordinated a meeting in Rancho Cucamonga with other governmental agencies who have expressed some level of concern over SCE's streetlight tariff. The meeting was held to determine which agencies are interested in participating financially to pursue a modification to the tariff. Agencies attending the meeting included: Counties of Los Angeles and Orange, and cities of Downey, Fontana, Upland, Pomona, Huntington Beach, Rancho Cucamonga, Temecula, Yorba Linda, Murrieta and Torrance. Consensus at the meeting was for Moreno Valley to prepare a resolution that each agency can utilize when approaching their respective legislative bodies for financial support, as well as for adoption to indicate support for Moreno Valley's goal, whether or not an agency is able to financially participate.

A data request (over 8 pages) was also forwarded to SCE as part of its 2012 GRC and Moreno Valley's Party Status. SCE has 10 working days to respond to the request. The list was primarily generated by Moreno Valley's Special Legal Counsel, Scott Blaising and its rate consultants who are assisting with the case.

Hidden Springs Residents Plan Litter Pick Up

In response to recently transitioning to a reduced service level for their landscaping, Hidden Springs Residents are meeting to pick up litter along the sidewalks, open space and paseo area. They met at 8 am on Saturday, November 19th at the elementary school and walked the areas between 9 am and 12 pm. They are cleaning up litter that isn't being collected as frequently, but to also strengthen their community ties and bring an awareness to what is involved in maintaining the unique atmosphere of their community.

Tree Inventory Launched

Staff has begun an inventory of trees within each of the special districts areas. With the help of Technology Services, they are using a GPS device which allows them to not only identify the exact location of the tree, but its species and size, as well as other landscape assets to include backflow devices and meters. The database,

which is estimated to take a year to populate, will prove to be a vital tool when determining existing assets, monitoring trends and scheduled maintenance or future replacements. The database will also help provide the framework for a comprehensive plan to determine the maintenance cost for the facilities, identify where funds may be necessary for the replacement of the facilities, and provide a tool for future planning of new facilities.

Data gathering will be performed by the Landscape Services Inspectors as part of their normal operations in the field. The development of the database and GIS information can serve as a foundation for a City tree inventory which may allow the City to qualify future grant opportunities.

Outreach with Neighborhoods Transitioning to Reduced Service Landscape Maintenance

Neighborhood meetings were held in the areas that are transitioning to reduced landscape maintenance as a result of the opposed mail ballot proceedings. Although attendance at each was low, the interaction with those who were able to attend was very beneficial. In addition to the meetings, survey cards were mailed to property owners (along with notification that the landscape maintenance would be reduced effective October 1) to help us determine what their priorities are for their individual neighborhoods. Feedback about receiving the surveys has been very positive and the data from the responses is very useful as we plan how best to serve our customers with the available resources. Hidden Springs residents have decided to initiate a grass roots effort in their neighborhood by coordinating litter pick-up days to help reduce the impact on their budget.

Partnership with Realtors Association

A relationship is being forged with the Moreno Valley Realtors Association with the goal of educating property owners of the benefit of their landscaping, their CSD charges and opening the lines of communication. On October 20th, a presentation was made to a group of 25 realtors, which provided an overview of the CSD and the services it provides to property owners. Discussions have been initiated as to how we can work together to reinstate the level of landscape maintenance to full-service and/or to bring on additional areas in an effort to beautify the community.

Stolen Backflow Devices

Since the beginning of the fiscal year, 16 backflow devices have been stolen in landscaped areas maintained by the CSD. Most of them were secured in cages. At an average cost of \$1,200 each, the impact has been significant to the budgets of those affected CSD Zones. Staff has been in contact with the Police Department and

EMWD, and has reached out to the school districts to alert potential victims of the thefts. To help deter theft, the stolen backflow devices are being replaced with those having less brass, making them less desirable for scrap.

PUC Meeting

Along with seven other SCE served cities, on October 5th, Moreno Valley participated in individual briefings with the PUC Commissioners in Los Angeles to alert them to the concern about the cost of providing streetlight services to our residents. The Commissioners were very interested and engaged in the discussion of the issue. If we are unsuccessful in negotiating a settlement agreement to reduce the tariff, we will appeal the decision to the PUC Commissioners.

Southern California Streetlight Coalition

Interest in reducing SCE's streetlight tariff amongst SCE served cities is growing. Since seeking and being granted Party Status to SCE's 2012 General Rate Case to increase fees on September 22nd, twenty-two cities have expressed some form of interest in joining in on the fight. SCE conducted a teleconference workshop on November 2 to review the methodology of its calculation of the streetlight tariff. Cities met on November 9 to discuss a cooperation agreement to share in the cost of legal counsel and the experts that will be required as part of any settlement discussions.

Maintenance & Operations Division - Solid Waste & Recycling Program

WRCOG AB341 Subcommittee Participation

The Western Regional Council of Governments Solid Waste Technical Committee created a subcommittee to further analyze and discuss the implications of the requirements set forth in the recently passed Assembly Bill (AB) 341 (Solid waste: diversion; mandatory commercial recycling). AB341 states that it is the policy goal of the State that not less than 75% of solid waste generated state-wide be source reduced, recycled, or composted by the year 2020, and annually thereafter. Individual jurisdictions will not be mandated to achieve a 75% diversion rate, however, the bill requires a jurisdiction, on and after July 1, 2012, to implement a commercial solid waste recycling program to aid in achieving this state-wide goal. This bill requires a business, defined to include a commercial or public entity that generates more than 4 cubic yards of commercial solid waste per week or is a multifamily residential dwelling of 5 units or more, to arrange for recycling services on and after July 1, 2012.

Robert Lemon, Maintenance and Operations Division Manager, and Ariana Ayala, Management Analyst,

volunteered to serve on the AB341 subcommittee. The City of Moreno Valley is one of two cities that have been selected to serve as the model cities for analysis of the implementation of the regulations. The work of the subcommittee and use of Moreno Valley as a model City will serve to position the City well to consider the various alternate methods of ensuring compliance with AB341. This item will be presented to the City Council for consideration at a future study session in 2012.

Traffic Division

Transportation Engineering

The City has received approval from Local Assistance to bid the Emergency Vehicle Pre-emption (EVP) upgrade project. The project, funded from the Highway Safety Improvement Program (HSIP) grant program (90%) and local funding (10%), will retrofit 117 signalized intersections with Opticom equipment, thereby improving response time and reducing collisions between emergency responders and the traveling public. The bid opening is scheduled for January 9, 2012, and the construction is estimated to be completed in May 2012.