

CITY MANAGER'S OFFICE

Administration

July 4th Advisory Committee

On July 26, the City Council created a July 4th Advisory Committee. The committee consist of 10 residents of Moreno Valley, with five members being appointed to one year terms by the City Council and five members being appointed through the City's application process by the Parks and Community Services Director. The appointments made by the Director will be for two years. The committee will make recommendations to City Council and City staff for improving the July 4th festivities as well as develop partnerships with the community to assist in funding this event.

Legislative Update

On July 13 the Governor signed AB 61 (Jeffries): Riverside County Neighborhood Electric Vehicles (NEV) into law. This legislation will enable an increase in the use of NEVs in Western Riverside County, which will translate to fuel efficiency and energy conservation throughout the area, thus improving air quality as well as improving public health and the quality of life for residents in Riverside County. Additionally, AB 61 will provide an extremely cost-effective option for local jurisdictions to address the requirements of SB 375 and AB 32 which strive to reduce vehicle emissions and related greenhouse gasses. The City sent letters of support for this piece of legislation to our state representatives and is excited about the enactment of AB 61.

State of the City Event

The annual State of the City luncheon was a sold out event, with 270 business and community leaders in attendance. With a focus on the positive economic development efforts of the City, the Mayor's speech was entitled "Soaring Opportunities." The Mayor's address was filmed and will be broadcast on MVTV-3 several times during the next month and will be posted for viewing on the web site as well. Special thanks to the MVTV-3 team, Tim Carroll and Rob Roseen in particular, for producing the presentation accompanying the speech and the video announcement of the medical corridor. Thanks as well to the City's Graphics Designer Meleisa Mendonca for creating the Council district collage posters, event program, and coordinating the production of the large stage banner.

Draft Economic Feasibility Study for an In-House Police Department

One of the follow up items from the 3-Year Deficit Elimination Plan discussions was an update of the most recent feasibility study for an in-house police department. A preliminary draft has been completed by Acting Assistant to the City Manager Cindy Owens and is currently being reviewed by the City Manager's Office, Financial and Administrative Services Department, and the Police Department. Staff anticipates that the study will be presented to the Public Safety Subcommittee Meeting on September 26 for their initial review and comments.

Council Connection Town Hall Meeting

On Thursday, August 11 the first "Council Connection" Town Hall meeting was held in District 4. Council Member Co hosted the meeting at Badger Springs Middle School and welcomed 25 residents. The establishment of Town Hall meetings in each Council district is an action item from the May City Council Goal Setting Workshop. The residents' questions and comments were noted and answers are posted on the City's web site.

Approximately 35 people attended. A second Town Hall meeting was held on August 25 at the Sunnymead Ranch HOA Clubhouse and was hosted by Mayor Richard Stewart. For more information visit www.moval.org.

COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT

Administration

New Freeway Sign for TownGate Center

The Fritz Duda Company will soon be constructing a new freeway sign to serve TownGate Center & Plaza. On August 11, the Planning Commission approved replacing an existing 35 foot high freeway sign with a new 80 foot high freeway pylon sign. The new sign will enhance the visibility of the sign from the freeway and allow for the addition of new tenant users to the freeway sign. The pad grade for the new freeway sign is actually 10 feet below the grade of the freeway so the top of the new sign will actually be only 70 feet above the grade of SR60. The new sign is comparable with other freeway signs along SR60, including freeway signs at shopping centers situated on the west side of Day Street in the City of Riverside. Eventually the Fritz Duda Company would

like to upgrade its other freeway sign for TownGate Center & Plaza and might even pursue incorporating a new LED reader board sign into that new freeway sign.

TJ Maxx & HomeGoods

Work continues towards bringing a new TJ Maxx and HomeGoods combo store to TownGate Center. Plan development—including interior tenant improvements and façade upgrades are being formulated jointly by the Fritz Duda Co. and TJX Companies (parent company for TJ Maxx and HomeGoods). A Lease is being finalized and should be executed early in September. A Participation Agreement between the City and TJX Companies has been drafted and should go before the City Council at the September 13 meeting. The new combo store will be situated in the 51,000 S.F. building at TownGate Center that previously contained the Ralph's grocery store. A spring 2012 opening is being planned for the new TJ Maxx-HomeGoods combo store.

Restaurant Possibility for TownGate Promenade

A new restaurant concept is being planned for TownGate Promenade, to occupy the partially constructed building-situated next to Mimi's Café that was originally to be Carino's Italian Grill. The restaurant was approximately 65% done when the restaurant operator—Breckenridge Restaurant Group went into bankruptcy. The property eventually went back to lender for the project—Farmers & Merchants Bank. Over time, Farmers & Merchants Bank has resolved many of the liens and contractor disputes that have clouded title and the ability to reuse this restaurant opportunity.

Word from Farmers & Merchants Bank is that they will partner with a proven restaurant group in finishing building out the restaurant operation and the opening of a new restaurant concept that promises to be exciting and well received by the restaurant clientele in the Moreno Valley and Riverside area. City Staff has seen the menu and preliminary plans for the new restaurant concept and we are impressed. A confidentiality provision precludes the sharing of any additional information. However, we are excited about the news of finishing the building and the opening of a new sit-down restaurant. Keep your fingers crossed that this happens.

Five Guys Burgers & Fries

Work continues to quickly advance towards the opening of the new Five Guys Burgers & Fries restaurant in Moreno Valley. The hiring of employees and training is also happening. There have been 65 people hired out of the 1,826 total applicants, and 60 or 92% of the Five Guys workforce are Moreno Valley residents. Look for a mid-September opening of this popular and much anticipated restaurant concept, which will be situated in

TownGate Plaza—just down from the Starbucks Coffee on Frederick Street.

Taco Bell Moving to New Alessandro Blvd Location

The Taco Bell restaurant at 23880 Alessandro Boulevard (just west of NWC of Alessandro/Heacock) has closed and is moving to a new restaurant location it will soon construct in the Moreno Valley Professional Village. The new Taco Bell location will be on an undeveloped pad in the Moreno Valley Professional Village that is situated on the south side of Alessandro Blvd, between Elsworth Street and Veterans Way. An Administrative Plot Plan has been approved for the new Taco Bell project, which will be a 2,966 S.F. fast-food restaurant building, with a drive-thru. Construction drawings for the project are being developed by the applicant—AA & Associates—who is working for the Taco Bell franchisee. For those of you Taco Bell junkies—you'll have to visit one of the other three Taco Bell locations in Moreno Valley until the new Alessandro restaurant is constructed.

The former Taco Bell location at 23880 Alessandro Blvd. has been leased to another Mexican restaurant. Tenant improvements are underway and the new restaurant—Albertaco's Mexican Food should open soon.

Volkswagen Coming to Moreno Valley Auto Mall

The Moreno Valley Auto Mall is expanding. Moss Bros. Auto Group has secured a commitment from Volkswagen of America Inc. to allow Moss open a new Volkswagen dealership at the Moreno Valley Auto Mall. Moss will move Volkswagen into the building at the NE corner of Moreno Beach Blvd and Eucalyptus Avenue that currently contains the sales operation for Toyota Trucks, which will be relocated into the new Toyota dealership that moved into the former GMC/Buick property that Moss acquired last fall (the Moss GMC/Buick facility moved down the street to a new site situated on Auto Center Way—behind the Chevrolet dealership).

Moss will make significant upgrades to the interior facilities and exterior look of the corner property before Volkswagen moves in. Barry Foster will coordinate development services staff from Planning, Building & Safety and the Fire Marshal in working with Moss and their consulting team to pursue an early fall opening of the new Volkswagen dealership in Moreno Valley. The new Volkswagen dealership in Moreno Valley will be the 6th Volkswagen dealership in the Inland Region—with other Volkswagen dealerships presently in Riverside, Corona, Ontario, Murrieta and Indio. Volkswagen is respected for its German engineering and aggressive marketing program. Volkswagen is clearly on

an upswing with popularity in the U.S. market with its many popular models including the Beetle, Jetta, Golf, GTI, Passat, Routon, EOS, Tiguan, and Touareg.

Glenn Moss, President and CEO of Moss Bros. Auto Group continues to pursue adding other lines of cars to the Moreno Valley Auto Mall. Discussions are underway with a number of popular auto manufactures' including the prospects of adding two more in the near future.

A New Paradigm in Healthcare & Wellness

The future of healthcare and wellness is unfolding in Moreno Valley. The City of Moreno Valley has formed a working relationship with Highland Fairview, Kaiser Permanente, Riverside County Regional Medical Center (RCRMC), Riverside Community College District and the UCR School of Medicine to work together to position Moreno Valley as a leader for the next generation healthcare and wellness. Conceptual plans were unveiled at the State of the City event illustrating Highland Fairview's vision to pursue the development of a new 200-acre world-class wellness campus that will link the existing medical and healthcare facilities at RCRMC and Kaiser's Community Hospital. This exciting new medical campus, which creates the medical corridor envisioned for the City Center area of Moreno Valley, is key to developing the new medical corridor is the construction of approximately \$75 million in public improvements slated for the City Center area.

Economic Development Subcommittee

At the August 11, meeting the Economic Development Subcommittee discussed the status of the RDA and the idea of pursuing opportunities for digital advertising in Moreno Valley. The Subcommittee has placed the discussion of Digital Advertising on the September 20 City Council Study Session Agenda. The next Economic Development Subcommittee meeting will be at 4 pm on September 15 in the Training Room on the 2nd floor of City Hall.

Moreno Valley Mall

Plan development is well underway for an expansion and upgrade to the Moreno Valley Mall. World-class architect—Altoon + Porter has created some exciting conceptual plans that are still undergoing refinement for a submittal to the City. Preliminary plans call for creating a new development, to be situated to the north of Harkins Theatres that would establish several two-story buildings for new restaurant and retail store opportunities that would be incorporated within an innovative outdoor space, but also provide a much needed connectivity to

two of the entrances to the Mall. Negotiations also continue with Forever 21 about expanding into a significantly larger presence at the Moreno Valley Mall. Spinoso Real Estate Group is working with Forever 21 officials about new store concepts for both the Moreno Valley Mall and Montclair Plaza. Keep your fingers crossed on the Forever 21 negotiations.

Sales Tax on the Upswing

In a continued upward trend, reports for First Quarter (Q1) 2011 sales tax revenue is encouraging. The 10.8% jump in Q1 2011 sales tax revenue, on an adjusted basis, as compared to Q1 2010 marks the 5th consecutive increase and the 2nd double digit increase since what was dubbed as the leveling-out period of the recession in fourth quarter 2009.

The Q1 2011 Sales Tax Revenue Summary report compares adjusted Q1 sales tax revenue totals with adjusted Q1 2010 totals (Q1 revenue is generated between January and March). HdL compiles the sales tax revenue data obtained from the State Board of Equalization. The release of data by the State and the preparation of the comprehensive report by HdL typically occur approximately four to five months after the end of the respective quarter.

Q1 sales tax revenue increases for the City of Moreno Valley were higher than both Riverside County and the State with increases of 10.2%, and 9.2%, respectively. Nearly all Riverside County cities are experiencing positive sales tax performance.

Thirteen cities in Riverside County experienced double digit growth for this quarter. The City of Moreno Valley ranked 12th with 10.8%, followed closely by Temecula at 10.0%. Leading Riverside County cities sales tax revenue increases was Desert Hot Springs followed by Calimesa, Indian Wells, Perris, Menifee, Coachella, Corona, Palm Desert, Cathedral City, Beaumont, and San Jacinto.

The table below compares the adjusted Q1 2011 sales tax revenues to Q1 2010 sales tax revenues for the City of Moreno Valley and compared to other nearby western Riverside County cities, as well as Riverside County and the State of California, ranking the all agencies by percentage change. Sales tax revenue reports for most nearby Riverside County cities were positive with some demonstrating notable Q1 2011 increases.

Sales Tax Trends

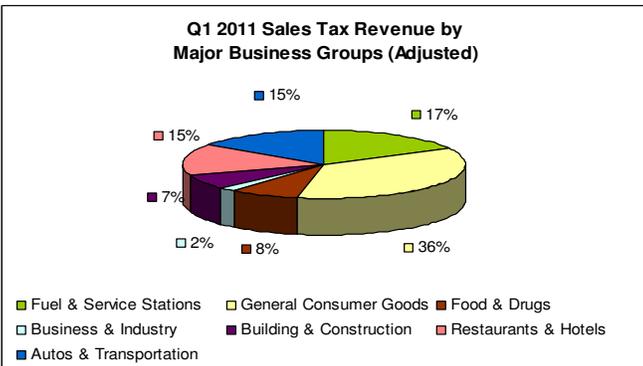
ADJUSTED FOR ECONOMIC DATA

City/Agency	Population	1st Quarter 2011	1st Quarter 2010	Dollar Difference	Standard Percent Change	Adjusted Change
Perris	64,386	\$1,370,767	\$1,225,428	\$145,339	11.9%	16.2%
Corona	152,374	\$6,098,395	\$5,430,316	\$668,079	12.3%	13.5%
Moreno Valley	193,365	\$2,728,602	\$2,450,408	\$278,194	11.4%	10.8%
Riverside County	2,189,641	\$60,952,148	\$55,717,840	\$5,234,308	9.4%	10.2%
Temecula	1,000,097	\$5,540,439	\$5,074,070	\$466,369	9.2%	10.0%
Riverside	303,871	\$9,404,757	\$8,631,079	\$773,678	9.0%	9.6%
State	37,253,956	\$1,169,893,553	\$1,086,670,635	\$83,222,918	7.7%	9.2%
Murrieta	103,466	\$2,219,625	\$2,110,190	\$109,435	5.2%	6.3%
Hemet	78,657	\$1,952,247	\$1,759,743	\$192,504	10.9%	5.7%

Moreno Valley's ongoing course toward economic recovery is evident in the categories with double digit increases in sales tax revenue. The **Autos & Transportation** category jumped in sales by 24.0% (\$81,206) over the Q1 in 2010. The rise in Autos & Transportation was directly reflective of consumer confidence and the successful ownership at the Moreno Valley Auto Mall by Moss Bros. Auto Group. All brands at Moss experienced increases. Q1 2011 high performing brands were Moss Bros. Chrysler Jeep Dodge (28.85%), Moss Bros. Honda (25.35%), Moss Bros. Toyota (12.43%). Moss also purchased Chevrolet and re-established the Buick-GMC dealership in Moreno Valley. Moreno Valley's sales performances were ahead of the State (13.2%) and Riverside County (16.4%) in the Autos & Transportation category. The 17.9% (\$71,939) increase in the **Fuel & Service Stations** category is largely due to price increases.

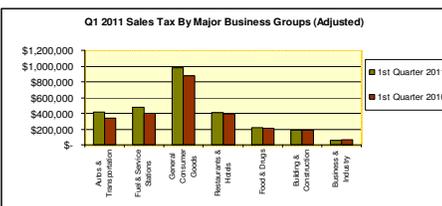
Among this comparative group, the City of Moreno Valley ranked 3rd with a \$278,194 increase which was a 10.8% increase as compared to Q1 2010. Trailing slightly behind Moreno Valley was Riverside County, with a 10.2% increase, and Temecula close behind at 10.0%. The City of Riverside and the State of California were behind by more than a percentage point at 9.6%, and 9.2%, respectively. Murrieta and Hemet experienced modest increases at 6.3%, and 5.7% respectively.

A significant double digit increase in Q1 sales tax revenue came from the **General Consumer Goods** category. The General Consumer Goods category experienced a 12.0% increase representing \$104,469 in additional sales. Overall, the category was helped by gains in major discount department store sales. Sales for Costco and SuperTarget were up. Sales for Walmart Supercenter were flat, which is considered to be a positive trend as compared to Walmart sales statewide. Additionally, family apparel outlets such as Ross, Burlington Coat Factory, Forever 21, and Victoria's Secret had a positive quarter. New reporting sales for iHerb made a sizeable contribution to the category gain as well as sales increases for department stores, electronics and appliance stores such as Sears, Macy's and Best Buy. In comparison, Moreno Valley's sales performances were significantly better than those of the County (6.3%) the State (5.0%) in the General Consumer Goods category.



The pie chart provides a graphic illustration of the percentage distribution of Moreno Valley's Q1 2011 sales tax revenue allocations by major business group. The largest contributor of point-of-sale revenue came from sales in the General Consumer Goods category, representing 36% of Moreno Valley's total allocation with an 11.6% increase in spending overall.

Gains were achieved in the **Restaurants & Hotels** and **Food & Drugs** category with a 4.2%, and 2.5% increases, respectively. Restaurants such as Applebee's, BJ's Chicago Pizza & Brewery, Olive Garden, Chili's Bar & Grill, Portillo's and Outback Steakhouse all had increases in sales. Also experiencing a positive quarter in this category were fast food restaurants such as: In 'N Out Burger, KFC, McDonald's, Panda Express, and Pizza Hut. The modest gains in the Food & Drugs category were similar to that of County and State with sales increases of 2.5% and 3.1%, respectively.



Demonstrating Moreno Valley's Q1 spending changes from 2010 to 2011, this chart

categorizes spending changes by major business group.

Decreases in revenue were experienced in the remaining two categories. The 1.5% decrease in revenue in the **Building & Construction** category was largely due to

the close out of Ecolite. The **Business & Industry** category suffered a 13.4% decline when comparing Q1 2011 and Q1 2010 due to a business closure and payment aberration in the grocery stores with liquor business type.

The following identifies Moreno Valley's top twenty-five sales tax producers during the 1st Quarter 2011 (listed alphabetically):

- | | |
|-------------------|-----------------------------|
| ▪ Arco (2) | ▪ Moreno Valley Delrahim |
| ▪ Auto Zone | ▪ Moss Bros. Chevrolet |
| ▪ Best Buy | ▪ Moss Bros. Chrysler-Jeep- |
| ▪ Chevron (2) | Dodge |
| ▪ Costco | ▪ Moss Bros. Honda |
| ▪ Food 4 Less | ▪ Moss Bros. Toyota |
| ▪ Home Depot | ▪ Ross Dress for Less |
| ▪ iHerb | ▪ Sears |
| ▪ Jack in the Box | ▪ Stater Bros. |
| ▪ JC Penney | ▪ Super Target |
| ▪ Lowe's | ▪ Tesoro Fuel |
| ▪ Macy's | ▪ Thrifty Gas |
| ▪ Moreno Gas | ▪ Walmart Supercenter |
| Mart | |

Overall, sales in Moreno Valley have steadily increasing in the past 18 months. With unemployment rates still high, the cost of food rising, and Japan's auto manufacturing operations still recovering, modest increases in sales tax revenue are the predictions for the near future.

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

Kaiser Permanente's Community Hospital

Kaiser Permanente is bullish on Moreno Valley. On July 14, the Planning Commission approved an amended plot plan for a new 75,000 S.F. medical office building to be situated on Iris Avenue-adjacent to the existing Moreno Valley Community Hospital. On August 1, Kaiser submitted construction drawings for plan check for the project, which will include an urgent care center, pharmacy, and a variety of medical offices. Kaiser officials report that the project will generate 167 new jobs, including an additional 49 doctors to better serve the growing needs of Kaiser in Moreno Valley. Clearly, Development Services staff for Moreno Valley will help fast-track the Kaiser project so it may start construction early this fall. Kaiser will also be involved in helping formulate the plans for the new medical corridor on Nason Street. Kaiser is cooperating with the City and Highland Fairview in making sure their new project has connectivity with the new Highland Fairview project.

March JPA

Moreno Valley is one of the members of the March Joint Powers Authority (JPA). In addition to Moreno Valley other members of the March JPA include Riverside County and the cities of Riverside and Perris. Recent actions with the March JPA include the following:

- **March LifeCare**--A master plot plan and specific plan amendment was approved for the proposed 200-acre healthcare project.
- **AMRO Fabricating Corporation**—A Sub-Lease document has been fully executed for AMRO to occupy 100,332 S.F. of the former DHL building. AMRO will use the facility to fabricate products for the new Boeing 787-Dreamliner aircraft. Once fully operational, AMRO anticipates employing a workforce of 115 at its new March facility.

Spotlight on Moreno Valley Business

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

- **Baby Miracle Ultrasound**—is a unique new business that offers customized packages for ultra sound services. The owner, who lives in Moreno Valley, offers seven different ultra sound-imaging packages for expectant mothers ranging from the Sweet 2D Plan at \$45 to the deluxe Royal Plan at \$199. Baby Miracle Ultrasound, which opened in May, is located at 23110 Atlantic Circle in Park Place—just across the parking lot from Marshall Scott's State Farm Insurance office.
- **Best Deal Closeout**—is a new discount retailer that opened in June at 14920 Perris Boulevard in the JFK Plaza, at the SE corner of JFK and Perris Blvd. The owner is 10-year resident of Moreno Valley and has another store in the greater Los Angeles area. Best Deal Closeout offers general merchandise—with much of it brand names at discount pricing; Products include clothing, shoes, sporting goods, jewelry, luggage, home furnishings and small appliances.
- **Minute Key**—a kiosk location opened in June for a self-service key replication business at the Lowe's store at 12400 Day Street. Minute Key is a national company, based in Colorado, that operates more than 100 kiosk locations in the U.S. situated in major stores such as Lowe's, Fry's Electronics, Orchard Supply Hardware, and Walmart. Minute Key has 45 locations in California—including other Inland Region sites in Lowe's stores in Riverside, Ontario, Rancho Cucamonga and Upland.

Business & City Connecting

A new opportunity for businesses to connect with City officials is starting up in September. The program, which is part of the City's recently adopted a "Best Place to do Business" effort will be called "Business & City Connecting". The schedule is as follows:

- **Council District 2**—Mayor Stewart
Wednesday September 14, 11:30 am to 1 pm at Oishii Sushi & Teriyaki
- **Council District 4**—Council Member Co
Wednesday November 9, 11:30 am to 1 pm at Steer N' Stein
- **Council District 3**—Council Member Hastings
Wednesday February 8, 11:30 am to 1 pm at Chili's-Stoneridge Towne Centre
- **Council District 5**—Council Member Batey
Wednesday April 11, 11:30 am to 1 pm at Mimi's Café
- **Council District 1**—Mayor Pro-Tem Molina
Wednesday June 13, 11:30 am to 1 pm at Zapata's Restaurant

The new Business & City Connecting program will supplement the existing Business Roundtable program, which will continue to occur on a quarterly basis at the Conference & Recreation Center.

Unemployment-June 2011

Unemployment for the month of June spiked upward throughout California and Riverside County. Below is unemployment data issued by the California Department of Employment Development Department for the months of May and June 2011.

	<u>June 2011</u>	<u>May 2011</u>
State of California	12.1%	11.7%
Riverside County	14.4%	13.5%
Banning	16.4%	15.1%
Beaumont	16.3%	15.1%
Corona	10.7%	9.8%
Hemet	18.0%	16.6%
Moreno Valley	16.6%	15.3%
Perris	21.9%	20.4%
Riverside	14.5%	13.4%
San Jacinto	21.3%	19.8%

Economic Development Summary – August 2011

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

Building & Safety Division

San Michele Logistics Center

First Industrial Realty Trust Inc. and their general contractor are moving quickly with the development of its new San Michele Logistics Center project in the South Moreno Valley Industrial area. Grading has been under way for over a month on the 40-acre site—situated between Nandina Avenue and San Michele Road, just west of Perris Boulevard. On July 28, a building permit was issued for a new 691,960 S.F. industrial-distribution building and work is moving fast on the large building slab. Look for walls to start going up by late September. Discussions continue with several prospective users for this—the first speculative industrial-distribution building to be pursued in this area for several years. This is all good news for the City's efforts to produce more jobs in Moreno Valley.

First Industrial Realty Trust Inc is a major Real Estate Investment Trust (REIT) based in Chicago and with a west coast office in Los Angeles. First Industrial owns, manages, or is underway with development with a portfolio consisting of more than 73 million sq. ft. of industrial space nationwide.

Nandina Distribution Center

IDS Real Estate Group is moving quickly to start construction on the 2nd speculative industrial-distribution building in Moreno Valley. The grading plan is complete and at the August 23 meeting the City Council approved a Development Impact Fee (DIF) Improvement Credit Agreement for Parcel Map Improvements associated with the new development project. IDS and its equity-capital partner—CalSTER's are now ready to pull permits to start construction on a new 769,320 S.F. industrial-distribution building to be situated near the corner of Nandina Avenue and Indian Street. IDS is also working towards the development of another building at the new Nandina Distribution Center and is plan checking construction drawings for an additional 413,598 S.F. industrial-distribution building. Again, this is all good news for more jobs—construction workers and future business uses.

IDS is a respected development company based in Los Angeles that has been active in California, with a variety of projects including the development of retail, office and industrial projects. Some of the recent IDS projects have been in cities such as Pasadena, Thousand Oaks, Westlake Village, Rancho Cucamonga, Riverside and Perris. A few years ago IDS developed a 1.7 million sq. ft. industrial building in Perris that now houses Whirlpool Corporation's west coast distribution operation.

Code & Neighborhood Services Division

Special Inspection Fees

In 1998, the Moreno Valley City Council approved an ordinance that established a fee for code inspections. The fee was created with the intent to provide cost recovery to the City in the event that multiple inspections were performed at a property in an effort to gain compliance.

Since 2008, Code Compliance staff has expended countless man hours and exhausted city resources enforcing property maintenance standards at foreclosed properties. Often times, these properties are often unmaintained by banks and the companies responsible for their maintenance and financial institutions are reluctant to comply with code provisions due to financial concerns.

Staff has been applying special inspection fees to non-compliant foreclosed and bank-owned properties since FY 2008/09. Staff provides the first two inspections for free but charges the responsible party for the third inspection and every inspection thereafter until compliance is achieved at the residence. In FY 2010/11, staff collected \$165,423 in special inspection fees and since the inception of the foreclosure inspection program has generated \$429,929 in fees.

Citation Collection

Code Compliance staff issues more than 25,000 citations annually for parking violations and/or violation of code regulations. Most citations are paid by the recipients, but many tickets are not paid and progress into a delinquent status. Code Compliance has three different avenues to collect the debt; one of these methods is via the State Franchise Tax Board (FTB).

FTB offers a program that assists jurisdictions with the collection of debt owed which is referred to as the FTB Intercept Program. In this program, The Franchise Tax Board attempts to collect the debt owed to municipalities by intercepting lottery winnings or state tax returns of the individuals responsible for the debt. The City of Moreno Valley participates in this program, which resulted in the collection of \$102,939 of revenue in FY 2010/11, along with more than \$425,000 since 2008.

Business License Support

The City of Moreno Valley Municipal code requires property owners/investors who rent single or multi family residences to obtain an annual city business license. Owners of single and multi dwellings are required to pay an annual processing fee of \$57.00.

Recently, there has been an increase of investor owned properties in Moreno Valley. Therefore, the Code and Neighborhood Services Division has implemented a proactive program to address the proliferation of unlicensed rental properties.

Staff identified 36 new properties utilized as rentals since July 1. So far, 19 investors have obtained a business license and 17 owners have failed to comply with the code provision. Code Compliance efforts generated approximately \$2,800 in unanticipated revenue through new business license fees and issuance of administrative citations. Staff will continue this effort.

Land Development Division

Development Activity

There has been an increase in the amount of development activity within the City over the past few months. Several developers have either entered into grading plan check or started construction on their projects over the summer. Some of the projects include:

- **San Michele Logistics Center** - The Land Development Division issued First Industrial a grading permit on June 30 for their industrial building project at the NWC of Perris Blvd. and Nandina Avenue. Through a coordinated effort between Land Development and Economic Development staff, along with consultants and the design engineer, the Parcel Map was approved and the grading completed in record time, allowing the Building & Safety Division to issue building permits for the structure on 07/28/11. The contractor started pouring concrete for the foundations and slab on August 10. The construction schedule indicates that the contractor will stand the building walls in late September.
- **Nandina Distribution Center** – IDS Real Estate Group is starting construction on a project to build one of two planned structures totaling 1,183,000 S.F. on a 53-acre parcel located between Heacock and Indian, and San Michele and Nandina. The improvement plans and Final Map are nearly complete.
- **Centerpointe Business Park** - In July, Overton Moore Properties submitted grading and public improvement plans for the development of a 522,000 S.F. industrial building on 26 acres at the northwest corner of Frederick Street and Cactus Avenue. The design engineer has indicated that the plans should be returned for second review by mid- to late-August.
- **Kaiser Expansion** - August 8, Land Development received engineering plans for the Kaiser medical office. The 74,000 S.F. medical building is being

constructed on the west side of the Kaiser Hospital on Iris Avenue.

- **Taco Bell** - The grading plans and site improvement for the proposed Taco Bell within the Moreno Valley Professional Village, along the south side of Alessandro Blvd., between Elsworth Street and Veteran's Way are almost through the review process. The developer is anxious to begin construction as soon as possible.

Land Development Moves to CEDD

The Land Development Division has been moved from the Public Works Department to the Community & Economic Development Department (CEDD). I strongly believe the move of Land Development is an opportunity to adjust the City's service delivery for Development Services by having Land Development align itself with Planning, Building & Safety, along with the overall Economic Development function. As you know, I have committed to the City Council to seek out ways to enhance and facilitate services to the development community. Please note that the move of Land Development to CEDD was a recommendation of Tom DeSantis in his Report providing an assessment of the development and engineering related operations within Land Development and Capital Projects.

The move of Land Development to CEDD was effective August 4. Please understand the move of the Land Development Division is not a reflection of the talent of the people working in Land Development, but rather an opportunity to work towards furthering enhancing the overall development services process. Having Land Development in CEDD and working closely with Planning and Building & Safety should help us all do the very best job in making Moreno Valley a 'Best Place to do Business'.

Neighborhood Preservation Division

Redevelopment

Much remains uncertain with redevelopment. On August 11, the California Supreme Court undertook a number of actions that could both help and hurt redevelopment efforts. The California Supreme Court issued a partial stay of the two statutes (ABX1 26 and ABX1 27) enacted by the State of California in June, temporarily putting on hold the elimination of Redevelopment Agencies (RDA's) in California. This stay was in response to a petition from the California Redevelopment Association (CRA) and the League of California Cities (League) challenging the validity of those statutes.

Here is where it gets interesting—the Supreme Court's action blocked the elimination provisions of ABX1 26,

but the Supreme Court allowed the 'freeze' provision of ABX1 26 to take effect—thereby prohibiting RDA's from pursuing new obligations or entering into new agreements. In other words--RDA's shall remain in business while the Supreme Court's stay is in place, but are prohibited from pursuing anything new after the date that ABX1 26 went into effect.

To make things even more challenging—the Supreme Court also stayed the effectiveness of ABX1 27 that would allow for cities to pass an ordinance to re-establish its RDA if it agrees to make payments to the State. Because Moreno Valley already introduced its ordinance with a first reading on July 26, Special RDA legal counsel recommended that Moreno Valley continue with a second reading of the ordinance, which occurred on August 23. Under the Court's action of August 11, Moreno Valley would be prohibited from using the new RDA to pursue any new agreements until the Supreme Court renders a decision.

With a bit of good news, the Supreme Court has established an expedited briefing schedule for the CRA/League legal challenge. The Supreme Court anticipates rendering a decision on the merits of the petition prior to January 15, 2012. Unfortunately, until then, the Supreme Court's stay greatly limits the ability of an RDA to enter into any new agreements or modify existing ones.

Housing Resale Activity – July 2011

While the housing resale market in the Inland Region continues to struggle, Moreno Valley is experiencing an upward swing with two straight months of increase. In July 2011, the average home price increased by 2.5%--going from \$156,727 in June to \$161,190 in July. And while this may not seem significant, it is a definite move in the right direction.

Additionally, the number of resale transactions decreased slightly last month going from 271 in June to 252. Although there were 19 fewer homes sold during the previous month, we must note that the value of those homes has increased.

Home sale values in other nearby communities continue to be mixed with Perris, Corona and Hemet/San Jacinto being down and Riverside, and Temecula/Murrieta being up. Remaining hopeful for some stability in the Inland Region's housing market.

ERC

The Employment Resource Center (ERC) continues to be heavily used for workforce recruitment events. Over the past two months, Goodwill Industries has held several

recruitment events at the ERC for hiring distribution workers in the Inland Region. The ERC was also used by Five Guys Burgers for recruitment programs to hire the 65 employees that will work at the new restaurant in Moreno Valley. The ERC and Riverside County's Workforce Development staff provided support to a job fair that was held on August 25 at March JPA offices for the new AMRO Fabricating Corporation facility that will soon open in part of the former DHL facility. AMRO is looking to hire approximately 100 employees to start up their March operation.

Homebuyer Assistance Program

Because of the suspension of redevelopment in California, the funding source for the City's Homebuyer Assistance Program (HAP) needed to be adjusted. On July 26, the City Council approved funding the HAP with revenues from Neighborhood Stabilization (NSP). Providing another funding source will enable the continued funding of HAP, including several transactions that are in escrow and ready to close.

Youth Opportunity Center

The Youth Opportunity Center (YOC) has opened in a 4,200 S.F. space at the Moreno Valley Professional Village on the south side of Alessandro—between Elsworth and Veterans Way. The YOC is operated by ResCare, through grant funding with Riverside County. ResCare also operates YOC for Riverside County in Perris and Indio. The City of Moreno Valley is providing a total of \$100,000 in CDBG funding for the YOC. More than 115 youth have already registered for the YOC and more applications are being processed. A recent article in the press Enterprise featured the new YOC in Moreno Valley.

Planning Division

Planning Commission

At their meeting of August 11, the Planning Commission took the following actions:

- Approved a Tentative Tract Map for a 30-lot single family residential tract on the east side of Heacock Street south of John F Kennedy Drive in the Residential 5 (Residential Up to 5 Units Per Acre). The proposed lots range in size from 7,292 S.F. to 12,828 S.F. No specific housing product is currently proposed for the tract. The applicant is Ivermex Incorporated.
- Approved a Sign Program Amendment for the TownGate Center and Plaza to allow the replacement of the existing 35-foot high freeway theatre marquee monument sign with a new 80-foot high freeway monument sign. The new sign will address visibility issues created by the recently

constructed center freeway median and allow adequate sign area to include new major tenants proposed for the shopping center. The applicant is the Fritz Duda Company.

- Approved an Amended Conditional Use Permit to revise the conditions for an approved monopine telecommunications facility at Cottonwood Park. The applicant is T-Mobile West.

Administrative Approvals

- Plot Plan for the relocation of various activities of an existing church located on Business Center Drive. The applicant is Calvary Baptist Church of Moreno Valley.
- Plot Plan for approval of classroom and office uses at the Cottonwood Golf Center. The applicant is Pacifica College of Moreno Valley.
- Plot Plan for construction of a 2,966 square foot fast food restaurant with drive-through (a Taco Bell) for the south side of Alessandro Boulevard, between Elsworth Street and Veterans Way in the Moreno Valley Professional Village. The applicant is AA & Associates.
- Plot Plan for Plan for a photovoltaic solar array (solar panels) for the Highland Fairview Corporate Park (Skechers Warehouse). The applicant is AJ Kirkwood & Associates.
- Sign Program for the Highland Fairview Corporate Park. The applicant is Highland Fairview Properties.

West Ridge Commerce Center

At the request of the applicant, Ridge Property Trust, the appeal filed for the West Ridge Commerce Center, was continued from the July 12 City Council meeting to August 23. At the August 23 meeting, the appeal was continued by City Council to September 6. The project is an approximately 937,000 S.F. warehouse/industrial building proposed for a 55-acre site on the south side of SR60, west of Redlands Boulevard. The project includes a Zone Change and Municipal Code Amendment to permit the proposed use.

Southern California Edison Grant

Staff has submitted the second series of reports to Southern California Edison as required by the Local Government Strategic Plan Strategies program grant. The reports outline the process to develop a municipal energy action plan to be incorporated as part of the City's Energy Efficiency and Climate Action Strategy and provide potential policy revisions to the City's General Plan relative to energy efficiency. The grant provides funding for this activity as well as other activities to expand and continue the Energy Efficiency and Climate Action Strategy, including the preparation

of a greenhouse gas analysis, as well as provide funding for building inspector training in energy efficiency codes. The \$375,000 grant was accepted by the City Council in February.

Prologis Business Park

Prologis has restarted processing of its 2,268,000 S.F. warehouse/industrial business park proposed for the south side of the SR 60, just east of the Moreno Valley Auto Mall. On August 10, the applicant and Project Review Staff Committee met to discuss comments on the most recent project plans. Coordination with the future Moreno Beach interchange ramp project, driveway access revisions to minimize traffic conflicts and landscaping for project screening were the major topics of discussion. The applicant indicated that all items would be reviewed and responded to in a revised set of plans to be submitted to the City. The proposed business park includes 5 buildings ranging in size from 186,000 to 861,000 S.F. 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. Staff completed review of request for proposals for a peer environmental consultant and selected Willdan in late July. The resubmittal of the environmental impact report is anticipated in late August.

Foreclosures and Homes Listed for Sale

Information available from the RealtyTrac website for July shows a decrease in foreclosure activity in the City, similar with trends for Riverside County and most other western Riverside County cities. The website reported one in 121 housing units in Moreno Valley were in some stage of foreclosure, or less than one percent (1%). This compares to a rate of one in 109 units in June, an eleven percent (11%) improvement. The current rate is a forty two percent (42%) improvement from a year ago in July 2010, when the rate was one in 85 units. Foreclosure activity was four percent (4%) better 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 about in the middle of the list of local communities and is comparable 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 341) and Winchester had the highest rate (1 in 22). By zip code, area 92555 had the highest rate in the City (1 in 47) and area 92553 had the lowest rates (1 in 165). Foreclosure activity decreased in all zip codes in Moreno Valley except for 92551 where it remained the same. In July, Moreno Valley had 458 housing units reported in some stage of foreclosure in July, compared

to 512 in June. The City of Riverside had the highest number of reported foreclosure properties at 751 and Corona had 482.

Information available from the Realtor.com website indicates a decrease in the number of homes for sale in the City and some softening in median asking prices. As of August 1, 2011, 1,068 homes were listed for sale, compared with 1,113 on July 1st, and 1,015 in August of last year. January 2010 marked the low point for inventory in recent years when 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 flattening out the last few months. The median asking price \$150,000, compared with \$150,000 in July and \$155,000 last August. 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 positive.

Automatic Extensions of Time for Tentative Tracts

The State Legislature passed and Governor Brown recently signed a bill to automatically extend the expiration date of all locally approved tentative tract maps for two years. Planning staff will research all potentially affected projects and update the files with the new extension dates. Staff will also provide letters to all affected applicants informing them of the new extension dates. In addition, staff will prepare a resolution to extend City Planning approvals by two years for consideration by the City Council.

Planning Application Activity

Planning experienced a higher than expected level of application activity in July, continuing a positive trend underway for the past year. The pace of both minor and major project applications for calendar year 2011 is now one month ahead of the pace for 2010. Application fees for July were just under \$85,000, compared to just over \$30,000 last July and an average of just over \$50,000 for the past twelve months. Eight of the last twelve months have shown increases over the prior year month. All this is good news for development services in Moreno Valley.

Highland Fairview Corporate Park

Highland Fairview has submitted revisions to a sign program for their Highland Fairview Corporate Park on the south side of the SR60 between Redlands Boulevard and Theodore Street. The proposed program includes two fifty-two foot high freeway oriented signs, as well as monument signs along Eucalyptus Avenue and wall signs for the Skechers warehouse/distribution center. Staff approved the sign program on July 25.

Staff also received an application related to the installation of solar panels on a portion of the roof of the warehouse. The installation would address the mitigation measure from the project approval related to providing alternative energy equivalent to the project's office and retail area needs. Staff approved the application on July 21.

FINANCIAL & ADMINISTRATIVE SERVICES DEPARTMENT

Animal Services Division

Moreno Valley Animal Services Welcomes Student Interns from the California School for the Deaf - Riverside

On July 18 two student interns from the California School for the Deaf began their summer work experience opportunity at the Moreno Valley Animal Shelter. The California Department of Rehabilitation provided translators to assist the students to communicate with staff. As a qualified worksite, the Moreno Valley Animal Shelter was able to be a participant in this summer work experience program allowing students to gain valuable experience working with a community organization. The student interns have proven to be excellent workers and very dependable. Dorothy Haun, Lead Animal Care Technician, has been working closely with both students having described the students as "...eager to learn and very willing to be a part of our team, both students have quickly learned a variety of skills in caring for small animals along with working well with our staff." This is a short term program as students will return to their studies in mid August.

FIRE DEPARTMENT

Fundraiser for Goodwill of Southern California

On Saturday July 23, a donation trailer was set up by the Moreno Valley Fire Explorers and Goodwill of Southern California at the Winco Parking Lot on Day Street. This was a great turnout and at the end of the day, the donation trailer was 50% filled. The Fire Explorers and Goodwill raised approximately \$1100, which will be used for the Explorer's fire science education program and help Goodwill continue with the many programs they have that enhances the quality of life for people with disabilities or other disadvantages.

Hazard Reduction Inspections

The Fire Prevention Bureau has completed this year's annual Hazard Reduction Inspections of all vacant parcels. Over 2,200 parcels were inspected and those deemed non-compliant were properly noticed to the parcel owner requesting that they perform necessary

abatement work. Fire Prevention experienced an increase in parcel owners taking care of their own parcel maintenance this year, which resulted in a decrease in parcels needing abatement from the city contractor. Arranging their own abatement saves the parcel owner significant money and avoids any city charges for the cost of abatement. This Fall, Fire Prevention anticipates performing our annual tumble weed enforcement inspections on a case by case basis. Both the spring and fall parcel inspections aid in ensuring that our city has taken the necessary steps to protect all residents from the growing threat of wildfire.

HUMAN RESOURCES & RISK MANAGEMENT DEPARTMENT

On-line TargetSafety.com Safety Training for Field Service Employees

On-line safety training with TargetSafety.com will be rolled out to all field service employees this September.

Due to the overwhelmingly positive response from Public Works, Parks, Financial & Administrative Services, and Community & Economic Development Departments approximately 112 field service employees will have access to the online training platform.

Employees follow a secure website link that takes them to a customized landing page using our City's graphics that is both engaging and friendly. Four to eight courses, lasting anywhere from one hour to 16 hours, is scheduled for each person throughout each year. Employees can view those courses in which they are enrolled as determined by their manager or supervisor and notifications prompt employees when assignments are coming due.

Upon course completion employees are able to print out a certificate of completion. Managers and supervisors can view statistical data pertinent to their organization in an attractive dashboard and reports are printed on-demand tracking each employee's progress on activities and assignments. Employees have access to more than 60 online courses at a negligible cost of \$15 per person. According to Sonny Morkus, Director of Human Resources, "This solution will further assist us as we strive to maintain our outstanding safety record."

This low cost solution helps significantly lower operational costs, improve organizational efficiency by tracking the certification and training activities of staff, deliver a robust high quality curriculum, maintain compliance, and reduce losses while allowing the entire organization to focus on results.

PARKS & COMMUNITY SERVICES

DEPARTMENT

Park Projects

Cottonwood Golf Center

Thanks to the efforts of Pastor Al Breems, Volunteer Leader Jennifer Butler, and the volunteers from Oasis Church, the Cottonwood Golf Center has a new look! On August 13 more than 35 volunteers from Oasis Church donated their time to prep and paint the outside of the golf course building. With the new operator of the golf course, Pacifica College, beginning operations, painting the front of the building was a priority and became Phase I of the volunteer painting project.

Volunteers began at 6:00 a.m. They were broken into teams that included the paint brush team, paint roller team, clean-up team, and refreshment team. The weather did get hot but refreshments were supplied by Oasis Church and a nice barbeque lunch was prepared and donated by Pacifica College. This joint effort proves that people coming together can make a difference in the community.

Hike to the Top

Our July 23 Hike to the Top to Hidden Springs had a record attendance. Forty-six participants showed up to take the hike! This is the largest number of participants we have had since Hikes to the Top began seven years ago. The Hidden Springs Hike is a moderate hike, approximately six miles long. We are appreciative of the efforts of the Recreational Trails Board for sponsoring the free hikes, particularly Board Members Brooks and Breikreuz who are guides for each hike. The next hike to the top is scheduled for September 24, and will be a 7.2 mile round-trip hike to Lake Perris. Interested hikers can meet at 7:30 a.m. at Ridgecrest Elementary School, 28500 John F. Kennedy Dr.

Artober Fest Celebration

The City of Moreno Valley's Arts Commission is currently making available exhibitor applications for its fourth annual Artober Fest. The exhibitor fee is \$25. Applications are also available for performers at no cost. Artober Fest is scheduled to take place on Saturday, October 22, from 11:00 a.m. to 5:00 p.m. at the Moreno Valley Conference and Recreation Center. This is a fun-filled way to celebrate the arts with family and friends. Artober Fest is a free event featuring the work of local artists displaying photography, painting, sculpture and much more. Food will be available for purchase, and attendees will enjoy musical performances as well as poetry. For further information, call the Parks and Community Services Department at 413.3280.

Lasselle Sports Park

The developer constructed (no cost to the City) project is 12¾ acres. Amenities are to include: restroom and concession, three turf football/soccer fields with natural turf, security lighting, picnic facilities, play apparatus and a 2000 square foot building. The park is in its final phase of design of the site and restroom/concession. The parking lot for this project has been put on hold. The design architect is in the process of submitting a plan of use to the Department of Water Resources and EMWD.

Shadow Mountain Park Ballfield Lighting and Restroom Project

Shadow Mountain Park has been closed since May 2 in order to complete a ballfield lighting project for the softball and soccer fields as well as install a prefabricated restroom at the park. When the fields are not being utilized for softball, the ballfield lighting will accommodate additional sporting uses such as soccer. The light fixtures will reduce power consumption by more than 40% and require less maintenance than previous technology. Shadow Mountain had a soft opening on September 3 and a grand reopening is scheduled for September 12.

Cell Tower at John F. Kennedy Park

An application by Royal Street (Metro) for a cell tower has been approved by the department and sent to Planning for processing. The project is to include cellular antenna on an existing 80' sports lighting pole. A Telecommunications License was approved for the site. Plans are available for the applicant to commence construction. The applicant is working with the Department of Water Resources (DWR) to obtain an encroachment permit in the DWR easement. Rent is being collected.

Cell Tower at Cottonwood Equestrian Station

An application by T-Mobile for a 50' monopine cell tower has received a conditional use permit. The applicant has received an extension on their building permit to make required modifications per the conditions of approval.

Replacement Play Equipment at Ridgecrest, Gateway and Sunnymead Parks

The playground equipment at these sites is outdated, not meeting current safety codes. The project will bring the play equipment up to current standards for safety and ADA. The project will begin the planning process this month. Installation is expected in the winter of 2011/2012.

Parks Maintenance Division

Completed projects include replanted beds at various park sites; aerated and fertilized parks; repaired area drains at Cottonwood Golf Course; weed abatement at March Field open space.

Projects in progress include weed abatement at Aqueduct Bikeways (50% complete) planting trees at various park sites; installing mulch in planters at Shadow Mountain Park; planting new trees and shrubs at Shadow Mountain Park; repair and replant parking lot planter at Bethune Park; repair irrigation pump at Towngate Park II; trim hedges at parks; install new trash containers at Shadow Mountain Park; top off College and MVCC playgrounds with EWF.

Recreation Division

The Time for Tots summer sessions came to a close on August 5. The summer sessions were an enjoyable experience for parents and children alike, with more participants than in previous summer sessions. The children enjoyed eight fun-filled, creative themed weeks including Recycling and Nursery Rhymes, Safari and America, On the Farm and Round Up, and Ocean Life and Super Heroes. Many parents and families joined the program's participants each Friday for a wonderful movie experience at Harkin's Movie Theater Summer Movie Fun. The summer's movie selections included Clifford's Really Big Movie, Ramona and Beezus, MegaMind, How to Train Your Dragon, Despicable Me, Diary of a Wimpy Kid, Shrek Forever After, and Yogi Bear. Each week also featured water days and other fun-filled summer activities. As exciting as the summer was, staff did say goodbye to all graduating participants that began kindergarten in early August. We thank all parents and children for a wonderful summer experience.

Summer Valley Kids Camp

The Summer Valley Kids Camp came to a close on Tuesday, August 9. Registration held steady in the triple digits for seven out of eleven weeks. Local children in kindergarten thru eighth grades enjoyed playing fun-filled games, performing creative skits, watching movies, playing video games, creating artistic crafts- including, carnival-like games and activities onsite including a wonderful session with Color Me Mine. Participants also attended action-packed fieldtrips to Brunswick Moreno Valley Bowl, the Los Angeles Zoo, Yucaipa Regional Park, Cal Skate, Pharaohs' Lost Kingdom, and Celebration Park.

Staff are now busy preparing for the Fall Valley Kids Camp, which will be open in November when local Moreno Valley and Val Verde Unified School Districts

close for the week of Thanksgiving. It is sure to be a fun-filled, festive experience.

Contract classes saw an increase in several classes for the month of August including Drawing for Kids, Tennis, and Traditional Karatedo. The summer months have been full of residents taking advantage of the wonderful, creative, and entertaining classes and programs offered by the City. Even as the summer has come to an end for local children attending school, August classes are full of those enjoying the diverse classes available. Many contract instructors will also join us for YouthFest 2011 with their own booths and featuring registered participants for performances.

Special Events

YouthFest 2011 is scheduled to be held on Saturday, September 10th at Community Park from 10:00 a.m. to 2:00 p.m. Local residents are welcome to join community youth-based businesses and organizations for complimentary festivities as they gather information regarding youth programs available in the community. The annual event also features a dj, raffles, and showcases dance and music performances.

Sports Events

Pee Wee and Junior Spudball (Tee Ball) has completed its program. We had over 100 youngsters playing baseball multiple nights out of the week for 6 weeks. There was a large emphasis on the basics of the game with a lot of fun being had by all participants. We are currently taking registration for our PW/JR Flag Football, which will begin in the middle of August.

Youth Summer Basketball has come to an end. Our Championship teams were crowned Saturday July 30th at the Conference and Recreation Center. Every championship game was within 2 points at the final buzzer.

Our Adult Men's Basketball also has completed there inaugural season. We are currently taking registrations for this league and will resume in late August. Adult Women's Soccer will be starting this upcoming weekend with multiple games being held at Community Park Soccer fields on Sunday nights.

A Child's Place

A Child's Place summer program was a success. We had a total of 118 students enrolled. The children enjoyed a variety of field trips and activities. To conclude the summer program "A Child's Place" along with Valley Kids Camp held an end of summer Carnival Field Trip at Celebration Park on August 3. Children enjoyed

hamburgers, nachos, snow cones, face painting, and plenty of carnival games.

We are accepting fall applications for after school care at the following sites: Armada, Creekside, Rainbow Ridge, and Sunnymead.

Library Services Division

Story Time Schedule

Beginning Tuesday, September 6, the Preschool Story Time schedule at the library will be Monday through Thursday from 11 a.m.-12:00 noon. Thursday's story time is bilingual in English and Spanish. A new story time theme is presented each week. In September, children will continue exploring their ABCs by participating in stories, songs and activities featuring the letter of the day. Recent story time attendees were treated to a special Dinosaur Dig in the PAL Island, currently on loan from the Rancho Cucamonga Library.

Rotary Club Donations

Over the last couple of months, the Moreno Valley Noon Rotary Club has donated nearly \$500 for the purchase of children's books. The library appreciates these donations, which provide the opportunity to purchase needed new materials for our children's collection.

Moreno Valley Public Library's annual Summer Reading Program concluded on July 21. This year's program, "One World, Many Stories," was the most successful program to date. During the six weeks of the program, staff registered 1,782 participants; issued 1,654 library cards; awarded 1,623 free books and 622 t-shirts; entertained 657 children and 358 parents at story times; and checked out over 70,000 books!

The Summer Reading Program was made possible through the generous support of the Moreno Valley Friends of the Library and various local merchants. The Friends will also be recognizing some of the program's top readers at the August 23 Council meeting.

PUBLIC WORKS DEPARTMENT

Capital Projects

Ironwood Avenue Improvement from Heacock Street to Perris Boulevard

This project is the second phase of the Ironwood Avenue from Heacock Street to Perris Boulevard. This project will construct full street improvements on both sides of Ironwood Avenue from Heacock Street to Perris Boulevard. The improvements will include widening the road by constructing two additional lanes and installing curb, gutter, and sidewalk. There are 16 Southern

California Edison (SCE) power poles to be relocated prior to the project construction. The construction of SCE power pole relocation has been started in July 2011 and will be completed by end of September 2011. The Ironwood Avenue has been advertised for bid and the bid opening is scheduled on September 15, 2011. The construction will start by November 2011.

EOC Family Care Emergency Generator

Capital Projects is preparing the Analysis and Study Report for the EOC Family Care Emergency Generator. The City Hall Emergency Operations Center currently has a generator to provide emergency power to the City Hall building, the Public Safety building (PSB), and the Emergency Operation Center building (EOC). The Analysis and Study is prepared to assess the present condition and operating efficiencies of the existing emergency generator system and to consider a new generator. The Analysis and Study Report will present recommendation with different scenarios that helps budgeting of the EOC Family Care Emergency Generator. One ideal scenario for the new generator is to serve a dual purpose which is to provide emergency power to the Conference and Recreation Center Family Care Center locating in the north side of the Civic Center Buildings and at the same time be a back up to the existing City Hall EOC generator. The Electrical Engineer Consultant will complete analysis with recommendation by mid August 2011.

Street Improvements for Heacock Street from Hemlock Avenue to Ironwood Avenue and Ironwood Avenue at Davis Street

This project consists of widening approximately 500 feet of the west side of Heacock Street from 390 feet north of Hemlock Avenue to 530 feet south of Ironwood Avenue. Project benefits include new sidewalk that will join existing roadway and sidewalks at both ends of the project. Additionally, three new street lights will be installed for improved vehicle and pedestrian safety. In conjunction with this project, a new cross gutter, access ramps, and minor street widening will be constructed at the north leg of the intersection of Ironwood Avenue and Davis Street. Hillcrest Contracting, Inc., the City's contractor, started construction in early August 2011 and is scheduled to conclude construction by November 2011.

Heacock Street Bridge Replacement Project

In 2005 Public Works Department submitted a request through Caltrans to the Federal Highway Administration (FHWA) to replace the obsolete Heacock Bridge between Iris Avenue and Cardinal Avenue over Perris Valley Storm Drain Lateral "A." The total project was estimated at \$2.97 million. The City received \$360,000

in federal reimbursement for the engineering phase of the project which was completed in November of 2010. Over the past several years, the Capital Projects Division has been working with Caltrans/FHWA to complete the environmental, right-of-way, and the engineering design phases for the new facility so the construction funds could be allocated. On August 15, the City received notice from Caltrans that the FHWA had approved the requested allocation of an estimated \$2.03 million for the construction phase of the project.

The existing bridge is considered functionally obsolete by Federal Standards and it constricts the channel's waterway opening under the bridge to less than the City's required capacity for a 100-year storm. The project consists of the complete removal of the existing bridge structure and construction of a four-cell culvert in its place. The new infrastructure will meet the 100-year flow capacity of the Heacock Channel and will conform to Federal and City bridge geometrics. In anticipation of the future widening of Heacock Street to a full four-lane arterial street between Cactus Avenue and San Michele Road, the portion of the street over the bridge will be built as a four-lane road. The project is currently anticipated to go out to bid in late September 2011, with construction beginning in February of 2012 (weather permitting).

SR-60/Nason Street Interchange Improvements

Work continues at the SR-60/Nason Street Interchange Phase 1. Work taking place is construction of retaining walls on the south side of SR-60, completing new storm drain pipe connections, and earth fill for the ramps. Over the next few months, earth fill will be placed to the east of Nason Street and along the new eastbound ramps in order to accommodate the raising of grade. Staff held an informational open house on July 14 as part of the continuing outreach program. To sign up for regular project updates, please visit the City's "Route 60 Nason" link on the City's website. A toll-free number has also been set up as 1-888-493-8410. Construction is expected to be completed in March 2012 for Phase 1. Phase 2, bridge replacement, will take place after completion of Phase 1, and is expected to take 18 months.

Morrison Park Fire Station

This project will construct a new fire station at the northeast corner of Cottonwood Avenue and Morrison Street occupying approximately 1.5 acres. The Morrison Park Fire Station will be a two-bay fire station with low maintenance landscaping design. The project is funded with Redevelopment 2007 Tax Allocation Bonds. The contract award is scheduled for the September 13, 2011 City Council meeting. Construction will start in October 2011 and finish in July 2012 (weather permitting).

Fire Station No. 65

A new location for Fire Station No. 65 replacement has been selected at the northeast corner of Rebecca Street and Brodiaea Avenue. The future site of Fire Station No. 65 will be approximate 1.5 Acres. A letter of offer has been sent out to the owner and negotiations are in progress.

Eastend-Highland Fire Station

The future site for Eastend-Highland Fire Station has been selected at the southwest corner of Redlands Boulevard and Brodiaea Avenue. The site is a vacant lot of 7.5 acres and will be used for a community park and fire station. The Eastend-Highland Fire Station will occupy an area of 1.5 Acres from the site. An appraisal for the 7.5 acre vacant lot has been prepared by Overland Pacific & Cutler, Inc. (OPC). Land acquisition is in progress.