

CITY MANAGER'S OFFICE

Administration

Hazardous Materials Cost Apportionment Working Group

Staff from the City Manager's Office participated in the latest meeting of the Hazardous Materials Cost Apportionment Working Group. As we have reported previously, the Riverside County Fire Department assembled this group to update the cost allocation plan to include HazMat Operations as a program component so that Contract City Partners will share in the cost to provide these services. The representatives of the working group had essentially approved a cost allocation formula to submit to the contracting partners that is based upon: 25% of the cost would be based on a four-year rolling average of the number of HazMat calls per agency; 25% based on the number of stations located in each agencies' jurisdiction; 25% based on the number of Cal Fire positions assigned to each agency; and 25% based on the population of each agency. Based upon this formula, Moreno Valley's share of the annual HazMat program cost is estimated to be \$205,363 or 11 percent of the total HazMat program cost of \$1,902,778. While this formula had essentially been agreed upon by the members of the working group, it was suggested that the proposed formula be revised to provide credit to each agency for any successful cost recovery realized within their particular jurisdiction. For example, if the County successfully recovered \$5,000 in costs from a Moreno Valley property owner for a HazMat clean up on their property, the City would receive a credit for that amount in their allocation. County Fire staff is reviewing this proposal and will be forwarding additional information to the working group representatives for analysis and consideration. The group anticipates having a complete proposal for the contract partners' review in September.

Military Banner Program Update

The City Manager's Office continues to make progress on the development of a military banner program honoring Moreno Valley residents serving in the armed forces. The committee tasked with implementing the program consists of Mayor Flickinger, Mayor Pro Tem Hastings, Chamber President/CEO Oscar Valdepena, Major Don Traud from MARB, Chamber Military Affairs Committee Co-Chairs Wendy McCool and Laura Froehlich, resident Bruce Atlas, and staff members Michelle Dawson, Cindy Owens and Lisa Smethurst. Staff has drafted a policy for the implementation and

operation of the proposed banner program, drafted banners per the direction of the Committee, and is working on cost estimates. These items will be forwarded to the Committee for review prior to their next meeting which is scheduled for August 5. Staff is scheduled to present the program to the City Council for review and approval on August 24, with the anticipation that the banner program will be ready for implementation by Veterans Day in November.

Media & Communications

MVTV-3 Interns

MVTV-3 is currently utilizing the services of seven unpaid interns. These volunteer interns are all quite talented and have been producing original programming for Channel 3 under the direction of media staff. The interns are writing, filming, and editing items for News Center and "Spotlight on Business." They are also producing public service announcements, have been assisting staff during the live broadcasts of the Council and Planning Commission meetings, and are honing their photography skills by adding to the City's collection of images to be used in various print media.

COMMUNITY DEVELOPMENT DEPARTMENT

Planning Division

Administrative Approval

1. Conditional Use Permit to co-locate on an existing wireless communication facility at Moreno Valley High School. The facility would be on an existing monopole adjacent to the football stadium. The applicant is Clearwire Communications.
2. Conditional Use Permit to co-locate on an existing wireless communication facility at 12890 Day Street (Robertson's Ready Mix). The facility would be on an existing monopole located at the northern edge of the site. The applicant is Clearwire Communications.
3. Plot Plan for modifications necessary to legalize a 3,000 square foot storage building, three patios and a 1,317 square foot room addition made without permits at 25164 Atwood Avenue. The applicant is Marcelo Co.
4. Plot Plan for a 1,200 square foot workshop/storage building at 11318 Crocker Circle. The applicant is Tuff Shed.
5. Plot Plan to establish a church in an existing shopping center at 24318 Hemlock Avenue (The

Festival). The applicant is Dominion Christian Center.

Foreclosures and Homes Listed for Sale

Information available from the RealtyTrac website for June shows a decrease in foreclosure activity in the City, contrary to a slight increase in the region. For June, the website reported one in 87 housing units in Moreno Valley were in some stage of foreclosure. This compares to a rate of one in 82 units in May, 6% improvement between May and June. Foreclosure activity increased slightly in the region, with the highest rates in communities with the highest levels of single family housing construction during the past building boom. Moreno Valley is in the middle of the list of local communities with Temecula and Corona. Slower growth areas such as Riverside and Banning had much better rates, and faster growth areas such as Beaumont and Murrieta had much worse rates. Calimesa had the lowest rate locally (1 in 257 and Winchester had the highest rate (1 in 16). By zip code, area 92555 had the highest rate in the City (1 in 34) and area 92557 had the lowest rates (1 in 115). Foreclosure activity decreased in the 92551, 92553 and 92555 zip codes and increased in the 92557 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 July 1, 2010, 1,011 homes were listed for sale, compared with 993 on June 1st, and 1,067 in July of last year. The median asking price in July was \$155,000, compared with \$155,000 in June and \$149,800 last July.

ECONOMIC DEVELOPMENT DEPARTMENT

Administration

Wizards Party House

The former Toys “R” Us building located in the Canyon Springs Plaza at 12125 Day Street is the site for the new Wizards Party House and Halloween Manor. Work is underway for improvements and modifications inside the building and new paint and signage for the exterior. The 37,000 sq. ft. building which was owned by Toys “R” Us was purchased by Alexander’s Textile Products, Inc., a family-owned business (started in Orange County in 1978 but is now based in Riverside County) that sells costumes, Halloween items and party products. In 1996, they purchased a building in Riverside and have operated up to five Halloween stores each year in different cities in the Inland Empire. In 2005, they opened the Halloween Manor store in the Canyon Springs Shopping Center on a seasonal basis, but because of its huge success it became a year-round

business in 2008 offering products and costumes beyond the seasonal theme. Eventually this success led to the purchase of the former Toys “R” Us building for the current expansion into their new business model.

The new 22,000 sq. ft. Wizards Party House and Halloween Manor will feature a full-scale party store complete with all paper supplies, decorations, specialty party planning, and equipment rental – such as tables, chairs and inflatable jump houses along with a comprehensive costume shop. Future plans for the building will include constructing a 15,000 sq. ft. indoor Jump House available for use for children’s parties and special events. Mid-August is the targeted “soft” opening date for Wizards, with a grand opening weekend scheduled for October 1-3, which will include a variety of activities including a blood drive with LifeStream Blood Bank.

TownGate Marketing Study

The Fritz Duda Company has commissioned a marketing report to better help land a grocery user for TownGate Center. The specialized report being prepared by The Munson Group, breaks down a market area for potential grocery stores or specialty markets to ascertain a possible customer base and projected store income. Customized market reports will be prepared for several potential users including Stater Bros., Henry’s Farmers Market, Sprouts Farmers Market, and Sunflower Farmers Market (a Colorado based concept from one of the co-founders of Wild Oats that is similar to Henry’s and Sprouts and is just coming to California).

Moreno Valley Mall

Many things are happening at the Moreno Valley Mall at TownGate. New tenants at the 1.2 million sq. ft. regional mall, owned by General Growth Properties Inc., include Alberto’s Mexican Food, the Fruity Bar, Hope Diamonds, Brighter Smile, Zaluli for Men and Diamond Verizon Wireless.

Progress continues towards General Growth emerging from the Chapter 11 bankruptcy protection it filed in April 2009. This spring the Moreno Valley Mall emerged from the bankruptcy proceedings and on July 12 General Growth Properties Inc. (GGP) filed its proposed Plan of Reorganization with the U.S. Bankruptcy Court. GGP expects approval of this reorganization plan by the Court and targets emerging from bankruptcy by the end of October 2010. During the past year, GGP has successfully restructured its debt and improved its overall financial condition. As part of its reorganization plan, GGP will split itself into two separate publicly traded companies called “New GGP” and “Spinco”. The New GGP company will contain 183

regional malls will remain the 2nd largest mall owner in the U.S. The Moreno Valley Mall, along with Montclair Plaza and the Galleria at Tyler in Riverside will be assets of the New GPP entity. Spinco will be a new real estate company that will contain assets of General Growth that require more long-term development or are redevelopment opportunities-- including the Redlands Mall. As part of its financial restructuring and emergence from bankruptcy, General Growth has secured over \$9 billion in new capital equity investment.

Now that the Moreno Valley Mall has emerged from the bankruptcy action, more investment is now possible with the Moreno Valley Mall property. The Moreno Valley Mall is presenting a Summer Concert Series that will run every Thursday evening in July and August at the Amphitheatre—just outside the Mall's Food Court. Officials with the Moreno Valley Mall are also working towards establishing a Farmer's Market night.

Coco's Restaurant

The Coco's Bakery Restaurant at 24949 Sunnymead Boulevard has joined a growing list of businesses that have seized the opportunity to renovate and upgrade their properties on Sunnymead Blvd. With the City just completing its \$12 million street beautification project, now is the opportune time for Sunnymead Blvd. businesses to invest in revitalization projects.

Coco's renovation included improvements inside and out. Exterior work included painting the building and upgrading landscaping. Interior improvements included painting, new carpet, LED lighting upgrades and drop ceiling replacement, along with renovating booths, tables and chairs. Coco's also made a number of improvements to its banquet room, which is available for private use. Check out the newly renovated Coco's Bakery Restaurant.

Goldcrest Building

Interest has heated up in leasing the 49,000 sq. ft. building at 22360 Goldcrest Drive. The property owner is negotiating a 5-year lease with National Tube Supply Company.

National Tube Supply Company is a twenty-year old company based in University Park, Illinois, that is a national distributor of carbon and alloy mechanical tubing products. Recently National Tube Supply Co. expanded its facility in the Chicago area from 160,000 to 250,000 sq. ft. Officials with National Tube Supply Co., view the Moreno Valley facility as the perfect opportunity to open a west coast operation with the potential for growth. Look for this potential transaction to move quickly.

iHerb

Progress is being achieved towards the opening of the new iHerb Distribution Center (DC). Tenant improvements are nearing completion for the DC, located on Indian Street in the Moreno Valley Industrial Area (just north of the Perris Valley Storm Drainage facility). The iHerb company is a distributor of more than 16,000 natural herbal products, via its world-class web based online system. Completed improvements include the mezzanine, refrigeration areas and corporate offices. Work continues on installation of the proper ADA access, fire alarm, fire sprinkler and conveyor systems. The two week testing phase for the conveyor system is scheduled for August 1 to August 16 which is the target date to begin shipping product from the new facility as iHerb transitions from its existing Irwindale facility. Company officials expect to be completely relocated and fully operational in Moreno Valley by September 1.

iHerb currently employs 150 workers in Irwindale. Employees have received notice of the impending relocation to Moreno Valley including offering a relocation package. Employees who elect not to move to the area will be afforded the opportunity to use van pools operated by iHerb. About 70% or 105 of iHerb's employees are remaining with the company, with 20% or 30 employees relocating and purchasing homes in Moreno Valley. Company officials are working with staff from Riverside County Workforce Development Center (WDC) to develop a schedule to fill the other open positions through recruitments at the Moreno Valley Employment Resource Center (ERC). iHerb expects to eventually employ a total workforce of 300 employees within the first year of operation at the new Moreno Valley facility – operating one shift, seven days per week.

Inland Empire Economic Partnership

On July 15, the City of Moreno Valley and Highland Fairview hosted the July Board of Directors meeting for the Inland Empire Economic Partnership (IEEP). As part of the meeting, Barry Foster, who is on the IEEP Board, provided an update on economic development activities in Moreno Valley. Additionally, Iddo Benzeevi of Highland Fairview provided the group with a presentation on the Skechers USA project, as well as some insight on the changing nature of the distribution and logistics industry. Thirty-five members of the IEEP Board attended the event, which was reportedly one of the most ever for an IEEP Board meeting.

1st Quarter 2010 Sales Tax Update

First quarter (Q1) 2010 sales tax receipts illustrate that the recession has slowed-down statewide and is

generally thought to have “bottomed out”. The overall increase in sales tax generation in California can be attributed to several factors including: 1) an increase in fuel prices (approximately 1/3 higher than in the previous quarter); 2) the Easter holiday that came early with sales falling into the first quarter; and 3) energy rebates that helped fuel sales of major household items. Overall, California’s economy continues to be among the hardest hit states in the nation, and southern California did not fare as well as the central and northern coastal areas.

The Q1 2010 Sales Tax Update compares adjusted Q1 2010 sales tax revenue totals with adjusted Q1 2009 totals (Q1 revenue is generated between January and March). The HdL Companies (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.

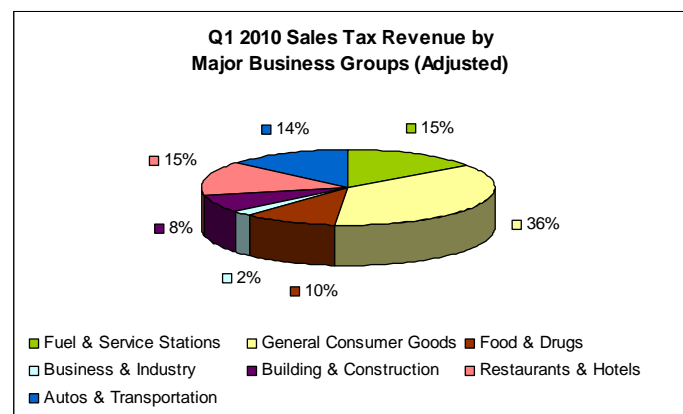
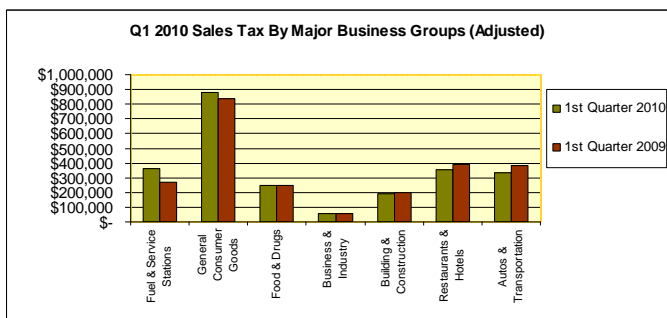
The County of Riverside, with its twenty-six incorporated jurisdictions has experienced some of the deepest negative impacts of the State’s economic decline. Ten of the twenty-six cities experienced declines during Q1 2010. Two of the ten cities, Rancho Mirage and Indian Wells, experienced double-digit declines with dips of -11.7% and -13.9%, respectively. The remaining sixteen cities in Riverside County, including Moreno Valley are beginning to experience some recovery.

The table below compares the adjusted revenues for the City of Moreno Valley and other surrounding western Riverside County cities, as well as Riverside County and the State of California, ranking the agencies by percentage change. Sales tax revenue reports were mostly positive as most experienced modest increases. Moreno Valley experienced a modest increase of 1.7% (\$40,859) in sales tax revenue for Q1 2010 when compared to Q1 2009.

experienced a double-digit increase of 10.9%. Temecula and Murrieta fared well as both cities gained in revenue by 5.3%. Moreno Valley, with a modest increase of 1.7% fell in line with the City of Riverside, Riverside County and the State with slight increases of 2.3%, 1.5% and 1.0%, respectively. The balance of local jurisdictions experienced only single-digit decrease in sales tax revenue. Q1 2010 comparisons with Q1 2009 for Perris and Corona were -4.3%, and -8.8%, respectively.

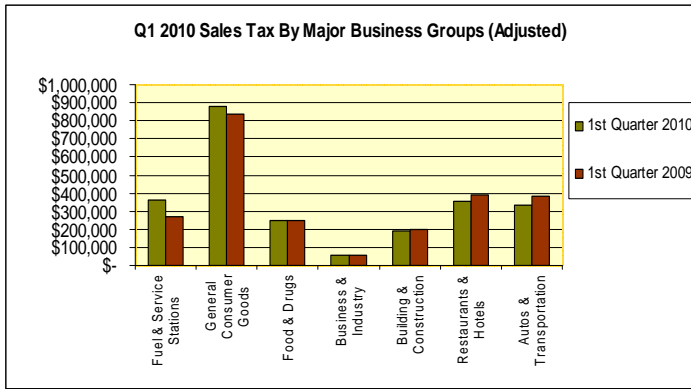
Sales Tax Trends					
1st Quarter 2010 City Comparison by Rank					
ADJUSTED FOR ECONOMIC DATA					
City/ Agency	Population	1st Quarter 2010	1st Quarter 2009	Dollar Difference	Percent Change
Hemet	75,820	\$1,836,991	\$1,656,735	\$180,256	10.9%
Temecula	105,029	\$5,038,704	\$4,785,830	\$252,874	5.3%
Murrieta	101,487	\$2,113,194	\$2,007,395	\$105,799	5.3%
Riverside	304,051	\$8,537,450	\$8,348,518	\$188,932	2.3%
Moreno Valley	188,537	\$2,422,598	\$2,381,739	\$40,859	1.7%
Riverside County	2,139,535	\$55,269,486	\$54,460,356	\$809,130	1.5%
State	38,648,090	\$1,075,660,091	\$1,064,522,798	\$11,137,293	1.0%
Perris	55,133	\$1,171,930	\$1,225,119	-\$53,189	-4.3%
Corona	150,416	\$5,367,904	\$5,885,987	-\$518,083	-8.8%

The following pie chart provides a graphic illustration of the percentage breakdown of Moreno Valley’s Q1 2010 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 the exception of the Business & Industry category, Moreno Valley’s sales tax revenue is well balanced between the major business categories.



Moreno Valley’s sales tax revenue increase demonstrates a slightly slower recovery pace when compared to similar area cities trending upward. Hemet

Demonstrating Moreno Valley’s Q1 spending changes from 2009 to 2010, the chart below categorizes spending by major business group.



Moreno Valley’s increase in sales tax revenue for the **Fuel & Service Stations** category was 33.4% (\$90,241) is attributed to higher fuel prices. The positive trend is that consumer behavior has changed somewhat and people continue to purchase fuel in the otherwise flat economy.

Categories moving from flat to modestly increased were **General Consumer Goods** and **Food & Drugs**. The General Consumer Goods category experienced a gain of 5.5% representing \$45,894. Overall, the category was impacted by new reporting outlets, Burlington Coat Factory (BCF) and Citi Trends, and positive sales at key retail outlets such as Costco and Walmart. BCF performed very well for this first reporting period. Increased sales at Costco, Sports Authority, Walmart Supercenter, SuperTarget, Ross Dress for Less, Kohl’s, and Dollar Tree stores helped stave off any decline. In comparison, Moreno Valley’s sales performance of plus 5.5% was ahead of the County (3.9%) and the State (2.0%) in the General Consumer Goods category.

Modest sales increases of 1.5% (\$3,819) from the Food & Drugs category were consistent with that of Riverside County and better than the State. A drop in sales for most drug stores was offset by positive sales at grocery outlets such as Food 4 Less, Superior Super Warehouse and Fiesta Mexicana Market. A slight decline came from the **Business & Industry** category with a dip of -0.9% (\$491), but Moreno Valley’s performance in this category was significantly better compared to County and State sales tax receipts slowing by -10.0%, and -5.2%, respectively.

The **Building & Construction** and **Restaurant & Hotels** categories experienced single-digit declines of -3.9% (\$7,613) and -9.4% (\$36,734), respectively. The declines in Building & Construction are not a surprise as there continues to be a statewide lull in development. Every county in California reported declines in this category with numbers for Riverside County and the State at -4.5%, and -10.6%. The decline in sales tax

receipts for Restaurant & Hotels was largely due to late payments by Jack in the Box restaurants statewide, along with closeouts for Red Robin and Caliente Restaurant. On the positive side, restaurants such as Acapulco, BJ’s, Mimi’s Café, Sizzler, Applebee’s, and IHOP all had increases in sales. Also experiencing a positive quarter in this category were popular fast food restaurants such as: In-N-Out Burger, Del Taco, Carl’s Jr., and Pizza Hut. Moreno Valley sales in this category fell short of those for Riverside County and the State which experienced declines of -4.6% and -1.0%, respectively.

A significant drop in sales tax revenue for Q1 2010 was experienced by the **Autos & Transportation** category with a decline in sales by -14.1% (\$54,255). The slump in Autos & Transportation was directly reflective of a lag in new car sales impacting the overall performance for auto sales nationwide. More importantly, this is the first reporting quarter affected by the close-out of Moreno Valley GMC/Buick. Moss Bros Honda, however, made positive strides as the brand experienced a 29.34% gain. Impending ownership changes at the Moreno Valley Auto Mall should be promising as the new ownership is committed to significantly market the offerings at the Auto Mall, as well as bringing back the GMC and Buick lines.

The following identifies Moreno Valley’s top twenty-five sales tax producers during the 1st Quarter 2010 (listed alphabetically):

Arco (7 locations)	Moreno Valley Chevy Geo Olds
Auto Zone	Moreno Valley Delrahim
Best Buy	Moss Bros. Chrysler Jeep Dodge
Chevron (2 locations)	Moss Bros. Honda
Chevron Station- Stoneridge	Moss Bros. Toyota
Circle K (3 locations)	Ross Dress for Less
Costco	Sears
Home Depot (2 locations)	Stater Bros. (3 locations)
HRMP Corp (Thrifty Gas)	SuperTarget
JC Penney	Tesoro Refining & Marketing (3 locations)
Kohl’s	Walmart SuperCenter
Lowe’s	WinCo Foods
Macy’s	

For more information, please refer to the sales tax summary prepared by HdL that is available in the Economic Development Department or on the City’s website.

Unemployment

Unemployment data continues to be mixed. According to the recently released June information from the California Department of Employment Development, 16.7% of Moreno Valley’s residents were unemployed—

which was a slight increase from the previous month of May at 16.1%. Riverside County also experienced an increase in unemployment in June—going from 14.0% to 14.5%. Every western Riverside County city also experienced increased unemployment numbers in June as compared to May. The June unemployment numbers for some other nearby communities included Corona at 10.8%, City of Riverside at 14.6%, Beaumont at 16.5%, Banning at 16.6%, Hemet at 18.1%, San Jacinto at 21.5%, and Perris at 22.1%.

Economic Development Summary

The Economic Development summary has been updated for July 2010 and is available on the City's website or via hard copy in the information rack near the Economic Development Department on the 2nd floor of City Hall.

Neighborhood Preservation

Homeownership Made Possible through the NSP Program

While the City has experienced continued success acquiring and rehabilitating single family properties through the Neighborhood Stabilization Program (NSP), a new milestone has been reached: Homeownership! The City - in conjunction with ANR Industries, one of its Development Partners- has made the dream of homeownership a reality for three families. At the end of June, escrow closed on the resale of three properties and the families have moved into their new residences.

Staff is diligently working through the buyer qualification and down payment assistance application process with homebuyers and their lenders to complete the sales transactions of four additional properties that are in escrow with the transaction. The escrows are expected to close in August. All four Development Partners and their listing agents continue to actively market another eleven fully-rehabilitated single family residences.

Per NSP regulations, net sale proceeds generated by the resells are considered Program Income. The three recently completed resale transactions have generated approximately \$300,000 of Program Income, which will be used in the continued operation of the NSP Program. Development Partners continue to focus their efforts on acquiring more properties while they complete the rehabilitation of the properties that have been previously acquired.

For information regarding available NSP properties, please check the Neighborhood Stabilization Program webpage on the City's website (located at the following link:

http://www.moval.org/resident_services/housing/neighborhood-stabilization.shtml). An NSP property list - which is updated periodically- is available for review and provides information including property addresses, property details (i.e. square footage, number of beds/baths), listing prices, availability/status, and agent contact information.

Oakwood Apartments

Progress continues towards completing the Oakwood Apartments— a 240-unit affordable housing development on Perris Blvd. (just south of JFK). Street improvements on Perris Blvd. are complete except for final irrigation and landscaping, which should be finished by the end of July.

On site, all units are virtually ready and recently the perimeter wall, carports and parking improvement work was completed. Once landscaping is finished, units will be moved towards occupancy. A leasing facility should open onsite by the end of July.

Housing Resale Market

The Moreno Valley housing market continues to show positive momentum. The average home price for single-family resale transactions increased by ½ of a percent to \$166,365 in June 2010, as compared to the previous month of May. Most importantly, this was the 12th monthly increase out of the last fourteen months that the MorenoValley market has experienced a positive gain in average home resale values. During this fourteen month period the average resale price in Moreno Valley has increased from \$137,748 to \$166,365—a 20.8% increase in single-family home values.

Overall, the resale market in Moreno Valley remains strong as there were 315 resale transactions in the month of June. During the past 18 months, there have been 6,384 resale transactions—which is an average of 355 per month.

Moreno Valley's half percent increase in resale home values was in the middle as compared to other nearby communities. Two markets also experienced increases— Temecula/Murrieta with 5.2% and Hemet/San Jacinto with 3.9%. Three nearby communities experienced decreases in June including Corona at -2.5%, Riverside at -5.4%, and Perris at -10.4%. Many of the other cities are up and down from month to month, where Moreno Valley has realized steady price valuation growth over the past 14 months.

FINANCIAL & ADMINISTRATIVE SERVICES DEPARTMENT

Low Cost Rabies Vaccination Clinic Results

The Animal Services Division conducted its first three low cost rabies vaccination clinics during the months of May and June 2010 with successful results. Each of the three clinics was held for two hours from 10:00 a.m. to 12:00 p.m. In the six hours of operation the clinics were able to vaccinate and license 91 dogs, implant microchips into 13 dogs and collected fees totaling \$2,764.00. The next two scheduled low cost rabies vaccination clinics will be held as follows:

- Saturday, September 18, 10:00 a.m. to 12:00 p.m. at Hound Town Dog Park
- Saturday, October 2, 10:00 a.m. to 12:00 p.m. at Moreno Valley Animal Shelter

Annual routine vaccinations were also reduced in price and offered during these clinics.

LIBRARY SERVICES DEPARTMENT

Six high school students have summer jobs at the library through the Summer Work Experience Program (SWEP). Federally funded and administered through Riverside County, SWEP provides students with valuable training and work experience, while providing organizations with no-cost help. The students are working as Library Pages, shelving books and assisting with the Summer Reading Program.

Summer Reading Program

The following special program is presented as part of 2010 Moreno Valley Public Library's Summer Reading Program, which concluded on July 22:

- Wednesday, July 14: "Sustainable Gardening," by Master Gardener Sara Simon – 6:00 p.m.; intended for adults.
- Participants have signed up in record numbers this year—there are already over 1,500 readers of all ages involved in the program.

New Database

Through a grant obtained by the Inland Library System, the Library has added another new database to its online resources. *Mango Languages* is an online language-learning system that includes 22 foreign languages and 15 English as a Second Language (ESL) courses. Each lesson combines real-life situations and audio with native speakers and simple, clear instruction. All you need is your library card (available free at your library) to log in and use this new resource.

Library Web Page

There are many new features on the library web site, including a monthly newsletter, book reviews, book award winners, staff picks, and more. Go to 'www.moval.org,' the 'Resident Services' tab, then click on 'Library,' and you will see the link for "Your Library News, Events, and Services."

PARKS and COMMUNITY SERVICES DEPT

Projects

Quotes for replacement restrooms at Westbluff and Gateway Park are being handled by the Purchasing and Facilities Division. It is anticipated to have these projects completed prior to the next rains.

The architect's design for Shadow Mountain Ballfield Lighting is almost complete, with book specifications to follow. SCE to complete three-phase service to the facility.

The application for the cell tower at John F. Kennedy Park was reviewed and a CUP was issued. Royal Street will be submitting working drawings and an agreement over the next several months.

Final plans for the Water Conservation and Demonstration Garden are 99% complete. Plans are being reviewed at the department level. Once complete, the plans will go to the Department of Water Resources (DWR) for review and approval. Plans will give the City a better chance of securing grant funding for the project.

DWR has issued an encroachment permit for the Aqueduct Bikeway Scottish Village Development (Southeast corner Dracaea/Elsworth). Architectural plans are 95% complete. The developer needs to finalize their map.

Parks Maintenance

Projects completed include: Trimmed hedges at Sunnymead Park; fertilized parks; removed and replaced restroom stalls in men's and women's restroom for ADA compliance at Community Park; removed and replaced concrete walkways at three areas of the park per ADA compliance at Community Park; completed Calsense conversion to ET at CFD #1 and facilities with Calsense controllers; and painted rear arbor at TownGate II Community Center.

Vandalism and graffiti have been reported in June at the following areas: Aqueduct (\$473), Bayside (\$69),

Bethune (\$119), Celebration (\$24), Community (\$120), Edison (\$84), El Potrero (\$140), Fairway (\$41), Gateway (\$126), John F. Kennedy (\$136), Rock Ridge (\$55), Sunnymead (\$389), Towngate (\$74), Valley Skate (\$48), Victoriano (\$60), Westbluff (\$24), Weston (\$484), and Woodland (\$120). The total cost for vandalism/graffiti during June was \$2,586. Total labor hours for vandalism/graffiti during June were 53½ hours, approximately 6.6 full-time work days.

Court referrals performed a total of 1,102 hours during June. The total hours for court referrals in 2010 are 6,994 which equates to approximately 874 full-time work days.

Recreation

The summer session of Time for Tots began on June 14 with a large number of new children joining the program. The eight-week summer session includes four themes: cowboys and astronauts; planes, trains and automobiles; wild animals and insects; and under the sea. Creative curriculum was created by staff to coincide with these themes. The Time for Tots Father's Day Sports Day was held on June 17. Registered participants and their dads joined for a morning of sports games and nachos at each of their sites.

Recreation classes continue to gain popularity within the community with many classes continuing to increase registrations. The summer session of dance classes such as Dance Exploration; Ballet; and Music, Movement, and Literature especially saw an increase of registration during the month of June. Art classes and music classes also had a dramatic increase in monthly registrations with many classes filling close to capacity or filled completely. Many instructors are also putting together their performances with their students for the annual YouthFest to be held in September, which is scheduled for September 11 at Moreno Valley Community Park. This event showcases the many programs available to the children in our community. This is a free event.

Valley Kids Camp opened for the summer on June 1 for children in kindergarten through seventh grades. Registration has been steadily increasing into the triple digits since early June and continues to grow. Participating children spent the beginning of 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 an action-packed fieldtrip to Brunswick Bowling. Many more fun-filled activities are planned during the summer.

The summer basketball league will end the first week in August. There are more than 350 youth in the league,

with the highest number of participants ever registered. The summer adult softball league is held three nights a week at Sunnymead, March and JFK ballfields. There are 35 teams participating, also the highest number registered to date. The Spudball (t-ball) program has 150 youth registered. The program is held at Shadow Mountain and Bethune ballfields.

Senior Community Center

On June 17 the Center held its Father's Day BBQ. There were more than 120 seniors enjoying hot dogs, hamburgers with all the fixings, fruit, chips, nachos, macaroni salad, soda, and water. This wonderful event was sponsored by Fresh & Easy, Food 4 Less, Weinerschnitzel, Cardeñas, HealthNet, Del Taco, Olive Garden, and Sam's Club.

On June 17 we had a Mary Kay representative give free facials to the seniors.

The June Senior Birthday Party was celebrated on June 24. This event was sponsored by the Friends of Moreno Valley Senior Center, who provided a free meal and a box of candy. Miller Jones Mortuary donated the cake and ice cream.

Casino trips include June 3 and June 24 to Pauma Casino, June 5 to Spotlight Casino, an overnight trip from June 7 to June 9 to the Avi Hotel in Laughlin, June 12 to Buffalo Bills Casino, June 13 to Valley View Casino, and June 17 to Harrahs Casino.

A swap meet and the Center's Fourth of July celebration was held on July 2.

Community Center Rentals

Revenue for the community centers for the month of June was as follows: Conference and Recreation Center was \$22,249, Senior Community Center was \$3,380, and the TownGate Community Center was \$6,702.50.

PUBLIC WORKS DEPARTMENT

Maintenance & Operations Division

"Be a Green Hero" Recycling Presentation

The Recycling Program is now offering an exciting interactive presentation to help educate the public about recycling and reducing individual carbon footprints. The presentation includes information regarding trash, recycling, green waste and hazardous waste disposal. This presentation is free to community groups and non-profit organizations. This presentation is tailored to meet the needs of all age groups: children, teens and adults. This will be an opportunity for the community to

learn about the environment in a fun, interactive way that is sure to teach everyone something new. The presentation will be advertised through a press release, as well as the City's website. A sample of the presentation will be available for viewing on the City's website.

Recycling Message Presentation MVUSD Pilot Program

In coordination with the Moreno Valley Unified School District and Waste Management of the Inland Empire, City staff delivered ten recycling presentations to 4th grade classrooms in March and April. Two 4th grade classrooms within each City Council district were selected by the school district's staff to participate in the pilot program. The presentations included education pieces on trash, recycling, green waste, and household hazardous waste. The interactive presentation included a chance for the students to test their knowledge by participating in the Recycling Sorting game. The winning participant received a recycling themed t-shirt and the winning team received bookmarks with environmental stewardship information. Magnets detailing what materials are accepted in the three residential bins (trash, recycling and green waste) were distributed to help keep the recycling message alive in the students' home and community.

The feedback from the pilot program was extremely positive and therefore City staff will be expanding its efforts to include all the 4th grade classrooms in the ten schools selected for the pilot program.

4th of July – Family Fun Fest 2010 Event Recycling Booth

This year's 4th of July Family Fun Fest 2010 featured a booth staffed by Public Works Department, Solid Waste & Recycling Program personnel. They distributed environmental educational information, which included topics such as recycling, green waste, household hazardous waste, and storm water pollution prevention. One of the favorite items was a magnet that illustrates the materials accepted in each of the residential bins (trash, recyclables and green waste). The magnets were distributed to the public as a helpful tool to encourage and facilitate recycling at home.

The interactive booth provided a chance for the community to participate in the Recycling Ring Toss Game and win prizes that promote recycling. The game is a method used to educate the public on how different materials are properly disposed of or recycled. In order to play the game, the participant had to correctly answer a trivia question which consisted of identifying whether a particular material was recyclable in the City of

Moreno Valley. Many times participants were surprised at what materials can be recycled.

Capital Projects

Day Street Roadway Improvements

The Day Street Roadway Improvements from Alessandro Boulevard to Cottonwood Avenue (Project No. 02-892.66920) opened bids on April 21, 2010. The construction contract was approved by Council on May 25, 2010 and construction commenced in mid-July. This project involves the rehabilitation of Day Street from Alessandro Boulevard to Cottonwood Avenue, including street, signing, striping, waterline, utility relocation, and other related road improvements.

Street Improvement Program For Partida Drive, Carillo Court, and Kimberly Avenue

In May, the City Council awarded a construction contract to C & C Grading and Paving, Inc. to construct Partida Drive from Juniper Avenue to Carillo Court, Carillo Court from west end to east end, and Kimberly Avenue from Wilmot Street to Redlands Boulevard as part of the annual Street Improvement Program. These streets will be paved to a twenty-four (24) foot width providing two lanes of asphalt concrete roadway. The construction started in June and will be completed by November (weather permitting).

Patriot Park

Desert Concepts Construction, Inc. has completed construction of Patriot Park on schedule and within budget. After the Dedication Ceremony, the park was opened to the public on June 14.

Sunnymead Boulevard Beautification

The Sunnymead Boulevard Beautification and Enhancement contractor, Excel Paving Company will be performing surface treatment improvement work along Sunnymead Boulevard at the intersections of Graham Street, Heacock Street, Back Way and Indian Street as well as the cross walks at Frederick Street and Perris Boulevard. This work will result in an exposed aggregate texture on the finished concrete pavement that will create an enhanced safe travel surface as well as provide a color tone that complements the existing adjacent infrastructure. The contractor is anticipated to schedule this task for sometime between late July and early September. The work will be performed with minimal traffic impacts. No overnight street or lane closures will be necessary to complete the work. The public and commuters will be adequately noticed in advance of the work.

Special Districts

Zone D - Landscaping

In accordance with Proposition 218, 1,634 property owners in Community Services District Zone D were mailed ballots. The property owners in the 14 different housing tracts are being asked to return their ballots in support of or opposition to an increase in the landscape maintenance costs through a charge assessed on their property tax bill. Postcards reminding the property owners to return their ballots were also mailed in an attempt to increase the number of returned ballots. The public hearing for the item is scheduled to be conducted and the results were announced at the July 13 City Council meeting. If the property owners approve the increase in the Zone D charge, landscape maintenance shall continue at the current level. If the property owners do not approve the increase in the Zone D charge, landscape maintenance services shall be reduced to a level consistent with available funding. Zone D provides parkway landscape maintenance at the entry of the affected housing tracts, around its perimeter, or in the median adjacent to the tract.

Zone B – Residential Street Lighting

Ballots for the Zone B, residential street lighting program were mailed to approximately 40,000 residential property owners on July 9. Revenue from the Zone B charge is used to fund the ongoing costs to provide residential street lighting services and is collected through a charge assessed on property tax bills. In an effort to increase public awareness of the ballot and encourage property owners to return their ballots, an aggressive outreach campaign was launched and will continue until the Public Hearing (and last day to return ballots), which is scheduled for September 14. In addition to newspaper ads, movie theater ads, flyers and MVTV-3 coverage, door hangers were placed on 40,000 residential properties the last week of June and 2,500 temporary street signs were posted on various residential street lights. If property owners approve the increase in the Zone B charge, residential street lighting will continue. If the property owners do not approve the increase in the Zone B charge, residential street lighting will be reduced to a level consistent with available funding.

Zone D and B inquiries should be directed to the Special Districts Division at extension 3480.