

CITY MANAGER'S OFFICE

Administration

Hazardous Materials Cost Apportionment

The Fire Partners Quarterly Meeting was held on January 26 and the discussion included information on the proposed cost allocation plan for hazmat services. Partner agencies used to pay for hazmat services, but in 2006 hazmat costs were removed from all cost allocations per the direction of the Riverside County Fire Chief at that time. Currently all hazmat costs such as personnel, apparatus, and supplies are paid by the County. The County Auditor/Controllers Office recommended that the cost allocation plan be updated to include hazmat operations as a program component so that contracting agencies are billed for their share of hazmat operating costs (a total of \$2,057,802). A Hazmat Cost Allocation Committee was formed in February 2010 to develop a fair and equitable cost allocation method to present to all of the partner agencies. The proposed allocation formula would apportion 25% of the total cost of the program across all jurisdictions based on the number of stations in each jurisdiction. The remaining 75% of the cost would be based on call volume. This is the same formula currently used to allocate costs among partnering agencies for the Emergency Command Center, Dispatch, and Information Technology staff and services. Based upon this formula, Moreno Valley's share of the annual hazmat program cost is estimated to be \$222,280.

League of California Cities Regional Meetings

Acting Assistant City Manager Michelle Dawson, Community and Economic Development Director Barry Foster, and the Interim City Manager attended the January 13 League of California Cities Inland Empire Division Dinner Meeting in Rancho Cucamonga. The speaker was Dan Carigg, the Legislative Director for the League. Carigg, who serves as the lead lobbyist in Sacramento for the League and its member cities, provided information on Governor Brown's budget proposal to eliminate redevelopment agencies and enterprise zones. He indicated that Brown seems to recognize some of the positive results of redevelopment, however his budget message made it clear that shifting increased property taxes resulting from redevelopment back to the schools was a priority. As you know, in November California voters approved Proposition 22 by 61 percent, protecting various local revenues - including redevelopment - from state raids. The League is confident that the language of Prop. 22 will withstand the Governor's proposal to eliminate RDA's but encouraged cities and counties to

work with local businesses to demonstrate their support of redevelopment.

On January 10 Mayor Stewart, Michelle Dawson, and Financial and Administrative Services Director Rick Teichert attended the League Riverside County Division meeting. The featured speakers included the authors of "California Crackup: How Reform Broke the Golden State and How We Can Fix It." Among the actions proposed by the authors and discussed by the participants were replacing the winner-takes-all electoral system with proportional representation, ending supermajority requirements for fiscal measures, and modifying the initiative process.

2010 Employee Giving Campaign

The results of the 2010 City Employee Giving Campaign have been tallied up and the generous employees of Moreno Valley have donated a total of \$22,810 to the United Way and Community Health Charities. The donations include \$3,609 raised through special events such as the annual chili cookoff, silent auction, and "Department Feud" game. A total of \$19,051 was pledged by participating employees to the United Way and Community Health Charities as well. Special thanks are in order to the hardworking members of the Employee Giving Campaign who devoted their time and energy to planning and conducting all of the fund raising activities: Campaign Chair Kandace Baptiste (Economic Development), Finance Coordinator Jackie Zubia (Financial and Administrative Services), Bob Lorch (City Manager's Office), Liz Plazola (Public Works), Ruth Guillén (Financial and Administrative Services), Virginia Zaragoza (Human Resources), Loes Knutson (Library), Lauren Rodriguez (Parks & Community Services), Lisa Smethurst (Parks & Community Services), Kathy Savala (Parks & Community Services), Robin Wetmore (Public Works), Ariana Ayala (Public Works), Michelle Pierce (Public Works), and Sylvia Rodriguez (City Attorney's Office).

Annual Chamber Awards

Two City employees were among those receiving recognition at the annual Moreno Valley Chamber of Commerce Installation and Awards Dinner on January 15. Acting Assistant City Manager Michelle Dawson was presented with the Chairman's Award and Dave Flowers from Parks and Community Services received the Ambassador of the Year Award. The Chamber presented the 2011 Citizen of the Year award to Tim Caszett, and the recipients of the annual Business of the Year

recognitions were Marshall C. Scott State Farm Insurance (small business), Brandon's Diner (medium business), and Lowe's Home Improvement Center (large business).

Media and Graphics

MVTV-3 Update

The City's government access channel, MVTV-3, continues to enhance the media and communications services being provided to the Moreno Valley community. We currently have 5 unpaid interns who are providing quality video production to Channel 3 while earning valuable work experience. Some recent updates include the following:

- **New Content:** MVTV-3 is producing quality videos to enhance and promote Moreno Valley. Focusing on public safety, MVTV-3 recently worked with the Police Department to produce a public service announcement warning motorists about the dangers of driving under the influence. This video can be seen every hour on MVTV-3. Staff is currently producing a "commercial" to promote the Cottonwood Golf Course.
- **YouTube Indicates Mission MoVal's Popularity:** "Mission MoVal," the city information reality show loosely based on CBS' "Amazing Race," continues to be a highly viewed show among residents. Between the City's streaming video site and the City's YouTube channel (mvtv3morenovalley) there have been over 700 unique views related to "Mission MoVal". Due to this popularity, YouTube has offered the City of Moreno Valley's YouTube channel five more minutes of upload time. This extra time allows the City to post videos up to fifteen minutes in length, and is a reward reserved only for popular YouTube channels. To date the City's YouTube channel has received 1,229 views. The fourth episode of "Mission MoVal" recently aired, and a fifth episode hit viewers on January 24. The season finale is set to air in February.
- **Spotlight on Moreno Valley Business Goes HD:** The City's "Spotlight on Moreno Valley Business" program has kicked off the New Year in High Definition. This popular show, which highlights local businesses, is now shot in an HD widescreen format allowing business owners the opportunity to showcase their company in a clearer, sharper picture format.

COMMUNITY DEVELOPMENT DEPARTMENT

Planning

Planning Commission

The Planning Commission met on December 9th to review

the following projects:

1. Approved an Amended Conditional Use Permit to allow the construction of an 8,700 square foot multipurpose/sanctuary building at an existing church located at 23750 Alessandro Boulevard. The applicant is Oasis Community Church.
2. Denied a Conditional Use Permit to allow alcohol sales at an existing convenience store located at 21748 Cottonwood Avenue. The applicant, Soon-Yi Choi, has expressed intent to file an appeal to have the issue reviewed by the City Council.

Administrative Approvals

1. Conditional Use Permit to allow construction of a wireless telecommunications facility disguised as a pine tree on the south side of Sunnymead Boulevard east of Perris Boulevard. The applicant is T-Mobile.
2. Plot Plan for redesigned product for the remaining 20 lots in Tract 31129. The new product is approximately 15% smaller than the existing homes and of similar design. The new product complies with the City's Product Change Ordinance. The applicant is DR Horton.
3. Plot Plan for security fencing around the employee parking lot at an existing warehouse located at 24520 San Michele Avenue. The applicant is O'Reilly Automotive.
4. Plot Plan for an indoor storage facility at an existing towing yard located at 24385 Nandina Avenue in the Moreno Valley Industrial Area. The applicant is Superior Towing.
5. Plot Plan for an indoor storage facility at an existing towing yard located at 22101 Alessandro Boulevard. The applicant is Yucaipa Towing.
6. Plot Plan to allow a business academy/charter school in an existing building at 12125 Day Street (Canyon Springs Plaza). The applicant is Youth Build Charter School of California.

Foreclosures and Homes Listed for Sale

Information available from the RealtyTrac website for November shows a decrease in foreclosure activity in the City, similar to the County. The website reported one in 107 housing units in Moreno Valley were in some stage of foreclosure. This compares to a rate of one in 98 units in October, a nine percent (9%) improvement. The current rate is much improved from November 2009, when the rate was one in 76 units, a 41% improvement. Foreclosure activity was nineteen percent (19%) lower 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 and Menifee had much worse rates. Calimesa had the lowest rate locally (1 in 486) and Winchester had the highest rate (1 in 23). By zip code, area 92555 had the highest rate in the City (1 in 44) and area 92557 had the lowest rates (1 in 140). Foreclosure activity increased in the 92557 zip code and decreased in the 92551, 92553 and 92555 zip codes. Moreno Valley had 514 reported in some stage of foreclosure. The City of Riverside had the highest number of reported foreclosure properties at 733 and Corona had 535.

Information available from the Realtor.com website indicates a small decrease in the number of homes for sale in the City and continued stability in median asking prices. As of December 1, 2010, 1,145 homes were listed for sale, compared with 1,159 on November 1st, and 891 in December of last year. The median asking price \$160,000, compared with \$159,000 in November and \$154,900 last December. The current inventory of homes for sale is approximately a three month supply. Anything less than a six month supply of homes for sale is considered positive.

ECONOMIC DEVELOPMENT DEPARTMENT

Administration

Buffalo Wild Wings

Progress continues to be realized towards the development of the new Buffalo Wild Wings Grill & Bar in TownGate Crossings. Plan check has been completed and all the necessary permits have been secured for the new restaurant to be situated next door to Sports Authority. Tenant improvement work is already underway and a late spring opening is targeted for the Moreno Valley location for this popular restaurant concept. Presently there are seven Inland Region locations for Buffalo Wild Wings including recently opened restaurants in Hemet and Palm Desert, along with established locations in Corona, Chino Hills, Eastvale-Mira Loma, Murrieta, and Rancho Cucamonga.

Ballard Rehabilitation

A new physical therapy facility called Ballard Rehabilitation has opened in TownGate Center, in one of the rear shop buildings, just a few doors down from Hogg's Gourmet Grill and the Bank of America Home Loan offices. This new outpatient facility, situated in a 2,800 sq. ft. space, is affiliated with the Ballard Rehabilitation Hospital located in San Bernardino. Ballard Rehabilitation is a subsidiary company of Virbra Healthcare, which is a national healthcare provider that operates many acute care specialty hospitals and outpatient rehabilitation facilities in 12 states across the U.S. The new Moreno Valley facility for Ballard

Rehabilitation secured its Certificate of Occupancy from the City on December 20 and opened for business the beginning of January after gaining its final State of California inspection and approvals. The new Moreno Valley facility will offer services for outpatient physical therapy, occupational therapy and rehabilitation opportunities for a variety of orthopedic injuries.

New Max Muscle Sports Nutrition Store Coming

A new Max Muscle Sports Nutrition store is coming soon to TownGate Center. A Lease is fully executed and the space was turned over so the new user could start improvements the beginning of January. Look for the new Max Muscle Sports Nutrition store to open by late February in a shop space between Burlington Coat Factory and Payless Shoesource, just next door to the new MiNage retail store. Austin Browne, the franchisee for the new Max Muscle location coming to Moreno Valley is also the owner and operator of the popular Max Muscle Sports Nutrition store in the Orangecrest area of Riverside, situated in the shopping center at NE corner of Van Buren and Trautwein.

Bank of America and Mobil to Renew Leases at TownGate

Good news—both Bank of America and Mobil Corporation recently executed Letters of Intent to exercise Lease extensions for their locations in TownGate. Bank of America is situated in TownGate Plaza (near BJ's, Chili's and Olive Garden) and the Mobil station is located in TownGate Center at the NW corner of Frederick Street and TownGate Boulevard. Given the tough economy it's rewarding to have users choose to renew their leases.

O'Reilly Auto Parts

The two Kragen Auto Parts stores in Moreno Valley were recently rebranded as O'Reilly Auto Parts stores. During the past few months, O'Reilly Automotive Inc. has been converting 38 Kragen stores situated in the Inland Empire area over to O'Reilly Auto Parts stores. In July 2008, O'Reilly Automotive Inc. (O'Reilly) acquired CSK Auto Corporation that had been based in Phoenix, Arizona. The transaction of acquiring CSK Auto allowed Springfield, Missouri based O'Reilly, to add a total of 1,342 auto parts stores situated primarily in the western U.S. that were operated under several brand names including Checker Auto Parts, Shuck's Auto Supply, and Murray's Discount Parts, along with its most popular brand--Kragen Auto Parts stores.

The O'Reilly company officially started in the auto parts business in 1957 in Springfield Missouri, with one store and 13 employees. Over the years O'Reilly grew through numerous mergers and acquisitions. In 1993, the company conducted a public stock offering that helped O'Reilly to

expand even more. With the July 2008 acquisition of CSK Auto Corporation, O'Reilly grew to 3,421 stores and became the 3rd largest auto parts distributor in the U.S. During the past 30 months, O'Reilly has opened another 114 stores nationally and presently operates 3,525 stores in 38 states. In 2009, O'Reilly Automotive Inc. had total sales of \$4.85 billion.

With its national expansion of auto parts stores in the western U.S., O'Reilly Automotive Inc. has moved to expand its number of Distribution Centers (DC's), including the 407,948 S.F. Moreno Valley DC which opened in January 2010 at the NE corner of Indian Street and San Michele Road. The O'Reilly DC, situated in Moreno Valley's South Industrial Specific Plan Area, employs nearly 400 people—with plans to add more employees in the near term. Since the opening of the Moreno Valley DC, O'Reilly has opened three more DC facilities in the western U.S. including Denver Colorado, Salt Lake City Utah and Stockton California.

Bud's Tire Goes Green

Bud's Tire & Wheel Automotive Center is making a conscious effort to conserve energy, along with being environmentally friendly. The Bud's Tire facility at 22510 Alessandro Boulevard is finalizing plans to install a solar energy system that will produce enough electricity to supply virtually all the power needs for its tire and vehicle service facility at the NE corner of Alessandro and Elsworth. Given rebates and tax credits, owner Bud Luppino can realize an initial 30% savings on the installation of the solar power system, plus pursue further assistance through a new Western Riverside Council of Governments energy efficiency loan program. The payback on Bud's investment for the new solar infrastructure is estimated at 6 to 8 years. Bud's Tire targets the installation of the solar equipment for 1st Quarter 2011.

Robertson's Ready Mix

Robertson's Ready Mix (RRM) is anxious to move forward with work on the plans to relocate its operation from TownGate on Day Street to its new home on Old 215-the Frontage Road, just south of Alessandro Boulevard. The necessary supporting materials including environmental mitigation, hydrology and water quality management plans were recently completed, along with the formulation of the necessary conditions of approval to allow the Robertson's project to proceed to Planning Commission for the consideration of an amendment to its development plan for an expansion of the RRM concrete batch plant to be situated on Old 215. RRM officials hope to start work early this year on the concrete batch plant and relocate by later this year. Relocating the Robertson's

operation out of TownGate should clearly help with the marketing efforts for TownGate Promenade.

March LifeCare

March HealthCare Development LLC (MHD, the Developer of March LifeCare) continues to make progress on its development plans. During the past year, MHD worked with the March JPA to complete the Specific Plan and Disposition and Development Agreement that will help guide the development of the 6 million square foot health care campus that will include a 150-bed hospital, medical and retail buildings, a continuing care community, education and research facilities, a hotel, and a healing institute. Work continues on the environmental remediation to allow for the demolition and site clearance for 25 buildings necessary to be removed for the development of the 144-acre healthcare campus. The Developer has created a schedule to complete the entire demo and site clearance work by early in 2011. Work also continues on finalizing the formulation of the master plot plan. March JPA staff is looking for a formal plan submittal for processing early this year. So far, MHD has Letters of Intent or Development Agreements with 24 entities to be involved in the March LifeCare project, including Catholic Healthcare West, St. Bernardine Medical Center, Riverside Medical Clinic, Cal Baptist University, and Ayres Hotels.

Riverside County Foreign Trade Zone #244

U.S. Customs & Border Protection (CBP) recently approved March JPA's application to expand Riverside County's Foreign Trade Zone (FTZ #244) area outside of the March JPA territory. As part of this action, U.S. CBP also agreed to provide the CBP support for Riverside County's FTZ at **NO** cost to the JPA or Riverside County. Allowing for sites in the FTZ outside of the March JPA area will assist in using the FTZ at a number of locations in western Riverside County including Moreno Valley. Concurrent with the action, the FTZ Board also approved the application from Skechers USA to have their new Moreno Valley Distribution Center included as part of the Riverside County FTZ. According to staff from March JPA/Riverside County the benefit to having a FTZ will save Skechers approximately \$3 million annually. Presently there are 17 FTZ's in California, including Riverside County's FTZ #244. In 2009, the 168 operating FTZ's nationwide had over \$430 billion in value of trade shipments go through FTZ's.

Spotlight on Moreno Valley Business

The Spotlight on Moreno Valley Business program aims to increase the community awareness of the many and diverse major and small businesses that operate in Moreno, including showcasing businesses each month at a City Council meeting. The December participating

businesses were Mimi's Café and Nation's Rent to Own. The January businesses showcased Stater Bros. Markets and Max's Deli.

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

- Moreno Valley Jewelry Exchange**—is a new full-service jewelry store located in TownGate Center, within a shop building at 12625 Frederick Street that also includes tenants such as Baskin Robbins and the AT&T Store. Andrew Peltekci owns the new store, but has help from his father in operating the jewelry store. Together the father/son team has nearly 50 years experience in the jewelry business and the father previously operated Celine's Jewelry in the Moreno Valley Mall for many years. The Moreno Valley Jewelry Exchange specializes in custom jewelry including gold, platinum and diamonds. They also offer watch sales, service and repair, along with buying gold, silver and estate jewelry. Andrew Peltekci also operates another business-AP Computers in TownGate Center which offers a full range of computer and electronic sales and service.
- Baja Fresh**—is a new popular Fresh Mexican Grill restaurant situated in the 'Main Street' area of Stoneridge Towne Centre that opened this fall. The Baja Fresh restaurant concept provides a unique cooking style that blends traditional Mexican Cuisine with a new zesty flavor style. Baja Fresh restaurants only use fresh ingredients. This Baja Fresh restaurant, located at 27110 Eucalyptus Street is operated through a Franchise Partner arrangement. Approximately 50 percent of all the 256 Baja Fresh restaurants in the U.S. are operated through franchise agreements. Other Baja Fresh locations nearby include Corona, Ontario, San Bernardino and Rancho Mirage. The Baja Fresh in Moreno Valley offers a little twist in that it also has a yogurt shop called Scoops.

Please Shop MoVal and remember to support local Moreno Valley businesses.

3rd Qt. 2010 Sales Tax Report

Good news—sales tax revenue is trending upward. After Moreno Valley's sales tax revenue decreased for eleven straight quarters, Moreno Valley has enjoyed sales tax revenue growth for the past three consecutive reported quarters (1st, 2nd and 3rd Qt's of 2010). However, as we've tried to caution, sales tax revenue growth is expected to be

modest and the economic recovery is projected to be slow and take some time to happen.

The recently released 3rd Qt. sales tax numbers for point of sale in Moreno Valley indicate an almost 1% increase (actually +0.8%) as compared to 3rd Qt. 2009. Sales tax revenue for three of the major business categories realized solid growth and one was flat as compared to sales from a year ago. Business categories increasing were General Consumer Goods (9.5%), Restaurants & Hotels (6.9%), and Fuel & Service Stations (5.5%). The Food & Drug business category was flat at -0.05%. Three major business categories were down, including Business & Industry (-23.6%), Building & Construction (-14.1%) and Autos & Transportation (-10.5%). Please note that 3rd Qt. 2009 was the period of time when the federal government operated the Cash for Clunkers rebate program which helped jumpstart auto sales across the country. Moss Bros. Auto Group has reported that as a whole the dealers in the Moreno Valley Auto Mall were up 15 to 20% in sales in 4th Qt. 2010 versus the previous quarter of 3rd Qt 2010.

Some of the major sales tax producers in Moreno Valley that enjoyed a strong 3rd Qt. 2010 period were Burlington Coat Factory, Costco, Macy's, Moss Honda, Ross Dress for Less, Target, and Walmart. It was also good to see an overall positive sales period for the restaurant category with an almost 7% growth and with strong 3rd Qt. sales for a number of Moreno Valley restaurants including: BJ's Restaurant & Brewhouse, Olive Garden, Outback Steakhouse and Applebee's.

Sales Tax Trends					
3rd Quarter 2010 City Comparison by Rank					
ADJUSTED FOR ECONOMIC DATA					
City/Agency	Population	3rd Quarter 2010	3rd Quarter 2009	Dollar Difference	Percent Change
Perris	55,133	\$1,343,311	\$1,171,909	\$171,402	14.6%
Temecula	105,029	\$5,557,671	\$5,167,788	\$389,883	7.5%
Riverside	304,051	\$9,294,901	\$8,780,334	\$514,567	5.9%
Riverside County	2,139,535	\$50,943,976	\$49,194,775	\$1,749,201	3.6%
Moreno Valley	188,537	\$2,622,787	\$2,601,091	\$21,696	0.8%
Hemet	75,820	\$1,835,839	\$1,841,898	-\$6,059	-0.3%
Murrieta	101,487	\$2,246,317	\$2,279,106	-\$32,789	-1.4%
Corona	150,416	\$6,290,641	\$6,524,109	-\$233,468	-3.6%

Overall Riverside County sales tax revenue for 3rd Qt. 2010 increased by 2.01% as compared to 3rd Qt. 2009. Of the 26 cities in Riverside County, 19 municipalities

realized a sales tax revenue increase in 3rd Qt. 2010. Below is a table comparing sales tax revenue performance for Moreno Valley and other nearby comparable cities in Western Riverside County. Moreno Valley is in the middle of the pack—all the more reason to remember to Shop MoVal. Please support local Moreno Valley businesses.

Panera Bread

City staff is working with Panera Bread and the Fritz Duda Company towards the development of a new Panera Bread location in TownGate Crossing. An amended Plot Plan for the project has been approved by the Planning Division and plans for Tenant Improvements have been submitted to the Building & Safety Division for plan check. The new Panera Bread location will occupy a vacant 3,960 S.F. space in a shop building, situated along the Day Street frontage that previously housed Tarbell Realtors.

Panera Bread will be a welcome addition to Moreno Valley's restaurant lineup. Presently there are over 1,400 Panera Bread locations nationwide in 40 states, including existing restaurants locations in the Inland Region in Riverside, Redlands, San Bernardino, Fontana, Rancho Cucamonga, Ontario, Corona, Temecula, and Chino Hills. Panera Bread officials are looking for a late spring or early summer opening for the new Moreno Valley Panera Bread restaurant.

Former Red Robin Restaurant

The former Red Robin building in TownGate Center is in escrow to be purchased by a Los Angeles businessman. The individual has owned and operated a number of restaurants in the Los Angeles area over many years. His daughter who graduated from UC-Riverside and resides in the area will be involved in the management of the new restaurant operation. The restaurant building is owned by Red Robin Gourmet Burgers Inc. The transaction is anticipated to close by late January or early February. Re-opening this restaurant will help stabilize this part of TownGate Center and especially help Regency Theatres.

March JPA-Former Philips Building

A major California development firm—CT Realty Corporation, has made an offer to purchase the vacant 235,000 S.F. industrial building at March Global Port that previously was leased by Philips Electronics. Two years ago Philips Electronics didn't renew its lease so it could move to a newer and larger industrial building in Moreno Valley's south industrial area to accommodate an expansion of its business operation. During the past two years, March Global Port has been unsuccessful in finding another tenant for the 235,000 S.F. building.

CT Realty, based in Orange County, is a respected and experienced development firm that has acquired a portfolio of office, industrial, multi-family and mixed-use developments valued in excess of more than \$800 million. CT Realty has focused its expansion efforts into high-growth areas, including a number of transactions in the Inland Region.

March JPA must consent to the purchase of the building by CT Realty. Having an experienced and well capitalized developer-owner such as CT Realty should help the marketing efforts for the 235,000 S.F. building at March, which is situated just west of Heacock Street.

Shop MoVal

The effort to increase awareness of the benefits of shopping local here in Moreno Valley continues with a new element added to the PR campaign. Vehicle window clings sized at 8 ¾ X 7 ½ will be placed on City vehicles and made available to the public free of charge. Window clings are a preferred alternative to the use of traditional bumper stickers in mobile advertising as they are placed higher on the vehicle increasing visibility and there is no residual glue or difficulty in removing the cling. The new product is expected to be available in 5 to 6 weeks. Remember to Shop MoVal and support Moreno Valley businesses.



MVCC Businesses of the Year

On January 15, the Moreno Valley Chamber of Commerce held its annual Installation and Awards Ceremony at the City's Conference & Recreation Center. The event included awarding the 2010 Businesses of the year:

- Lowe's Home Improvement Center—Large Business of the Year
- Brandon's Diner—Medium Business of the Year
- Marshall Scott's State Farm Insurance & Financial Services—Small Business of the Year

Brandon's Diner

Brandon's Diner and its owner—Armando Benitez is a great success story. Mr. Benitez had been a chef at many restaurants in Southern California when he decided to pursue owning and operating a restaurant. In 1996, Mr. Benitez purchased the rights to a restaurant operation in Rancho Cucamonga called Brandon's Diner. Over the years, Mr. Benitez added other Brandon's Diner locations in Riverside, Upland, and Fontana. In 2008, Moreno Valley convinced Mr. Benitez to open a Brandon's Diner in the closed Millie's restaurant location on Sunnymead Boulevard. In 2010, a second Brandon's Diner opened in Riverside and next month the 7th Brandon's Diner will open in Ontario. In addition to the Brandon's Diner

restaurant concept—Mr. Benitez also owns and operates three Carnitas Mexican Grill restaurants. Many of the Benitez family are involved in the operation of the restaurants.

Mr. Benitez has taken advantage of the downturn in the economy to realize cost savings in purchasing sites for new restaurants—including the Moreno Valley location on Sunnymead Blvd, which is also a great example of the importance of redevelopment. The City's Redevelopment Agency and Mr. Benitez entered into a Participation Agreement to help facilitate the acquisition, upgrade and reopening of the closed Millie's restaurant property. Not only did Mr. Benitez open the Brandon's Diner restaurant, but he also re-established two community rooms that are heavily used by many service clubs and local groups.

Inland Empire Economic Summit by ACRE

The Association of Commercial Real Estate Executives (ACRE) of the Inland Empire held its 4th Annual Inland Empire Economic Summit on January 19 in Ontario. The theme of this year's program was Public and Private Partners get Creative in Making Projects Happen. Eight Inland Region cities (Apple Valley, Hesperia, Moreno Valley, Murrieta, Ontario, Riverside, San Bernardino, and Temecula), plus Riverside and San Bernardino counties along with the Coachella Valley Economic Partnership (represents nine Desert communities) participated in the event. Barry Foster, the City's Community and Economic Development Director provided a powerpoint presentation on development underway in the City, along with new development opportunities in Moreno Valley.

High Speed Rail

Work continues towards pursuing an alignment for the proposed High Speed Rail system that will serve San Bernardino and Moreno Valley/Riverside. The State High Speed Rail Commission will study two possible alignments—one that goes down along I-215 that can serve the major cities of the Inland Region—Moreno Valley, Riverside and San Bernardino and a possible second route alternative that would run down I-15 and serve Corona. Obviously, the I-215 route with a rail station in the vicinity of March Air Reserve Base makes great sense on better serving the needs of the entire area. Additionally, a rail station near March would provide much needed construction jobs, along with an infusion economic vitality into this area of Riverside County.

While planning will take many years for this project—which will build a high speed rail system from San Francisco to San Diego-via Los Angeles, the time is now to work towards building a coalition to make sure that High Speed Rail effectively serves Moreno Valley, Riverside and San Bernardino. At the January meeting of

the Technical Advisory Committee for March JPA a presentation occurred to help better understand the planning needs for High Speed Rail design. Moreno Valley staff is also participating in a coalition of public and private sector entities looking to lobby the California High Speed Rail Commission to have the alignment that serves the Inland Region go down the I-215 corridor – with a station situated at March.

Economic Development Summary

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

Neighborhood Preservation

NSP3 Coming

The Neighborhood Stabilization Program (NSP) was created in 2008 to address the housing crisis by providing communities with the resources to assist in purchasing and rehabilitating vacant bank-owned residential properties. In March 2009, HUD awarded nearly \$6 billion in NSP1 grants, of which Moreno Valley received \$11,390,116. The Dodd-Frank Wall Street Reform and Consumer Protection Act of 2010 provided an additional \$1 billion in federal funding for a third round of NSP.

Similar to NSP1, the NSP3 funding is allocated by a formula based on the number of foreclosures and vacancies in the 20 percent of U.S. neighborhoods (Census Tracts) with the highest rates of homes financed by a subprime mortgage, which are delinquent or actually in foreclosure. The net result is that these funds are targeted to communities with the most problems associated with the mortgage and foreclosure crisis. For NSP3, Moreno Valley has been allocated \$3,687,789.

ELIGIBLE USES: Similar to the NSP1 program, state and local governments can use their neighborhood stabilization grants to acquire land and property; to demolish or rehabilitate abandoned properties; and/or to offer downpayment and closing cost assistance to low- to moderate-income homebuyers (household incomes not exceed 120 percent of area median income). In addition, these agencies can create "land banks" to assemble, temporarily manage, and dispose of vacant land for the purpose of stabilizing neighborhoods and encouraging re-use or redevelopment of urban property.

New with NSP3, HUD has developed a mapping tool that assists local government agencies to draw the exact location of their NSP target neighborhoods. The mapping tool calculates the number of housing units and the Neighborhood NSP3 Score of the area drawn, and produces a report that contains all necessary data for the

NSP3 application, along with information HUD can use to confirm the intended program area. The report also provides local housing market and economic data for the target area that can help guide NSP3 program development and implementation.

Neighborhood Preservation is developing a draft NSP3 Action Plan, which will be forwarded to the City Council for consideration on February 22. The NSP3 Action Plan must be submitted to HUD by March 1. City staff involved in NSP look forward to securing additional NSP funds to continue assisting neighborhoods in Moreno Valley most affected by the housing crisis.

Governor Looking to Abolish Redevelopment

New California Governor Jerry Brown proposed FY 2011/12 Budget to close a \$25.4 billion deficit calls for eliminating redevelopment agencies in California. It appears the Governor doesn't believe the voters of California knew what they were doing when they passed Proposition 22 in November 2010, protecting local revenues including redevelopment. Looks like the Governor's response to Prop 22 is to simply eliminate redevelopment altogether. The Governor's controversial proposal, which would affect redevelopment revenues for a Redevelopment Agency that is NOT obligated for debt service or committed for a project through a funding agreement. Nevertheless, the Governor's proposal—if successful would effectively cease redevelopment activities in California.

While the Governor's proposal to phase out redevelopment faces many political and legal challenges, the threat of losing redevelopment and a valuable economic development tool is clearly evident. Both the California Redevelopment Association (CRA) and League of California Cities have been busy trying to better understand the Governor's proposal and everything happening in Sacramento. Below is a fact sheet issued by the CRA.

Answers to Concerns & Speculation Regarding Proposal to End Redevelopment

The Governor's proposal to abolish redevelopment agencies as of July 1, 2011 also calls for urgency legislation to prohibit existing agencies from creating new contracts or obligations. On Wednesday, the Legislative Analyst released his analysis of the Governor's Budget proposals and suggested that the Legislature take action as soon as possible to pass urgency legislation to prohibit redevelopment agencies "from taking further actions that increase their debt." As a result, rumors have been swirling among agencies and their lawyers that legislation will be introduced January 18 to accomplish what the Governor and Legislative Analyst have proposed, perhaps

with a retroactive date of January 10. CRA has been asked by several members for guidance on this issue, and this will respond to those requests.

- When the Department of Finance was asked by CRA if it would be introducing legislation with a retroactive date on prohibiting incurrence of agency debt, a senior staff person denied that was true. Nevertheless, nothing is ever certain in the Capitol.
- While there is cause for great alarm and the need for immediate and ongoing political activism to prevent passage of the Governor's proposal, it faces many legal and political obstacles before it can become law.
- Typically, a governor's January budget proposal is seen as a starting point for negotiations with the Legislature. On its face, the proposal raises constitutional questions, including compatibility with:
 - Article XVI, section 16 of the California Constitution, which established tax increment financing and requires tax increment to be paid to redevelopment agencies;
 - Article XIII, section 25.5 (Propositions 1A and 22) which prohibits legislation requiring the transfer of tax increment to the State, any agency of the State, or any local jurisdiction; and
 - State and Federal constitutional provisions prohibiting legislation impairing the obligation of contracts.
- Bill language implementing the proposal is in the process of being written and has not yet been released. The lack of specifics in the Governor's proposal leaves many questions unanswered and frustrates any attempt to give advice to redevelopment agencies about what, if anything, can be done to protect their redevelopment programs. CRA encourages all redevelopment agencies to continue fighting and working together to illustrate the fact that this legislative proposal must not go forward.

CRA offers the following list of dos and don'ts to guide more specific decisions by agencies:

1. Do become advocates. The most important action you can take immediately is to notify your State Legislators, your community, your coalition partners, the media, and others of the drastic and profoundly negative consequences of eliminating redevelopment. The economic and job losses that will result will be staggering. We must educate and advocate to save this important

local government program! Enlist the help of your elected officials, local chambers of commerce, affordable housing developers and advocates, environmental leaders, and organized labor to join you in the fight.

2. Don't panic. This is just the beginning of a long and involved process. A few weeks from now we could be looking at a different proposal. The proposal must be drafted into legislative language, discussed and debated in committee hearings starting February 7, and voted on by the Legislature before it gets to the Governor to be signed and enacted into law. While the Legislature can truncate the process, they are unlikely to skip the required steps.
3. Don't make bad deals. There may be a tendency to rush into transactions in order to shelter funds from the proposal. While finishing up transactions that are near completion may be appropriate, little is likely to be gained by precipitous actions. Your energies are better focused in advocacy.
4. Don't make our job in the Legislature any harder. Currently, our most important priority is to convince the Legislature that the Administration's proposal is bad policy, unworkable and unconstitutional. The spectacle of redevelopment agencies all over the state taking precipitous actions to divert or commit assets will undermine our credibility with the Legislature.
5. Do inventory agency obligations and make sure that they are supported by written agreements. Make sure your financial house is in order.
6. Do continue to make decisions in line with current goals and policies. It would be tragic to see redevelopment in California come to a halt, even for a short time, because of this ill-considered proposal.

Summary of Proposal's Provisions to Abolish and Divert Tax Increment

At a briefing the Chief Deputy Director of the Department of Finance, Michael Cohen, responded to CRA's questions about the plan to abolish redevelopment. Cohen was clear that the elimination of redevelopment after the first year's \$1.7 billion transfer to the General Fund for support of Medi-Cal and trial courts will not result in any additional savings to the State's budget in the out years. In

the proposal, the statutory elimination of redevelopment would occur July 1, 2011.

The tax increment for FY 2011-12 would be used to pay for debts and obligations for existing redevelopment projects and then \$1.7 billion will be diverted to the State's General Fund. They project \$210 million would remain to distribute to cities, counties, and special districts according to their proportionate share of current property tax.

In the second and subsequent budget years, after deducting for existing redevelopment agency debts and obligations, the remaining tax increment would go to schools, cities, counties, and non-enterprise special districts. The additional funding for schools would not be counted towards the State's guarantee of funding to schools under Proposition 98.

Other parts of the proposal to abolish local redevelopment include the following components:

- In subsequent budget years, the current balances in redevelopment agencies housing set-aside funds will be shifted to local housing authorities.
- A constitutional amendment to provide for 55-percent voter approval for local, limited tax increases (not property taxes) and bonding against local revenues for economic development projects similar to those currently funded through redevelopment.
- When existing agencies are abolished, the local governmental entity will be required to designate a successor agency to be responsible for retiring current redevelopment debt obligations in accordance with existing payment schedules.

Moreno Valley City staff is busy analyzing the RDA's financial obligations and cash flow to better understand the impact of the Governor's proposal. Staff is also working with the RDA's legal counsel to make sure that all RDA obligations are properly supported by appropriate written agreements. Finally, staff is moving to be advocates of redevelopment and the need to form coalitions to emphasize the negative consequences of eliminating redevelopment.

Unemployment-December 2010

Good news—unemployment numbers continue to decrease. Employment data released by the California Department of Employment Development for the month of December 2010 show unemployment continuing to drop. Moreno Valley's unemployment rate in December was 16.4%, a nearly ½ a percentage point decrease from 16.8% in November. The State of California's unemployment number slightly decreased going from 12.4

to 12.3%. Riverside County's unemployment rate decreased from 14.6 to 14.2%. All other nearby Riverside County cities also enjoyed unemployment decreases and their December unemployment rates were Corona (10.5%), City of Riverside (14.3%), Beaumont (16.1%), Banning (16.2%), Hemet (17.8%), San Jacinto (21.1%), and Perris (21.7%).

Housing Resale Market-December 2010

The home resale market continues to realize recovery in Moreno Valley. The average resale value for Moreno Valley for the month of December 2010 was \$160,750—up .3% from the previous month November 2010. From a positive perspective, this was the 14th month out of the past 1 1/2 year period that the average monthly resale home value has increased in Moreno Valley. During this timeframe, Moreno Valley's average resale home value has increased from a low of \$137,748 to \$160,750—which is a 16.7% increase.

For the month of December 2010 only one other nearby market (in addition to Moreno Valley) had a resale home value increase and that was Corona with a 2.3% increase. Other nearby markets experienced home value decreases last month including Hemet/San Jacinto at -0.4%, Riverside at -2.6% and Perris at -4.3%.

The number of total resale transactions in December was healthy at 283 transactions—up from 224 the month before in November 2010, but down from 349 transactions a year ago in December 2009. During the past year there have been 3,273 resale transactions in Moreno Valley—which is an average of 273 per month.

Building & Safety Division

Skechers USA

The Highland Fairview Logistic Skechers USA (HF-Skechers) project is a major effort that City staff is working closely with to help advance towards completion and the opening of the 1.8 million square foot distribution center. The project is the largest commercial development project in the U.S. at this time. Below are some of the facts about the project.

- The 1.8 million square foot building is the equivalent of 45 football fields.
- The \$250 million project will be state of the art and include an over \$100 million material handling system.
- More than 2 million cubic yards of dirt has been moved and \$15 million in public improvements will be constructed as part of the development.
- The steel alone in the project if laid end to end would stretch more than 800 miles.

- More than 700 miles of electrical wiring will be installed into the building.
- More than 120,000 yards of concrete was poured—most of which came from the Robertson's Ready Mix plant in Moreno Valley.
- The project is the largest LEED certified building of its kind in the U.S. and will contain 1,700 skylights.
- Skechers is projected to realize more than \$10 million in annual operating savings from the new buildings energy efficiencies and design.
- The Developer used eco-friendly principles for construction including 80% of the construction equipment powered by bio-diesel fuel and having 12,000 concrete truck deliveries coming at off-peak hours to avoid traffic congestion problems.
- The new North American operations for Skechers will consolidate their operations from five existing buildings in the Ontario/Mira Loma area into the one 1.8 million S.F facility that will be able to hold 5 million pairs of shoes at one time and the capability to process 50 million pairs of shoes annually.
- Most importantly, the project has provided 1,000 construction jobs and the new Skechers USA facility will provide an estimated 1,100 employment opportunities in Moreno Valley.

The HF-Skechers project has moved at a truly remarkable pace. Below is a summary of the development to-date.

- The project broke ground for the first column footings on July 14th just 4 months later all of the interior and exterior footings were in place--the last exterior concrete wall panel was erected on November 16th.
- All of the building structural steel has been erected.
- 95% of the roof framing and decking are in place and 50% of the roof covering has been installed. The roof covers an area large enough to contain 40 football fields.
- 95% of the building floor slab is in place.
- 100% of the concrete walls have been erected.
- 75% of all underground utilities have now been completed.
- The boring underneath State Route 60 for a new waterline was performed on January 8th. This waterline will also serve future development on the south side of the SR 60.
- Concrete paving around all four sides of the building has commenced and is approximately 25% complete.
- Installation and erection of the storage racks and conveyor systems began the first week of January. Note that when complete, the conveyor system will be long enough to stretch end to end from the SR

60/I-215 interchange in Moreno Valley to the SR 60/I-10 interchange in Beaumont.

- Electrical service is anticipated to be established to the building on January 24th. This will enable the conveyor contractor to begin installation and undertake the testing of motor controllers.

The Building & Safety Division will continue to help assist the HF-Skechers project towards completion and opening of the project. Development services staff will work with the developer on ways to provide a temporary occupancy permit for part of the project. We will be making sure that all applicable health and safety issues are completed prior to occupancy.

Industrial Properties

Moreno Valley's vacancy rate for industrial buildings is just 3.9%. Recently City staff (Economic Development, Planning and Building & Safety) has been working with several developers about the prospects of developing industrial buildings on a speculative basis. With some good news, the Building & Safety Division received permit applications for three significant projects in December.

- First Industrial Realty Trust submitted construction drawings for a 690,000 sq ft warehouse project at the corner of Nandina Avenue and Perris Boulevard. The First Park San Michelle Logistics Center, as the project will be known, does not yet have a tenant. The developer anticipates construction of the building to start by fall 2011.
- Pacific West Realty submitted two projects for construction permits. The Nandina Distribution Center is a 770,000 sq ft warehouse on Nandina Avenue near Indian Avenue. The Indian Business Park is building a 1,560,000 sq. ft warehouse at the SW corner of Indian Avenue/Iris Avenue. Both projects are anticipated to be ready for construction permits in late spring 2011.

The need for the development of more industrial properties is clearly evident to produce more job opportunities in the community. Staff from Development Services will continue to work with developers on new projects.

Code & Neighborhood Services Division

Rotational Tow Program

At the January 11, City Council meeting, city staff proposed several amendments to the Rotational Tow Service Ordinance. The proposed amendments provide clarification to the existing Ordinance related to:

- Key definitions
- Response times
- Parking storage requirements
- Rotation schedule

The City Council approved the first reading of the ordinance with the code revisions by a 4 to 1 vote. The ordinance requires a second reading and final approval by City Council prior to final adoption.

While the majority of the City Council members were in favor of the code revision, there were questions regarding the efficiency of the City's new contract call center and the effectiveness of the rotation schedule. City Council directed staff to perform an analysis of the new rotation schedule and provide a report at the January 25, City Council meeting.

Staff intended on providing City Council with a comparison study of response times for the 24 hour rotation versus and the call by call rotation schedules. However, arrival times were not recorded on paperwork in 2010 when the 24 hour rotation schedule was in effect.

City personnel shall provide City Council with accurate response times and measure performance in 2011. This is due to a new California Vehicle Code statute that requires tow operators provide dispatch, arrival and departure times on all customer invoices. City Staff compiled all pertinent data including MVPD dispatch logs, call center reports and invoices from participating tow operators to provide a comprehensive report at the January 25 City Council meeting.

Planning

SCAG COMPASS Grant

The City received notification from the Southern California Association of Governments (SCAG) that it will receive a grant to start implementation of the Alessandro Corridor Study. Associate Planner Claudia Manrique prepared the grant application, which ranked 7th out of the 63 grants submitted. The Study, funded by a previous SCAG grant, was presented to City Council last spring. The grant will provide funding for contractual services of approximately \$100,000, with SCAG handling contract selection and administration. City staff will participate in the selection and provide oversight of the work product development. The contractor should be selected this spring, with work starting in the summer. Staff will schedule the grant for City Council acceptance.

SCE Grant

The City received the final draft of the contract for the Local Government Strategic Plan Strategies program grant approved last year. The grant will provide funding to

expand and continue the Energy Efficiency and Climate Action Strategy, including the preparation of a greenhouse gas analysis, as well as provide funding for building inspector training in energy efficiency codes. The \$375,000 grant will be presented to the City Council for acceptance in February.

Rancho Belago Sign Program Amendment

At the January 11, City Council meeting, an amendment to the Rancho Belago Sign Program was approved. The amendment modified the design of the proposed signs to address concerns raised by the City of Beverly Hills over potential trademark infringement. Based on review of the revised design, Beverly Hills indicated that they will not pursue the issue any further. Fabrication and installation of the signs will occur under the direction of the Public Works Department.



Planning Commission

The next Planning Commission meeting will be held on February 24 and will include review of the following projects:

1. Variance to replace a two car garage with a one car garage to facilitate the Ironwood Avenue widening. The applicant is Jose Navarro.
2. Amended Conditional Use Permit to change the clientele of a residential treatment center from women to homeless male veterans. The existing facility is located on Sheila Street. The applicant is Lighthouse Treatment Center.
3. Amended Plot Plan to convert an existing retail building on Sunnymead Boulevard to a medical office building and Variance regarding parking setbacks and landscaping. The applicant is Daniel Estay Construction for Mommy and Me.

Planning Commission Appeal

At their December meeting, the Planning Commission denied a Conditional Use Permit to allow alcohol sales at an existing convenience store located at 21748 Cottonwood Avenue. The applicant, Soon-Yi Choi, has submitted an appeal to have the issue reviewed by the City Council. A City Council public hearing on the item will be scheduled for late February or early March.

Administrative Approvals

1. Plot Plan to allow construction of an interim truck storage facility on the northeast corner of Brodiaea Avenue and Joy Street. The facility will be operated by Harbor Freight Tools in conjunction with their recently established adjacent warehouse facility on Cactus Avenue. The applicant is Ridge Moreno Valley LLC.

2. Plot Plan for exterior alterations to an existing warehouse building on Cactus Avenue to facilitate occupancy by Harbor Freight Tools. The applicant is Ridge Moreno Valley LLC.
3. Plot Plan for exterior alterations to an existing warehouse building on Graham Street to allow a retail store for Frazee Paints in conjunction with their recently established warehouse operations. The applicant is Frazee Paints.
4. Plot Plan for the exterior remodel of an existing Chevron service station on Heacock Street at the Moreno Valley Freeway. The applicant is Stantec Architecture.
5. Plot Plan for the installation of a 234-panel solar array on the roof of an existing church on Alessandro Boulevard. The applicant is Fry Fire and Electric for Discovery Church.
6. Amended Conditional Use Permit to add three panel antennae to an existing telecommunications facility at the southwest corner of Alessandro Boulevard and Day Street. The applicant is Verizon Wireless.
7. Phasing Map to facilitate recordation and development of an approved single family residential tract on the north end of Hubbard Street. The applicant is Landco Development.

Foreclosures and Homes Listed for Sale

Information available from the RealtyTrac website for December shows a slight increase in foreclosure activity in the City which is, similar to the County of Riverside as a whole. The website reported one in 98 housing units in Moreno Valley were in some stage of foreclosure. This compares to a rate of one in 107 units in November, a nine percent (9%) deterioration. However, please note the current rate is much improved from December 2009, when the rate was one in 73 units, a 34% improvement. Foreclosure activity was eighteen percent (18%) higher in the Inland 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 along with Corona and Temecula. Slower growth areas such as Riverside and Banning had much better rates, and faster growth areas such as Beaumont and Menifee had much worse rates. Calimesa had the lowest rate locally (1 in 292) and Winchester had the highest rate (1 in 20). By zip code, area 92555 had the highest rate in the City (1 in 37) and area 92557 had the lowest rates (1 in 136). Foreclosure activity increased in all four zip codes in the City. Moreno Valley had 559 reported in some stage of foreclosure. The City of Riverside had the highest number of reported foreclosure properties at 897 and Corona had 636.

Information available from the Realtor.com website

indicates a small increase in the number of homes for sale in the City and continued stability in median asking prices. As of January 1, 2011, 1,161 homes were listed for sale, compared with 1,145 on December 1st, and 806 in January of last year. Last January marked the low point for inventory in recent years. Inventory had fallen sharply in 2009 from a high of 2,068 in January 2009, and then gradually increased throughout 2010. The median asking price \$159,000, compared with \$160,000 in December and \$155,900 last January. The current inventory of homes for sale is approximately a three month supply. Anything less than a six month supply of homes for sale is considered positive from a market standpoint.

FINANCE & ADMIN SERVICES DEPT

Animal Services Division

Animal Services Division Partners with Youth Opportunities Consortium

The Animal Services Division will soon be working with youth participants between the ages of 18 to 21 from the Youth Opportunities Consortium, led by the Council for Youth Development, the youth voice for the Riverside County Workforce Development Board. The Moreno Valley Animal Shelter is now a qualified worksite allowing young adults to gain valuable work experience in preparation for entering the competitive workforce environment. Participants who have expressed an interest in the field of animal welfare or an interest in entry level clerical functions will have an opportunity to work at the Animal Shelter learning skills that will aid them as they continue their journey as productive members of the community. Many businesses located throughout Riverside County are participating in this worthwhile program.

Technology Services Division

Moreno Valley's GIS Maps Online and eGovernment Services

Moreno Valley's GIS Maps Online has served an important need for eGovernment Services since 2004. In 2010, GIS Maps Online was a prime example of doing more with less. Last year this online application provided service to more than 1,700 visitors monthly who viewed an average of 23 pages per visit. GIS Maps Online provides interactive maps and databases that allow users to view aerial images, City GIS layers, and print maps up to 11"x 17". Functions of GIS Maps Online include the ability to look up a property by the address, Assessor's Parcel Number (APN), tract, or street name; print full property records; easily research zoning, general plan, trash pick-up day, street sweeping schedule, and school locations; and the ability to overlay any combination of GIS layers. This application provides immediate

timesaving to many City departments and allows the public direct access to a wide variety of maps and other parcel-based information any time of the day, seven days a week.

FIRE DEPARTMENT

Spark of Love Toy Drive 2010

The Moreno Valley Fire Department, in conjunction with Riverside County Fire Department / CAL FIRE and ABC-7, conducted its 19th Annual Spark of Love Toy Drive. The toy drive officially started November 20 and continued through December 24th.

With the help from Moreno Valley Community Assistance Program (CAP), Moreno Valley Fire Explorer Scouts, Fire Department personnel and their families, approximately 40 volunteers dedicated over 30 hours sorting and distributing toys and sports equipment to over 500 families with approximately 800 children, which included children at the Women's Shelter on March Air Reserve Base.

December 23rd was a special day for the children admitted to County Regional Medical Center and their siblings as firefighters visited the medical center to distribute toys and spread holiday cheer.

The Fire Department would like to thank all those who donated to the Spark of Love Toy Drive. With your help, we were able to give the underprivileged children in the City of Moreno Valley a very special and wonderful holiday.



LIBRARY SERVICES DEPARTMENT

The Moreno Valley Public Library was voted the favorite library in an online poll conducted by Latinos in Social Media. Headquartered in Washington, DC, the national group of social media professionals of Hispanic origin conducted the poll in conjunction with a virtual book drive to promote Latino literacy. The library will receive 200-300 new English and Spanish books, for both adults and children, contributed to the drive by authors, publishers, and other sponsors.

Park Projects

Final plans have been submitted and approved for the cell tower at John F. Kennedy Park. The Telecommunications License Agreement is scheduled for City Council approval on February 8.

Replacement of the play equipment at Moreno Valley Community and Adrienne Mitchell Memorial Parks is complete.

The bid opening for Shadow Mountain Park Ballfield Lighting and Restroom Project was held on December 21. The apparent low bidder was Fleming Environmental. However, bidder's information has not been verified. The bid award is scheduled for City Council approval on February 8, 2011. Planned completion of the project is November 2011.

Parks Maintenance Division

The following projects were completed: Performed CFD #1 cross connection tests at Celebration and Vista Lomas Parks; installed new benches at Fairway Park; and removed diseased trees at all park sites.

The following projects are underway: Replant beds at various park sites; aerate and fertilize all parks (50% complete); grade and repair Salas infield at Sunnymead; install shade covers over bleachers at Morrison; repair damage from rain storms at Equestrian Center and Hidden Springs Paseo trails; prepare multi-use trail and bikeway Request for Proposal; grade CFD #1 multi-use trails; trim shrubs in CFD #1 parks; perform final weed abatement on Aqueduct Bikeways and multi-use trails for maintenance contract; replace concrete pad for drinking fountain at Towngate II and remove and replace trees in raised planters at Shadow Mountain Park.

Vandalism and graffiti have been reported at the following areas: Aqueduct (\$195), Adrienne Mitchell (\$24), Bethune (\$182), Community (\$206), (El Potrero (\$147), Morrison (\$24), Ridgecrest (\$136), Sunnymead (\$162), Towngate (\$644), Victoriano (\$112), and Woodland (\$41). The total cost for vandalism/graffiti during December was \$1,873. Total labor hours for vandalism/graffiti during December were 39 hours, approximately 4.8 full-time work days.

Court referrals performed a total of 792 hours during December. The total hours for court referrals in 2010 are 12,761 which equates to approximately 1,595 full-time work days.

Recreation Division

During the month of December, selected participants of the Time for Tots program were treated by seniors of the Moreno Valley Senior Community Center for a holiday gift exchange. The children were chosen by the seniors to receive a special gift in honor of the holidays. The grateful children and staff thank the seniors and staff for providing a fun holiday surprise.

On December 11 more than 80 community children ages three to twelve years of age attended Breakfast with Santa at the Conference and Recreation Center. Participants enjoyed a delicious breakfast prepared by a local community organization consisting of pancakes, eggs, sausage, milk and fruit juice. The children then enjoyed a morning of crafts, music, games, a magic show, and a special visit with Santa. Parks and Community Services would like to thank 12th Rock Ministries for assisting with food preparations and providing an exciting magic show.

On December 14 the Holiday Craft Fair was held at the TownGate Community Center with nearly a dozen children in attendance enjoying an evening of creative crafts that they took home to share with friends and family. The children used their creativity to create colorful and festive kaleidoscopes, picture frames, tree ornaments, and gift bags. The children also enjoyed music and cheerful holiday games.

The holiday programs concluded with the Jr. Chef Workshop held on December 16 at the TownGate Community Center. The children spent a fun-filled evening getting their hands sticky putting together holiday pancakes, a delicious cranberry sauce, and a chocolate, salty treat. The children also enjoyed music and wonderful holiday games.

Santa's helpers with the Parks and Community Services Department were also quite busy reading and assisting Santa in responding to the more than 400 letters received by local children. Children dropped off their letters to Santa at the Conference and Recreation Center. In response, the children received a special personalized letter from Santa.

Valley Kids Camp opened for three weeks from December 20 to January 7 allowing children to be entertained during the winter break from school. Children were offered creative crafts, music, exciting games, movies, and video games.

Senior Community Center

On December 3 the tree trimming party was sponsored by Health Net. Refreshments were provided as the seniors caroled to holiday songs.

The December Senior Birthday Party was celebrated on December 16. 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.

On December 17 the center held its holiday party sponsored by Health Net. The seniors had light refreshments, lots of dancing, games, singing and raffles. There were more than 80 seniors in attendance.

On December 2, December 9, December 16, and December 21, there were trips to Indian Casino in Pauma for \$10 with \$5 back in free play.

On December 4 and December 11, there were trips to Spotlight 29 Indian Casino for \$25 with \$25 back in free play.

On December 5-6 there was an overnight trip to Primadonna in Las Vegas for \$50 with 2 free buffets.

On December 12 there was a trip to Disneyland.

On December 31, there was a New Year's Eve turnaround trip to Casino Hacienda and New York New York in Las Vegas.

PUBLIC WORKS DEPARTMENT

Capital Projects

Kitching Street Improvement Project

The Kitching Street Improvement project from Cactus Avenue to Alessandro Boulevard began on April 5, 2010 and was completed on December 8, 2010. The project improved 2,800 linear feet of roadway segment to its General Plan width of four (4) travel lanes and turning lanes at intersections. The work included roadway, curb and gutter, AC pavement and installed a 48" Storm Drain master planned line along Alessandro Boulevard as well. The project also widened Bridges over Kitching Flood Control Channel at John F Kennedy Drive and at Alessandro Boulevard. To make room for the improvements, tall SCE power transmission poles were relocated and a new traffic signal at the intersection of Kitching Street and Cactus Avenue was installed. This project also completed construction of a missing third lane in the westbound direction along Alessandro Boulevard between Kitching Street and Flaming Arrow Drive,

complete with curb, gutter and sidewalks. Completion of this project reduced peak-hour traffic congestion along adjoining and parallel Perris Boulevard and Lasselle Street and the new Kitching Street connection to Alessandro Boulevard shortens commute routes and facilitates school access which will save time, gas and minimize emissions.

Public Safety Building Renovations

Construction of the renovations to the Public Safety Building was completed last summer. Additional improvements to the exercise shower facility and women's locker room have since been requested and the work was completed the first week of January.

Morrison Park Fire Station

A new fire station will be built at the corner of Cottonwood Avenue and Morrison Street on an approximate 1.5 acre site. The design documents are approximately 85% complete. The project is scheduled for bid and award in summer of 2011. Construction of the proposed fire station will be funded using 2007 Redevelopment Agency Tax Allocation Bond funds which are specifically allocated for design and construction of this station

Corporate Yard Phase I Office Bldg. and Sewer Line

The design documents for the office building are 98% complete. The project is scheduled for bid and award in winter of 2011. The first phase is anticipated to be completed and in service by fall of 2011.

Sunnymead Ranch Pkwy & Village Rd (East) Traffic Signal

The contract has been awarded to SoCal Engineers, Inc. for the construction of the Traffic Signal Improvements at Sunnymead Ranch Parkway and Village Road (east) Intersection. The work will include installation of a traffic signal, new access ramps, and other ancillary work. Construction was scheduled to begin January 24, 2011 and be completed by April 2011 (weather permitting).