

## CITY MANAGER'S OFFICE

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- Pet of the Week
- Sales Tax Trends
- Medal of Valor
- Civic Center Improvements

### Public Safety Expo

Moreno Valley residents enjoyed an interactive day with the City's public safety personnel on Saturday, April 12. Hosted by staff from the Moreno Valley Police Department, Fire Department, City Manager's Office, Technology Services and Animal Control, the event featured:

- Tours of the Emergency Operations Center and Citywide Camera Operations monitoring room in the Public Safety building;
- Several vehicle and informational displays including: fire trucks and a ladder truck; multiple police units such as the Aviation Unit (helicopter), Dive Team (boats) and Mounted Posse, Community Emergency Response Team (CERT) Trailer, Emergency Response Force (ERF) Trailer, and an Animal Control unit;
- Many live demonstrations including the new citywide camera system, K-9 units, and Hazardous Device Team robotics handing out candy; car seat safety; and
- Volunteer recruiting / safety related information.

With music and balloons for kids, the atmosphere was festive and welcoming. Moreno Valley Police Department estimates 700 attendees throughout the day with approximately 150 touring the Citywide Camera System. One young attendee thought the event was "better than Disneyland." Because the event was such a success, plans for the 2015 Public Safety Expo are underway. Special thanks to Costco for donating water and treats.



### *City Manager's Report*

The City Manager's Report is intended only to keep the City Council and City Department Heads current concerning ongoing and potential future matters. Much of the information contained in this Report is preliminary and subject to change. In particular, information concerning potential land use and/or economic development projects is to be considered tentative and preliminary (and in some cases may be speculative), subject both to change and to all future City review and approval processes. Nothing in this Report constitutes, evidences or implies City approval of any such project, nor City acceptance of any proposed terms of any agreement, contract or understanding referred to in this Report. All such matters remain fully subject to all normal City approval processes, up to and including public meetings and/or public hearings before the Planning Commission and/or City Council, at future dates.

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### **MVTV-3**

#### **Pet of the Week Re-launch**

Working in conjunction with the Moreno Valley Animal Shelter, MVTV-3 has successfully re-launched the Pet of the Week video spotlight program. Each week, this video series highlights a dog and a cat available for adoption at the Moreno Valley Animal Shelter. The goal for this program is to increase public awareness about pet homelessness and the value of pet ownership, and encourage Moreno Valley residents to look to the Moreno Valley Animal Shelter as the first resource when looking for a pet. Look for episodes of Pet of the Week exclusively on the [City of Moreno Valley's YouTube Channel](#).



#### **New Programming**

There are several new programs available to view on MVTV-3 and the City's YouTube Channel:

- [Pet of the Week: Episode #1](#)
- [Business Spotlight: Neighborhood Cyclery](#)
- [Business Spotlight: Crunch Fitness](#)

### ***Graphics***

#### **Soaring Re-design**

The Graphics section of the Media & Communications Division worked directly with Parks & Community Services staff to re-design *Soaring* magazine, the City's recreation guide/magazine. Residents received the summer issue during the first week of April. The re-design of *Soaring* included reorganization to increase its reader friendliness and to provide better promotional opportunities for the City's community calendar, park facilities, special events, children's programs, and team sports. This summer's cover highlights the July 4 Parade and Family FunFest.

## **ADMINISTRATIVE SERVICES DEPARTMENT**

### ***Library***

#### **Friends of the Library Book Sale**

On Saturday, April 29, the Friends of the Library will hold a book sale at Mountain View Middle School. The sale will take place from 8 a.m. to 2 p.m. and will be hosted by Generation Church of Moreno Valley. Funds generated at the book sale will support library collection development and library programs.

The Friends of the Library will also continue the "Buy One, Get One Free" Booksale in April. For a limited time, library patrons can purchase a book, DVD, VHS, CD, or record album and receive a second book, DVD, VHS, CD, or record album free. Free items must be of equal or lesser value. These materials can be found in the Friends of the Library bookstore section of the library.

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### Dr. Seuss Day

Library staff celebrated Dr. Seuss's birthday in March with decorations and displays. It is common among libraries and educational organizations nationwide to celebrate his birthday through literacy programs.



### Library Programs

The Riverside County Department of Public Health is hosting an Asthma Education presentation at the Moreno Valley Public Library. The presentation is scheduled for Tuesday, May 6 at 6:00 p.m. The goal of the program is to help families with children and senior adults learn how to control and manage their asthma. This presentation will teach individuals about asthma symptoms and health resources available in the local community.

The Master Gardener's Speakers Bureau is proud to present the Water-Wise Gardening program at the Moreno Valley Public Library on Tuesday, May 13 at 6:00 p.m. The program addresses the benefits of water-wise gardening practices, making irrigation systems more efficient, and tips for replacing a water-wasting landscape with an equally attractive water efficient garden. The master gardener will include a brief demonstration on the relative simplicity of converting to drip irrigation.

### Outreach Updates

Library staff participated in the 2<sup>nd</sup> Annual Moreno Valley School District Reading Festival. The event was held at the Moreno Valley Mall on March 8 and included students from 24 schools. The festival provided local schools the opportunity to recognize the reading achievements of 3<sup>rd</sup> grade students. Ivorie Franks, Library Director, and Brenda Jackson, President, Friends of the Moreno Valley Public Library, had the opportunity to share information with reading festival participants about the library book donation programs, Friends of the Moreno Valley Public Library membership, library programs, and library services.

### Library Use Stats

The library provided various programs and services to the general public during the month of March. The following are library usage statistics for the past month:

- Door Count – 26,798
- Hours Open – 288
- Reference Questions – 8,610
- Computer Usage – 25 computers, 4,754 Internet sessions
- Adult Programs – 7 programs, 88 attendees
- Bilingual Storytime – 4 programs, 111 attendees
- Family Programs – 4 programs, 111 attendees
- Preschool Storytime – 4 programs, 139 attendees

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## Human Resources



### Talent Management

Recruitments are underway for several positions in the City workforce. Recruiting and/or selection processes are underway for the following openings:

- Management Analyst, Capital Projects (PAM-0 applications to date).
- Payroll Supervisor (PAM/Internal-0 applications to date).
- Maintenance Worker I (PTC-167 applications to date).
- Sustainability & Intergovernmental Program Manager (PAM-180 applications). Applications under review.
- Recreation Program Leader (PTC/Internal-1 application). Interview scheduled.
- Laborer (PT/Temp-194 applications). Interviews scheduled.
- Recreation Aide (15) (PT/Temp-145 applications). Interviews scheduled.
- Code Compliance Officer I (PT/Temp-212 applications). Interviews scheduled.
- Parks & Community Services Director (EM-155 applications). Applications under review.
- Accounting Technician, Capital Projects (FTC-184 applications). Selection pending.
- Management Assistant FT/Temp (PAM-105 applications). Selection pending.
- Planning Division Manager/Building Official (DMG-113 applications). Selection pending.
- Code Compliance Officer II Internal (FTC-5 applications). Candidate selected, recruitment closed.
- Engineering Intern I (3) Transportation/M&O/Utility (PT/Temp-68 applications). Three candidates selected, recruitments closed.
- Office Aide (2) City Clerk/TS (PT/Temp). Two candidates selected, recruitments closed.
- Sr. Administrative Assistant-Land Development (FT/Temp). Candidate selected, recruitment closed.

### Workers Compensation for March

New claims: 3

Closed claims: 2

Ongoing open claims: 24

Turnover Ratio: 1.97%

Employees: 407

Retirements/Separations:  $1/7 = 8$

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## ***Purchasing and Facilities***



### Senior Center

The Facilities Division worked with the manufacturer of the movable wall system at the Senior Center to remove and re-skin wall panels. Along with the cosmetic work, the mechanical parts of the operating system will be tuned up to provide effective operation for years to come.

### Animal Shelter

Recently, Facilities staff worked closely with Animal Shelter staff to spruce up the lobby, waiting room, and reception counter. This work entailed painting the walls to give a fresh, clean look.

### eProcurement

Purchasing staff is working with the Public Group to experiment with using their Public Purchase eProcurement on-line bid system. This system will allow for a broader vendor base and provide for efficient processing of our RFP/RFQ and bid needs. Look for more information to follow as we work toward implementing this system.

## ***Animal Services***



### Random Acts of Kindness at Moreno Valley Animal Shelter

On March 12, Ms. Jenkins and her daughter, Amari, visited the Moreno Valley Animal Shelter to distribute pet toys to homeless pets as part of Amari's school project for Random Acts of Kindness Week. Amari, who attends River Springs Charter Middle School, purchased and passed out new toys for dogs and cats.



### Pet Adoption Events

The three-day St. Patrick's Day pet adoption event, held March 15-17, proved to be a huge success for the 65 pets that were adopted (52 family adoptions and 13 rescue adoptions). Additionally, 12 pets were reclaimed by their owners. The discounted fees are: dog adoptions \$50 and cat adoptions \$25. The adoption fee is all-inclusive, covering the spay-neuter surgery, HomeAgain microchip and vaccinations.

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A pet adoption event was also held on April 12 as part of the events hosted by the Parks & Community Services Department. The same special adoption fee was honored at the Animal Shelter throughout the day, resulting in another very successful event, with 33 pets being adopted (19 family adoptions and 14 rescue adoptions), along with 1 pet that was reunited with its owner.

We look forward to the pet adoption event scheduled for Cinco de Mayo next month. The Cinco de Mayo pet adoption event will be held May 3- 5 at the Moreno Valley Animal Shelter. Discounted fees will apply.

#### City Staff Attend Wildlife & Dog Bite Prevention Training

Staff from the Animal Services Division and Parks & Community Services Department (Park Rangers and Parks Maintenance) attended training in March, which was presented by Lt. Kyle Chang from the California Department of Fish & Wildlife. The information provided by Lt. Chang included mountain lion behavior, the prescribed action to take when reports are received from the public, the State's process of identifying the time at which a mountain lion becomes a public safety threat, and an update on the recent mountain lion sightings in the Inland Empire.

After the presentation by Lt. Chang, Animal Control Officers Stefanie Loraas and Ashleigh Renz provided a dog bite prevention training class to the Parks and Community Services Parks Maintenance staff and Park Rangers. The presentation included valuable information on dog behavior, signs to watch for while exposed to stray loose dogs, and what action to take/not take to prevent an attack.

#### Pet of the Week

In an effort to highlight pets available for adoption, Media & Communications has been working closely with Animal Shelter staff in supporting the Moreno Valley Animal Shelter, by highlighting a dog and cat each week on social media as well as through traditional media outlets. The Press Enterprise picked up the March 28 Pet of the Week- "Mitzi," a one-year-old cocker spaniel mix. Mitzi's information was in the newspaper on Friday morning, and before noon that day she was adopted. The cat that was featured was reunited with its owner. Animal Shelter staff is very appreciative of the work that the Media & Communications team is doing to help the homeless pets at the Animal Shelter find their forever homes.



## **COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT**

### ***Administration***

#### Aldi Foods

Aldi will occupy the approved Westridge Business Park, located west of the intersection of Eucalyptus Avenue and Redlands Boulevard. While two lawsuits have been filed by groups challenging the environmental documents for the project, Aldi has commenced grading and utility work on the project and anticipates occupying the facility late this year or early next year. Aldi will directly employ 200 workers and contractors providing

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service to the 800,000 square foot facility and will employ several hundred more workers.

Aldi Foods is a national retailer with more than 1,200 stores in the United States. The Moreno Valley facility will be built in conjunction with Aldi's move into California to support up to 150 stores in the state.

#### Harbor Freight Tools

Construction of the Harbor Freight expansion to the existing facility on Cactus Avenue in the Centerpointe Business Park continues to progress. A building permit for the project was issued on February 11. The 507,720 square foot expansion, when combined with the existing 779,016 square foot facility, will result in a 1,286,736 square foot distribution facility for the company.

With this expansion, along with the additional facility Harbor Freight leases in the Moreno Valley Industrial Area, Harbor Freight and Ross Stores would be the two largest industrial operators in the City.

#### Panattoni Development

Active construction for the 1,476,016 square foot logistics building, located at the southwest corner of Iris Avenue and Indian Street in the Moreno Valley Industrial Area, is nearing completion. The structure of the building is well underway, with the final third of the building anticipated to be released to the tenant in late May for tenant improvements.

The facility has been leased to a Fortune 500 corporation that anticipates initially employing as many as 800 people at the site. Occupancy is anticipated in mid-2014.

#### USAA/Overton Moore Properties

The approved 522,772 square foot logistics building, located at the northwest corner of Cactus Avenue and Frederick Street, is complete. The owners of the building have informed the City that they are pursuing other potential tenants as the previous prospect has suspended expansion talks. Staff is working with them to facilitate clearance of issues raised by these new prospects.

#### Trammell Crow Properties/Amazon

Construction of the approved 1,252,276 square foot logistics building, located at the northwest corner of San Michele Road and Indian Street, is nearing completion to permit occupancy by Amazon this month.

Amazon has begun to advertise employment opportunities on its website at the new facility. Amazon anticipates starting operations at the site this month and has announced plans to eventually hire at least 1,000 employees to staff the facility.

Separately, Trammell Crow continues to pursue a nearby site to accommodate another logistics project, and has entered into agreements with all but one of the affected property owners. Staff is addressing questions raised by this last owner, so that negotiations can continue.

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### First 36 Logistics

First Industrial Corporation's construction of the First 36 Logistics building on the east side of Perris Boulevard in the South Moreno Valley Industrial Area is well underway. The company is expediting construction of the 555,670 square foot building due to active interest from several prospective tenants and has high hopes to identify a specific tenant prior to completion of the building.

### Sares Regis/Deckers

On November 26, the City Council approved a Memorandum of Understanding (MOU) with Deckers Outdoor Corporation to provide certain financial incentives encouraging the company to locate its North American distribution center in the approved 1,600,000 square foot Sares Regis project. The project is located at the southwest corner of Perris Boulevard and Grove View Road in the Moreno Valley Industrial Area.

Sares Regis was issued a building permit on January 24 to construct the first phase 800,000 square foot logistics building, which is leased to Deckers, which has an option for a second phase expansion of 200,000 to 400,000 square feet. Construction is proceeding at a rapid pace. The building will include the internet sales site for the company, resulting in the potential for a substantial amount of sales tax revenue to the City. Deckers anticipates occupying the building late this year.

### Alere/Minka Lighting

Alere Properties is nearing the completion of a 354,000 square foot build-to-suit facility for Minka Lighting. The facility is being constructed in the Moreno Valley Industrial Area and will be owned by Minka Lighting. The company has been located at its current location in the Centerpointe Business Park on Cactus Avenue for several years. Ridge Realty is actively marketing the availability of that building for a new tenant to fill the space when Minka Lighting moves to its new location.

### Unemployment Rate for February 2014

The unemployment rate in the City remained at 11.0% for the second month in 2014. The rate, however, is a decrease from the February 2013 rate of 12.60% and a significant decrease from the high of 16.9% in January 2010 at the height of the recession. February unemployment rates remained the same for much of the Inland Empire including the cities below, with the exception of Menifee, which experienced a slight uptick of .1%.

	<u>February</u> <u>2013</u>	<u>February</u> <u>2014</u>
California	10.4%	8.5%
Riverside County	11.5%	9.5%
Banning	13.2%	10.9%
Beaumont	13.1%	10.8%
Corona	8.5%	6.9%
Hemet	14.5%	12.0%
Moreno Valley	13.3%	11.0%
Menifee	12.3%	10.2%
Murrieta	7.6%	6.2%
Perris	17.9%	14.9%
Riverside	11.6%	9.6%
San Jacinto	17.4%	14.5%
Temecula	7.8%	6.4%

The overall trend remains positive, with unemployment rates decreasing as business activity increases in the City



and companies slowly increase their workforce. Completion of industrial projects that are currently under construction are predicted to positively impact the local unemployment rate and reduce the number of unemployed people in the community, especially during the upcoming weeks as tenants begin to occupy new buildings.

### Homes Listed for Sale

Information available from Realtor.com indicates an increase in the number of homes for sale in the City, while the median asking prices remained the same. The median asking price this month and for the month prior was \$250,000. The current market rate is sharply higher than it was one year ago at \$190,000.

As of April 1, 529 homes were listed for sale, compared with 516 at the start of the prior month, and 272 in the same month last year. Inventory has been steadily increasing since reaching a low of fewer than 300 in May 2013. The peak was an all-time high of 2,068 in January 2009, which was at the onset of the last recession. The current inventory of homes for sale is less than a four month supply. Anything less than a six-month supply of homes for sale is considered a limited supply. Therefore, the current trend indicates a shortage of homes on the market. The trends are shown in the chart below.

	April 2014	March 2014	Change	April 2013	Change
Homes for Sale	529	516	2.5%	272	94%
Median Asking Price	\$250,000	\$250,000	0	\$190,000	32%

### Foreclosures

Information available from RealtyTrac.com for February shows a decrease in foreclosure activity in the City and the County. The website reported one in 461 housing units in Moreno Valley were in some stage of foreclosure, or .21% of homes with mortgages in the City. A higher number (461) indicates a lower foreclosure rate (.21%). This compares to a rate of one in 429 units last month and one in 335 in February 2013. This translates to a 7% reduction of foreclosure activity when compared to January and a 27% decline when compared to February 2013. The trend is comparative to activity in Riverside County as a whole.

The Moreno Valley foreclosure rate is somewhat higher than many surrounding communities, and the County's average. In western Riverside County, Norco had the lowest rate locally (1 in 760) and Nuevo had the highest rate (1 in 206). Categorized by Zip code in Moreno Valley, 92551 had the highest rate in the City (1 in 330) and, 92553 had the lowest rate (1 in 570). The foreclosure rate decreased in Zip codes 92551 and 92553, increased in 92557, and remained unchanged in 92555. The trends are shown in the chart below.

	February 2014	January 2014	Change	February 2013	Change
Foreclosure Rate/City	461	429	(7%)	335	(27%)
Foreclosure Rate/County	610	521	(14%)	479	(21%)

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### Home Resale Market

Information available from DQNews.com indicates the average home resale value in Moreno Valley has slightly decreased. In February, the average home resale value was \$226,606. This was a 3% decrease from the value of \$232,926 reported for the month of January last year, and a 22% increase from the value of \$185,391 reported for February 2013. Other nearby communities such as Riverside, Hemet/San Jacinto and Murrieta also experienced decreases in property value in February by approximately 6%. Property values increased in the cities of Perris, Corona and Temecula by approximately 3%.

The number of housing resale activities in the City during this reporting period decreased by 5%, moving from 149 transactions in January to 142 in February. The trends are shown in the chart below.

	February 2014	January 2014	Change	February 2013	Change
Resale Transactions	142	149	(5%)	179	(21%)
Home Resale Value	\$226,606	\$232,926	(3%)	\$185,391	22%

### Business Roundtable

The Economic Development Division works to attract new businesses and retain existing businesses located in the City. The Business Roundtable Program was developed to promote dialogue between the business community and City officials. The program was revised this year to include a new focus. Each year, meetings will be held in each City Council District rather than have them at the Conference and Recreation Center.

The District 3 Business Roundtable luncheon was held on Wednesday, March 26, at Bob's Big Boy Restaurant in the Stoneridge Towne Centre at Eucalyptus Avenue and Nason Street. Attendees included business owners and managers representing both small and large businesses providing retail and professional services. Mayor Tom Owings welcomed the group and spoke about the importance of open communication and cooperation between the business community and City officials in order to support economic success. Additionally, John C. Terell, Director of Community and Economic Development, briefed the group on the economic development activity within the City. Future Business Roundtable events include luncheons in Districts 5, 2 and 1. They are scheduled for June 25, September 17 and November 12, respectively. Referrals for potential attendees to be invited are welcome.

### Spotlight on Moreno Valley

The "Spotlight on Moreno Valley Business" program was created to recognize local businesses for their contribution to Moreno Valley, along with increasing residents' awareness of local shopping, dining and employment opportunities. Two community-based businesses, each from differing categories are featured monthly at City Council meetings and the video/commercial produced by MVTV-3 remains on the City's YouTube channel. Spotlitged businesses represent each Council District on a rotating basis and include both new and existing businesses. Referrals from a variety of

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sources are used in the selection process including staff, City Council Members and the Moreno Valley Chambers of Commerce.

Recent businesses featured include: Banig Restaurant, Integrated Care Communities, Qi Hair Salon, AP Computers and Polly's Pies. In March, the City recognized the newly opened Stater Bros. Market on Pigeon Pass Road and Better Be Donuts on Iris Avenue. April's spotlights are Crunch Fitness located in the Moreno Valley Mall and Neighborhood Cyclery on Heacock Street. Businesses scheduled for May are Be Happy Nutrition Center on Sunnymead Boulevard and Marco's Pizza on Lasselle Street. Moreno Valley is proud to recognize and support our local business community.

#### Fourth Quarter 2013 Sales Tax Revenue Summary

The adjusted Fourth Quarter (Q4) 2013 Sales Tax Revenue Summary report shows an increase of 7.1% in sales tax revenue as compared to Q4 2012. This marks four consecutive years of an upward trend in sales tax revenue generated in the City of Moreno Valley.

The Q4 2013 Sales Tax Revenue Summary report compares adjusted Q4 2012 sales tax revenue totals with adjusted Q4 2013 totals. Hinderliter de Llamas Companies (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.

Q4 2013 sales tax revenue for the City of Moreno Valley shows increases slightly better than for both Riverside County and the State, which increased 5.2%, and 3.4%, respectively. All but two of the twenty-eight Riverside County cities experienced positive sales tax growth. Wildomar and Blythe are the two cities within Riverside County with a sales tax reduction. At an increase of 7.1% on an adjusted basis, the City of Moreno Valley ranked 11 of the twenty-eight Riverside County cities listed.

Seven cities in Riverside County experienced double-digit growth for Q4 2013. Leading Riverside County cities in double-digit sales tax revenue increases were Perris, Rancho Mirage, Riverside, Jurupa Valley, Indio, Murrieta, and Corona.

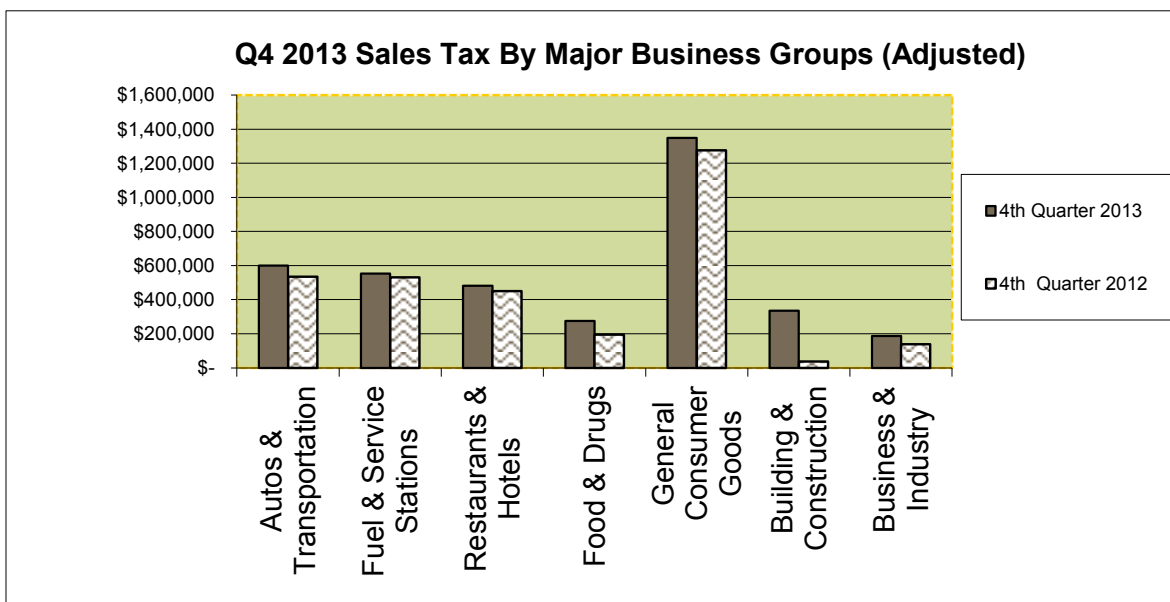
The table on the following page compares Q4 2013 sales tax revenues to Q4 2012 sales tax revenues for the City of Moreno Valley and other surrounding western Riverside County cities with comparable population, as well as Riverside County and the State of California. The table ranks agencies by adjusted percentage change.

## Sales Tax Trends Q4 2013

City/ Agency	Population	Q4 2013	Q4 2012	Dollar Difference	Standard Percent Change	Adjusted Percent Change
<b>Moreno Valley</b>	<b>196,495</b>	<b>\$3,780,692</b>	<b>\$3,164,414</b>	<b>\$616,278</b>	<b>19.5%</b>	<b>7.1%</b>
Riverside	104,985	\$12,866,892	\$10,926,003	\$1,940,889	17.8%	11.0%
Murrieta	154,520	\$3,233,426	\$2,597,615	\$635,811	24.5%	10.6%
Corona	2,227,577	\$8,329,320	\$7,245,959	\$1,083,361	15.0%	10.2%
Hemet	308,511	\$2,418,851	\$2,031,317	\$387,534	19.1%	7.7%
Riverside County	37,679,000	\$82,229,822	\$74,679,737	\$7,550,085	10.1%	5.2%
Temecula	80,089	\$7,144,459	\$6,671,373	\$473,086	7.1%	3.8%
State	103,092	\$1,569,943,873	\$1,442,849,010	\$127,094,863	8.8%	3.4%

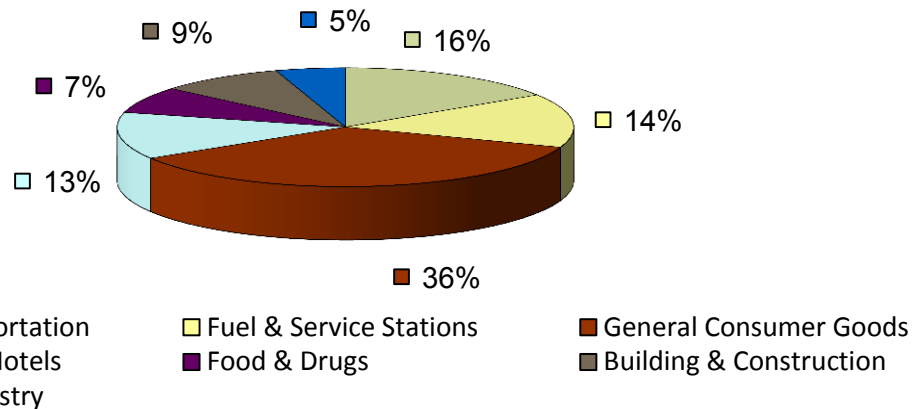
Among this comparative group of cities, the City of Moreno Valley ranked fifth with 7.1% adjusted percent change as compared to Q4 2012. Riverside ranked first with an increase of 11.0%, followed by Murrieta, Corona, Hemet, and Temecula. The County had a moderate increase of 5.2%, whereas the State had a marginal increase of 3.4% in sales tax revenues in Q4 2013.

The chart below provides a graphic illustration of the percentage breakdown of Moreno Valley's Q4 2013 sales tax revenue allocations by major business groups. The largest contributor of point-of-sale revenue came from sales in the General Consumer Goods category, representing 36% of Moreno Valley's total allocation with a change of 19.5% in spending overall in all categories from the same quarter last year.



Demonstrating Moreno Valley's Q4 spending changes from 2012 to 2013, the chart on the following page categorizes spending changes (largest to smallest) by major business groups.

**Q4 2013 Sales Tax Revenue by Major Business Groups (Adjusted)**



Moreno Valley’s ongoing course toward economic recovery continues. Even though the Building and Construction, Food and Drugs, and Business and Industry categories showed the highest increases in percentage of change in sales tax revenue of 781.3%, 40.8%, and 34.9%, respectively, these increases were due to temporary reporting aberrations. Net of the temporary aberration, sales tax revenue was up in all categories.

New auto sales remained strong with overall increase in sales tax revenue of 12.3%. The Fuel and Service Stations category had a marginal gain of 4.0% in comparison to Q4 2012. Categories General consumer goods and Restaurants and Hotels showed increases of 5.7% and 7.0%, respectively, with the help from new business additions and solid sales gains from existing retailers.

Sales for giant retailers such as Costco, Super Target, and Walmart Supercenter were mixed. Both Walmart Supercenter and Costco’s sales were down by 2.33% and 3.74%, respectively, while Super Target’s sales were up by 4.71%.

The following identifies Moreno Valley’s top twenty-five sales tax producers during the 4<sup>th</sup> Quarter 2013 (listed alphabetically):

Arco	Macy’s	Robertson’s Ready Mix
Circle K	Moreno Beach Market	Ross Dress for Less
Costco w/Gas	Moss Bros Buick GMC	Sears
Food For Less	Moss Bros. Chevrolet	Stater Bros.
JC Penney	Moss Bros. Chrysler-	Super Target
Home Depot	Jeep-Dodge	Tesoro Refining &
iHerb	Moss Bros. Honda	Marketing
Kohl’s	Moss Bros. Toyota	Walmart Supercenter
Lowe’s	ResMed	Walgreens

Overall, sales in Moreno Valley remain strong. The Q4 2013 marks the 16<sup>th</sup> consecutive increase in sales tax revenue since the “bottoming-out” of the recession in Q4 2009.

The general consensus is that the state’s economy will continue to recover in 2013-14. Statewide, auto sales and leases and all categories of building and construction

materials were up considerably over the same period last year. Improvements in the housing sector and continued recovery in construction activity, increases in general consumer goods, as well as other categories, may well be an indicator of continued economic recovery.

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 in the Economic Development Division or on the City's website.

**2013 JAG Grant**

The Code and Neighborhood Services Division has been awarded the 2013 Edward Byrne Memorial Justice Assistance Grant (JAG). The JAG program allows jurisdictions to address various enforcement needs including prosecution of offenders, crime prevention and educating the community about code compliance. The \$60,317 award will be utilized to continue the Weekend Enforcement Program and the Foreclosure Strike Team.

***Building & Safety Division***

**Quick Statistics**

The following statistics are activity comparisons for the Building & Safety Division.

	March 2013	March 2014
Customer counter Visits/ Total Daily Average	697	549
Building Permits Issued	164	141
Construction Valuation	\$6,386,861	\$1,447,253
Construction Inspections Performed	1,044	832
Certificates of Occupancy Issued	15	12
Plan Check Activity	277	213
Monthly Revenue	\$133,192	\$57,753

***Code & Neighborhood Services Division***

**Quick Statistics**

The following statistics are activity comparisons for the Code & Neighborhood Services Division.

	March 2013	March 2014
Cases Initiated	296	315
Closed Case Investigations	303	497
Parking Citations Issued	2,513	2,029
Administrative Citations Issued	111*	19
Counter Customers	302	314

**\*Daily Enforcement of Marijuana Dispensaries**

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### Special Enforcement Assignments

- Hookah Lounge: Code Compliance assisted MVPD POP Team on a late Friday night inspection for potential violations regarding the operation of a hookah lounge. Several issues were identified and the business was cited for various code violations.
- Illegal Camping Sweep: Code Compliance and MVPD's POP Team conducted a sweep for illegal campers within the City limits. Three locations were visited and posted with no trespassing signs. MVPD conducted one arrested.
- Massage Business Sweep: Code Compliance assisted MVPD with a random massage parlor business compliance inspection. Six businesses were inspected and staff noted numerous building code violations requiring City building permits.

### ***Planning Division***

#### Quick Statistics

The following statistics provided are for the Planning Division for the months of March 2013 and March 2014.

	<u>March 2013</u>	<u>March 2014</u>
Counter Customers	287	344
Major Case Submittals	5	5
Minor Case Submittals	40	75
Plan Check Submittals	71	41
Application Fees	\$ 117,220	\$ 55,817

#### Planning Commission

Planning Commission meetings were held on March 13 and March 27. At the March 27 meeting, the Planning Commission reviewed the following projects and took the following actions:

- A Plot Plan was approved for a 366,698 square foot warehouse on approximately 16 acres. The project also includes a Change of Zone application from Business Park (BP) to Light Industrial (LI). This project is located between Elsworth Street and Veterans Way on the south side of New Hope Street.
- An Amended Conditional Use Permit was approved to modify and expand an existing mortuary. The proposed project will increase the square footage of the existing building/chapel areas, add a second level of office use, modify the exterior elevations, and modify the existing parking lot which required a Variance. The applicant is Miller Jones Mortuary.

#### Project Pending before the Planning Commission

The following items are scheduled for the April 24 Planning Commission meeting:

- The Prologis project was continued from the March 13 Planning Commission meeting to the Planning Commission meeting scheduled for April 24. Public input was received at the March 13 meeting. The industrial warehouse project, which consists of six distribution warehouse facilities totaling 2,244,419 square feet, located east of the Moreno Valley Auto Mall, and south of State Route 60. The project applications include a General Plan Amendment and a Change of Zone from several existing designations to Light Industrial for 116.99 net acres. The land use

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changes are required for the development of six distribution warehouse facilities totaling 2,244,419 square feet, with building sizes that range from 160,106 square feet to 862,035 square feet. The applications also include a Tentative Parcel Map to subdivide the project site into six parcels corresponding to the six warehouse facilities. Additionally, a General Plan Amendment is proposed for changes to the City's Circulation Element and the Master Plan of Trails. An Environmental Impact Report was prepared for the project.

- A revised Tentative Tract Map will be reviewed, which will make a number of modifications to an approved tentative tract map, including a reduction in the number of residential lots from 138 to 115. Additionally, a Conditional Use Permit for a Planned Unit Development is proposed. The project is located northeast of Manzanita Avenue and Covey Road.

#### Administrative Approvals

- A Temporary Sales Trailer was approved for the Renaissance Village Assisted Living and Memory Care facility, which is currently under construction. The project is located at 27900 Brodiaea Avenue. The applicant is Continental East Fund VII, LLC.
- Applications for a Change of Product and a Model Home Complex were approved for the remaining 98 residential single-family lots within approved Tracts 27251 and 27251-1. The project is located in the vicinity of Eucalyptus Avenue and Morrison Street. The applicant is RSI Development.
- An Administrative Plot Plan was approved for a 900 square foot detached carport structure and storage. The project is located at 11566 Knoll Vista Street. The applicant is Paul Crafts.
- An Administrative Plot Plan was approved to upgrade an existing telecommunications facility, which includes removal and replacement of nine antennas. The site is located at 23579 Sunnymead Ranch Parkway. The applicant is NSA Wireless.
- An Administrative Plot Plan was approved for a 1,831 square foot martial arts studio at 4475 Moreno Beach Drive, Suite 105. The applicant is Byong Wook Jin.
- An Administrative Plot Plan was approved for the development of a contractor's yard to include a 960 square foot modular office building on a 0.55 acre site. The project is located on Corporate Street northerly of Resource Way. The applicant is Joe Bunker.
- An Amended Plot Plan was approved for a Model Home Complex for 56 lots within Tract Map 31618. The project is located at the southwest corner of Moreno Beach Drive and Bay Avenue. The applicant is Frontier Communities.
- An Administrative Plot Plan was approved for modifications to an existing wireless telecommunications facility. The new antenna upgrades are located within the cupola of an existing building. The project is located at 26200 Iris Avenue. The applicant is T-Mobile USA.

#### Recent Case Submittals

- An Amended Conditional Use Permit was submitted for modifications to an existing monopalm telecommunications facility. The project is located at 26700 Iris Avenue. The applicant is T-Mobile USA.
- A sign application was received for a new Taco Bell restaurant located at the northeast corner of Fir Avenue and Nason Street.



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- A sign application was received for a new monument sign to replace the existing sign for a senior housing project at 24169 Eucalyptus Avenue. The applicant is CSI Support and Development.
  - A Pre-application was submitted for the use of an existing site and building as an area for a contractor's yard and storage area. The project is located at 13398 Old 215. The applicant is Ultimate Pool Remodeling.
  - A Pre-application review was submitted for a residential Tentative Tract Map to divide eight acres into 24 residential lots. The project is located west of Wilmot Street between Bay Avenue and Gifford Avenue. The applicant is Kenneth Phung.
  - An Amended Conditional Use Permit was submitted for modifications to antennas at a telecommunications facility located at 26200 Iris Avenue. The applicant is T-Mobile USA.
  - An Administrative Variance was submitted for the rehabilitation of four one-bedroom apartments at 22877 Allies Place. The applicant is Riverside Housing Development Corporation.
  - An Administrative Plot Plan was submitted for replacement of antennas on an existing monopine located at 21599 Box Springs Road. The applicant is Verizon Wireless.
  - A Pre-application review was submitted for a proposal to build homes in a residential tract. The project is located in the vicinity of Lasselle Street and Ironwood Avenue. The applicant is JEC Enterprises, Inc.
  - An application for an Extension of Time was submitted for an office building at 12370 Perris Boulevard. The applicant is Udoekpo Ekpo.
  - An Administrative Plot Plan was submitted for an auto repair use at 23770 Sunnymead Boulevard. The applicant is Guadalupe Reino, Reino's Auto Repair.

#### Earth Day Event / Environmental and Historical Preservation Board

The City's Environmental and Historical Preservation Board co-sponsored an Earth Day collage contest with the Arts Commission and the City's Keep Moreno Valley Beautiful program. The contest is for 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> graders and students in the City's after school program. The contest began in February with the collages submitted by March 21<sup>st</sup>. The Arts Commission has helped judge the collages and winners were recognized at the April 22 City Council meeting.

#### World Logistics Center

The Draft Environmental Impact Report (DEIR) for the World Logistics Center was released on Monday February 4, 2013. Comments on the DEIR were due on or before April 8, 2013. Approximately 140 comments have been received to date from local residents and property owners, responsible agencies and environmental groups, including a number received after the due date. The due date provided for a 60-day public review period for the DEIR, well in excess of the 45-day review period required by state law.

The EIR consultant has prepared responses to comments on the draft EIR. A second review of the draft comments are currently under review by City staff and the City's peer consultant. The draft EIR and Response to Comments will constitute the Final EIR (FEIR). The FEIR will accompany the Specific Plan for the World Logistics Center for formal review by the Planning Commission and City Council.

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The World Logistics Center is a Specific Plan for up to 41.6 million square feet of high cube logistics warehouse space. High cube warehouses are large, high ceiling buildings built to accommodate modern, high efficiency logistics operations. The proposed Specific Plan includes nearly all of the property encompassed by State Route 60, Redlands Boulevard, Gilman Springs Road and the southern City limits. In addition to the Specific Plan, the project includes a General Plan Amendment, a Zone Change, an Annexation for an 85-acre parcel at Alessandro Boulevard and Gilman Springs Road, a Development Agreement, a Tentative Parcel Map for financial purposes and an Environmental Impact Report.

## **FINANCIAL & MANAGEMENT SERVICES DEPARTMENT**

### ***Financial Operations Division***

#### Payroll and Accounting Updates

- Payroll staff provided training on eSuite software upgrades including the new feature called “Schedules” which has reduced time entry processing for over 100 employees.
- Staff attended the CalPERS sponsored CERBT workshop for the annual update on trust processes and filing requirements.
- Accounting staff offered training to all City employees who are Logos users and subsequently provided customized one-on-one training to employees as requested.
- Accounting staff hosted a consultant with New World Systems as an annual review of our processes which included Reporting, Benefit Administration, Position Budgeting, Purchasing, Capital Assets, Project Accounting, and GASB reporting.

### ***Special Districts Division***

#### SCE 2015 GRC Scoping Memo Issued

The Administrative Law Judge presiding over SCE’s Phase 1 2015 General Rate Case (GRC) issued a Scoping Memo on March 27, which defines the timelines for the proceeding work on CASL’s opening testimony (due June 4), is currently being drafted. Phase 1 is where the CPUC establishes SCE’s Revenue Requirement for the years 2015-2018. Preliminary analysis indicates that if SCE’s application is approved, street light costs on the facilities charge could increase 16% each year for 2015-2018. During the 2012 GRC, SCE had requested 4.8% increases for each of the three years, which through CASL’s efforts, we were able to avoid.

The CPUC granted SCE’s extension request for its Phase 2 GRC application. SCE’s Phase 2 GRC application is now due on or before June 20. The Phase 2 process will address all matters of cost allocation, decide marginal costs, and determine rate design (i.e. establish the street light tariffs).

CASL is the Coalition for Affordable Street Lights, a group of street light agencies whose formation was spearheaded by the City of Moreno Valley, to share in the costs to analyze and participate in SCE’s GRCs for street light tariffs. For the 2015 Phase 1

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GRC, the cities of Torrance, Rancho Cucamonga and Huntington Beach are participating alongside Moreno Valley.

### ***Technology Services Division***

#### New phones at City Hall

TS completed the replacement of old telephones with new phones; the new phones use the Voice-Over-Internet-Protocol (VoIP). They look and behave just like a normal phone; however, they are connected directly to the data network, rather than to a dedicated phone line. VoIP phones have an integrated network hub so that they can share the network connection with the computer, which means an additional network outlet for the phone is no longer needed. The new phones are less expensive to install, less expensive to setup, have a longer warranty, and require less cabling.



### ***Treasury Operations Division***

#### Transient Occupancy Tax Audit

In late October 2013, the City initiated an audit of the Transient Occupancy Tax (TOT) remitted by all of the hotels/motels in the City. Eleven businesses were contacted and submitted occupancy data for review. All of the data was reviewed and the audit process identified a couple of findings, which were communicated to the businesses at the end of January. Also, during the audit it was determined that clarification needed to be provided regarding “Over 30 Day Stay” provision in the municipal code. These clarification letters were sent to each hotel/motel in early March. Overall the audit process helped the Department achieved its goal of confirming compliance with the City codes and identifying points where the application of the codes is unclear and providing direction to clarify those points.

#### Business License Renewal

Business License renewals were officially due by January 31. In early December approximately 7,200 renewal notices were sent out to businesses with a current business license. Through early March approximately 6,100 of those renewals have been received and are being processed by staff. With the help of the Moreno Valley Chamber of Commerce and direct mailings to businesses, we have experienced a significant increase in the utilization of the on-line renewal process. The table shows the increase in the number of businesses utilizing the on-line renewal option and comparisons of the on-line renewals during the same period for previous years. A second notice reminder went out the week of February 10 for businesses that had not yet renewed their business license.

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# FIRE DEPARTMENT

## *Administration*

### Mayor Award of Valor

Moreno Valley's City Council, City staff, Riverside County Fire Chief John R. Hawkins, and Moreno Valley Division Chief Abdul Ahmad recognized William Raymond McClung and Enrique Wong-Torres for their heroic, life-saving efforts on January 24, 2014. To honor each of them, Awards of Valor were presented at the March 25 City Council Meeting. Additional recognition for their brave actions was provided by the offices of Congressman Mark Takano, Senator Richard Roth, Assemblyman Jose Medina, and Riverside County 5<sup>th</sup> District Supervisor Marion Ashley.

On January 24, Mr. McClung and his son noticed smoke coming from a neighbor's house and called 9-1-1 to report a fire. After the phone call was placed, Mr. McClung went to the burning home where he met Mr. Wong-Torres. Mr. Wong-Torres was attempting to control the fire with a garden hose. Both of them went inside the home to determine if anyone was inside but the smoke and heat forced them back outside.



Pictured L-R: William Raymond McClung, Riverside County Fire Chief John R. Hawkins, Enrique Wong-Torres, Battalion Chief Vincent O'Neal, and Fire Captain Jeremy Snyder.

After leaving the burning home, Mr. McClung and Mr. Wong-Torres noticed a woman in the second story window. Without regard to their own safety, they made a second attempt to enter the home where they successfully rescued the trapped woman. Mr. McClung and Mr. Wong-Torres braved extreme heat and heavy smoke while searching for and rescuing the woman.

Upon exiting the house, Mr. McClung and Mr. Wong-Torres were met by Moreno Valley firefighters from the Morrison Park Fire Station. Firefighters made entry into the home to search for additional victims and were confronted with a rapidly advancing fire that required them to take immediate action to control the flames before a second search could be conducted.

Mr. McClung and Mr. Wong-Torres remained with the injured woman and continued to provide care and support to her until additional firefighters arrived. According to Moreno Valley Fire Chief Abdul Ahmad, the woman may have lost her life if not for the brave, heroic actions taken that day by William Raymond McClung and Enrique Wong-Torres.

### Firefighter of the Year

Moreno Valley's City Council, City staff, Riverside County Fire Chief John R. Hawkins, and Moreno Valley Division Chief Abdul Ahmad recognized Firefighter II Scott Callahan as Firefighter of the Year for the City of Moreno Valley at the March 25 City Council Meeting.

Firefighter Callahan started his career with CAL FIRE/Riverside County Fire in 2003. Prior to serving the CAL FIRE/Riverside County



Firefighter of the Year Scott Callahan

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Fire Department, he served as a firefighter with the Fire Department of New York City (FDNY) where he was one of the thousands of first responders to the World Trade Center Towers on September 11, 2001. Firefighter Callahan received a FDNY Commemoration Medal and Ribbon for his rescue actions on the fateful day.

From 2003 to 2011, Firefighter Callahan concurrently served in the United States Army while working for CAL FIRE/Riverside County Fire. During his tenure in the Army, he obtained the rank of Sergeant and served a tour of duty in Iraq in 2007. Firefighter Callahan was honorably discharged from the Army in 2011. Firefighter Callahan has been assigned to Moreno Valley Sunnymead Fire Station Truck 2 since 2011.

Firefighter Callahan has a passion for training new firefighters and is an instructor with CAL FIRE/Riverside County Fire for the Advanced Firefighter and Truck Academies. He provides critical mentorship to new Firefighter II Paramedics that are assigned to Truck 2.

The Chief Officers of the Moreno Valley Fire Department evaluated all 66 Moreno Valley firefighters in determining whom to recognize with the Firefighter of the Year award. Firefighter Callahan was chosen due to his exceptional effectiveness working as a team on Truck 2 on emergency incidents as well as for his involvement in mentoring new firefighters just embarking on their careers.

#### Proclamations for Dedication to the Spark of Love Toy Drive

Moreno Valley's City Council, City staff, and Moreno Valley Division Chief Abdul Ahmad recognized CAL FIRE/Riverside County Fire Captain Laura Germany and Volunteer Reserve Fire Apparatus Engineer Janis Neighbors at the April 8 City Council Meeting for their commitment to the Spark of Love Toy Drive and their dedication to underprivileged children in Moreno Valley.



Pictured L-R: Janis Neighbors, Laura Germany, and Moreno Valley Division Chief Abdul Ahmad.

Each year, during the holiday season, the Moreno Valley Fire Department, in partnership with ABC7 Spark of Love, Riverside County Fire Department and the Riverside County Community Assistance Program embark upon a toy and funds collection effort to ensure that all children in Moreno Valley can experience the joys of the holidays. For more than twenty years, Moreno Valley residents Laura Germany and Janis Neighbors have contributed greatly to the Spark of Love Toy Drive. Both women, working with firefighters assigned to Moreno Valley, volunteer their own personal time to solicit funds from the local business community, place collection boxes throughout the City and recruit the volunteers needed to assist with picking up, sorting, and delivering toys to children prior to Christmas Day. Also, they have always ensured that enough toys are available to provide pediatric patients that are hospitalized at Riverside County Regional Medical Center have the opportunity to experience a wonderful holiday.

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## ***Office of Emergency Management***

### Community Emergency Response Team (CERT) Regional Workshop

On March 6, Office of Emergency Management Program Specialist, Bobbie Duval attended the CERT Regional Workshop in Costa Mesa. This event was an opportunity for CERT program managers and instructors to meet, share ideas, discuss best practices, and learn how to enhance their CERT program. During this event, Ms. Duval learned how to recruit volunteers based on program needs; retain volunteers by engaging them in activities that match their skills; develop a structure where volunteers assist in program development, management and delivery of services; and engage volunteers in activities that fulfill department or community needs outside of an emergency.

### Social Media Training

The Office of Emergency Management (OEM) collaborated with Riverside County Office of Emergency Services to provide a free Social Media for Natural Disaster Response and Recovery course March 10-12. This 8-hour course provided participants with information regarding social media and its uses, as well as the current tools, methods, and models for proper social media use in crisis communication. Through the use of social media tools, participants learned and mastered skills to disseminate information as well as how to monitor, track, measure, and analyze social media traffic. Additionally, participants learned how to use social media as a method to identify warning signs that a crisis is developing.

### Emergency Response Force Incidents

On March 8, OEM's Emergency Response Force (ERF) volunteer cadre responded to a second alarm multi-family dwelling structure in the TownGate area in an effort to support firefighters. ERF members are trained to provide emergency rehabilitation for public safety personnel, which include blood pressure, pulse and respiration monitoring if required; evacuation assistance; shelter set-up and management; and first aid for emergency and special events.

## ***Significant Events***

- On March 8, units from the Moreno Valley Fire Department, CAL FIRE/Riverside County Fire, Perris Fire Department, Moreno Valley Police Department, and Emergency Response Force responded to a second alarm, multi-family structure fire in the TownGate Fire Station primary response area. The first arriving fire engine reported that smoke and flames were visible from the front door of an apartment on the second floor of a two-story, eight-unit building with evacuations in progress. Firefighters simultaneously performed a search of the remaining units, initiated fire suppression activities, and ventilated the apartment to release heat and smoke. The fire was contained within fifteen



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minutes of dispatch to the apartment of origin. Extensive salvage operations began after containment. Overall, seven fire engines, two truck companies, one breathing support, and three Chief Officers responded to the incident.

- On March 10, TownGate Fire Engine 6, along with the Moreno Valley Police Department responded to a report of a traffic collision with one person who was possibly in cardiac arrest. Upon arrival, Fire Department personnel located a motorcyclist laying in the grass area of the center median with bystander CPR in progress. According to witnesses, the patient had been traveling approximately 60 miles per hour when he lost control of his motorcycle and struck a tree. Fire Department personnel from Engine 6 assumed CPR, while the firefighter paramedic placed a heart monitor on the patient. The patient was found to have Pulseless Electrical Activity (PEA), which is a heart rhythm, observed on the heart monitor that should be producing a pulse, but is not. Advance trauma and cardiac life support care were initiated by the firefighter paramedic from Engine 6. Shortly thereafter, AMR and Sunnymead Ranch Engine 48 arrived on scene and assisted with patient care. The victim was quickly loaded by the transporting agency personnel while Fire Department paramedics continued to provide advance Trauma Life Support Care during transport to the local area trauma receiving center. Upon arrival at the hospital, emergency room staff assumed patient care. Unfortunately, the victim did not survive his injuries.

- On March 15, units from the Moreno Valley Fire Department, CAL FIRE/Riverside County Fire, and the Moreno Valley Police Department responded to a report of a multi-family structure fire in the TownGate Fire Station primary response area. The first arriving Fire Department units observed a working fire involving two, second-story apartments of an eight unit apartment complex. A second alarm fire response, which consists of three additional fire engines and an aerial ladder truck, was immediately requested as an adjacent, single story apartment complex was being threatened by the heat and flames of the fire. A coordinated fire attack with exposure protection, extinguishment, ventilation, and search and rescue efforts was initiated by Fire Department personnel in order to quickly contain the fire and stop it's advancement throughout the above attic space. Firefighters were able to contain the fire to three involved units and limited the damage to five other apartments within the building. While fighting the fire, a victim suffering from first and second degree burns to 9% of their upper extremity surfaces was located at a nearby intersection. Fire Department paramedics provided appropriate burn care treatment and the patient was transported to a local area trauma center by ambulance with moderate injuries. Ten fire engines, two truck companies, one breathing support, three Chief Officers, and one ground ambulance responded to the incident for a total of 45 personnel.



- On March 29, units from the Moreno Valley Fire Department and Police Department responded to a report of a traffic collision in College Park Fire Station primary

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response area. Engine 91 arrived on scene to find two vehicles involved in an accident, with one vehicle that had rolled over. Upon further evaluation of the scene it was determined that there were three patients that did not require extrication. Fire Department paramedics immediately initiated patient triage and treatment of all three patients, utilizing the firefighter paramedics from College Park Engine 91, Kennedy Park Engine 65, and Sunnymead Truck 2. One male patient, who had self-extricated from his vehicle, was classified as an immediate due to injuries requiring Advanced Life Support Care while the other two patients declined further medical treatment. Fire Department paramedics continued to provide Advance Life Support Care to the injured male patient during transport to a local area trauma receiving center. Upon arrival at the hospital, the patient was transferred to emergency room staff for further treatment.

- On March 31, units from the Moreno Valley Fire Department responded to a reported residential structure fire in the Sunnymead Fire Station primary response area. The first arriving engine company located light smoke issuing from the roof vents and Fire Department personnel suspected the attic was on fire. Further investigation revealed that a small cooking fire immediately adjacent to the house and in the backyard area spread up an exterior wall and ignited a small portion of the insulation in the attic. Portions of the roof decking and ceiling materials were removed to access the insulation. Salvage and overhaul were conducted simultaneously to protect the resident's belongings. The home was occupied at the time of the incident and the sole resident escaped without injury. Five fire engines, one truck company, and one Chief Officer for a total of 20 personnel were committed to the incident for two hours.
- On April 2, units from the Moreno Valley Fire Department and CAL FIRE/Riverside County Fire responded to a reported multi-family structure fire in the TownGate Fire Station primary response area. Upon arrival, Fire Department personnel located a working fire in a lower level apartment. *Firefighters quickly gained access into* the apartment and initiated an interior fire attack, with simultaneous ventilation and search and rescue operations. The fire was contained to the kitchen of the lower level apartment. Five fire engines, one truck company, and one Chief Officer for a total of 20 personnel were committed to the incident for almost two hours.
- On April 3, TownGate Fire Engine 6 responded to a report of a person in respiratory arrest in their primary response area. Upon arrival, Fire Department personnel located a 68 year-old female who did not have a pulse and was not breathing. The crew from Engine 6 started CPR immediately as the patient was found to have Pulseless Electrical Activity (PEA). Fire Department paramedics established an advanced airway and initiated Advanced Cardiac Life Support, which included the administration of cardiac medications which resulted in the return of spontaneous breathing and pulses. Upon arrival of AMR, the patient was placed on a gurney and Fire Department personnel continued to provide advance life support care during transport to the local area hospital. When patient care was transferred to the emergency room staff, the victim had a pulse, good blood pressure and was being assisted with respirations.



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- On April 4, Sunnymead Fire Engine 2 and Truck 2 responded to a report on a person needing medical assistance in their primary response area. Engine 2 arrived on scene and located a female patient inside a vehicle that was in the garage. The female was unresponsive, not breathing, and without a pulse. The crew from Engine 2 immediately extricated the patient from the vehicle and began CPR while Fire Department paramedics initiated Advanced Cardiac Life Support Care. Prior to the arrival of AMR, several rounds of cardiac medication had been administered by Fire Department paramedics, an advanced airway was established, and the patient was prepped for transport. Firefighter paramedics continued to administer Advanced Life Support Care while en route to the hospital. During transport, the patient regained an effective pulse and blood pressure. Upon arrival at the hospital, patient care was transferred to emergency room personnel who continued providing advance life support care.

## **PARKS & COMMUNITY SERVICES DEPARTMENT**

### ***Special Events***

#### Moreno Valley Wind Symphony

The Moreno Valley Wind Symphony will be holding a free concert on April 24 at the Moreno Valley Conference and Recreation Center. The theme for this performance is “Americana.” Doors will open at 6:30 p.m. and the concert begins at 7:00 p.m.

#### Fourth of July Family Fun Fest

Staff from both the Parks and Community Services Divisions continue to plan for the 4th of July Independence Day Parade and FunFest.

- Staff is securing vendors for event sound, security, fencing, and additional logistical items.
- The event flyer and sponsorship tri-fold brochure have been approved and are being distributed. Staff has secured more than \$5,000 in sponsorships thus far.
- The first July 4<sup>th</sup> Advisory Board meeting was held on March 17. The Advisory Board provided input about the overall events, decided on the 2014 theme, which is “Saluting Our Patriots of Liberty” and chose sub committee participation to help with sponsorships, advertising, and recruitment of community stage performers.

### ***Parks Projects***

#### Lasselle Sports Park

The City Attorney sent a letter notifying Arch Insurance Company that its contractor has failed to complete Lasselle Sports Park (District 4) in accordance with the terms of the Settlement Agreement. This action has created favorable movement by Arch’s consultant and contractor. The park site has received more planting material, however, the irrigation and ADA issues have not yet been resolved. Once the site is acceptable, the park will have a 90-day establishment/maintenance period.

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### Celebration Park

Modifications to Celebration Park (District 3) playground began on March 10. Some components have been replaced by warranty and some have been changed as part of normal wear. The surface material is currently being replaced with synthetic turf.

### Bayside Park

Design of the replacement play apparatus for Bayside Park (District 1) has been received and approved. A contract was sent to the vendor and expected back by early April. The plan is to have the project completed prior to school summer break. The new apparatus will meet all current safety and accessibility codes.

### Time for Tots Play Equipment

The playground apparatus has been installed on the Time for Tots patio (District 5).



### Cell Towers

Two cellular companies have shown interest in adding cell towers to two parks. While this is only preliminary, the cell towers will add revenue for the CSD.

## ***Parks Maintenance Division***

### Work Completed

- Repaired Celebration Park filters
- Painted shelters at JFK and Bethune Parks
- Power-washed splash pad and cleaned out the holding tank at Celebration Park
- Prepared for EMWD water inspections
- Sprayed weeds on the trails (minor repairs)
- Performed ballfield light checks and replaced lamp at all sports fields
- Repaired wash out at trail wash crossing at Hidden Springs Paseo
- A sprayed weeds in all parks.
- Work at the Cottonwood Golf Center includes new tee markers, fertilized greens, placed new flags, moved and organized all equipment into a bin from existing building.

### Projects in Progress

- Replant planters at TownGate I Park (ongoing)
- Groom the Equestrian Center's main arena for April events
- Fertilize sports fields and parks (ongoing)

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- Repair high spots in concrete
  - Install posts at Fairway and Ridgecrest Parks' restroom shelters (ongoing)
  - Repair and replace lights at the skate park
  - Spray weeds at parks and on trails
  - Replace post on shelter at Sunnymead Park (ongoing)
  - Perform irrigation checks in all parks (ongoing)
  - Paint shelters and basketball poles that hold the backboards at Woodland Park, all doors on restroom and snack bar building at Sunnymead Park, helters at Hidden Springs and Sunnymead Parks
  - Start installing 290 recycle trash containers at all park sites
  - Work at the Cottonwood Golf Center includes repaiing benches, spraing weeds, verticutting all greens, sanding all greens, trouble-shooting valves, working on irrigation coverage, and taking measures to reduce water consumption.

### Vandalism and Graffiti

Vandalism and graffiti have been reported at the following areas in March: Aqueduct (\$311); Celebration Park (\$41); Community Park (\$66); El Potrero (\$89); JFK Park (\$304); and TownGate II (\$63), totalling \$874 for removal. Approximately two full-time work days, or 15.5 staff work hours were used to complete removal. In 2014 alone, staff has worked 89.5 hours, or approximately 11 full-time work days to remove graffiti.

### Court Referrals

Court referrals performed 423 hours of work during March, which equates to approximately 52 full-time work days. The total hours for court referrals in 2014 are 962, which equates to approximately 120 full-time work days.

### Park Ranger Statistics

In March, the Park Rangers patrolled 1,936 areas, had 4,951 public contacts, and reported 42 violations such as curfew, vandalism, parking, and alcohol use in the parks. Since January 1, Park Rangers patrolled 6,669 areas, had 15,043 public contracts, and reported 145 violations.

## ***Recreation Division***

### Time for Tots

March was full of excitement for the Time for Tots Program. Each of the three sites was filled to capacity with tots ages 3 to 5 years. In addition to the creative educational curriculum used to prepare the children for kindergarten, children celebrated several special activity days in March including Dr. Seuss Day, Safety Day, St. Patrick's Day, First Day of Spring, and Sports Day. Staff is thankful for Fire Station 6, Emergency Management and Volunteer Services, and the Sports Division for their participation at Safety Day on March 13.



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### Valley Kids Camp

Spring Valley Kids Camp began on March 24 with a strong enrollment of children in kindergarten through eighth grades. Children spent their spring break enjoying exciting recreational games, watching movies, playing video games, and nurturing their creativity with seasonal arts and crafts. Spring Valley Kids Camp concluded on April 4.



### Recreation Programs and Classes

Registrations increased in March for many youth and adult classes including: Dance Exploration, Hip-hop, Ballet, Ballet/Acro, Cheerleading, CPR, and Guitar. Select dance classes joined other contract classes and programs for the March 8 Recreation Expo. This free event provided the community an opportunity to meet the Parks and Community Services' contract instructors as they gathered information regarding youth and adult classes. More than 600 residents enjoyed demonstrations as well as hands-on activities.

### Spring Events

Recreation staff recently completed the 2014 spring events scheduled during April. The annual spring activities began on April 12 with the complementary Easter egg hunt for children ages 2 to 12 years held at 9:00 a.m. at Sunnymead Park. More than 1,000 children collected 15,000 prize and candy filled eggs. Also scheduled that day was the annual *Bunny Brunch* held at the Senior Community Center.

The two-hour brunch began at 10:00 a.m. for children ages 3 to 12 years. Children enjoyed a morning of crafts, a specially-prepared brunch, a puppet show courtesy of Potter's House, and a visit from the Easter Bunny. The Moreno Valley Morning Optimist Club donated their time to assist staff by preparing the breakfast for more than 85 children.

The Spring Junior Chef's Workshop was held on April 15 at the TownGate Community Center from 6:00 p.m. to 8:00 p.m. For a minimal fee, more than 40 children ages 5 to 12 years made yummy holiday goodies to take home and enjoy.

The spring activities concluded on April 15 with the *Hop Down the Craft Trail* at the TownGate Community Center for children ages 5 through 12 years. This final spring event was held from 6:00 p.m. to 8:00 p.m. More than 30 attending children made fun and exciting spring crafts that they took home to enjoy.

### Staff Development

Recreation staff attended an annual child development conference-"Planning for the Future, Connecting Play to Learning." The skills and techniques learned by recreation staff will be passed on to field staff to enhance the delivery of community programs.

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## Sports

Pee Wee and Junior Flag Football began the first week of April. Pee Wee and Junior Football league is purely recreational and no scores or standings are kept. The adult softball program is in mid-season with 20+ teams playing for end of the year playoffs. The next youth program will be the basketball clinic, which will run for 3 weeks in May.

## ***Senior Community Center***

### Events

On March 17, the Senior Center held its annual St. Patrick's Day Celebration. There were delicious green snacks, green punch, and games with prizes. Approximately 70 seniors participated. Health Net sponsored the event.

The March Senior Birthday Party was celebrated on March 27. A free meal and a box of candy was provided by the Friends of Moreno Valley Senior Center, and Miller Jones Mortuary donated the cake and ice cream.

### Income Tax Preparation

AARP provided income tax preparation assistance this month. Tax forms were completed at no charge for people with low to moderate income.

## ***Grant Program***

### Programming

"A Child's Place" spring camp was full of new activities that kept the children and staff busy during the two-week vacation period. Children were busy creating their Earth Day Collages promoting Reuse, Reduce, Recycle, and Repurpose for the contest sponsored by the City of Moreno Valley's Environmental and Historical Preservation Board, the Arts Commission, and the Keep Moreno Valley Beautiful Program. MVTV3 filmed a short video of the children working on their collages during the spring break period. Winning entries for grades 3, 4, and 5 will be announced sometime in April. Children also participated in spring activities that include making spring bird feeders, dying Easter Eggs and participating in an Easter egg hunt and Spring Fling party.

## **POLICE DEPARTMENT**

### ***Administration***

#### Citywide Camera System Update:

The Citywide Camera System is fully functional and recording video 24- hours a day, seven days a week. We currently have more than 212 high-definition cameras throughout the City streaming live video back to the Police Department's monitoring room. The Citywide Camera System has assisted in solving/investigating a wide variety of crimes including, but not limited to, the following: traffic accidents, hit and run accidents, thefts, stolen vehicles, shootings, robberies, burglaries, assaults, drug transactions, homicides, and locating at-risk missing persons.

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From April 2013 to April 2014, the Citywide Camera System assisted in the investigation of approximately 200 crimes. We are actively recruiting and training Police Department volunteers to run the new camera system. We currently have 20 volunteers trained on the Citywide Camera System along with 80 Police Department personnel. Volunteers “man” the system at various times throughout the day and night accompanied by light duty Moreno Valley Police Officers.

#### Recruiting Volunteers:

The Community Services Unit with the Moreno Valley Police Department is continuing to actively recruit Moreno Valley citizens to become volunteers. Volunteers work a variety of assignments including the following:

- Citizens Patrol - Uniformed high visibility patrol in marked patrol units;
- Anti-Graffiti Patrol - Non uniform patrol in unmarked vehicles to assist in surveillance and reporting of graffiti vandals;
- Front Office Assistant - Assist front office personnel with day to day activities;
- Incident Call Out - Respond to major incidents within the City to assist with perimeter security, road closures, and searching for lost hikers/missing persons;
- Citywide Camera System – Monitor call board and review related camera angles to assist with gathering information on calls for service, proactive monitoring of parks and problem or high crime areas.

Background checks on several new volunteers have been completed and several more are in the background process, thereby increasing our volunteer forces by approximately 25 percent. The Community Services Unit will continue to actively recruit high qualified volunteers to assist the Moreno Valley Police Department in providing valued service to the citizens of Moreno Valley.

#### ABC Grant

The Problem Oriented Policing Unit (POP) has recently received a grant from the California Department of Alcoholic Beverage Control to conduct several “shoulder tap” operations in hopes of reducing alcohol sales to minors. Additionally, officers are continuing their efforts to conduct high-visibility patrol in the Sunnymead Blvd. and Perris Blvd. corridors.

#### Crime Free Multi-housing

While riding bicycles, POP officers are conducting enforcement that targets businesses, apartment complexes and hotels. These officers are also very involved in the Crime Free Multi-housing process by educating apartment owners and managers about how to reduce crime through better screening practices.

#### ***Traffic Division***

#### Grant Approval

The City Council recently approved use of a large grant by the Office of Traffic and Safety to conduct a prescribed number of DUI/Safety checkpoints throughout the City of Moreno Valley. The Traffic Division will be conducting a number of DUI/Safety checkpoints to improve the overall safety of the motoring and pedestrian public throughout the City.

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## Event Services and Participation

The Traffic Division provided services and participated at/in several recent events:

- Redlands Bicycle Classic
- Big Rock Triathlon
- Public Safety Expo
- Car Seat Fit Stations

## Case of the Month:

In late March, officers responded to a robbery that occurred in the 12000 block of Calle Sombra. They learned that a prospective seller arranged to meet the would-be-victims who were going to purchase an advertised vehicle. When they arrived at the location with cash to purchase the advertised vehicle, two unknown suspects robbed them at gunpoint. While our Robbery Suppression Team was actively investigating the first robbery, a second robbery occurred in the same area with similar circumstances and the same two possible suspects. Officers with our Robbery Suppression Team widened their search in an attempt to gather needed information.

The Officers were able to identify one possible suspect via the company used to advertise the sale of the vehicle. Further investigation led to the identification of a possible third intended victim. The information provided by the third victim led investigators to a residence where the suspects may have been. Surveillance of the residence resulted in the high-risk stop of a vehicle leaving the location, which netted evidence related to the robbery in question. A search warrant was produced and served at the residence, yielding additional evidence related to the robbery and the identification of the second suspect involved in the robberies. After a lengthy investigation, MVPD was able to identify and arrest both suspects involved in the two robberies and stop a third robbery from occurring.

## **PUBLIC WORKS DEPARTMENT**

### ***Capital Projects***

#### Cactus Avenue Eastbound Third Lane Widening Project from Interstate 215 Eastbound Off-Ramp to Veterans Way

The Cactus Widening Project will expand approximately 3,400 linear feet of Cactus Avenue from the I-215 Cactus exit east to Veterans Way. The majority of the work will be adding an eastbound third lane along the southerly edge of Cactus Avenue. This project is made possible with the use of Development Impact Fee (DIF) Funds and a State-Local Partnership Program (SLPP) grant successfully obtained by staff, totaling \$1,120,000.00. The proposed work includes:

- Construction of street improvements
- Traffic signal modifications (completed)
- Pavement markers and striping
- Drainage improvements and retaining walls

To date, Vance Corporation has completed part of the construction of the eastbound third lane along Cactus Avenue between Commerce Center Drive and Elsworth Street. The Contractor is now working along Cactus Avenue east of Elsworth Street to complete the remaining portion of the widening project. The Contractor has replaced eight pedestrian access ramps along the north side of Cactus Avenue bringing them

into compliance with the Americans with Disabilities Act (ADA). All of the signal relocations and modifications for the lane widening have been completed.

The main gate for March Air Reserve Base (MARB) located at Cactus Avenue and Elsworth Street is now open.



The reconstructed island and access ramps at the MARB main gate at Elsworth Street and Cactus Avenue intersection.



New widened lane from Elsworth Street west to Commerce Center Drive.

### State Route 60/Nason Street Overcrossing Bridge, Hardscape, and Landscaping

In March and early April, the contractor completed the final freeway, ramp, and Nason Street striping, using nighttime lane closures to minimize the impact on traffic. In early April, the contractor also completed installation of the final traffic signal equipment, and has placed the signals in their final operation mode. Caltrans and the City will coordinate the signal timing within the next two months. With respect to hardscape and landscape work, the contractor is pouring and finishing the colored concrete bands of earth tones of gold, gray, and red in a wave pattern. The rate of production is increasing with the crews placing 60 to 80 cubic yards of concrete per day. The areas under the bridge were completed in March and are very striking. The contractor has also started to install irrigation pipes in many areas, which will be used to water the new low-water trees, shrubs, and ground cover. Plantings are expected to start later this month and continue throughout May and June, depending on hardscape completion and favorable weather conditions.







### Civic Center Site Improvement (Exterior) Phase II

The Civic Center Site Improvement Project Phase 2 is being constructed to comply with ADA standards and enhance the overall safety at the entrance to City Hall. The Civic Center Site Improvement Phase 2 includes demolition of the existing plaza hardscape, reconstruction of the plaza concrete and installation of new concrete paver surfaces including colored concrete bands. The project also consists of the removal of existing trees, shrubs, landscape lighting, etc. as well as the installation of new trees, planting, concrete seat walls, retrofitted existing irrigation, and new landscape lighting.

The work also includes demolition of the existing trash enclosure in the adjacent parking lot and construction of a new concrete masonry unity (CMU) cement stucco plaster-faced trash enclosure, with pre-finished metal roof and steel gate. The new trash enclosure will be relocated within the same adjacent parking lot to improve traffic circulation at the Civic Center area.

The construction contract for Civic Center Site Improvement was awarded to Principles Contracting, Inc. at the January 14, 2014 City Council meeting. Construction is proposed in three phases to minimize impact to the public access to City Hall. The first phase started in mid-February 2014 with construction of the new trash enclosure. Demolition of the existing trash enclosure is scheduled for weekends to reduce noise and impact to the City's daily business. Project Construction will end by mid-June (weather permitting).



### Nason Street Improvements from Cactus Avenue to Fir Avenue

The Nason Street Improvement project involves the widening of approximately 2 miles of Nason Street from Cactus Avenue to Fir Avenue. The improvements include pavement rehabilitation; westerly parkway grading along Nason Street from Cactus Avenue to Fir Avenue; traffic signal systems at the intersections of Hospital Road, Alessandro Boulevard, Cottonwood Avenue, Dracaea Avenue, Eucalyptus Avenue, and Fir Avenue; a new street lighting system and installation of traffic signal interconnect system.

Together with street widening, the project will include approximately 0.8 miles of undergrounding and installation of Southern California Edison (SCE) electric and other dry utility facilities for Nason Street from Cactus Avenue to Bay Avenue. SCE power pole and overhead facilities will be removed, and underground facilities will be constructed under SCE's undergrounding program Rule 20A and 20B.

The subject work will include coordination with utility purveyors having facilities in the project area, including, but not limited to, Southern California Edison (SCE), Moreno Valley Utility (MVU), Eastern Municipal Water District (EMWD), Verizon Wireless, Time Warner Cable, and Sunesys. The work will also include coordination with Riverside County Flood Control and Water Conservation District (RCFC & WCD).

The bid opening was on April 9. The construction contract will be awarded early in May. Construction will begin in early June and will last for 370 working-days. Construction will end by November 2015 (weather permitting).



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### Hemlock Avenue and Graham Street Improvements

The construction of the Hemlock Avenue and Graham Street Improvements is under way by Hillcrest Contracting, Inc. This project includes the construction of curbs, gutters, sidewalks, and driveway approaches along Hemlock Avenue, from Graham Street to David Place, and along Graham Street from Hemlock Avenue to David Lane, which currently do not fully exist. The project also includes removal and construction of asphalt concrete pavement for Hemlock Avenue and Graham Street within the project's limits and miscellaneous street improvements for this CDBG target area. Staff is receiving positive feedback from the residents as well as the general public traveling on the newly improved streets. The construction is ahead of schedule by one month and is anticipated to be completed by end of April.



### ***Electric Utility Division***

#### 33 kV Substation

The construction of the substation will begin no later than May 1 with a scheduled completion date of August 15. The substation will be located at the southwest corner of Indian Street and Nandina Avenue. This high-priority project will accommodate new MVU customers such as Amazon. The substation will also improve the operational flexibility of the electric distribution system in the Moreno Valley South Industrial Area of the City.

#### Panattoni Development

An Economic Development Rate Agreement was recently executed with the tenant for the Panattoni Development project. This six-year agreement will provide a discount of as much as 20% on their electric bill, providing significant savings to the customer.

### ***Land Development Division***

#### ALDI Warehouse

A grading permit was issued to Graycor Construction to begin the first stages of site development for their future ALDI warehouse and distribution center. The project is located west of Redlands Boulevard between State Route 60 and Eucalyptus Avenue and is expected to be finished by mid-2015. Graycor Construction has been chosen by Aldi to build the 800,430 square foot structure. To keep the developer on schedule, Land Development staff expedited the last-minute review and approval of a critical component of the grading operation- the stockpile plans for the 80,000 cubic yards of exported material from the site.

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### O'Reilly's Auto Parts

Precise Grading Plans for the proposed O'Reilly's Auto Parts retail store on Sunnymead Boulevard were approved. The project will be located on the north side of Sunnymead Boulevard between the Discount Tire and Shakey's Pizza. Work on the 6,615 square foot building is expected to begin by the end of the month.

### Walgreen's Drop-Off Site

Precise Grading Plans were approved for the proposed employee drop-off/pick-up site for the Walgreen's warehouse and distribution center located on the southerly end of Perris Boulevard. The project will be located off of the existing drive entrance to the facility, allowing drivers to enter the site to pick-up or drop off employees. This is to eliminate the potential problems of a curb side stop on Perris Boulevard. Work on the site is expected to begin by the end of the month.

### ***Storm Water Management Program***

#### Canyon Lake Clean-up

Staff continues to be active in the Total Maximum Daily Load (TMDL) Task Force for Lake Elsinore and Canyon Lake. In 2012, the Task Force authorized a number of studies to help determine cost-effective management and capital projects solutions to scrub the water of certain nutrients in Canyon Lake. Based on the results of these studies, staff and the Task Force are utilizing chemical applications to the lake water to clean the nutrients from the waters and achieve TMDL targets without construction of other costly options. Following the spray application of alum into Canyon Lake last September and again this February, the lake managers have indicated that the efforts seem to have been effective and are reporting a noticeably clearer water body. On April 30, Mayor Pro-Tem Baca and Public Works Department staff will be visiting Canyon Lake to observe the results of the chemical application first hand.