

CITY MANAGER'S OFFICE

Administration

Executive Team Meeting

A half-day meeting of the Executive Management Team was held on December 15 to review the status of our ongoing initiatives and develop our 2012 work plan. The topics of discussion included the following:

- Long Range Business Plan
- DEP follow up items
- Status of the City Council Prioritized Goals and Action Items
- Economic Development Action Plan update
- Mid-Year budget adjustments
- Proposed Jobs & Education Initiative
- Lt. Governor's Economic Growth & Competitiveness Agenda
- Implementation of the new ERP Financial Software System
- Box Springs Water Issue
- Strategy for Future Ballot Initiatives

We will also finalize the work plan calendar for the first 6 months of 2012 with goals, tasks, important Council action items, events, etc.

Economic Development Newsletter Assistance

The City Manager's Office provided critical assistance in drafting a new template and creating the Constant Contact Subscriber database for the issuance of the first edition of the new Economic Development E-Newsletter in late November. Staff is looking forward to assisting CEDD with their quarterly editions and promoting Moreno Valley as a Best Place to do Business!

SR-60 / Nason Street Milestone Celebration

The City Manager's Office coordinated the celebration of the significant progress made on the SR-60 / Nason St. interchange ramps. Working to help the traffic get through this intersection, the City's Capital Projects Division took extraordinary efforts to minimize the ramp closures and ensure that they re-opened in time for the November holiday season. The City Council, Supervisor Marion Ashley, the City Manager, and representatives from many involved agencies took time out on Monday, December 5, 2011 to recognize the project team's significant accomplishment at this mid-point in the project schedule. MVTV-3 was there to set up the event and provide audio/video support. The event was quite

successful and KABC-7 News was in attendance. There will be a special report on the next episode of the News Center relating to the Nason improvements. Photos of the event are available on the City's Facebook page.

Council Connection Town Hall Meetings Coordinated

Last May, the City Council prioritized improving communication with our residents. To do this, the City Manager's Office coordinated five Town Hall Meetings - one in each Council district. The meetings included time for our residents to hear updates from their Council Member and the City Manager, learn about projects coming to their Council District, and ask questions. The final Town Hall Meeting for 2011 was hosted in District 1 on December 7.

Media & Communications

Website Updates

The City's social media sites are receiving more interactive and engaging updates. Just recently, MVTV-3 photographed the stunning fall foliage in front of City Hall and posted the pictures directly to Facebook and placed their links on Twitter. To see photos in the "City Hall in the Fall" photo album, visit the City's Facebook page at <http://www.facebook.com/cityofmorenovalley>.

Audio Video Coverage

On Monday December 5th, MVTV-3 provided live television coverage for Santa Live. This program allows Moreno Valley children to call-in live and speak to Santa Claus during the broadcast.

On Saturday December 3rd MVTV-3 was on hand at the Pet in the Park Adoption Day Event. Photographs are now available on the City's Facebook page. The next episode of News Center will also feature a special story on this fun event.

MVTV-3 also created a unique presentation and provided visual support for the Moreno Valley Chamber of Commerce "Wake Up" meeting held on November 30th.

New Programming

"Spotlight on Moreno Valley Business" – This month Moreno Valley highlights Margarita's Grill and the Social Security Administration. This program airs daily at 8:00 a.m., 5:00 p.m., and 8:00 p.m. All Moreno Valley Spotlight on Business episodes are available online at: <http://www.moreno-valley.ca.us/spoton-mv.shtml>.

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

COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT

Administration

Round 1

The Moreno Valley Mall is finalizing a Lease for execution with Round 1 Bowling and Amusement to allow for the development of an exciting new sports-entertainment concept. Tenant improvement plans are being finalized for Round 1 to occupy a 42,000 S.F. space on the upper level of the Moreno Valley Mall. The concept will include:

- 18 bowling lanes
- Game-arcade area with 200 machines
- Party rooms with karaoke capability
- Billiard area with 6 pool tables
- Ping pong and darts area
- Food and beverage lounge

The new Moreno Valley location will be just the second U.S. facility for Round 1, but they have 109 sports-entertainment centers in Japan. Currently the only Round 1 in the U.S. is situated at the Puente Hills Mall in the City of Industry. No operational problems have been associated with the Round 1 at the Puente Hills Mall, which has been open for business for nearly 1 ½ years. The business concept including the company mission for Round 1 is “to provide excitement and quality entertainment for all generations of people.”

The breakdown of revenues generated from a typical Round 1 operation include 50% from arcade games, 30% from bowling, 15% from food operations and 5% from beverage service. Round 1 envisions a \$6 million investment into opening the new Moreno Valley facility and estimates employing 50 people. A summer opening is being targeted for Round 1 at the Moreno Valley Mall. To accomplish this, staff will work with Round 1 and the Moreno Valley Mall in processing a Conditional Use Permit for consideration by the Planning Commission in January.

Family Dollar

National discount chain—Family Dollar is moving into the California marketplace, with a major push towards opening new stores in the Inland Region. North Carolina-

based, Family Dollar recently opened its initial four stores in California in Fontana, Ontario, Rialto and Riverside. Another 50 Family Dollar stores are planned for California within the next year, including at least four stores slated for Moreno Valley.

Family Dollar operates more than 7,000 stores nationally in 44 states, but just targeted coming to the California market within the past year. Another national discount retailer—Dollar General announced this past summer that it would also begin opening California stores, but hasn’t specified target market areas—even though several locations in Moreno Valley have been rumored to be possible Dollar General sites. Both Family Dollar and Dollar General are similar in concept to Commerce-based 99 Cents Only Stores. The Family Dollar concept uses a 7,000 to 9,000 S.F. store format, which allows it to locate in smaller shopping centers or with a free-standing store, closer to where people live. Family Dollar, which was founded in 1953, offers name brand merchandise at prices that range from \$1 or more, but typically below a \$10 price point.

The first Family Dollar location in Moreno Valley will be situated at Moreno Valley Plaza, at the SW corner of Heacock and Sunnymead. Family Dollar will assume the space soon to be vacated by Fashion Bug, which chose to not renew its lease. The plan check process for Tenant Improvements (TI’s) for an 8,023 S.F. space is underway, with a store opening envisioned for early in 2012. Two Family Dollar stores are being planned for the Perris Blvd. corridor, including 1) the reuse of a former thrift store building at 13473 Perris Blvd in the Hometown Square at the SW corner of Perris/Draacea and 2) the construction of a new 8,320 S.F. store—just south of the CVS at the SW corner of Perris/JFK. Preliminary plans for both of these projects have been submitted to City staff for review. Lease negotiations are also underway for another Family Dollar store location north of SR 60 to be situated within an existing neighborhood shopping center.

Wizard’s Party House

Plans have been submitted for the next phase of development for Wizard’s Party House. Preliminary plans for the unused 8,800 S.F. space call for the creation of a jumper-game area, along with a party room. Representatives from Wizard’s utilized a pre-application process coordinated by Barry Foster to meet with the Planning Official, Building Official and Fire Marshal to help in formulating plans for the new business operation, which will be targeted for birthday parties and special events for children, aged 5 to 12. Look for tenant improvement work to start early in 2012, with an opening by spring break.

Marinello School of Beauty

The Moreno Valley location for Marinello School of Beauty continues to be a huge success. Since opening, the Moreno Valley location at 24741 Alessandro Boulevard has already expanded—adding an additional 4,500 S.F. and is currently the top performing location for Marinello of all its 45 facilities in five Western States. Marinello School of Beauty, which was established in 1905 and is based in Beverly Hills, is considered one of the leading chains of beauty schools on the West Coast. In addition to Moreno Valley, Marinello has other school locations in the Inland Region in Cathedral City, Hemet, Murrieta, Ontario, San Bernardino and Victorville. Besides offering education and training opportunities for its students, Marinello Schools of Beauty offer a full range of hair, barbering and manicure services to the public at discounted rates. Check out Marinello.

March JPA

Work continues at March JPA on a number of projects aimed at producing new jobs for the area.

- **AMRO Fabricating Corporation**—AMRO, which is a leading aerospace subcontractor is gearing up to open a new operation within 35% of the former DHL building. Tenant improvement work is underway for the 100,322 S.F. space and employment recruitment is underway for a workforce that is expected to eventually reach 115. Look for AMRO to start up operations at March by the end of the year.
- **SYSCO Foods DC**—Work is progressing on the development of a new 515,000 S.F. Distribution Center for SYSCO Foods at the Meridian Business Park that is expected to employ up to 280 people. Grading is underway on the 45-acre site and LNR is working on the construction of Meridian Parkway to connect Cactus Avenue with Van Buren Blvd.
- **I-215/Van Buren Interchange**—Construction is targeted to start early in 2012 on the upgrade of the freeway interchange at I-215 and Van Buren Blvd. Riverside County is the lead agency, with help from March JPA on this capital improvement project.

World Logistics Center

Highland Fairview has submitted an exciting new development plan for the eastern area of Moreno Valley. The new development concept—to be called the World Logistics Center will replace the nearly twenty year old expiring Specific Plan for this area—the Moreno Highlands Specific Plan. With a proposed 40 million square feet of corporate logistics and state of the art

distribution facilities, the World Logistics Center will be the largest master-planned corporate park to be situated in the number one logistics marketplace in the U.S. Highland Fairview has assembled a world-class consulting team to assist in developing the conceptual plans, along with helping navigate the planning and entitlement process. A community forum is scheduled for Wednesday, January 18, at the CRC to unveil the project to the public.

Automobile Purchase Local-PR Campaign

The public relations campaign to market the need for residents to purchase new vehicles in Riverside County is back underway. Riverside County's Board of Supervisors recently approved a community service agreement with Enterprise Media to help guide the PR efforts.

The City of Moreno Valley and Moss Bros. AutoGroup have participated in the program since its start up. Other participating jurisdictions besides Moreno Valley and the County of Riverside include—Corona, Norco, and the City of Riverside. Look for more cities in Riverside County to join the effort. The Press Enterprise is providing ads for the purchase local campaign at NO cost. Attached are the ads that ran in two of the Sunday PE newspapers on 11/27 and 12/5.

Fund a Firefighter
New Car Purchases in Riverside County Fund Firefighters to Save Lives
Make your community a great place to live with every car purchase you make in Riverside County.
Every time you spend your dollars on Riverside County products, services and jobs in another county, it's not yours. It's theirs. More than 31,500 new cars are sold in Riverside County. If you buy a new car in another county, you're not supporting Riverside County. It's money that can't be used to fund our firefighters and police officers. It's money that can't be used to fund our schools, our parks, our libraries, our courts and our health care.
It's money that can't be used to fund our firefighters and police officers. It's money that can't be used to fund our schools, our parks, our libraries, our courts and our health care.
If you buy a new car in Riverside County, you'll pay those taxes and other fees that fund our firefighters and police officers. So when you buy a new car, please buy it in Riverside County. Buy your car in Riverside County.

Fund a Patrol Officer
New Car Purchases in Riverside County Fund Patrol Officers to Keep our Community Safe
Make your community a great place to live with every car purchase you make in Riverside County.
Every time you spend your dollars on Riverside County products, services and jobs in another county, it's not yours. It's theirs. More than 31,500 new cars are sold in Riverside County. If you buy a new car in another county, you're not supporting Riverside County. It's money that can't be used to fund our firefighters and police officers. It's money that can't be used to fund our schools, our parks, our libraries, our courts and our health care.
It's money that can't be used to fund our firefighters and police officers. It's money that can't be used to fund our schools, our parks, our libraries, our courts and our health care.
If you buy a new car in Riverside County, you'll pay those taxes and other fees that fund our firefighters and police officers. So when you buy a new car, please buy it in Riverside County. Buy your car in Riverside County.

Learn More at PE.com/autobuylocal Learn More at PE.com/autobuylocal

The PR campaign stresses the importance and benefits of residents purchasing their vehicles locally. The ads and overall theme focus on the many important services funded through sales tax generation including public safety, recreation programs and infrastructure improvements. Why is it so important to shop local? In 2010, nearly 40% of all vehicles purchased by Riverside County residents were done outside of Riverside County—thereby providing NO sales tax revenue opportunity within Riverside County. This has a huge impact on funding City services.

Business Spotlight

The Spotlight on Moreno Valley Business program seeks to increase the community's awareness of the many and diverse businesses that operate in Moreno Valley. The

businesses showcased at the November 8 City Council meeting were Visterra Credit Union and Bud's Tire Pro. The Spotlight businesses for the December 13 City Council meeting will be the Social Security Administration Office and Margarita's Grill & Catering.

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

- **Mattress for Less**—is a recently opened bed and mattress discount store located at 24150 Sunnymead Boulevard.
- **Marinaji Banquet & Events Center**—is a new full service catering and special events facility situated at 22445 Alessandro Boulevard in the Elsworth Plaza.
- **Albertitas Mexican Food**—is a new restaurant located at 12256 Perris Boulevard in the community shopping center situated at the NE corner of Perris and Hemlock.

Economic Development Summary-December 2011

The Economic Development Summary has been updated for December and is available on the City's website or via hard copy in the information rack on the 2nd floor of City Hall.

Moreno Valley – On the Move

The initial City Economic Development e-Newsletter was distributed in November. The newsletter, called Moreno Valley – On the Move was emailed to 610 developers, real estate brokers, businesses, and site selectors. City staff received a report from social media consultant – Constant Contact that the newsletter was received by 610 and that 171 people opened the document, which is a 28% response. 15 individuals either shared the newsletter with someone else or contacted the City to provide compliments on the quality look of and the effectiveness of the information provided. Only 2 individuals utilized the command to discontinue receiving the newsletter in the future. The newsletter will be distributed quarterly.

Sales Tax-3rd Quarter 2011

More good news from a revenue standpoint—sales revenue was up for the 3rd Qtr. 2011. Sales tax allocation data just reported by the City's sales tax consultant—the HdL Companies, shows an 8.24 % increase for Moreno Valley for 3rd Qtr. 2011 as compared to 3rd Qtr. 2010. Moreno Valley's sales tax allocation was \$3,111,181 as compared to \$2,874,413 the previous year, which is an increase of \$236,768 in sales tax revenue for the City. 24

out of the 26 cities in Riverside County enjoyed a sales tax increase for 3rd Qtr. 2011. Overall, Riverside County realized a 10.19% increase. Moreno Valley's 8.24% increase compared favorably with other nearby communities including Corona (16.07%), Murrieta (13.16%), Perris (11.50%), Riverside (11.43%), San Jacinto (9.98%), Banning (8.30%), Moreno Valley (8.24%), Beaumont (6.56%), Temecula (5.91%) and Hemet (2.59%). A more detailed report, including any adjustments will be provided by HdL in January. Hopefully, the trend of sales tax increases will continue for 4th Qtr. 2011, which includes the holiday shopping period.

Building & Safety Division

Development Activity

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

- **Certificate of Occupancy Issued**
Family Services Association Building
- **Temporary Certificate of Occupancy**
Skechers USA-Highland Fairview Corporate Park
Harbor Freight Tools-Distribution Center
- **Buildings Permit Issued-Under Construction**
First Inland Logistics Center-First Industrial Realty Trust
Nandina Distribution Center-IDS RE Group
Kaiser Permanente Medical Office Building
Robertson's Ready Mix Concrete Plant
Taco Bell
Morrison Fire Station
- **Tenant Improvements Underway**
Moss Volkswagen
I-Herb
Harbor Freight Tools-Retail Store
- **Plan Check Underway for New Buildings**
Inland Empire Global Logistics Center-Panattoni Development
I-215 Logistics Center-Trammell Crow Co.
Alere Property Group
OMP Centerpointe-Overton Moore Properties
Hemlock Apartments-Rancho Belago Developers
Rancho Dorado Apartments (Phase II)-Palm Communities
- **Plan Check Underway for Tenant Improvements**
Family Dollar
Wizards Party House
Moss GMC/Buick

Quick Stats

The following represents the business activity in Building & Safety for the month of November 2011.

- Counter Customer Visits 575
- Building Permits Issued 158
- Certificate of Occupancy Issued 8
- Plan Checks Processed 115
- No. of Inspections 630
- Monthly Revenue \$185,080
(36% over monthly target of \$136,100)

Holiday Coverage

Several projects (Kaiser, First Industrial, and IDS) have requested the need for building inspection service during the City’s scheduled holiday break. On-call inspectors from Building & Safety were made available on an ‘as needed’ basis from December 23 through December 31.

Code & Neighborhoods Services Division

Unlicensed businesses

As previously reported, the Code & Neighborhood Services Division implemented a pilot program on July 1, 2011, to address unlicensed businesses Citywide. The program was developed in response to several citizen concerns received by Code staff alleging favoritism and unfair business practices.

Since the initiation of this program, Code staff has contacted approximately 180 business owners, resulting in approximately \$22,000 in unanticipated revenue. It should be noted that all businesses that obtain a license as a result of Code Compliance’s efforts are exempt from business license penalties in accordance with the City’s Business License Amnesty program, which continues through January 31, 2012.

Shopping Cart Containment Ordinance

Code Compliance staff has completed the draft of the shopping cart containment ordinance as requested by the City Council. The proposed ordinance will require all new markets, stores or shops which provide ten or more shopping carts to their patrons to either install or employ a method to contain their carts within the store premises. This ordinance will apply to existing markets when there is a change in ownership.

The ordinance was reviewed by the Planning Commission at the meeting on December 8, 2011. It will be brought before the City Council for approval in January 2012.

Land Development Division

Development Activity

The following represents a summary of the development activity currently being worked on by the Land Development Division:

- **Grading Permits Issued**
 - First Inland Logistics Center-First Industrial Realty Trust
 - Nandina Distribution Center-IDS Real Estate Group
 - I-215 Logistics Center – Trammell Crow Co.
 - Kaiser Permanente Medical Office Building
 - Robertson’s Ready Mix Concrete Plant
 - Taco Bell
 - Morrison Fire Station
 - Hemlock Family Apartments – Rancho Belago Developers
- **Plan Check Underway for Grading Plans**
 - Inland Empire Global Logistics Center-Panattoni Development
 - Alere Property Group
 - OMP Centerpointe-Overton Moore Properties
 - Rancho Dorado Apartments (Phase II)-Palm Communities

I-215 Logistics Center

Trammell Crow Co. has pulled the grading permit for the I-215 Logistics Center to be situated at the NE corner of Heacock and Nandina. This 74-acre project will include a 1.25 million square foot logistics - distribution building, which is final building plan check.

Quick Stats

The following represents a summary of activity in Land Development for the month of November 2011.

- Counter Customer Visits 148
- Grading Permits Issued 1
- Plan Checks Processed 22
- No. of Inspections 336
- Monthly Revenue \$44,683

Consultant Plan Check Service Expanded

To best respond to an increased work load for plan check services, the Land Development Division has expanded the use of outside plan check consulting firms from two to a total of five companies. In accordance with the City’s procurement policy, a Request for Proposals process was utilized to secure the services of the five firms. Using outside consultants to help supplement the City’s base line service as workload demand increases was a recommendation in the Division assessment prepared by consultant Tom DeSantis. The volume of plan check work for new projects has increased significantly in the past few months.

SCE Load

SCE is still working on repairing the vehicle it uses to move the huge generator parts as it dismantles equipment

at the San Onofre facility. No word yet on when the next move will be scheduled.

Development Impact Fee Program

Staff is recommending looking at some changes to the DIF program. An outline of issues was provided at the December 13 City Council meeting. The focus included:

- Re-evaluating the level of service standards for DIF improvements and facilities before completing the DIF Nexus Study update.
- Updating the City’s DIF Credit and Reimbursement Policy to better reflect the value of DIF eligible public improvements.

Neighborhood Preservation Division

NSP Update

In conjunction with the City’s selected Development Partners, the City of Moreno Valley has acquired 43 single family properties through the Neighborhood Stabilization Program (NSP) for the purposes rehabilitating and reselling them to income-qualified households earning up to 120% of the Area Median Income. Since receiving the NSP grant award, the City and its Development Partners have been extremely active acquiring properties and creating homeownership opportunities for families through the Program. Below is a year-to-date summary of NSP Acquisition, Rehabilitation, and Resale Activity:

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

Staff continues to work diligently to close out the pending escrows. The interest in NPS inventory has slowed down a bit in the past couple of months. Please note that housing sales typically dip at or near the holiday season. In the interim, City staff continues to work with Development Partners to develop strategies (i.e. adjust prices, offer concessions, etc.) to dispose of the inventory. An agenda item was on the December 13 City Council meeting to further reduce the prices for seven homes that have been sitting on the market for a significant period of time with no buyer interest. The goal was to quickly move this inventory and avoid carrying costs and the potential for vandalism.

Consultant Change for NSP Work

As one of the many continuing efforts of City staff to improve the efficiency and effectiveness of NSP, the City has recently procured the services of the Rosenow Spevacek Group (“RSG”) to provide mortgage underwriting and homebuyer qualification/eligibility

determination services. RSG will work in tandem with local lenders to determine the qualification and eligibility of prospective buyers of City-owned NSP single-family properties. RSG comes highly recommended and currently provides similar qualification/eligibility determination services for the NSP/Housing Programs for the following jurisdictions:

- City of San Bernardino
- Carson Redevelopment Agency
- La Quinta Redevelopment Agency
- Irwindale Redevelopment Agency
- Fontana Redevelopment Agency

Last April, the City had contracted with Neighborhood Partnership Housing Services (NPHS) to assist in the providing mortgage underwriting and homebuyer qualification/eligibility determination services. Due to continual service delivery delays, RSG will be replacing NPHS as the City’s homebuyer qualification consultant. Given RSG’s extensive background and experience, it is anticipated that RSG will be able to provide the level of service delivery required to enhance the success of the NSP Program. The transition is expected to improve the level of customer service and increase productivity, namely, the timely processing of files which will result in an increased interest in City’s NSP Program and property inventory.

RSG is a firm based in Santa Ana with thirty-two years of experience specializing in redevelopment, housing, financial and governmental management consulting services, and housing program monitoring, compliance and rental recertification services.

New Host for Inland Empire SBDC

Cal State University San Bernardino (CSUSB) has been selected as the new host for the Inland Empire Small Business Development Center (IESBDC). A Request for Proposal (RFP) process was recently completed to determine the new host of the local SBDC that serves the Inland Region. The Inland Empire Economic Partnership (IEEP), who had hosted the SBDC for many years decided not to continue as the host agency. CSUSB was selected as the new host agency over proposals submitted by Chaffey College and Riverside Community College. CSUSB plans no major changes and will be working hard to assume the responsibilities as the host of the SBDC by January 3. Over the years, Moreno Valley has been a strong supporter of the Inland Empire SBDC and the important services it provides the small business community. The Inland Empire SBDC has long operated a local office with part-time hours of operation in Moreno Valley. Al Gohary, the SBDC representative for Moreno Valley is a great resource for small

businesses. City staff shall continue to support Mr. Gohary in his work in Moreno Valley.

CDBG/HOME

At the December 13 meeting, the City Council adopted Objectives and Policies for the CDBG and HOME programs for FY 2012-13. The City Council's adoption of overall objectives and policies is the kick-off of the budget formulation process required by the U.S. Department of Housing & Urban Development (HUD).

Hemlock Family Apartments

A Ground Breaking Ceremony was held on December 13 for the Hemlock Family Apartments. The affordable housing project on Hemlock Avenue, just west of Perris Blvd., is a cooperative effort between Rancho Belago Developers and the City of Moreno Valley, along with its Redevelopment Agency. Both RDA housing funds and City HOME funds, along with State Bond financing will be used to fund this 78-unit apartment project.

SCORE

The hours and operation for SCORE will be expanded in Moreno Valley. SCORE has been providing small businesses with mentoring and counseling services in Moreno Valley at the Employment Resource Center (ERC) since October 2011. Initially, SCORE was operating one day a week at the ERC, but recently has expanded to 1 ½ days each week in Moreno Valley. In January, SCORE will move to two days of service and has plans to eventually move to 3 days a week.

SCORE is a national, non-profit association dedicated to educating entrepreneurs and helping small businesses start-up or grow. SCORE is an active partner with the U.S. Small Business Administration (SBA). The local effort in Moreno Valley is part of the Inland Empire Chapter based in Riverside.

Planning Division

Planning Commission

The Planning Commission meeting was held on December 8. The following items were included:

- A Conditional Use Permit to develop a 140-unit assisted living facility on a 7.5-acre site at the southwest corner of Moreno Beach Drive and Brodiaea Avenue. The proposed project would replace a previously approved condominium plan by a former owner of the site. The applicant is Continental East Development.
- A Municipal Code Amendment establishing standards for shopping cart retrieval. The proposal is a follow up to prior City Council direction related to reducing costs associated with the City's shopping cart retrieval contract. The applicant is

the City of Moreno Valley.

Administrative Approvals

- Amended Plot Plan for revisions to a previously approved warehouse industrial project located at the northeast corner of Heacock Street and San Michele Avenue in the Moreno Valley Industrial Area Specific Plan. The project includes two buildings with 455,000 and 1,250,000 square feet respectively. The new owners of the project anticipate starting construction early next year. The applicant is Trammell Crow Company.
- Amended Plot Plan for revisions to a previously approved warehouse/industrial project located at the northwest corner of Cactus Avenue and Frederick Street in the Centerpointe Business Park area. The project includes one 523,000 square foot building. The owner anticipates starting construction early next year. The applicant is Overton Moore Properties.
- Conditional Use Permit to establish a convenience store in an existing gasoline service station at 12428 Heacock Street. The applicant is Mohammed Kaskas.

Recent Case Submittals

- Plot Plan to construct a new building at the southwest corner of Perris Boulevard and John F. Kennedy Drive. The new building, just south of the existing CVS Drugstore, would be occupied by a Family Dollar store.
- Plot Plan to expand an existing private school (Roston Barber College) to provide additional classrooms located at 24805 Alessandro Boulevard.

Planning Division Activity

Planning continued to experience a higher than expected level of application activity in November, continuing a trend for most of the past year. Two major and 57 minor applications were submitted in November. The pace of minor project applications for calendar year 2011 continues to be about one month ahead of the pace for 2010. Major project applications are also about a month ahead of the pace for 2010.

In addition to case submittals, Planning handled 284 counter customers during November. There were also 55 plan checks routed to Planning in November.

Application fees for November were just over \$42,000, only \$200 less than last November and an average of over \$62,500 for Fiscal Year 2011-12. Planning anticipated generating revenues of \$687,500 for Fiscal Year 2011-12. November revenue received represented 6.2% of that amount, and year to date revenues are

45.5% of that amount. Ten of the last twelve months have shown increases over the prior year month.

Southern California Edison Grant

Staff has conducted four internal task force meetings with representatives from Building & Safety and Moreno Valley Utility to identify potential components for the “reach codes.” Staff has also conducted four conference calls with SCE “reach code” experts and completed research on adopted “reach codes” from several cities. SCE has engaged a consultant to provide cost efficiency data for industrial projects, an area not previously studied (SCE has existing data on commercial, office and residential projects only). City staff is providing guidance on the size and type of industrial projects to be used for the study which will be made available to cities Statewide.

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

ProLogis Business Park

ProLogis has submitted revised plans that respond to the last Project Review Staff Committee meeting on the project. The revised plans were discussed at the December 14, 2011, PRSC meeting. The Draft Environmental Impact Report (EIR) is also under review by staff and the City’s peer environmental consultant. Comments should be provided to ProLogis prior to the Christmas break.

The proposed ProLogis business park includes 5 buildings ranging in size from 186,000 to 861,000 square feet. The proposal includes a zone change to Light Industrial and a General Plan Amendment for the southern portion of the site from various residential designations to Business Park.

TUMF Audit

Planning staff recently completed coordination of the annual Transportation Unified Mitigation Fee (TUMF) audit with staff from the Western Riverside Council of Governments (WRCOG), the organization that oversees the fee program. Staff from the Building & Safety and Finance offices of the City also assisted in this effort.

MSHCP Audit

Planning staff recently commenced coordination of the

annual Multiple Species Habitat Conservation Plan fee audit with the auditor for the Regional Conservation Authority (RCA), the organization that oversees the fee program. Staff from the Building and Finance divisions of the City will also assist in this effort.

Foreclosures and Homes Listed for Sale

Information available from the RealtyTrac website for October shows a slight increase in foreclosure activity in the City, similar to activity levels experienced within the County and most other Western Riverside County cities. The website reported that one in 121 housing units in Moreno Valley was in some stage of foreclosure, or less than one percent (1%). This compares to a rate of one in 126 units in the prior month, four percent (4%) deterioration, reversing only one-third of the improvement seen last month. The current rate is also a one hundred twelve percent (112%) improvement from the same month in 2010, when the rate was one in 57 units. Foreclosure activity was two percent (2%) worse in the region, with the highest rates in communities with the highest levels of single family housing construction during the past building boom. Moreno Valley is in the middle of the list of local communities with Corona and Temecula. Slower growth areas such as Riverside and Banning had much better rates, and faster growth areas such as Beaumont, Murrieta and Menifee had much worse rates. Calimesa had the lowest rate locally (1 in 369) and Winchester had the highest rate (1 in 28). By zip code, area 92555 had the highest rate in the City (1 in 44) and area 92557 had the lowest rates (1 in 164). Foreclosure activity increased or stayed the same in all zip codes. Moreno Valley had 459 homes reported in some stage of foreclosure in October, compared to 440 in the prior month. The City of Riverside had the highest number of reported foreclosure properties at 676 and Corona was second with 522.

Information available from the Realtor.com website indicates a continuing decrease in the number of homes for sale in the City and stability in median asking prices. As of December 1, 988 homes were listed for sale, compared with 999 at the start of the prior month, and 1,145 in the same month last year.

January 2010 marked the low point for inventory in recent years when only 806 homes were listed for sale. Inventory fell sharply in 2009 from a high of 2,068 in January 2009, and increased throughout 2010 and early 2011 before slowly declining the last six months. The median asking price \$152,000, compared with \$155,000 in the prior month and \$150,000 the month before that, and \$160,000 in the same month last year. The current inventory of homes for sale is approximately a four month supply. Anything less than a six month supply of

homes for sale is considered a positive position.

FINANCIAL & ADMINISTRATIVE SERVICES DEPARTMENT

Administration

Financial Awards

For the 13th consecutive year, the City has received the Certificate for Achievement for Excellence in Financial Reporting for our Comprehensive Annual Financial Report (CAFR) for FY2009-10. This award is recognized by the Government Finance Officers Association (GFOA), an organization whose purpose is to enhance and promote the professional management of governments for the public benefit by identifying and developing financial policies and best practices and promoting their use through education, training, and leadership.

In addition, the City has also received the Meritorious Operating Budget Award for our FY2011/12 -2012/13 Adopted Operating Budget Book. This award is acknowledged by the California Society of Municipal Finance Officers (CSMFO), an organization that promotes excellence in financial management through innovation, continuing education and the professional development of its members. CSMFO members are deeply involved in the key issues facing cities, counties, and special districts in the State of California.

From One World to New World

In 2005, the City began an exhaustive search for a new financial system. One World, the system implemented in 1999, had been acquired by the Oracle Corporation and the quote to complete a required upgrade was prohibitive - more than the cost of a new system. This fact, coupled with the minimal effort Oracle put forth to address the issues of the government sector made the decision to implement a new system only a matter of when it had to be done, maintaining the status quo was not an option. As the decision was made to select New World Systems' Logos.NET and the RFP process came to a close, signs of what would become the Great Recession began to surface. The project was put on hold in December of 2007 with the knowledge that One World would have to be replaced before regulatory support was scheduled to end in 2013.

Four years later and our deadline is just slightly more than a year away and Financial and Administrative Services is happy to announce that the Enterprise Resource Planning (ERP) replacement project begins implementation on January 9, 2012. The project schedule documents a work plan to replace all Core Financial applications by July 1, 2012, followed six

months later by the replacement of the Payroll and Human Resources applications.

While the official implementation start date is fast approaching, it should be noted that extensive preparation work was required and continues to be a primary focus of many FASD managers and staff. Over the past four months, the City's current Chart of Accounts has been analyzed and redesigned to take advantage of Logos.NET's technology and functionality, and to simplify reporting and management. Implementation of a new system also provides the opportunity to rethink and redesign business processes. The decision was made early on to document processes using workflow charts and written narratives. Work to accomplish this goal was also stopped in 2007 - just short of completion. Managers and staff are currently reviewing, revising, and completing these documents. Using them, we will identify shadow systems, redundancies, and compare our processes to industry best practices. The organization is committed to improvement and we are doing everything possible to accomplish that goal.

Logos.NET is going to change the way the City does business. The fact is, if you are reading this announcement the change is going to have a direct impact on you. It may be a simple change like how you enter your timecard through Employee Self-Service, or it might be a more significant change when one or more of the offline systems you use to track projects is available in Logos.NET. Regardless of what your duties are, our goal is to improve the organization's efficiency and make it easier to do your job.

Animal Services

Animal Services Division Successfully Adopts 11 Pets at Community Park

Working closely with staff members and volunteers from the Parks and Community Services Department, the Animal Services Division successfully adopted 11 dogs into new homes on Saturday, December 3, 2011 during an off-site pet adoption event held at Community Park. This off-site pet adoption event was coordinated with Parks and Community Services as a way to highlight the many adoptable pets available at the Moreno Valley Animal Shelter. All adopted pets were spayed or neutered, updated on their vaccinations, licensed and micro chipped. In addition, Animal Services volunteers donated dog beds for all dogs adopted from this event. Despite the cold weather, city staff and volunteers worked together to make this a successful pet adoption event. The Parks and Community Services Department and the Animal Services Division will be planning another pet adoption event to be held in the Spring 2012.

Removal of Crematory Begins at Moreno Valley Animal Shelter

Work to remove the crematory from the Moreno Valley Animal Shelter began on December 5, 2011 with plans to have the vacant room used for much needed storage. A cost benefit analysis determined the crematory was too costly to maintain given the additional SCAQMD requirements and the lack of local demand for this service. The crematory was declared surplus property by Purchasing and a buyer for the equipment was identified. Funds from the sale of the surplus equipment will be used to cover costs to remove the surplus equipment along with allowing several deferred building maintenance items to be addressed.

FIRE DEPARTMENT

Community Emergency Response Team Training

During the last week in October, the Office of Emergency Management held a 2 ½ day FEMA CERT course at the Emergency Operations Center. CERT students



were honored to work with the firefighters from Station 6 during the disaster fire suppression hands-on training held on Saturday. Upon completion of the training, CERT graduates are sworn in as Disaster Service Workers. Graduates included Moreno Valley Citizens Patrol members, local middle and high school teachers, local day care employees and several teenage children of a March Air Force reservist who was serving at the base nearby.

Fire Explorers

Several Fire Explorers attended the annual week long I.E.F.E.A. Explorer Academy at Fort Irwin. While at the academy the Fire Explorers received multiple types of training including firefighting, Hazardous Material Operations and Confined Space Rescue. Additionally, nine Fire Explorers completed the Bridge Academy and are moving on from the Fire Explorer program and advancing to the Volunteer Reserve Firefighter program within the City of Moreno Valley.

Both Post 946 and Post 958 participated in a walk-a-thon fundraiser for the March of Dimes on October 29th. Between the two posts they raised \$1,500.00 for the cause.

Finally, the Fire Explorer program recently conducted interviews, where interested youths were interviewed to

fill vacancies at both Fire Explorer Posts. The Fire Department is pleased to announce that there are 18 new Fire Explorers participating in our program. Of those 18 new Explorers, six are assigned to Post 958 and twelve are assigned to Post 946.

HUMAN RESOURCES & RISK MANAGEMENT DEPARTMENT

At the request of the City Council's Finance Sub-Committee, HR recently convened a meeting of the Employee Benefits Committee with the City's Benefits Consultant to explore options to reduce the cost of health/dental/vision insurance covering City employees. Following discussion of various options, the consultant will research the potential impacts of procuring dental coverage based solely upon the City's workforce demographic (and projected utilization) vs. the current cost structure which reflects the City's participation in a pool of approximately 100 similarly sized cities. Additional information is anticipated by late January.

PARKS & COMMUNITY SERVICES DEPARTMENT

Special Events

Adopt-a-Pet at the Park was held on December 3 at Moreno Valley Community Park. In cooperation with the Moreno Valley Animal Shelter and the Parks and Recreation Commission, staff is happy to report that 11 dogs were adopted to loving homes and other families were encouraged to go the Animal Shelter for animals that can be adopted.

On December 8 the Moreno Valley Wind Symphony performed their annual holiday concert. The doors opened at 6:30 p.m. and the concert began at 7:00 p.m. Admission was free and the event was open to the public.

Santa Live was held on December 5 from 5:30 to 7:00 p.m. Children called Santa with their list or just to say "Hi." Santa asked trivia questions and gave out prizes for correct answers.

Breakfast with Santa was scheduled for December 10 from 9:00 a.m. to 11:00 a.m. at the Conference and Recreation Center for children ages 2 to 12 years. Children enjoyed a morning of games, crafts, breakfast, and a special visit from Santa.

The Junior Chef's Holiday Workshop was scheduled on December 13 at the TownGate Community Center from 6:00 p.m. to 8:00 p.m. for children ages 4 to 12 years. The children learned to make some fantastic holiday treats.

The Holiday Craft Session was held at TownGate Community Center on December 15 from 6:00 p.m. to 8:00 p.m. for children ages 4 to 12 years. Children made crafts that were given as gifts.

Park Projects

Staff is waiting for an updated CMAS contract from the turf company for the installation of synthetic turf on the concrete surface of the existing hockey rink at March Field Park Soccer Arena. The hockey rink has not been utilized for years. Converting the hockey rink to arena soccer will provide the city another lighted soccer field as well as added revenue from the concession. The project is planned for completion by June 2012.

The installation of play equipment at Sunnymead Park has been completed and is open for use. Equipment installations at Gateway Park and Ridgecrest Park are scheduled for completion by mid December.

Project Description: An application by T-Mobile for a 50' monopine cell tower has received a conditional use permit.

T-Mobile is working on a Telecommunications License Agreement for a 50' monopine cell tower at the Cottonwood Equestrian Staging Area.

Parks Maintenance Division

Projects completed include: fertilized all parks; overseeded Community Park sports fields; aerated and sanded greens, repaired main line breaks at golf courses; sprayed and weeded all parks; and replaced dead African Sumac at City Hall.

Project in progress include: Repair and replant parking lot planter at Bethune Park; trim palms at various park sites; trim trees in contract areas (75% complete); repair east parking lot at Morrison Park; install drainage V-ditch at Gateway Park; install monument sign at Ridgecrest Park; plant trees at Sunnymead Park; clean storage area at golf course (75% complete); trim shrubs at all parks (75% complete); replace oak tree at CRC; repair gate at Celebration Park (75% complete); repair drain on north side of golf course building; aerate Celebration, Vista Lomas, Shadow Mountain and Towngate II Parks; trim Rockridge and Patriot Parks; and winterize the water feature at Celebration Park.

Vandalism and graffiti have been reported at the following areas for November: Aqueduct Bikeway (\$634), Bayside (\$86), Bethune (\$77), Celebration (\$25), Community (\$288), Cottonwood Staging Area (\$24), El Portero (\$192), Fairway (\$43), Gateway (\$24), JFK

(\$406), Morrison (\$71), Rockridge (\$65), Sunnymead (\$200), TownGate (\$1,707), Victoriano (\$200), Weston (\$85), and Woodland (\$158). The total cost for vandalism/graffiti was \$4,285. Total labor hours for vandalism/graffiti were 90 ½ hours, approximately 11 full-time work days.

Court referrals performed a total of 306 hours during November. The total hours for court referrals in 2011 are 8,957, which equates to approximately 1,120 full-time work days.

Recreation Division

November was a busy month for the Time for Tots program. For the month, there were more than 255 children ages 3 to 5 years registered. In addition to the fall themed educational curriculum, November also featured special activity days such as Culture Day, Election Day, Crazy Hair Day, and the annual Thanksgiving Feast.

The Time for Tots Annual Winter Celebration was held at the Conference and Recreation Center on December 7 from 6:00 p.m. to 8:00 p.m. The children performed three holiday classic carols and received a special visit from Santa Claus, who assisted with the gift exchange.

Staff and selected dance contract instructors held the Annual Winter Contract Class Performance. This musical event was held on December 15 from 6:00 p.m. to 8:00 p.m. at the Conference and Recreation Center and featured performances from many of the youth dance classes.

The Fall Valley Kids Camp was held November 21 through November 23 and saw an increase in registration compared to years past. Attending children spent their vacations from school creating holiday and seasonal crafts, playing fun-filled games and activities, and much more. Staff are preparing for the upcoming winter camp at the March Field Park Community Center from December 19 through January 6. December and January are sure to be exciting at Valley Kids Camp.

Senior Community Center

On November 18, the Center held its Holiday Craft Fair from 9:00 a.m. to 12:00 noon. There were approximately 30 vendors in attendance and more than 300 visitors to the fair, where various holiday items were available for purchase.

On November 22, the organization "Meeting Seniors' Needs" sponsored a barbecue for the seniors in which they were served hot dogs and hamburgers.

On November 28, free flu shots were offered for seniors 65 and over. This was sponsored by Synermed.

The November Senior Birthday Party was celebrated on December 1 at 12:00 noon. This event was sponsored by the Friends of Moreno Valley Senior Center, who provided a free meal and a box of candy. Miller Jones Mortuary donated the cake and ice cream.

A trip to New York New York in Las Vegas was held on November 5-6 for \$55 per person which included two free buffets

There were trips to Spotlight 29 Casino on November 11 and November 29. Cost was \$25 per person with \$25 free play.

A three-day trip to Laughlin was held on November 20-22. Cost was \$65 per person based on double occupancy and included one free buffet.

Library Services

Visit from Santa Claus

Santa Claus visited the Moreno Valley Public Library on Monday, December 19, at 11 a.m., during the regular Story Time hour. Children received a candy cane, and parents were able to take a picture of their child with Santa.

Puppet Shows at Library

The Moreno Valley Public Library presented "Holiday Good Times," a Christmas-themed puppet show, on Tuesday, December 20 and Wednesday, December 21, both at 11 a.m., during the regular Story Time hour. The puppet show was performed in the Children's Library and all ages were invited to attend.

PUBLIC WORKS DEPARTMENT

Utilities Services

Renewable Portfolio Standard

Senate Bill 1X-2 was enacted during a recently adjourned special session of the state legislature and took effect on December 10, 2011. This bill requires all electric utilities in the state to adopt a Renewable Portfolio Standard program with prescribed goals for procuring renewable energy resources and establishes the criteria for achieving those goals. Each utility must procure a minimum quantity of electricity products from eligible renewable energy resources as measured as a percentage of retail sales. By December 31, 2013, each utility must procure 20% of retail sales from renewable energy sources; by December 31, 2016, 25% must be renewable, and by December 31, 2020, 33% of retail sales must be renewable. Each utility must also adopt an

enforcement program to enforce the provisions of SB 1X-2. For the first time, there will be financial penalties assessed for non-compliance with the provisions of SB1X-2. On January 10, 2012, the Council adopted a Renewable Energy Resources Enforcement Program. For more information, please contact Moreno Valley Utility at (951) 413-3500.

Automated Energy

Staff is working on a program for large commercial customers to assist them with managing energy consumption. The program will allow customers to view their energy use every day via a web portal and help them to see how their facility performs after making energy efficiency improvements, behavioral changes, or if they want to see impacts weather has on their usage. This program will also allow staff to work with the customer to implement energy management programs. There is a monthly service charge of \$35.00 for those customers that sign up for the program. It is anticipated that this program will be available in the next 60 days.

Maintenance & Operations, Solid Waste & Recycling Program

Used Oil Payment Program Grant Award for Fiscal Year 2011-2012

The City of Moreno Valley, Public Works Department has been awarded \$56,791 for fiscal year 2011-2012 from the California Department of Resources Recycling and Recovery (CalRecycle) that administers the Used Oil Payment Program (OPP). The Used Oil Payment Program grant is aimed to fund local used oil and used oil filter collection and recycling programs. The funds will be used to support Used Oil Certified Collection Centers, provide oil drainers and oil rags at community events, provide storm water pollution prevention education tools as it pertains to used oil recycling, provide advertisement in local publications, and help support school presentations.