

# MORENO VALLEY ANNUAL COMMUNITY CONDITIONS REPORT

## Preface

The annual Community Conditions Report provides an overview of the City of Moreno Valley, its economy, environment, and quality of life. It also provides an annual analysis of progress measured according to a set of benchmarks that reflect “Community Conditions.” The benchmarks are tangible, qualitative and quantitative indicators of growth, as well as current strengths and weaknesses of the community. Finally, they provide measures by which the City’s progress may be evaluated.

## Vision Statement:

To transform our young city into a mature community that offers its residents and businesses an unsurpassed quality of life featuring abundant recreation, desirable private and public services, varied residential living choices, and well-paying employment opportunities.

## Mission Statement:

- |                  |   |
|------------------|---|
| <b>Maintain</b>  | a safe and secure environment for the people who live, work, and play in the city.  |
| <b>Promote</b>   | democracy, inviting citizen involvement while encouraging community self-determination and local control.   |
| <b>Enhance</b>   | and sustain the economic prosperity of the community and the financial well-being of the city government.   |
| <b>Bring</b>     | together our community and its resources to address local needs and issues and enhance the quality of life.   |
| <b>Build</b>     | quality public and private facilities, emphasizing recreational and cultural activities for all ages and interests.   |
| <b>Foster</b>    | harmony among diverse community groups by providing opportunities for improvement, respecting cultural differences, and treating people equally and fairly.                               |
| <b>Respect</b>   | and conserve our environmental resources for the health and enjoyment of our citizens and future generations.   |
| <b>Advocate</b>  | for and effectively represent the city’s interests with other governmental and private institutions, and establish cooperative partnerships to improve the quality of life in the region. |
| <b>Exemplify</b> | good government by operating a city business that is open and ethical, customer-friendly, cost-conscious, innovative, technologically advanced, and forward thinking.                     |
| <b>Cultivate</b> | a challenging and rewarding work environment, as a “model employer”— that supports our employees and their families, develops people, promotes teamwork, and celebrates humanity.         |

# MORENO VALLEY ANNUAL COMMUNITY CONDITIONS REPORT

## Introduction

Incorporated in 1984, Moreno Valley set the US record for growth in the late 1980s, claiming the “nation’s fastest growing city” title. Now with a population exceeding 146,500, the City is still young. Most commercial and industrial buildings, housing, shopping centers, and offices were built after 1985.

Moreno Valley is well situated. The city is served by the Moreno Valley Freeway (Route 60) and Interstate 215. Rail service is available and an intermodal facility is less than 18 miles away. Moreno Valley neighbor, March Inland Port is under development as an air cargo port. Ontario International Airport can be reached in less than 30 minutes. Fiber optic, wireless, and copper telecommunications infrastructure is accessible.

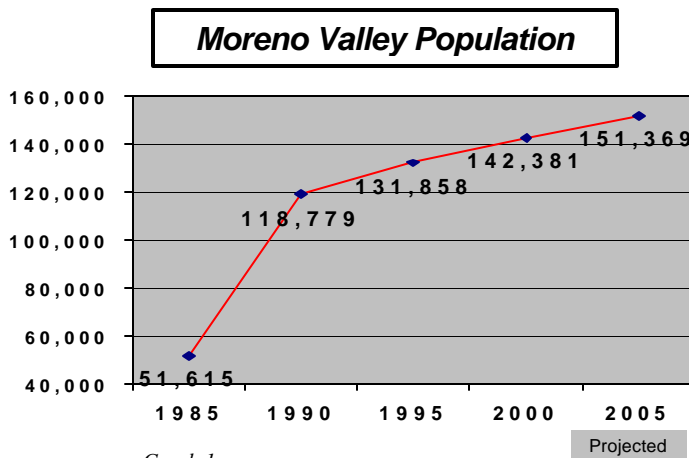
Recent economic growth has created more than 3,000 new jobs at employers like Porvane Doors, Riverside County Waste Management, the Federal Bureau of Land Management, Lowe’s Home Improvement Warehouse, Aurora Modular, Thor California, and the Walgreens Distribution Center.

Commercial and industrial growth is supported by access to the Inland Empire’s 27 community colleges and world-renowned universities, the development of more than 2,600 new homes, and a strong pro-business attitude among residents and civic leaders.

Moreno Valley offers 200 acres of parkland and two major golf courses in Quail Ranch and the Moreno Valley Ranch Golf Course, ranked among America’s finest. The 8,000 acre Lake Perris State Park (providing boating, fishing, and camping) and ephemeral Mystic Lake (famous for bird watching opportunities) are minutes away. Shoppers enjoy the 1.25 million square foot Moreno Valley Mall and excellent retail centers.

## Population

At incorporation in 1984, the City of Moreno Valley was a sparsely populated area. However, Moreno Valley set the US record for growth in the late 1980s, claiming the “nation’s fastest growing city” title. Between 1985 and 1990, the number of City residents more than doubled from 51,615 to 118,779 (Graph 1).



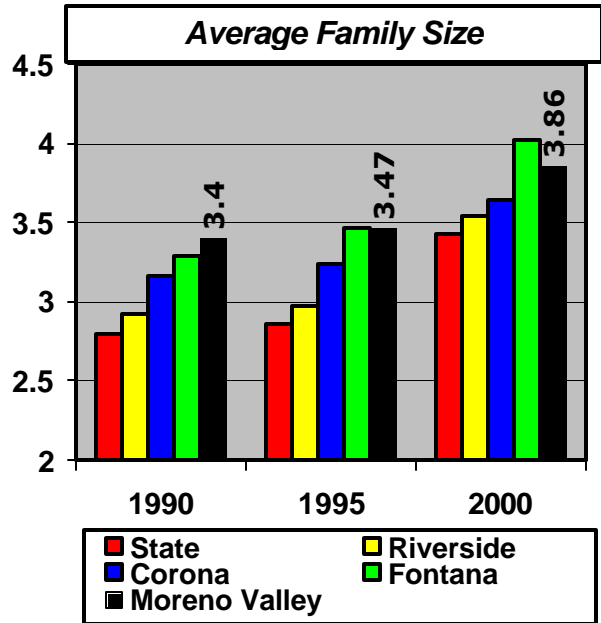
Graph 1  
Source: California Department of Finance

The high rate of growth eventually slowed but the City’s population continues to increase at a significant pace. As of January 1, 2002, the city’s population was 146,400. The State Department of Finance’s projections for future growth are staggering. Moreno Valley’s population is expected to grow by almost 2,000 residents each calendar year for the next five years.

## MORENO VALLEY ANNUAL COMMUNITY CONDITIONS REPORT

Moreno Valley's population is dominated by families with children. Graph 2 compares the City's average family size to that of the State and a few cities in the region.

Large, youthful populations are associated with increased demand for many retail/service businesses, as well as for city services including parks and recreation and libraries.

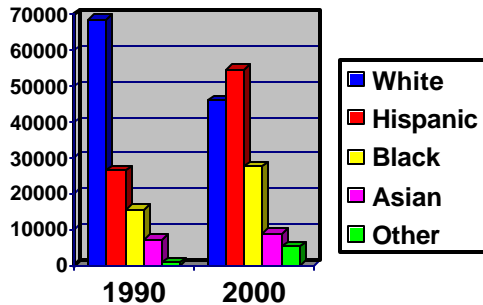


Graph 2

Source: Census 2000

In addition to sheer numbers, Moreno Valley's demographics have changed significantly over the last 10 years in terms of ethnicity. The 2000 Census shows the growth of Hispanic, Black, Asian, and Other populations and the reduction of the White population between 1990 and 2000 (Graph 3). The largest increase in one ethnic group was Hispanic, which saw a jump of 28,281 while the White population decreased by 22,549.

**Ethnicity**



Graph 3

Source: Census 2000

### Employment

Several regional employment indicators reflect the state of the local economy, including job growth, labor force growth, and the unemployment rate.

#### **Job Growth**

Job growth is one of the most important indicators of a healthy economy. Southern California Association of Governments (SCAG) reports that Inland Empire job growth rates significantly exceeded those of all other Southern California regions.

Table 1 shows the number of jobs in Riverside County itself increased by 167,000 between the 1990 and 2001 calendar years, an increase of 52%. By comparison, the number of jobs in Los Angeles County decreased by 45,000 during the same period.

COUNTY	1990	1995	2000	2001
Los Angeles	4,147,100	3,754,500	4,079,800	4,102,100
Imperial	44,900	48,500	50,400	51,600
Orange	1,178,900	1,158,000	1,396,500	1,425,500
Riverside	321,700	355,300	466,500	488,700
San Bernardino	413,500	446,400	543,600	560,400
Ventura	247,100	254,300	294,400	302,500

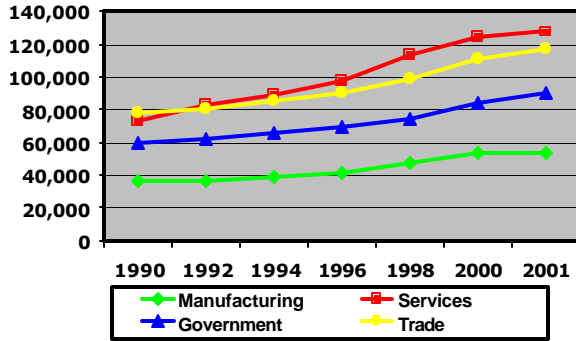
Table 1

Source: California EDD

# MORENO VALLEY ANNUAL COMMUNITY CONDITIONS REPORT

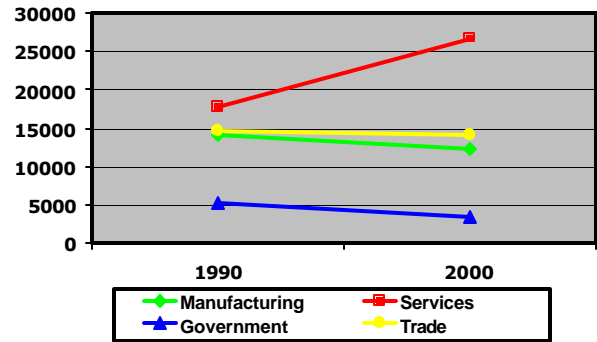
## Job Growth by Sector

**Riverside County**



Graph 4  
Source: California EDD

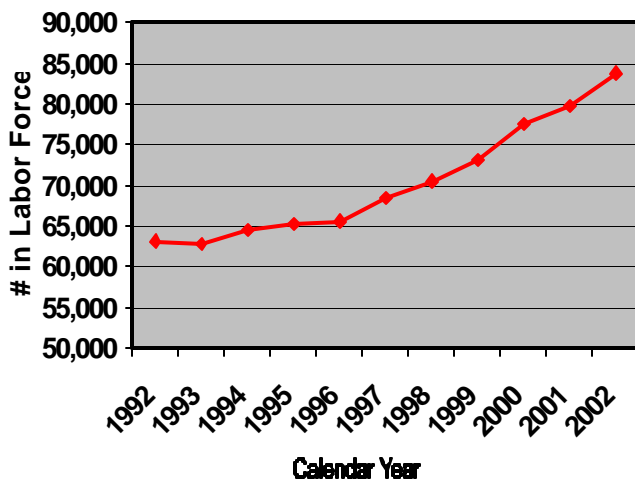
**Moreno Valley**



Graph 5  
Source: Census

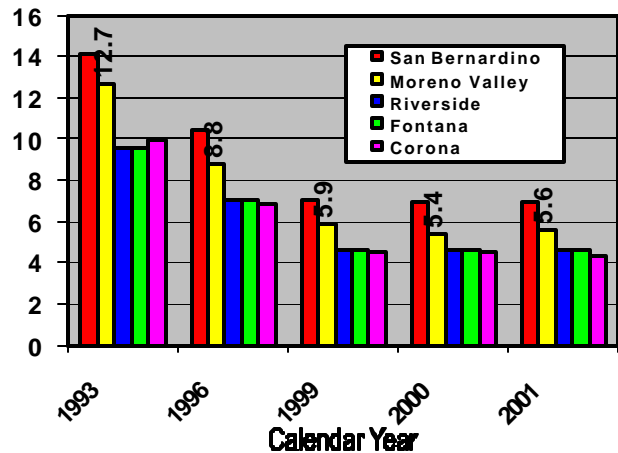
Specifically for Moreno Valley, some of the City's largest employers currently include March Field, Moreno Valley Unified School District, Moreno Valley Mall, and Thor California. The top 40 employers in Moreno Valley employ the equivalent of more than 23% of the City's labor force. The City estimates that the number of jobs actually located in Moreno Valley was 30,946 in June 2001. Graph 4 illustrates the calendar year allocation of Riverside County jobs across sectors. Graph 5 depicts the same information for Moreno Valley.

### Moreno Valley Labor Force Growth



Graph 6  
Source: California EDD

### Unemployment Rate



Graph 7  
Source: California EDD

As a measure of the current gain/loss of productive potential within a given area, the unemployment rate is a good indicator of overall economic health. A reduction in the unemployment rate raises both production and employment. Moreno Valley's unemployment rate has fallen from 8.8% in 1996 to 5.6% in 2001 (Graph 7).

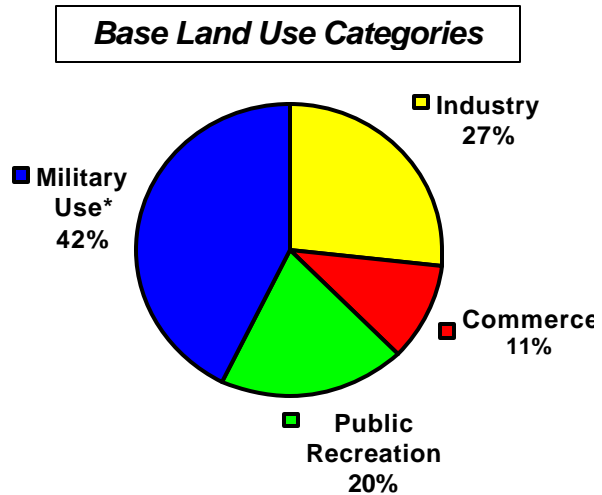
# MORENO VALLEY ANNUAL COMMUNITY CONDITIONS REPORT

## March Air Reserve Base

In 1996, March Air Force Base was realigned as March Air Reserve Base and the March Joint Powers Authority (March JPA) was created to administer the transition/disposition of surplus Base land to civilian uses. March JPA is now responsible for redeveloping approximately 4,400 acres of the former active duty base plus approximately 450 acres adjacent to the base in the industrial area of the City of Moreno Valley.

March JPA's available acreage has been divided into four land use categories (see Graph 8). The City of Moreno Valley's Parks and Recreation Department currently has an interim lease for 70 acres. Moreno Valley Unified School District is leasing Arnold Heights School plus land they intend to use as a maintenance yard.

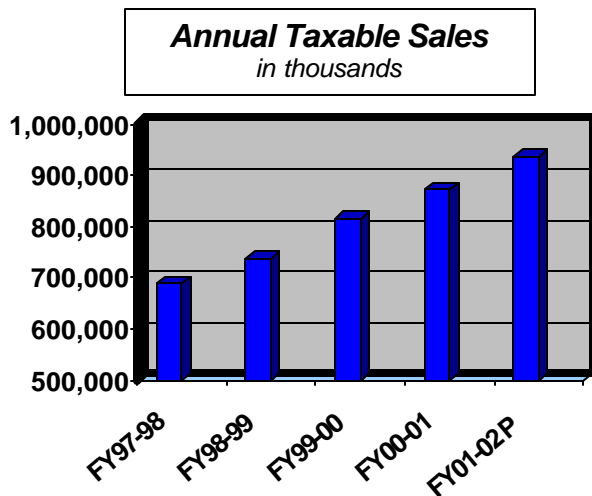
A private developer is marketing portions of March JPA territory as the Greater Los Angeles March Global Port. The Port has the longest runway in California (13,300 feet). The cargo airport creates a significant economic development opportunity for approximately 1,521 acres available in the Moreno Valley Industrial Area, immediately east of March.



Graph 8

In 2000, the Department of Commerce established Foreign Trade Zone (FTZ) #244 at the Port. In general, use of a Foreign Trade Zone can result in the reduction of United States Customs duties owed by companies that manufacture products within the FTZ. In further support of the Port's development, March JPA received a \$3.7 million grant from the Federal Aviation Administration to enhance the existing navigational aid system. Finally, March JPA was awarded a \$7.2 million grant to fund infrastructure improvements that substantially improve freeway accessibility and utility availability to the cargo port entrance, as well as to the Moreno Valley Industrial Area.

## Business Indicators



Graph 9  
Source: HdL

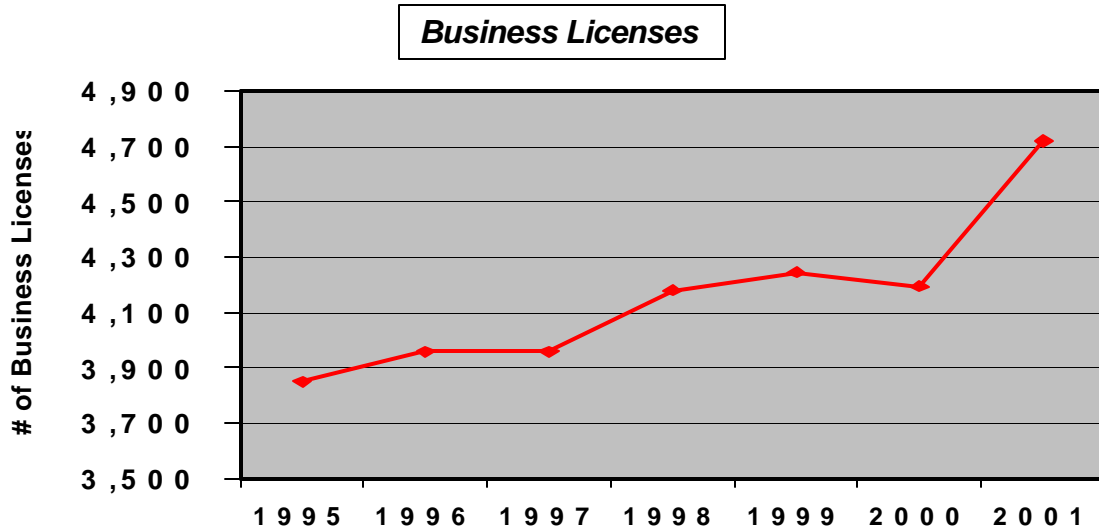
Taxable sales are a valuable indicator of the health of the local economy. They are a significant source of revenue for local government revenues and they reflect consumer confidence in the economy.

Taxable sales from Fiscal Year 1997/98 to 2001/02 reveal that consumer spending increased by 36% over the five years (Graph 9). In FY 01-02, total taxable sales are projected to be \$930 million. Although it is difficult at this time to project the effect of the

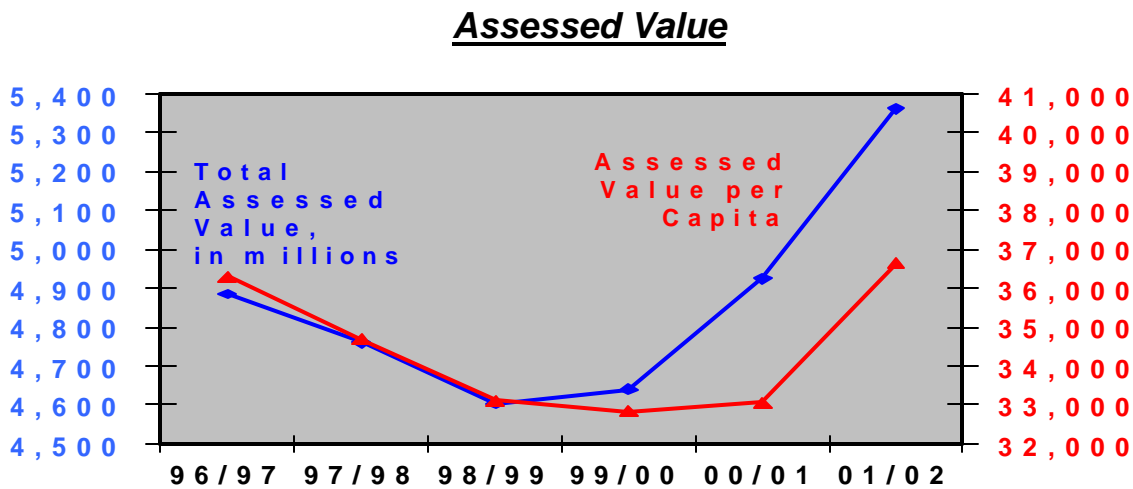
## MORENO VALLEY ANNUAL COMMUNITY CONDITIONS REPORT

current economic downturn on sales tax, it is unlikely that the significant gains seen over the last two years can be realized in FY 02/03.

All companies operating in the City of Moreno Valley are required to obtain a business license. Graph 10 illustrates the increases in annual business license issuance since 1995. In 1995, the number of business licenses issued was 3,851. By 2001, this number grew to 4,719.



Graph 10  
Source: City of Moreno Valley Finance Department



Graph 11  
Source: Riverside County Assessor's Office

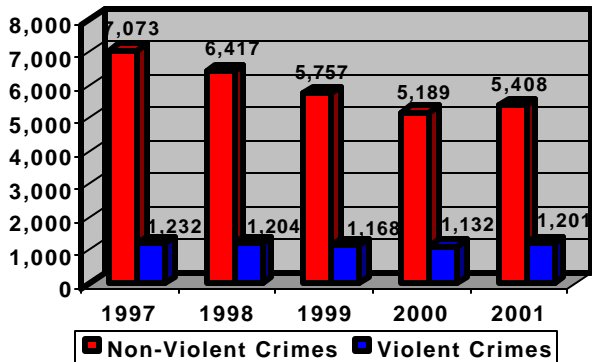
For most of the 1990s, assessed property values in Moreno Valley decreased. These decreases profoundly affected the City's share of property tax revenues. It was not until Fiscal Year 1999/00 that the total assessed value increased slightly from \$4.6 billion to \$4.64 billion. Recent fiscal years also showed increases: \$300 million in 2000/01 and \$420 million in 2001/02. In addition, per capita valuation increased for the second year in a row (Graph 11). Assessed valuation is expected to continue rising over the next few years.

# MORENO VALLEY ANNUAL COMMUNITY CONDITIONS REPORT

## Crime

The California Department of Justice reports that crime rates for Part 1 crime (includes homicide, forcible rape, robbery, aggravated assault, burglary, motor vehicle theft, larceny theft, and arson) decreased every year through the calendar year 2000 in Moreno Valley (See Graph 12). On an average, the FBI Crime Index rose 6.3% in the State's biggest cities and counties in 2001 compared to 2000. Part 1 Crime is up 16.6% in Corona, 7.8% in San Bernardino, 18.2% in Riverside, and only 4.9% in Moreno Valley. Crimes dropped from 58 per 1,000 people to 43 per 1,000 in Moreno Valley from 1997 to 2001 while a steady increase in population continued.

### **Moreno Valley Crime Statistics**

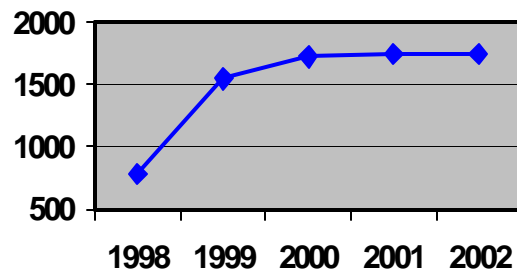


Graph 12  
Source: Moreno Valley Police Department

Moreno Valley crime-fighting efforts include a neighborhood policing program, motorcycle and bike patrols, three neighborhood policing offices, a substation at the Moreno Valley Mall, and the Citizen's Patrol program that combats graffiti and assists with neighborhood patrols. The City contracts with Riverside County for police services. There are 209 Sheriff's Department employees, including 138 sworn officers, assigned to the City.

## Volunteers

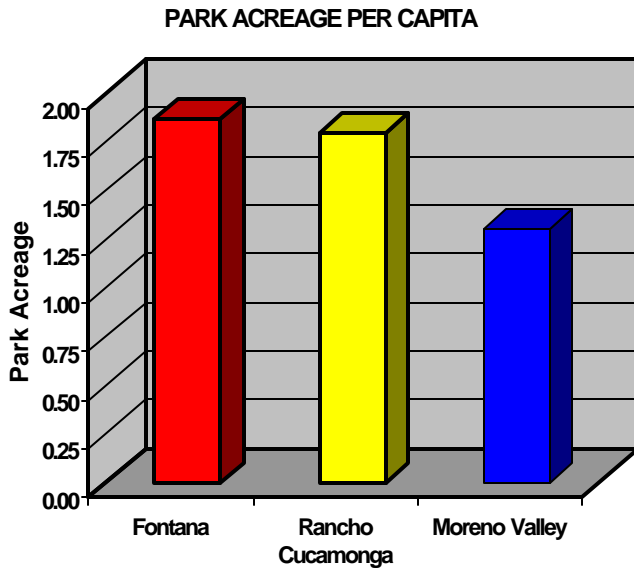
Moreno Valley has more than 1,750 volunteers who participate in more than 40 programs throughout the City including the Community Policing Program, the Anti-Graffiti Patrol, First Aid/CPR training, and Disaster Services programs. Graph 13 illustrates the increase in the number of volunteers per fiscal year that serve the City.



Graph 13  
Source: Moreno Valley Volunteer/Disaster Services

# MORENO VALLEY ANNUAL COMMUNITY CONDITIONS REPORT

## Parks and Recreation



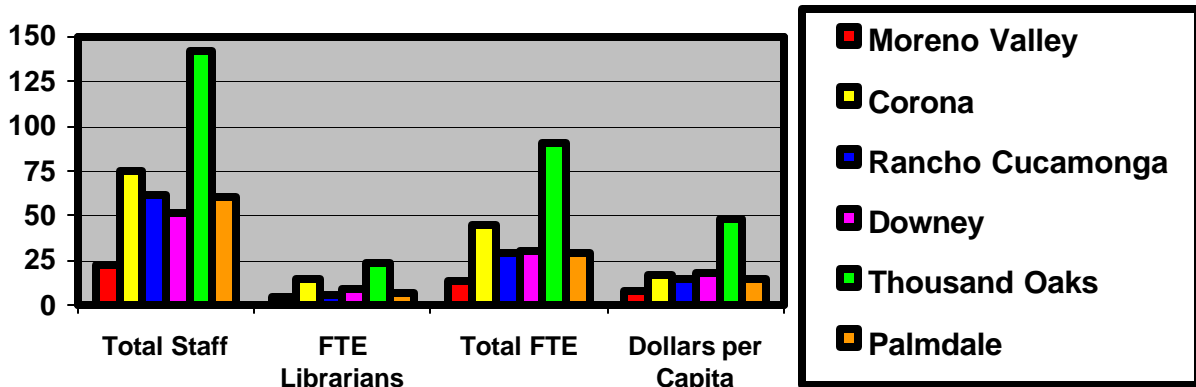
Moreno Valley's Parks & Recreation Department maintains all public parks and recreation facilities and operates more than 180 programs and services for youth and adults, including more than 69,737 seniors. The City has more than 288 acres of parks, trails, and park facilities. Graph 14 compares park acres available in similar-sized Inland Empire cities.

*Graph 14  
Source: Moreno Valley Parks and Recreation Department*

## Library Services

The City of Moreno Valley separated from the County Library system and began operating the main library facility at Alessandro Boulevard on July 1, 1998. In addition to the main library, Moreno Valley operates a smaller facility, the Library Annex on Sunnymead Boulevard.

### Library Data FY 00/01



*Graph 15  
Source: California Library Statistics, 2002 Edition*

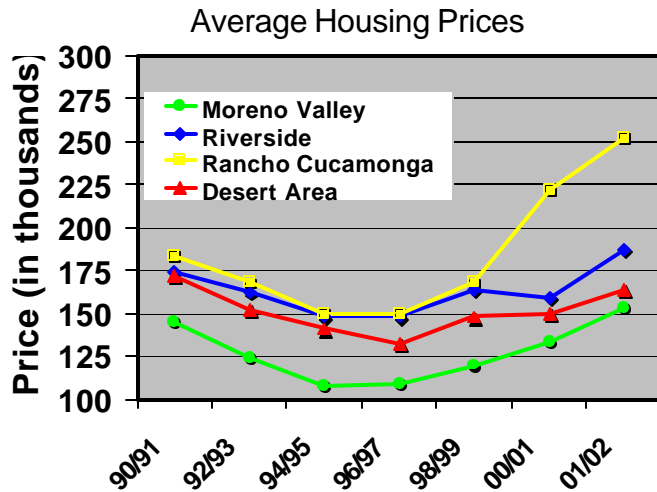
Graph 15 compares Moreno Valley and several other cities of similar size in the region by library services provided. Moreno Valley is the largest city, yet offers the fewest resources.

# MORENO VALLEY ANNUAL COMMUNITY CONDITIONS REPORT

## Quality of Life Indicators

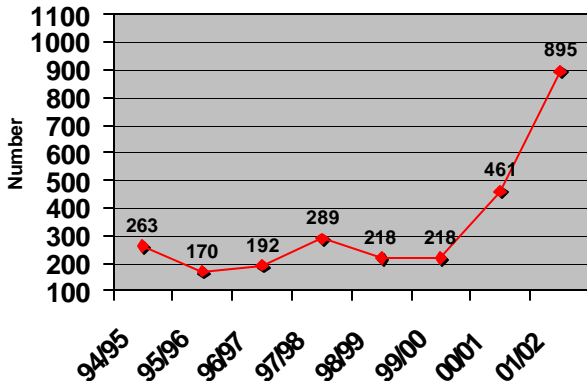
### Housing

The City of Moreno Valley is known for offering quality housing at affordable prices. Housing is less expensive in Moreno Valley than in many other areas. Graph 16 compares average housing prices in several Inland Empire cities. According to DataQuick, a leading provider of real property and land data, Rancho Cucamonga's average home price was the highest at \$252,000. Moreno Valley's average price was the lowest at \$153,000 for 2002.



*Graph 16  
Source: DataQuick*

### **BUILDING PERMITS FOR SINGLE FAMILY HOUSING**



*Graph 17  
Source: Moreno Valley Building and Safety*

New housing starts (the number of permits issued to build new homes) reflect developer confidence in an area. New housing starts have steadily increased since 1996, with a dramatic rise over the last two years. The City issued 218 building permits for single-family housing in FY 99/00 and 461 in FY 00/01. In FY 01/02 that number jumped to 895. Graph 17 illustrates building permit issuance history. Between 2000 and 2002 permits increased 311%.

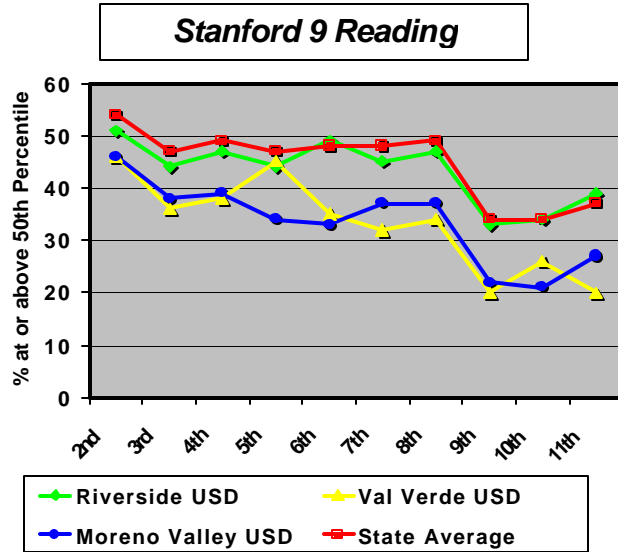
### Education

Education is one of the most important indicators of a community's economic health and social well-being. A good education system is a source of economic security and community pride. In addition, a good education system provides a skilled workforce, which is critical for economic expansion. The City's support of education is apparent in the continuous efforts to work closely with Moreno Valley Unified School District, Val Verde Unified School District, and the Riverside Community College District.

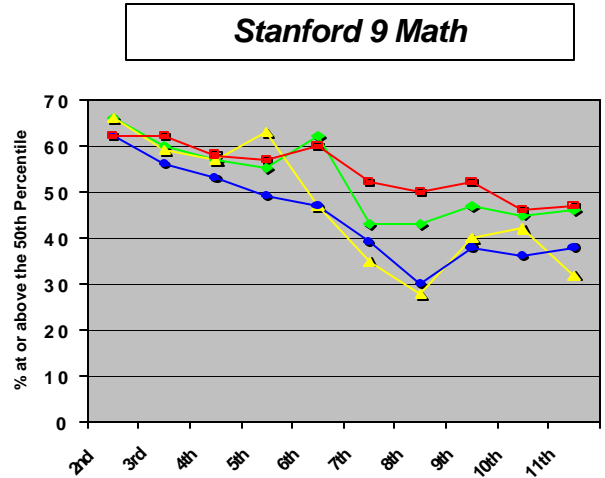
Combined, the two school districts operate 28 elementary schools, 8 middle schools, and 5 high schools. Elementary and secondary schools in Moreno Valley enroll more than 45,300 students combined.

# MORENO VALLEY ANNUAL COMMUNITY CONDITIONS REPORT

Stanford 9 tests are given to California students in grades 2 through 11. School districts determine areas that require more attention by tracking results. Graphs 18 and 19 compare Moreno Valley Unified School Districts 2002 Stanford 9 scores with those of surrounding school districts.

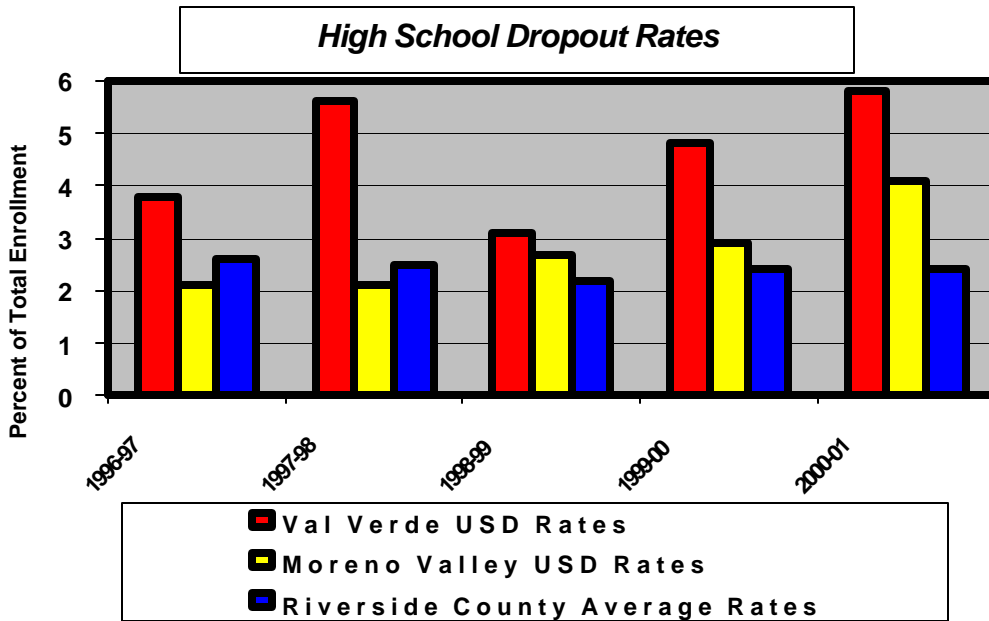


Graph 18  
Source: California Department of Education



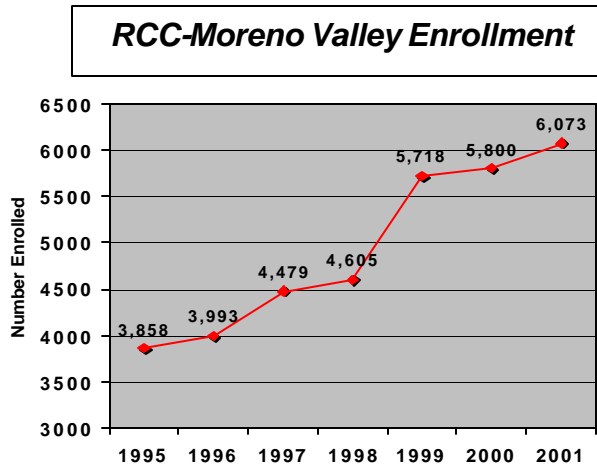
Graph 19  
Source: California Department of Education

Another important education indicator is the percentage of students that complete high school (Graph 20). High school completion prepares the youth of the community for an advanced education or for entrance to the job market.



Graph 20  
Source: California Department of Education

# MORENO VALLEY ANNUAL COMMUNITY CONDITIONS REPORT



After completing secondary education, many Moreno Valley residents choose to go on to Riverside Community College Moreno Valley Campus (RCC-MV), which is located in the southern portion of the city. Enrollment at the campus has substantially increased every year since its inaugural year, 1992. There were 6,366 students attending RCCMV in the spring of 2002. Graph 21 summarizes the enrollment data.

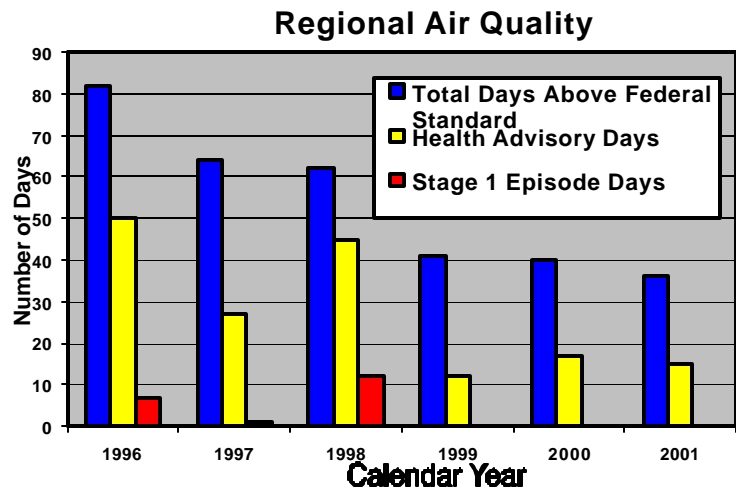
Graph 21  
Source: Riverside Community College

## Air Quality

Good air quality is vital for the health of Moreno Valley's residents, environment, and economy. Southern California air quality has increasingly improved since air monitoring began more than 50 years ago. Air quality is monitored by South Coast Air Quality Management District (AQMD), which announced on October 12, 1999 that Southern California experienced its first year with no Stage 1 Episodes, a trend that has continued for the past few years.

Overall, the smog season in 2001 was the cleanest on record with only 36 days reported above Federal Standard for ozone, compared with 62 days in 1998 (Graph 22). Improved air quality is part of a long-term trend toward cleaner air due to local and State efforts to reduce air pollution.

According to the AQMD 1997 Air Quality Management Plan, local and State efforts to meet the *current* federal air quality standards are expected to generate \$4.5 billion a year in health benefits.



Graph 22  
Source: South Coast Air Quality Management District

## Water Quality

Water quality is also a critical environmental indicator. Nearly all Moreno Valley residents receive their water from the Mills Filtration Plant. Water at the Mills Filtration Plant comes solely from Northern California through the State Water Project. Eastern Municipal Water District (EMWD) delivers the water from the filtration plant to residents and businesses in Moreno Valley. EMWD meets or beats all Federal and State drinking water standards. EMWD currently has budgeted approximately \$33 million in Moreno Valley capital improvement projects scheduled for completion between 2002 and 2006.

# MORENO VALLEY ANNUAL COMMUNITY CONDITIONS REPORT

## Conclusion

The annual Community Conditions Report provides an overview of the City of Moreno Valley, its economy, environment, and quality of life. Fiscal Year 2001/02 saw significant activity. Moreno Valley experienced growth/improvement in the following categories:

- |   |                |   |                   |
|---|----------------|---|-------------------|
| ✓ | Population     | ✓ | Business Licenses |
| ✓ | Number of jobs | ✓ | Property Values   |
| ✓ | Labor Force    | ✓ | Housing Starts    |
| ✓ | Taxable Sales  | ✓ | Crime Rates       |

Fundamentally, the City of Moreno Valley is an ethnically rich middle class community, with rising income, and booming retail sales. Not only is the City rapidly growing in business sectors, it is also a nice place to live. Voted "Number One in Riverside County for Family Recreation" by the *Riverside Press Enterprise*, Moreno Valley's amenities include: 26 parks and/or joint use facilities (188 developed acres), recreational, medical, and educational facilities, affordable housing, open spaces, abundant retail centers, industrial developments, and social/cultural activities. Sustainable growth and employment creation are the foundation building blocks for city residents' quality of life in the years to come.