

## CITY MANAGER'S OFFICE

### *Administration*

#### Certificate of Achievement for Excellence in Financial Reporting

It is important to take a moment and recognize a significant achievement by the City's staff in the Financial Operations and Treasury Operations Divisions. I want to thank and congratulate each of these staff members for their contribution toward the City receiving the *Certificate of Achievement for Excellence in Financial Reporting* award from the Government Finance Officers Association (GFOA) for the 6/30/09 CAFR. This is the 12<sup>th</sup> consecutive year the City has received the award and their contribution and dedicated effort has ensured that this important milestone has been achieved for the City of Moreno Valley. I am aware of the many long hours that were spent in preparing the CAFR. This is a significant achievement for the City, to continue to produce a high quality and award winning Annual Financial Report that engenders trust and confidence in the financial activities of the City that we all contribute toward. On behalf of all City Staff and the City Council, congratulations for achieving this award!

#### Council Candidates Workshop

As the City has done in previous election cycles, Staff held a workshop on September 27 to provide information to the candidates running for City Council. The City Manager's Office developed a handbook for the participants that included information on the City organization, form of government, operations including recent economic development efforts, budget, and access to City Staff during the campaign. The workshop included brief presentations by each Department Head.

#### Military Appreciation Banner Program

The launch of the Military Appreciation Banner Program approved by the City Council on August 24 will correspond with the City's annual Veterans Day ceremony on November 11. The initial banners being produced will be installed for Veterans Day and will honor Moreno Valley residents killed in action whose names are engraved on the Veterans Memorial. The first banner was unveiled at the State of the City luncheon and honors PFC Marcus Tynes, whose family brought the idea of the program to the City. The military appreciation banners are being produced by FastSigns, a local vendor.

#### Hazardous Materials Cost Apportionment Working Group

On August 19<sup>th</sup> staff from the City Manager's Office participated in a meeting with the Riverside County Fire Hazardous Materials Cost Apportionment Working Group. During this meeting the cost allocation formula for the Hazardous Materials Response Team underwent a series of changes based on information provided by the various contract cities present as well as Riverside County Fire. The final agreement at the meeting was to apportion 25% of the total cost of the program across all jurisdictions. The remaining 75% of the cost would be based on a per call cost, utilizing a four-year rolling average of the number of HazMat calls per jurisdiction. Based upon this formula, Moreno Valley's share of the annual HazMat program cost is estimated to be \$215,789 or 11 percent of the total HazMat program cost of \$1,902,778. The Working Group is still examining the possibility of jurisdictions receiving credit for any cost recovery gained from the parties found responsible for HazMat spills. At issue is the "dollar for dollar" cost accounting principle that the County has to abide by. The current discussion is now focusing on doing a "per call" credit back to the jurisdiction when the County is successful at recovering the costs for the HazMat service call. A complete proposal was provided for the contract partners' review at the September 29<sup>th</sup> Fire Contract Partners meeting.

#### Disney/Time Warner Contract Dispute Ends

Last month staff from the City Manager's Office met with representatives from the Walt Disney Company and KABC-TV. The meeting was requested by the Disney/KABC representatives, who wanted to discuss their contract negotiations with Time Warner Cable. Disney's contract with Time Warner to carry ESPN, Disney Channel and local ABC TV stations expired on September 2. The two companies struck a deal last month to keep these broadcasts on without any interruption of service to Time Warner Cable customers including those in Moreno Valley.

#### EOC Dedication

The dedication for the City's Emergency Operations Center was held on September 29 at 3:00 p.m. This two-story, 8,000 square foot building, was designed as an "essential facility", meaning it can better withstand the damaging forces from an earthquake than a regular building. It is a state of the art facility with improved communications and monitoring systems to facilitate emergency responses during a disaster. The City

Manager's Office and the Fire Department have been planning the dedication ceremony. Mayor Bonnie Flickinger and County Supervisor Marion Ashley spoke at this event.

#### Proposed Street Name Change

During the development of the Military Appreciation Banner program, the Military Appreciation Banner Committee discussed renaming a portion of Cactus Avenue. The section of Cactus Avenue that is under consideration to be renamed would be from the City's western city limit on Cactus Avenue to Heacock Street. The proposed name is March Memorial Parkway which would honor both March Air Reserve Base and the City's military service personnel. An informational meeting for both the affected property owners and business owners located on Cactus is scheduled to be held on Monday, October 11<sup>th</sup> at 8:30 a.m. in the Council Chamber.

#### Veterans Day

The City's annual Veterans Day ceremony has been scheduled for Thursday, November 11 at the Veterans Memorial at sunset. The initial banners for the Military Appreciation Banner Program will be in place for the ceremony and will honor those City residents who were killed in action and whose names appear on the Memorial. All future installations will include banners for both active duty military service personnel and those who gave their lives in service to their country.

### ***Media & Communications***

#### Moreno Valley Reality Show Premieres on MVTV-3

The first episode of MVTV-3's "Mission MoVal" reality TV show aired on September 7 at 8:00 p.m. Loosely based on CBS' "Amazing Race," the program highlights the City's parks, facilities, points of interest, local entertainment options and local businesses. Filmed over several days, cameras followed 3 two-person teams around the City as they completed challenges at different locations throughout all Council districts, learning about Moreno Valley in the process. A total of four original episodes will be broadcast on MVTV-3, airing for one month each.

### **CITY CLERK DEPARTMENT**

#### Important Dates to Remember Re: the Elections

Vote-by-Mail (absentee ballot) Ballot Application Period: October 4 - October 26, 2010. Last Day to Register to vote or change address for this election - October 18, 2010.

Election Day - Tuesday, November 2, 2010. The polls will be open from 7:00 a.m. to 8:00 p.m.

#### Additional resources

- County of Riverside Registrar of Voters website [www.election.co.riverside.ca.us](http://www.election.co.riverside.ca.us)
- Easy Voter Guide, a quick guide to November 2, 2010 election. [www.easylvoter.org](http://www.easylvoter.org)
- Smart Voter - a comprehensive online election guide where you can learn more about candidates, their positions, and about ballot measures. [www.smartvoter.org](http://www.smartvoter.org)

### **COMMUNITY DEVELOPMENT DEPARTMENT**

#### ***Code & Neighborhood Services Division***

##### Rotational Tow Service Program

The Code and Neighborhood Services Division and the Facilities and Purchasing Division are now accepting proposals from interested firms for the City's new rotational tow service program. Interested firms were encouraged to submit applications during the open enrollment period of September 2 through September 28.

A review of all proposals will be performed by a selection committee to determine whether interested firms meet City ordinance requirements. Once the review process is complete, staff will provide City Council with a list of qualified firms for final approval.

##### Edward Byrne Memorial Justice Assistance Grant (JAG)

The Code and Neighborhood Services Division has been awarded the Edward Byrne Memorial Justice Assistance Grant (JAG). The JAG program allows jurisdictions to address various enforcement needs including the prosecution of offenders, crime prevention and education of the community. The award of \$110,266 will be utilized for the continued funding of the Graffiti Tracker program as well as to hire and deploy part-time code compliance personnel primarily focused on property maintenance issues at foreclosed properties.

#### ***Planning Commission***

The Planning Commission met on September 23<sup>rd</sup>. At that meeting, the Commission considered a Municipal Code Amendment to revise the City's regulations on second residential units and single family residential design standards. The proposal would allow second residential units in all single family zones, subject to reasonable design and occupancy standards, in order to conform to current State requirements. The proposal would also make a variety of changes to single family residential design standards, including a requirement for "four sided architecture". The item will be forwarded to

the City Council for final review and action before the end of this year.

#### Administrative Approvals

1. Plot Plan to permit exterior revisions and additions related to the establishment of a restaurant with outdoor dining at 12450 Day Street (Buffalo Wild Wings). The applicant is Anthony Prokos.
2. Plot Plan to repaint the exterior of a commercial building at 12125 Day Street (Wizards Party House). The applicant is SLK Building LLC.
3. Plot Plan to approve a change in product for the remaining 23 lots of Tract 32715, located at the southeast corner of Perris Boulevard and Ironwood Avenue. The new product complies with the provisions of the City's product change ordinance. The applicant is GFR Enterprises.
4. Sign Permit to remove an existing billboard and construct a new billboard at 21025 Ironwood Avenue. The sign, which needed to be moved to facilitate adjacent interchange improvements, was authorized pursuant to a City Council approved Billboard Relocation and Reconstruction Agreement. The applicant is Lamar Advertising Company.
5. Plot Plan to revise the site plan for handicap accessibility to facilitate occupancy of an existing industrial building at 17825 Indian Street (iHerb). The applicant is RKZ, Inc.
6. Plot Plan to remodel an existing gas station at 23501 Alessandro Boulevard (Arco AM/PM). The applicant is Ahmad Tamassi.
7. Plot Plan to permit a church in an existing commercial center at 22920 Alessandro Boulevard. The applicant is World Harvest Church.

#### Foreclosures and Homes Listed for Sale

Information available from the RealtyTrac website for August shows a slight increase in foreclosure activity in the City, contrary to no change in the County. For August, the website reported one in 83 housing units in Moreno Valley were in some stage of foreclosure. This compares to a rate of one in 85 units in July, 2% deterioration between July and August. The current rate is much improved from August 2009, when the rate was one in 56 units (48% improvement). Foreclosure activity was static 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, somewhat worse than 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 312 and

Winchester had the highest rate (1 in 19). By zip code, area 92555 had the highest rate in the City (1 in 33) and area 92557 had the lowest rates (1 in 123). Foreclosure activity decreased in the 92551 and 92557 zip codes, stayed the same in the 92555 zip code and increased in the 92553 zip code.

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 September 1, 2010, 1,038 homes were listed for sale, compared with 1,015 on August 1st, and 927 in September of last year. The median asking price in August was \$159,000, compared with \$155,000 in August and \$149,900 last September. 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*

#### Ross Stores Bring More Jobs

As part of major expansion of its Distribution Center (DC) on Perris Boulevard, Ross Stores Inc. has produced a significant number of new employment opportunities in the community. The project included expanding its footprint from 686,000 sq. ft. to 1,298,000 sq. ft, plus Ross added a 285,000 sq. ft. mezzanine area. Altogether, the Ross Stores DC in Moreno Valley now has over 1.58 million sq. ft to better service both Ross Dress for Less and dd's Discount stores. Last fall Ross increased its employees at the Moreno Valley DC from 600 to 990. On September 20, the Ross Stores DC in Moreno Valley initiated a full 3<sup>rd</sup> work shift and now employs 1,425 people. Ross is also working with a local staffing agency—MJO Staffing (has an office on Sunnymead Blvd) to add another 100 to 150 more temporary employees to work the next few months through the holiday season. Ross Stores adding almost 1,000 new jobs during the past year certainly is good news, and it helps to combat the high unemployment rate in the Inland Region.

#### Taco Bell Looking to Relocate on Alessandro Blvd.

The Franchisee who owns the rights for Taco Bell restaurants in the Moreno Valley/Riverside area is looking to move the Taco Bell location on Alessandro about a mile to the west. The Lease will not be renewed for the existing Taco Bell restaurant at 22880 Alessandro (just west of the NW corner of Alessandro and Heacock) in favor of a new pad development opportunity at 22585 Alessandro (just east of the SE corner of Alessandro and Elsworth). A Lease has been executed with Aardex Development to allow for a new Taco Bell development

project at its Moreno Valley Professional Village. A fast food use with a drive thru is allowed at this location with a conditional use permit, which Aardex will pursue processing through the City. The new Taco Bell restaurant will be situated right next door to Westech College and provide for a food use in the midst of this new 130,000 sq. ft. office development, which also includes Moreno Valley Health Center, Moreno Valley Dental Clinic, DaVita Canyon Springs Dialysis, along with a number of doctor offices. Aardex and Taco Bell officials are looking for a mid-2011 opening of this new project.

#### Panera Bread

Progress continues to be realized with Panera Bread for the development of a new restaurant in a vacant 3,960 S.F. space in TownGate Crossing. A Letter of Intent is presently in place and Lease negotiations have progressed towards an anticipated execution of the lease by the end of September. Because of a potential conflict with a use-restriction in the Starbucks Coffee Lease, both Panera Bread and the Fritz Duda Co. have decided not to pursue a drive-thru operation for this new Panera Bread location. Look for tenant improvement plans to be submitted early this Fall with the opening of the new Panera Bread in Moreno Valley targeted for Spring 2011.

Panera Bread is a popular national restaurant concept currently with 1,399 locations in 40 states. Panera Bread is well-known for its variety of distinctive fresh baked artisan breads, but also features pastries, bagels, brownies, cookies, muffins, along with an array of breakfast sandwiches and signature café sandwiches. The new Panera Bread Café in Moreno Valley will be a corporately owned and operated store. Existing Panera Bread locations in the Inland Region include Riverside, Redlands, San Bernardino, Fontana, Rancho Cucamonga, Ontario, Corona and Chino Hills.

#### ARCO AM/PM

The ARCO AM/PM convenience store at 23501 Alessandro Boulevard (SE corner of Alessandro & Graham) is being renovated to include more company desired store amenities. The convenience store closed on Monday, September 13 for the upgrade project that is anticipated to take 45 to 60 days to complete. During this time the gas fueling operation will remain open for business. The six existing ARCO AM/PM locations in Moreno Valley not only provide great opportunities for fueling and convenience store use, but are also strong sales tax producers for the City of Moreno Valley. In calendar year 2009, the six ARCO AM/PM's together generated nearly half a million dollars in sales tax

revenue for Moreno Valley and this represented 4.7% of the City's total sales tax revenue.

#### International Council of Shopping Centers (ICSC)-San Diego

Three staff members from Economic Development pursued business and development opportunities at the ICSC event in San Diego from September 22-24. Moreno Valley had a trade show booth and the Economic Development Director participated in 20 meetings with a variety of developers, real estate professionals, and representatives from retailers and restaurants including Anna's Linens, BevMo, Buffalo Wild Wings, Chipotle, Corner Bakery, Fresh & Easy Markets, Henry's Markets, Jerome's Furniture, Original Pancake House, Planet Fitness, Ralphs-Kroger Foods, Red Lobster, Sonic, Sunflower Markets, Stater Bros. Markets, TJ Maxx, Texas Roadhouse Grill, UFC Gym, and 24 Hour Fitness.

#### Robertson's Ready Mix

Pre-development work continues for the relocation of Robertson's Ready Mix (RRM). An amendment to RRM's development plan to expand its project for the Old 215 Frontage Road site should go to the Planning Commission in October. Construction drawings and grading plans are ready. Part of the delay in RRM's relocation project has been because the road improvements being done on Old 215 had fallen behind schedule because of back-ordered equipment for the traffic signal modifications at Alessandro/Old 215. Andland Properties LLC-Gateway Business Park, the developer doing these road improvements has contractors doing work and hopes to finish the Old 215 improvement by the end of September or early in October. Robertson's officials' hope is to be under construction on their Old 215 project by November.

#### Moreno Valley Auto Mall

Work continues on several efforts to enhance the Moreno Valley Auto Mall. Moss Bros. Auto Group (Moss) has completed moving and expanding the Toyota and Honda operations, along with assuming control of the Chevrolet franchise at the Moreno Valley Auto Mall. Moss reports improved sales the past month for all the dealerships. Moss continues discussion aimed at adding up to five new lines of vehicle operations at the Moreno Valley Auto Mall—with two looking very promising to start up in the short-term.

Work also continues on improvement projects at the Auto Mall. San Pedro Sign Co. is nearly complete with construction drawings for the new freeway sign for the Moreno Valley Auto Mall—including the new reader board. Staff and the outside consulting team also remain



busy working on finalizing plans for other public improvements and signage upgrades at the Auto Mall.

### Shop MoVal

The Shop MoVal marketing program is well underway. The Shop MoVal campaign includes targeted advertising, public relations efforts and partnerships with the Chambers of Commerce and business community, including the following:

- A Shop MoVal ad is displayed in a kiosk within a high-traffic area of the Moreno Valley Mall.
- Shop MoVal magnets have been and will continue to be distributed at many City facilities, as well as a variety of special events in the community.
- Shop MoVal ads and flyer inserts have been displayed in the Press Enterprise newspaper, YourVilla magazine, PE.com, La Presna and CityLink. The attractive flyer inserts in the Press Enterprise newspaper has generated positive comments from residents, the business community, and several advertising professionals. Kudos to Meleisa Mendonca and Shanna Palau for the design of the flyer which is attached to this City Manager Report (the flyer is doubled sided with both English and Spanish).
- Shop MoVal Banners are being fabricated and will be installed in October at several major shopping areas in the community including TownGate, Stoneridge Towne Centre, Moreno Beach Plaza, and the Moreno Valley Auto Mall. Sabre Lighting & Signs—a local Moreno Valley business is the contractor on this project.
- Public Service Announcements (PSA's) have been produced and are currently running on MVTV-3 stressing the importance of shopping and doing business in Moreno Valley.
- All three Chambers of Commerce agreed to create customized Shop MoVal campaigns that will be available to their memberships and will further promote the importance of shopping and doing business in the community.

### Economic Development Summary

The Economic Development Summary has been updated for September and is available on the City's website or via hard copy in the informational rack on the 2<sup>nd</sup> Floor of City Hall. For your convenience, the updated Economic Development Summary is attached to this City Manager Report.

### Unemployment

The jobs picture got a little better last month in the Inland Region, but unemployment continues to be a challenge everywhere—with the two counties of Riverside and San Bernardino having a combined 14.8% unemployment rate. According to the unemployment data for August 2010 released by the California Department of Employment Development—17.6% of Moreno Valley residents were unemployed last month, which was just slightly down from the previous month of July at 17.7%. Riverside County's unemployment rate stayed the same at 15.3% and every other nearby City either saw their unemployment rate stay the same or decrease ever so slightly in August as compared to July. Some of the unemployment rates in August for other Western Riverside County cities include Corona at 11.4% (was 11.4% in July), City of Riverside at 15.5% (was 15.5% in July), Beaumont at 17.3% (was 17.4 % in July), Banning at 17.4% (was 17.5% in July), Hemet at 19.1% (was 19.1% in July), San Jacinto at 22.6% (was 22.7% in July) and Perris with the highest unemployment rate at 23.3% (was 23.3% in July).

### *Neighborhood Preservation*

#### Oakwood Apartments

Macfarlane Costa Housing Partners, the developer of the 241-unit Oakwood Apartments affordable housing project is pushing to start occupancy of units by October. Recently, City staff worked with Macfarlane Costa and its landscape architect to revise the landscape plan for the project to be more water efficient and embrace more California friendly plant types rather than have a lot of grass-turf areas. Additionally, the change in the landscape plan enabled the integration of more trees to provide enhanced screening between several of the new apartment buildings and adjacent existing single-family residences. Kudos to MacFarlane Costa for embracing water conservation practices while working to provide further landscape screening for the project. The City's Community Redevelopment Agency is providing \$3 million in financial assistance to the Oakwood Apartments project though the affordable housing set-aside program.

#### Rancho Dorado Apartments

The development of the 1<sup>st</sup> phase of 79-units at the Rancho Dorado Apartments is nearly complete. Palm Desert Development Company (PDDC) officials expect to secure occupancy permit issuance for Rancho Dorado by the beginning of October, with move in of tenants starting the middle of October. Rancho Dorado is a two-phase affordable housing project being developed by PDDC, near the SE corner of Perris and JFK. PDDC presently has 80% of the 1<sup>st</sup> phase leased with strong tenant interest, including a waiting list for other

apartment units. The City's Community Redevelopment Agency is providing \$4.75 million in financial assistance for the 1<sup>st</sup> phase of the Rancho Dorado Apartments.

### NSP3

With a lot of hard work by City staff and the City's Development Partners, Moreno Valley successfully obligated all of its \$11.39 million in funding for the first round of the Neighborhood Stabilization Program (NSP) prior to the September 5 deadline. With a bit more good news--on September 8, City staff was notified by the U.S. Department of Housing and Urban Development (HUD) that Moreno Valley was awarded an additional \$3,687,789 in NSP assistance through a 3<sup>rd</sup> round of NSP funding. Fifteen local governments (cities and counties) in the Inland Region will receive a total of \$52 million as part of NSP3 to help further address the impact of foreclosed and bank-owned homes. HUD will release the guidelines for NSP3 on October 1. Word from HUD is that NSP3 rules and regulations will be almost identical to the first round of NSP. Once HUD provides NSP3 guidelines, City staff will formulate an NSP3 program for Moreno Valley and bring it before the City Council for consideration before a formal submittal to HUD for approval.

### Housing Resale Market

Good news--last month home prices increased in Moreno Valley. Resale numbers just released by DataQuick for the month of August 2010 indicate an average resale value in Moreno Valley of \$163,204, which is an increase of 1.3% from the previous month of July. The Moreno Valley housing market has started to recover since bottoming out in May 2009, with an average resale value of \$137,748. The Moreno Valley resale market has realized a price increase for twelve out of the last fifteen months and enjoyed an 18.5% increase in the average resale home values. No other nearby market has enjoyed that many months of positive growth.

Despite having less overall inventory on the market, home resale activity continues to be healthy in Moreno Valley, with 265 resale transaction in August 2010. During the past 18 months there have been 6,187 resale transactions in Moreno Valley, which is an average of 344 each month.

Last month, Moreno Valley's resale home market fared better than any other nearby community except for the City of Riverside which had a 3.7% increase which slightly exceeded Moreno Valley's 1.3% increase. Every other nearby community experienced a resale home value decrease in August with Temecula/Murrieta at -

0.7%, Corona at -2.6%, Hemet/San Jacinto at -3.8% and Perris dropping the most with -4.0%.

### Employment Resource Center

The Open House to highlight the expanded Employment Resource Center (ERC) has been postponed. We will notify the Council of the new date as soon as it has been scheduled.

## **FINANCIAL & ADMINISTRATIVE SERVICES DEPARTMENT**

### Animal Services Veterinary Clinic Extends Hours Open to the Public

The Moreno Valley Animal Shelter's Animal Clinic is now open one hour later every Tuesday, Thursday and Friday until 5:00 p.m. Previously the Animal Clinic closed at 4:00 p.m. every day. With the recent addition of one part-time veterinarian along with the shelter's full time veterinarian, Dr. Sara Strongin, the Animal Clinic is able to remain open one additional hour on Tuesday, Thursday, and Friday when two veterinarians are on staff at the Animal Clinic. The additional time allows our shelter veterinarians to devote more time treating stray animals housed at the Animal Shelter as well as treat stray injured animals being impounded by our Animal Control Officers rather than having our officers convey the animals to an outside veterinarian. The Animal Clinic offers low cost spay and neuter services, routine health checks and treatment to owned pets as well as assisting Animal Services conduct five annual low cost rabies vaccination clinics. Veterinary services are offered under contract with Dr. Marshall E. Scott, DVM, CVA & Associates.

### Animal Services Field Supervisor Receives Recognition from Deputy DA on Dog Attack Case

Deputy District Attorney Jamie Burck recently prosecuted a defendant accused of unleashing her 150 pound Rottweiler upon a Moreno Valley Police Officer. The Police Officer sustained several bite injuries and while on the ground a fellow police officer stunned the dog with a taser as the dog lunged toward the downed officer's face and neck. The dog retreated after being stunned and was subsequently removed by Animal Control Officers.

Deputy DA Burck wrote the following comments regarding Animal Services Field Supervisor, Steve Lulli.

"Special thanks to Steve Lulli, who is a supervisor for Animal Services in Moreno Valley and who was able to locate a previous bite incident involving this same dog just 6 months prior. He also coordinated with the Animal Control Officer involved in the previous

incident to have her testify in this case. His help was truly immeasurable."

The dog was held as evidence at the Moreno Valley Animal Shelter for 14 months.

## **PARKS and COMMUNITY SERVICES DEPT**

### *Events*

YouthFest '10: Many instructors put together their student performances for the annual YouthFest. YouthFest was held on September 11 at Community Park. Local residents were welcome to join the festivities to gather information regarding youth programs available in the community. The annual event also featured a DJ, drawings, and recreation dance and music performances.

### *Projects*

The reroofing at Westbluff and Gateway Parks is complete. There are some restroom improvements that will be performed within this fiscal year that will complete the entire project.

The replacement of play equipment at Moreno Valley Community and Adrienne Mitchell Memorial parks was on the agenda for the City Council Consent Calendar of September 14, 2010.

ADA hardscape improvements at Moreno Valley Community Park are expected to be completed in September.

Staff has been longing for a venue to have outdoor weddings at the Moreno Valley Senior Center. The selected location for the project was the unused horseshoe pit, adjacent to a large covered patio. The scope of work includes replacing the horseshoe pit with a concrete pad, screening, and an arbor that can be utilized for matrimony services. Funding was reserved for fiscal year 10/11 and the scope of the project was developed in July 2010. Quotes were obtained for the construction and a purchase order was issued to the low bidder. The project was completed on August 24, 2010.

The final draft of the Parks, Recreation and Open Space Master Plan was scheduled for City Council adoption on September 28, 2010.

### *Parks Maintenance*

The following projects have been completed: Added cellular phone communications to irrigation controllers at Shadow Mountain Park; prepared independent contractor's agreement to JDH Contracting for Phase I

building repairs of the Cottonwood Golf Center Pro Shop; installed new fine signs at all ADA parking stalls at all park sites; trimmed all hedges at all park sites; aerated, fertilized and sprayed for broadleaf weeds at Morrison Sport Fields; installed new trash containers at Community Park; replaced JFK Park monument sign; and added tables for ADA compliance at Community Park.

Projects in progress include: Install new benches at Fairway Park; replant beds at various park sites; install updated signs for shelter reservations at all shelters (60% complete); install cameras for vandal deterrent at JFK and Woodland parks; install new benches at JFK and Woodland tennis courts; spray weeds at parks and trails (30% complete); install new trash containers at various park sites; spraying CFD #1 park sites; and grading CFD #1 trails.

For the month of August, vandalism and graffiti have been reported at the following areas: Adrienne Mitchell (\$86), Aqueduct (\$104), Bayside (\$23), Bethune (\$372), Community (\$343), Edison (\$270), El Potrero (\$68), John F. Kennedy (\$222), Morrison (\$136), Patriot (\$80), Pedronena (\$27), Sunnymead (\$237), Weston (\$79), and Woodland (\$92). The total cost for vandalism/graffiti was \$2,139. Total labor hours were 45½ hours, approximately 5.68 full-time work days.

Court referrals performed a total of 1,062 hours during August 2010. The total hours for court referrals in 2010 are 8,997 which equates to approximately 1,124 full-time work days.

### *Recreation*

The annual Time for Tots Open House was held at the TownGate Community Center on August 19 from 10:00 a.m. to 12:00 p.m. The free event was an excellent opportunity for new and prospective families to meet the teachers, gather information on the program, and enjoy a craft, face painting, and light refreshments. The children enjoyed a special visit from McGruff the Crime Dog, and Fire Station #6 at TownGate. The children were treated to tours of the trucks, honorary stickers, and had their countless questions answered by the fire fighters.

The fall Time for Tots session began on August 23. The staff has created new and exciting curriculum, as well as special activity days. The fall session began without a hitch, and many of the sessions have already begun to fill to capacity with new and returning participants.

August was again a busy month for many recreation classes. The summer sessions of many of the dance, art, and music classes filled close to capacity or filled

completely. The new Zumba and Cardio Kickbox classes continued to be quite a hit with the classes full of participants enjoying up-beat music and fun workouts.

Summer Valley Kids Camp came to a close on August 6. Registration was consistent throughout the summer with attending children spending their vacations playing fun-filled games, performing creative skits, watching movies, playing video games, creating artistic crafts including a session with Color Me Mine, carnival-like games and activities onsite, and attending action-packed field trips to Brunswick Bowling, Yucaipa Water Park, Harkins Theater, Los Angeles Zoo, and Celebration Park. Staff is looking forward to the fall and winter Valley Kids Camps to be held in November and December.

This year's Summer Youth Basketball league was the highest attended youth league to date with more than 340 youth.

The first year of Youth Volleyball had more than 40 youth practicing for games that began on September 11.

The gymnasium and dance room flooring were resurfaced. In addition the gymnasium center divider was repaired and a collegiate 3-point line was added to the floor in order to host the Pacific College games during the upcoming months.

Pee Wee and Junior Flag Football are underway. The program will run for six weeks until the end of September. There are close to one hundred 3-year olds in the program.

### ***Grant Programs***

"A Child's Place" program had a successful summer program and serviced approximately 130 students during the summer break. Parent Orientation was held on September 16. Each site hosted an open house, which included an overview of our program, crafts that students and parents made together, and light refreshments.

## **PUBLIC WORKS DEPARTMENT**

### ***Special Districts***

#### Zone B – Residential Street Lighting

The CSD Board Secretary/City Clerk announced the results of the Zone B mail ballot proceeding this past Tuesday, September 21, at the Special Meeting with the CSD Board/City Council. The City received 8,970 ballots (22%) returned with 3,790 approving (42%), 4,649 not approving (52%), and 531 invalid (6%). The City Council will be discussing potential alternatives

regarding the residential streetlights at the October 12, 2010 regularly scheduled City Council meeting.

#### Cost of Upgrades to Irrigation Nozzles Offset by Rebates

Within the last month, staff has actively pursued rebates offered through the Metropolitan Water District's Save-A-Buck program. Rebates totaling \$1,206 have covered the cost of 402 new, high-efficiency sprinkler nozzles. Not only were we able to purchase new nozzles at no cost, but we should realize a savings in water expenses. The nozzles will reduce water runoff, as well as, reduce the amount of water used for landscaping by having better distribution uniformity (DU). The DU for the old nozzles was 38% while the new nozzles have a DU of 55%, a 17% increase in efficiency.

### ***Capital Projects***

#### Alessandro Boulevard & Indian Street Sidewalk

The construction contract for the Alessandro Boulevard and Indian Street Sidewalk Improvements project has been awarded to The C&R Construction Group, Inc. The project will install sidewalk on Alessandro Boulevard from 100 feet east of Brandt Drive to Indian Street and on Indian Street from Alessandro Boulevard to 250 feet south of Alessandro Boulevard. The project is funded by the State of California's Safe Routes to Schools program. Construction started August 30, 2010, and should be completed in September, barring any unforeseen circumstances.

#### Cactus Avenue / Kitching Street Traffic Signal

On August 30, 2010, a new traffic signal was turned on at the intersection of Cactus Avenue and Kitching Street.

#### 2009 Pavement Rehabilitation Project

The Inland Empire branch of the American Public Works Association awarded the City's 2009 pavement rehabilitation project an honorable mention for the Project of the Year award. The project used the Cold In-Place Recycling technique to greatly reduce the hauling of pavement materials to and from the job site, while also saving substantially in cost. City staff received the award at the September 2nd branch luncheon.

### ***Maintenance & Operations, Solid Waste & Recycling Program***

#### Litter Abatement Partnership – FY 2009-2010 Review

Waste Management of the Inland Empire completed its last monthly litter clean-up for fiscal year 2009-2010 on June 26<sup>th</sup>, 2010. This service is a no-cost program enhancement included as a provision of the Franchise Agreement approved by City Council in June 2008. In accordance with this provision, Waste Management



dedicates a 4-person crew and one collection vehicle for eight hours per month to provide litter abatement services. In fiscal year 2009-2010, approximately 26,000 pounds of litter were collected and approximately 233 miles were covered. The areas serviced span throughout all five council districts.

This monthly Waste Management litter clean-up complements the Maintenance and Operations Division's existing Weekend Litter and Weed Abatement Program that utilizes community service workers associated with the Riverside County Work Release Program.

#### California Department of Resources Recycling and Recovery – Annual Diversion Report Approval

In 1989, California state law AB939 mandated that municipalities reduce the total amount of waste finding its way to landfills by 50% by the year 2000. AB939 was passed in response to an increasing shortage of landfill capacity throughout California (and the nation) and an upsurge in interest in conserving California's natural resources. It requires all cities and counties within the state to reach a 50% waste reduction goal by the year 2000 and beyond. AB939 requires that all jurisdictions within the state meet solid waste diversion goals to lower our dependence on landfills and encourage the expansion of recycling programs. The City of Moreno Valley has implemented a number of innovative source reduction, recycling, composting, and reuse programs to help meet these goals.

The California Department of Resources Recycling and Recovery (CalRecycle), formerly the Integrated Waste Management Board, governs the approval process to ensure municipalities meet the requirements set forth by AB939. CalRecycle requires municipalities to divert solid waste from the landfill through recycling programs and outreach. Every municipality is required to submit a report on an annual basis that indicates the total tonnage of solid waste on a per capita basis. A per capita target is identified for each municipality and the actual number and the programs are taken in consideration to determine if they have met the criteria for the requirements set forth in AB939.

The City of Moreno Valley's target was 4.4 pounds per day of solid waste per person, and the actual amount attained was 3.3 pounds (this results in an approximate diversion rate percentage of 63%). CalRecycle's review of the City's diversion in combination with its comprehensive programs resulted in determining the City's satisfactory compliance with AB939. The City of Moreno Valley has received approval for the 2009 Annual Report submitted in August.

#### FY 2009-2010 - Final Household Hazardous Waste Events of the Fiscal Year

The City of Moreno Valley, in association with the Riverside County Waste Management Department, held its 3<sup>rd</sup> and 4<sup>th</sup> Household Hazardous Waste (HHW) events for Fiscal Year 2009-2010 on May 7-8, 2010. In these two days, 656 residents utilized this opportunity to dispose of hazardous waste and e-waste. A significant amount of waste was collected including sharps (syringes), used oil, used oil filters, fluorescent tubes, and paint. The advertising and outreach efforts for this event included supplying local Used Oil Certified Centers and home improvement stores with HHW flyers, which they in turn distributed to their customers. Flyers were also distributed at community events, city facilities and placed on the City's website. Additionally, the event was advertised on the Moreno Valley Mall's electronic sign.

The dates for Moreno Valley's FY 2010-2011 HHW events are October 22<sup>nd</sup> and 23<sup>rd</sup> and a potential additional date in the spring of 2011 that is yet to be determined. Riverside County Waste Management Department has reduced the usual number of event dates due to budget reductions. Residents are encouraged to utilize the County of Riverside's permanent HHW facility located at 1780 Agua Mansa Road, Riverside. This facility is open every non-holiday Saturday from 9:00 am – 2:00 pm. Additional information can be found by visiting their website at: <http://www.rivcown.org/>

#### Waste Management of the Inland Empire – Illegal Roadside Bulky Item Removal Program

Waste Management initiated this service in FY 2008-09, as a provision of the amended and restated Franchise Agreement approved by City Council on June 10, 2008. Waste Management collected abandoned bulky waste items located on public property within 20 feet of the paved City right-of-way within 48 hours of notification by the City. In fiscal year 2009-2010 there were 200 cases reported. The items collected included electronic items, pieces of furniture, and tires.

Items were retrieved by Waste Management's Bulky Item Collection Truck and verification of picked up items were provided via email notification and photo documentation. Additionally, Waste Management instructed its route drivers to proactively retrieve abandoned items if observed during their regular routes. Items classified as bulky waste include discarded furniture, appliances, waste tires, and oversized yard waste (tree trunks and large branches) that can be safely lifted and collected by one person. All potential hazardous waste and roadway debris in travel lanes

---

continue to be responded to by City staff to comply with Waste Management hauling restrictions and to ensure a timely response to roadway hazards.