

1d. Vision and Guiding Principles

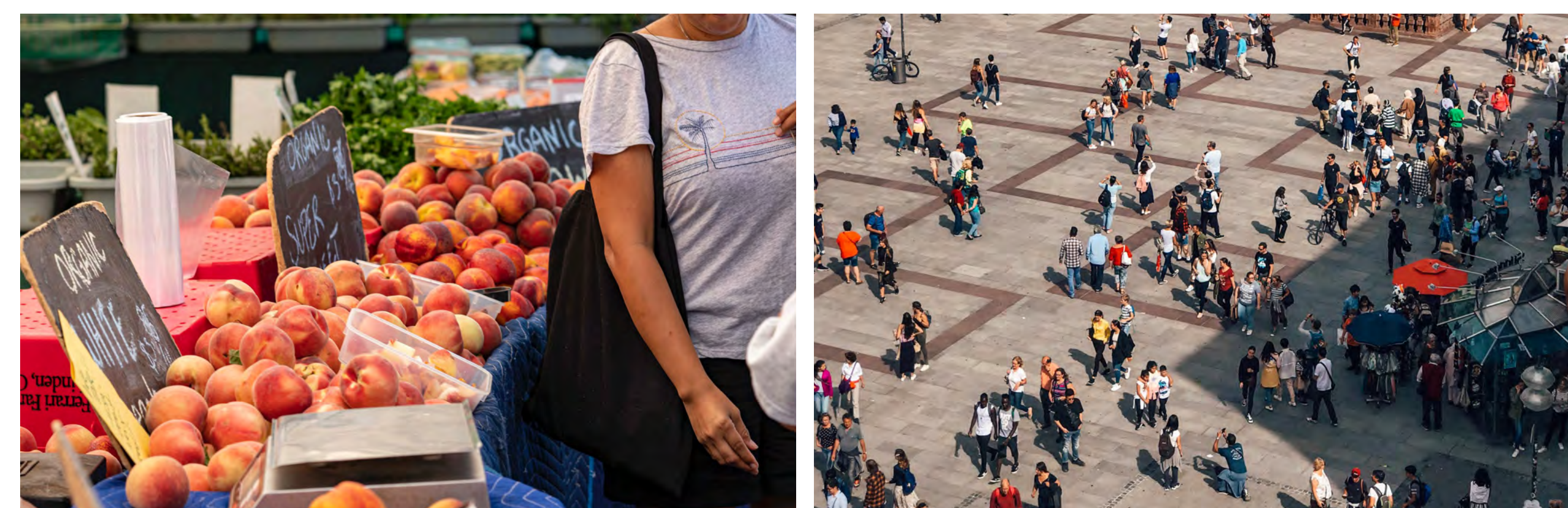
On 2/11, the City Council approved the following key components for a vision of Moreno Valley in 2040, based on input from community members received at pop-up workshops and via an online survey.

Dynamic Economy

- ◆ **Diversify the local economy**, building on strengths in health care, education and attracting new businesses
- ◆ Create a **flexible land use framework** that facilitates job growth and livability
- ◆ Create **well-paying jobs** for locals in Moreno Valley to reduce the need for long commutes
- ◆ Ensure **adequate infrastructure** to support local job growth
- ◆ Partner with business, industry and educational institutions on **training and workforce preparedness** programs
- ◆ Promote **tourism and attract visitors**, leveraging natural assets like Lake Perris
- ◆ Improve **socio-economic conditions** for all MoVal residents

Vibrant Gathering Places

- ◆ Foster **Town Centers** as places for locals and visitors to shop, dine, do business, and have fun
- ◆ Create **inviting gateways** into Moreno Valley from freeways and major roadways
- ◆ Provide **sports, recreation, and cultural facilities** that provide a range of options for youth, families, and seniors and attract visitors to Moreno Valley
- ◆ Design and program public spaces that reflect MoVal's **cultural diversity**



Community Identity

- ◆ Build local pride and a **strong sense of place** (with attractive neighborhoods, design standards, and drought tolerant landscaping)
- ◆ Make Moreno Valley a **Destination City** with a modern, innovative brand and become a model community where people choose to **live, work, and play**
- ◆ Provide **activities for youth and families** to build community bonds
- ◆ Support churches, community groups, and non-profit organizations to deliver **community services** and address homelessness.

Livable Neighborhoods

- ◆ Recognize that **housing affordability** is critical so people can grow up and grow older in Moreno Valley
- ◆ Provide housing adapted to our **future needs and lifestyles**
- ◆ Create opportunities for **neighborhood interaction** (ex: farmers' markets, community gardens)
- ◆ Prioritize **safety** on roads, near schools, in public places and neighborhoods
- ◆ Promote **active lifestyles** with trail connections, parcourse courses, and other recreational amenities
- ◆ Prioritize clean air, water, fresh food, and **community health**
- ◆ Maintain roads in good condition, improve traffic circulation, and plan for new technology that **optimizes mobility**
- ◆ Ensure Moreno Valley is **livable and welcoming** for seniors, veterans and other special needs groups.