

CITY MANAGER'S OFFICE

Administration

Efforts on Behalf of the Norma Lopez Family

To date nearly \$4,000 has been donated to the Norma Lopez Reward Fund set up by the City. This is in addition to \$35,000 pledged by the City, FBI, and County Supervisor Ashley. A couple of programs and projects are currently being coordinated in response to the Norma Lopez abduction/homicide:

“Never Again” initiative: Several community leaders, including Mayor Flickinger, are developing a “Never Again” initiative to honor the memory of Norma Lopez by reaching out to teens and encouraging them to be safe and aware by taking “Norma’s Pledge”: I don’t walk alone, I look around, and I share info with others. Teens who take this pledge will receive “Norma’s Pledge” bracelets and buttons with her likeness on them. The committee is soliciting donations to fund these items so that they will be offered to high school students for free as long as they sign the brief pledge.

Benefit concert: A local concert promoter will offer hold a benefit concert at Moreno Valley College on September 18 to raise funds for the Lopez family. The promoters understand that the City will not provide any financial assistance for this event and they will be responsible to pay for costs associated with City services such as police, public works, traffic control, etc. The cost per pre-sold ticket is \$10, with proceeds to benefit the Lopez family.

Meeting with Senator Emmerson’s Staff

On August 2nd the City Manager met with David Morgan, who is State Senator Bill Emmerson’s field representative for the City of Moreno Valley. The meeting focused on introducing Mr. Morgan to various issues within our City ranging from the success of our Employee Resource Center to the Residential Streetlight ballot initiative to raise the Zone B assessment fees. At the conclusion of the meeting Mr. Morgan stated he would like to arrange a tour of the City for Senator Emmerson and would be in contact with Staff to organize the visit.

Update on Military Appreciation Banner Program

At the February 16th City Council Study Session a Military Banner Program Committee consisting of

Mayor Bonnie Flickinger, Mayor Pro Tem Robin Hastings, Major Don Traud, resident Bruce Atlas, Moreno Valley Chamber President/CEO Oscar Valdepena, Chamber Military Affairs Committee Co-Chairs Laura Froehlich and Wendy McCool, and City staff was formed to develop a Military Appreciation Banner Program for the City. This program will allow the City to recognize and celebrate Moreno Valley residents, their immediate family members, or Moreno Valley high school graduates who are currently serving in the United States Military. A special military banner will be displayed in remembrance of Moreno Valley residents that were killed in action while serving our Nation. The City Council reviewed the program on August 24th, the first display of banners is anticipated to occur during the month of November in honor of Veterans Day.

2010 State of the City Luncheon

Staff from the City Manager’s Office and Council Office participated in the planning of the 2010 State of the City Luncheon held on September 9. Media and Communications designed and printed the programs and updated the pictorial poster displays for each Council district. A live feed of the Mayor’s speech was set up in the Alessandro Room at the CRC. Staff also assisted the Mayor with her speech and prepared photos and video to accompany the address.

Kaiser Permanente HEAL Grant Funds

Last year the City was invited to apply for a Healthy Eating Active Living (HEAL) local partnership grant offered through Kaiser Permanente. Staff from the City Manager’s Office, Public Works, and Community Services Departments completed the grant application. The City was not awarded a grant, however Kaiser did donate \$3,000 to the City to be used for a program related to promoting the healthy eating objectives of the HEAL partnership. The Moreno Valley Mall is starting a Farmers Market and Staff contacted Kaiser representatives to suggest the use of the \$3,000 HEAL donation to help promote this event with a tie-in to the “Shop MoVal” campaign. The Kaiser representatives are very excited about utilizing these funds for this purpose and City staff is coordinating the expenditure of the \$3,000 to assist in promoting these events.

Salary Information Posted on the City Web Site

The salary and benefit information for Moreno Valley City Council Members and Staff is now posted on the

City's web site. A link to this information has been added to the City's home page at www.moval.org.

CITY CLERK DEPARTMENT

Elections

The City Clerk's Office is busy with the upcoming election of two Council Members of the City Council, one each from District 2 and 4, scheduled to be held on Tuesday, November 2, 2010. The nomination period started July 12, 2010 and ended August 5, 2010. The last day for write-in candidates to submit the write-in nomination papers is October 19, 2010.

Each candidate must be nominated by not less than 20 and not more than 30 qualified voters. Only registered voters residing within the District from which the candidate is to be nominated are eligible to sign nomination papers for the District.

To qualify as a candidate a person shall be:

- Citizen of the United States
- Qualified Elector of the State of California
- Registered voter of the City of Moreno Valley at the time of filing nomination papers
- Resident of the appropriate District at the time nomination papers are issued

According to the Registrar of Voter's office the following individuals have qualified as Council Candidates for the November 2, 2010 - General Municipal Election:

District #2

Marcia Amino
Alvin Horn
Jose Hector Ramirez
Richard Stewart - Incumbent

District #4

Marcelo Co
Gwendolyn Cross
Bonnie Flickinger - Incumbent

The following three measures will be included on the ballot for the November 2, 2010 General Municipal Election:

1. Measure "N" - An advisory ballot measure of the City of Moreno Valley, California: The City Council seeks the advice of the voters on the following question: "Do you support changing to an elected Mayor rather than one appointed by the City Council?"

2. Measure "O" - An advisory ballot measure of the City of Moreno Valley, California: The City Council seeks the advice of the voters on the following question: "Whether or not you support changing to an elected Mayor, should the City Council call a binding election for voters to decide the issue?"

3. Measure "P" - Shall the initiative measure entitled: "Shall the Transient Occupancy Tax assessed by the City for persons occupying hotel/motel rooms in the City of Moreno Valley be increased from eight percent (8%) to eleven percent (11%)?" be approved?

Appointments to various Council advisory boards and commissions

On June 22, the City Council made appointments to various Council advisory boards and commissions. Sixteen positions were filled with terms expiring June 30, 2013. The City Clerk's Office facilitated this process by handling recruitments, accepting applications, preparing ballots for Council's vote, and processing related paperwork.

COMMUNITY DEVELOPMENT DEPARTMENT

Code & Neighborhood Services Division

Code Compliance Volunteers

In October 2009, the Code and Neighborhood Services Division initiated a volunteer program to augment existing staff resources and maintain service levels. The program consists of three volunteers dedicated to assisting the administrative section division with their daily assignments. Code volunteers have been tasked and have provided assistance with a variety of assignments thus far including the initiation of code cases, phone coverage, filing, foreclosure inspections and report preparation. Our volunteers have donated 146 hours since the program's inception.

Interested volunteers should contact Mike Cruz, Volunteer Services, at (951) 413-3800 or at michaelc@moval.org.

Planning Division

Administrative Approvals

1. Amended Conditional Use Permit to redesign the former Press Enterprise building at 25873 Alessandro Boulevard for use as a church, including the expansion of the parking lot and the future potential for a second building on the site. The applicant is Moreno Hills Seventh Day Adventist Church.

2. Plot Plan for an indoor and outdoor vehicle towing and storage yard at 14351 Veterans Way. The applicant is Pepe's Towing.
3. Plot Plan to establish a motorcycle sales dealership at 12125 Day Street (Canyon Springs Plaza). The applicant is Supermotorsportz.

a new yogurt shop called Scoops—which should open concurrently with Baja Fresh.

Canyon Springs Plaza

A new signage package has been installed at the 41.6-acre Canyon Springs Plaza, including three new freeway signs along the SR 60 frontage. Two of the large freeway signs include new LED reader boards. A new monument sign has also been installed at the main entrance on Day Street to the 412,848 sq. ft. community shopping center situated at the NW corner of SR 60 and Day Street.

Hopefully, the new sign package will help stabilize the existing tenant mix at Canyon Springs Plaza, which has experienced an exodus of all its anchor tenants over the past 10 years—including SoCal Cinemas, Kinkos, Sears Homelife, Banner Mattress, Pier 1 Imports, and Toys R Us. Today the tenant mix at Canyon Springs Plaza includes Superior Furniture, Altura Credit Union, Rick's Patio Pool & Spa, Realis Gymnastics, Boompas Pizza, Green Onion Mexican Restaurant, Sage College, and the soon to open Wizards Party House.

Moreno Valley Mall—Farmer's Market

Moreno Valley Mall officials are finalizing plans for a weekly Farmer's Market night. After receiving preliminary direction and recommendations from city staff, the Temporary Use Permit (TUP) application for the Farmer's Market has been formally submitted for processing. The event promoter working for General Growth Properties is wrapping up work with the Health Department to obtain the required health permits.

Plans for the weekly event include areas for the Farmer's Market, prepared foods, pre-packaged foods, crafts, a children's area, and a special use area similar to a fun zone that could include items such as "jumpers". The Farmer's Market will be located on the south side of the Mall in the parking lot just outside of the amphitheater area. According to Mall officials, the Farmer's Market opened on Thursday, August 26, and will operate from 4 p.m. to 8 p.m.

Harbor Freight Tools DC

Work continues towards establishing the new Harbor Freight Tools (HFT) Distribution Center (DC) in Moreno Valley. Ridge Property Trust, the developer/owner of the 799,016 sq. f. building in the Centerpointe Business Park, hopes to have the Lease with HFT fully executed by the end of August. Meanwhile, Ridge and HFT entered into a License Agreement to allow for HFT to use the building/property at the NW corner of Cactus and Graham, while the Lease is being finalized.

Foreclosures and Homes Listed for Sale

Information available from the RealtyTrac website for July shows a slight increase in foreclosure activity in the City, contrary to a slight decrease in the County. For July, the website reported one in 85 housing units in Moreno Valley were in some stage of foreclosure. This compares to a rate of one in 87 units in May, 2% deterioration between June and July. Foreclosure activity decreased 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, slightly better than Temecula and somewhat worse than Corona. 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 208 and Winchester had the highest rate (1 in 17). By zip code, area 92555 had the highest rate in the City (1 in 33) and area 92557 had the lowest rates (1 in 122). Foreclosure activity decreased in the 92553 and 92557 zip codes and increased in the 92551 and 92555 zip codes.

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 August 1, 2010, 1,015 homes were listed for sale, compared with 1,011 on July 1st, and 944 in August of last year. The median asking price in August was \$155,000, compared with \$155,000 in July and \$149,900 last July. 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. August was the first month this year that the inventory exceeded the prior year number, indicating a stable real estate market for the past twelve months.

ECONOMIC DEVELOPMENT DEPARTMENT

Administration

Baja Fresh

Look for the new Baja Fresh restaurant to open by mid September at Stoneridge Towne Centre. Tenant improvements are progressing quickly for the Mexican restaurant which will be situated in the Main Street area of Stoneridge. The Baja Fresh location will also include

The City issued a Temporary Occupancy Permit to allow HFT to begin accepting product delivery from Asia and utilize part of the building since the first week of August. HFT plans on transitioning their entire distribution operation from the Oxnard area to Moreno Valley by June 2011. Eventually, the Harbor Freight Tools DC in Moreno Valley will employ more than 400 people.

iHerb DC

The iHerb Company located on Indian Street in the Moreno Valley Industrial Area just north of the Perris Valley Storm Drainage Facility is preparing for the move from its Irwindale facility to its new Moreno Valley Distribution Center (DC). iHerb Company is a distributor of more than 16,000 natural herbal products, via its world-class web based online store system. The new DC for iHerb includes the integration of a new software system which will achieve the company's high standard of customer service with next day delivery. August 23 was the target date for the first deliveries to ship from the Moreno Valley distribution center. Company officials will transition their operations to Moreno Valley and expect to be completely moved by late September. iHerb expects to employ 300 employees within the first year at the new Moreno Valley facility while operating one shift - seven days per week. As business grows, iHerb expects to add another shift.

National Tube Supply

Another national company—National Tube Supply has selected Moreno Valley as place do business. National Tube Supply has executed a Lease for the 49,500 S.F. building at 22360 Goldencrest Drive—that previously was one of the facilities for MVP RV. The Lease term is for 5 years, plus a 5 year option to renew, along with the right to purchase the building which is presently owned by a family trust out of Los Angeles.

National Tube Supply is based in the Chicago area suburb of University Park Illinois and is a leading national distributor of carbon and alloy mechanical tubing products. The new Moreno Valley facility will provide National Tube Supply with a site to better serve its west coast customers.

National Tube Supply will take possession of the building by mid-September and hopes to be fully operational by the end of the year. The President and several other corporate officials from National Tube Supply were in Moreno Valley on August 23-26. Economic Development will coordinate with staff from Planning, Building & Safety and the Fire Marshall to process the necessary approvals for National Tube Supply's tenant improvement plans. National Tube Supply's HR people will use the City's Employment

Resource Center in September to hire employees for the new Moreno Valley operation.

Moreno Valley Auto Mall

One of the popular marketing tag lines for Moss Bros. Auto Group now seems appropriate for the Moreno Valley Auto



Mall—"Moss is the Boss". Moss Bros. Auto Group has completed the acquisitions of the other two dealerships at the Moreno Valley Auto Mall. Don Allard, the former owner of Moreno Valley Chevrolet has been retained by Moss as a consultant. Recently Moss moved the Toyota operation into the former Moreno Valley Buick/GMC facilities and then Honda moved into the former Toyota facility. Chrysler/Jeep/Dodge/RAM Trucks has expanded into the former Honda property. All of these dealerships have doubled their size. Improvements include painting, new signage and some interior renovations, with more significant upgrades coming later for all Moss Bros dealerships, Moss has completed the necessary paperwork with General Motors (GM) and has officially assumed the operations of the Chevrolet dealership franchise in Moreno Valley. Negotiations with GM continue for Moss to be able to restore the Buick/GMC franchise to the Moreno Valley Auto Mall. Moss has retained a former high-ranking official with GM to act as a consultant in this process—which should be completed by the end of October.

Moss is also having discussions with other manufacturers that could bring as many as five new lines of vehicles to the Moreno Valley Auto Mall. Moss has commissioned a study to analyze the short and long-term market share that could be realized by bringing these new vehicle sales operations to the Moreno Valley Auto Mall.

Moss is also ramping up efforts to brand the Moreno Auto Mall, as well better market auto sales and service in Moreno Valley. Moss has developed a new logo for the Moreno Valley Auto Mall and has developed a new tag line—the Moreno Valley Auto Mall "The FEEL of a Good DEAL". Moss will also partner with Regency Theatres on a promotional campaign where it will offer two movie tickets and a shuttle ride to Regency Theatres with \$50 of service at a dealership at the Moreno Valley Auto Mall. Attached are several new Moss ads and marketing tools. Please note the use of the Shop MoVal logo.

Economic Development Summary

The Economic Development Summary has been updated for August 2010 and is now 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.

Unemployment

Unemployment continues to be a problem in the Inland Region. In July the jobless rate in the Inland Region set a record-high of 15.1% unemployment in Riverside and San Bernardino counties. The increase in unemployment in the Inland Region in July can be blamed on the sluggish economy where the private sector is still not generating many new jobs and the public sector has eliminated more than 15,000 jobs as many government agencies experienced work-force reductions with the beginning of a new fiscal year. School districts alone in the two counties reduced their workforces by more than 13,000 workers last month. Also adding to the loss of jobs was the elimination of U.S. Census Bureau workers.

According to the unemployment data for July 2010 released by the California Department of Employment Development, 17.7% of Moreno Valley resident were unemployed last month, which was up from the previous month of June at 16.7%. Riverside County also increased from 14.5 to 15.3%. For the second straight month every community in Western Riverside County also saw their unemployment rate increase with Corona at 11.4%, City of Riverside at 15.5%, Beaumont at 17.4%, Banning at 17.5%, Hemet at 19.1%, San Jacinto at 22.7% and Perris with the highest unemployment rate at 23.3%.

With unemployment continuing to be a problem, the timing of the expansion of the Employment Center is right. Creating more jobs also remains a priority. Over the next year, both the Harbor Freight Tools and Skechers USA distribution centers are projected to create more than 1,500 new jobs in the community.

Neighborhood Preservation

NSP Deadline Approaching

September 5th was the deadline to commit the City's \$11.3 million NSP allocation. Grantees were allotted 18 months to obligate 100% of the program funds awarded to prevent the loss of any unused monies. Per NSP guidelines, the obligation of funds is achieved when the grantee enters into a valid commitment and/or contract related to an approved NSP activity. The NSP provides for an additional four-year period to expend the obligated funds and there are no established time limitations to expend any Program Income that has been generated after homes have been rehabilitated and resold.

To date Moreno Valley has obligated 87% of the NSP

funds including through 1) the acquisition, rehabilitation, and resale of distressed single-family bank-owned properties and 2) the acquisition of a 27 unit multi-family apartment complex that will be renovated and rented to income-qualifying households. Since the inception of the NSP Program, the Moreno Valley real estate market has experienced significant improvement—especially in calendar year 2010. The Development Partners, who work in partnership with the City to operate the NSP program, have experienced many shifts in the market that have introduced some challenges in purchasing bank-owned properties that qualify for the NSP including 1) increased sales prices, 2) diminished inventory, 3) reduced discounts provided by the banks, and 4) an unwillingness by some banks to even negotiate pricing for foreclosed bank-owned properties.

To adequately respond to the market changes, slight program adjustments have been made that still adhere to NSP regulations. To place more bank-owned homes into escrow, the subsidy limit per transaction has been slightly increased. This change is specifically focused on reacting to the changing real estate market and the need to obligate all NSP funds by the deadline.

Since the increase in subsidy limit, Development Partners acquisition activities have increased significantly. The Development Partners are actively pursuing acquisitions and have recently submitted 10 single-family properties for consideration in purchasing. Staff's goal is to obligate the remaining 13% of the grant funds on or before August 26th. Given the increase in acquisition activity by the Development Partners, staff believes the obligation requirements established by HUD for NSP will be easily satisfied.

Employment Resource Center Expansion

Expansion of the Moreno Valley Employment Resource Center (ERC) into the adjacent vacant 1,400 sq. ft. suite is nearing completion. Construction is complete and furniture was scheduled for delivery on August 24. The expansion features a state-of-the-art classroom, three offices, a staff work area and additional restrooms. An additional fax machine was installed in response to the increased use in job application submittals. Daily attendance at the ERC is averaging 200 patrons with the single highest daily count at 238 patrons. August 12 marked the one-year anniversary of the ERC and assistance has been provided for over 29,500 requests for service.

The classroom in the existing 3,123 sq. ft. facility is being converted to a computer lab for instruction in basic computer skills, along with increasing the number of

computers available for job search during periods of high use. Additional services with the ERC expansion include weekly workshops for interviewing skills, resume development, skills assessment and career coaching. The presence of a full-time Business Solutions consultant and Veteran's services representative is expected to increase patronage and provide a broader spectrum of services.

The increase in patronage and expanded services necessitates the expansion. Completion of the expansion is timely and will facilitate job recruitments for local companies and new businesses such as National Tube Supply and Harbor Freight Tool. The ERC is a joint venture between the City and the County of Riverside Economic Development Agency Workforce Development Division. An open house for the ERC expansion is scheduled for September 29 at 9:00 a.m.

Housing Resale Market

Last month, home prices declined slightly in Moreno Valley. Resale numbers just released by DataQuick for the month of July indicate an average resale value in Moreno Valley of \$161,045 which is a decrease of 3.2% from the month of June. This is only the 3rd monthly decrease for the Moreno Valley market in the past fifteen months. During this timeframe, the average value of resale transactions in Moreno Valley has increased by \$23,297, which equates to a 16.9% increase in home values.

The slight decrease in home sales value in Moreno Valley was consistent with sales for all of Riverside County, which dropped by 4.9% from June 2010. Overall, home resale activity continues to be solid in Moreno Valley with 265 transactions in the month of July. During the past 18 months there have been 6,278 resale transactions, which is an average of 349 each month.

Moreno Valley's slight decrease in resale value was in line with what other nearby communities experienced in July. Both the Temecula/Murrieta (-2.8%) and Hemet/San Jacinto (-.25%) markets experienced home value decreases last month, along with the City of Riverside being flat. Two other nearby markets (Corona 3.0%) and Perris (5.1%) enjoyed increases in July after experiencing sharp declines the month before.

FINANCIAL & ADMINISTRATIVE SERVICES DEPARTMENT

Animal Services

Animal Services Division Participates with Riverside County Office of Education

The Animal Services Division is working again this summer with participants from the Summer Work Experience Program (SWEP) administered through the Riverside County Office of Education. The SWEP program is aimed at providing youth summer employment as well as providing youth participants the opportunity to learn valuable work experience skills. The SWEP program runs through the months of July and August 2010. Many businesses located throughout Riverside County participated in this program and experienced successful results.

LIBRARY SERVICES DEPARTMENT

Summer Reading Program Concludes with Record Numbers

The Library's Summer Reading Program concluded on July 22, with an all-time high of 1,762 participants registered, a 35% increase over last year. Over 925 readers received the first reading prize, and 675 readers reached the second-level prize award. More than 780 people attended at least one of the special programs. Children and Young Adults logged over 8,000 hours of reading, while adults reported 1,374 adult books read, and 2,780 books read to toddlers. There were 108 people who completed the entire program. The children and teens who achieved 'Super Reader' status were recognized at the August 24 City Council meeting.

Ronald McDonald Visit

Popular entertainer Ronald McDonald visited the Moreno Valley Public Library on Monday, August 9. Ronald presented stories, games and magic designed to encourage children to read every day.

National Geographic Archive Available

The Moreno Valley Public Library has procured "The Complete National Geographic," an external 160-GB hard drive that contains every issue of The National Geographic since 1888. Library customers may use this hard drive at any of the public computers, upon submitting their picture ID.

Target Grant

Moreno Valley Public Library is very pleased to announce that it has been awarded a \$2000 grant from Target, for acquiring a new set of Literacy Bags, which will be available for checkout with a library card. Each bag will contain a variety of books and activities with which parents can engage their children in establishing reading foundations and developing reading improvement. The Library expresses its appreciation of Target's demonstrated commitment to providing local grants to meet community needs.

The grant was written by Librarians Sharon Navarro and Jennifer Rapier.

PARKS and COMMUNITY SERVICES DEPT

Events

YouthFest `10: Many instructors are putting together their student performances for the annual YouthFest. YouthFest is scheduled to be held on September 11 at Community Park. From 10:00 a.m. to 2:00 p.m., local residents are welcome to join the festivities to gather information regarding youth programs available in the community. The annual event also features a DJ, drawings, and recreation dance and music performances.

Projects

The playground equipment at Moreno Valley Community Park and Adrienne Mitchell Memorial Park are outdated and do not meet current safety codes. Playground equipment will be purchased that will bring these facilities up to current standards for safety and ADA. A scope of the project and pricing was obtained. The project is on the agenda for the City Council Consent Calendar of September 14, 2010.

The soccer field improvements at Community Park have necessitated some ADA improvements within the park. Several concrete paths and parking stalls were out of compliance with current codes due to settlement and/or invasion of tree roots. Additionally, restroom stall doors have been vandalized beyond repair. With a couple of new picnic tables left to install and adding a non-skid surface on the restroom floors, the project is about 95% complete.

Parks Maintenance

Staff completed all irrigation repairs at various sites.

The following projects continue: Install new benches at Fairway Park; replace JFK Park monument sign; 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; design irrigation for wild flowers in Aqueduct section, southeast of JFK Park; add cellular phone communications to irrigation controllers at Shadow Mountain Park; spray CFD #1 park sites; grade CFD #1 trails; and prepare independent contractor's agreement for Phase I building repairs of the Cottonwood Golf Center Pro Shop.

Vandalism and graffiti have been reported at the following areas in July: Bethune (\$160), Community (\$120), Edison (\$307), El Potrero (\$95), Gateway (\$24), John F. Kennedy (\$49), Morrison (\$379), Pedrona (\$47), Sunnymead (\$251), Towngate (\$24), Weston (\$176), and Woodland (\$188). The total cost for vandalism/graffiti was \$1,820. Total labor hours for vandalism/graffiti were 42 hours, approximately 5.25 full-time work days.

Court referrals performed a total of 941 hours during July. The total hours for court referrals in 2010 are 7,935 which equates to approximately 992 full-time work days.

Recreation

The summer Time for Tots program ran smoothly during the month of July. The eight week summer session concluded on August 6, with an end of the summer session celebration held at each site. The annual Time for Tots Open House was held at the TownGate Community Center on August 19. The free event was an excellent opportunity for new and perspective families to meet the teachers, gather information on the program, and enjoy a craft, face painting, and light refreshments. The fall session began on August 23. Staff has already begun to create a new and exciting curriculum, as well as special activity days for the next school year.

July was 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. A free Zumba class was held during the month and was quite a hit with the class full of participants enjoying Latin inspired dance class featuring up-beat music.

Valley Kids Camp has been full of kindergarten through seventh graders during the month of July. Registration has been steadily increasing into the triple digits since opening earlier this summer and continues to grow. Attending children have spent 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 fieldtrips to Brunswick Bowling, Yucaipa Water Park, Harkins Theater, and the Los Angeles Zoo. The final field trip was held on August 4 at Celebration Park. The Valley Kids Camp concluded on August 6.

The youth Spudball program has ended. There were no negative comments received from the participants.

The adult basketball championship was held on 8/4/10.

Senior Community Center

On July 2, the Center held a swap meet which offered items from 30 vendors to our seniors.

On July 2 the seniors held their Fourth of July cake celebration.

The July Senior Birthday Party was celebrated on July 22. This event was sponsored by the Friends of Moreno Valley Senior Center who provided a free meal and a box of candy, Miller Jones Mortuary donated the cake and ice cream.

On July 26 free hair cuts were offered.

Friends of Moreno Valley donated \$8,000 to the Senior Community Center to purchase much needed equipment, including two 40" HDTV's, HD projector, shelves for brochures, two wireless microphones, inbox system for staff, Playstation 3, Wii console, 2 Wii fits, games for both gaming consoles, two blu-ray DVD players, microwave, and 100-cup coffee maker.

The Center hosted a Senior Luau on August 12.

Grant Programs

The STARS after school program conducted two job fairs this summer and has approximately 370 employees working in this program. Staff conducted a week-long training session for the entire division at the CRC.

PUBLIC WORKS DEPARTMENT

Special Districts

Fixed Charges

On July 29, Special Districts submitted nearly 175,000 separate annual fixed charges on 47,974 parcels to the County of Riverside. The submission of these charges was done through an electronic FTP process with the assistance of the Technology Services Division. By submitting these charges, the City will be able to collect the annual charges as part of the Riverside County property tax bills. For fiscal year 2010/11, the charges submitted totaled over \$13.8 million, which included over \$8.1 million of funding for programs outside the administration of Special Districts: Zone A and CFD No. 1 - 52,667 charges for \$5,928,755; Nuisance - 33 charges for \$55,483; NPDES - 5,001 charges for \$392,575; and Solid Waste - 6,279 charges for \$1,776,326.

Zone B - Residential Street Lighting

The second door hanger, reminding property owners to return their ballots, was placed during the week of

August 9th. Placement of the door hangers has increased the call volume with property owners requesting additional information on the issue and replacement ballots. As of August 10th, returned ballot count reached 7,502, an 18.7% return rate as compared to last year's 16%. Remaining outreach includes 3 Town Hall Meetings and a reminder postcard that will be mailed to property owners.

Zone D - Landscaping

Property owners in the fourteen Zone D tracts recently balloted did not support an increase on their property tax bills to cover the increased costs associated with the maintenance of their respective landscaped areas. Staff is in the process of determining how best to reduce to the level of service in line with the available revenue. Property owners will be notified at least 30 days prior to any change in service.

Transportation

Internally Illuminated Street Name Sign LED retrofit

The Energy Efficiency & Conservation Block Grant (EECBG) program offered by the U.S. Department of Energy has awarded funding to the City in the amount of \$1,684,300. The funding is intended to assist cities, counties, states, territories, and Indian tribes to develop, promote, implement, and manage energy efficiency and conservation projects/programs.

Utilizing \$127,000 from the grant, Public Works staff will be retrofitting the internally illuminated street name signs at 61 signalized intersections throughout the City. With limited available funding, the project focus will be on roadways with the highest volumes and speed. The project entails replacing the existing fluorescent lamps with LED light engines. LED light engines are a proven enhancement to visibility and highway safety, and are considered environmentally friendly due to their longevity and lack of hazardous chemicals. With this project, the City will realize annual cost savings through a fifty percent decrease in electricity use and reduced labor associated with routine maintenance.

The project is anticipated to begin in September and be complete by November, 2010.

Maintenance & Operations Division

M&O Asphalt Recycling Program: During the month of June 2010 pavement reconstruction to remove the existing asphalt concrete pavement surface and replace with new pavement for five streets was completed as part of the M&O Surface Recycling Program:

- Morning Glory St at Wintergreen St
- Ferndell St at Wintergreen St

- Edelweiss Pl at Stoneybrook Dr
- De Soto Pl at Stoneybrook Dr
- Marsel Ranch Rd at Shiray Ranch Rd.

Maintenance Superintendents Association (MSA) Inland Empire/Desert Chapter Board of Directors: Robert Lemon, M&O Manager, was elected to the MSA Board of Directors for FY 10/11 & FY 11/12. One of the major goals of the MSA is to educate chapter members and to subsidize classes and workshops that provide essential training to its members in the public works profession. The Chapter also provides scholarships for students attending educational institutions majoring in public works. MSA is committed to safety, knowledge, and awareness in the functions of public works.

Electric Utility Division

Solar Bus Shelter

Staff from MVU met with staff from the City of Corona and RTA to discuss the recent installation of a solar bus shelter in the City of Corona that produces enough electricity to offset the energy consumption of a nearby traffic signal. Items discussed included the process taken for construction and installation, timeline, and actual production of electricity. MVU staff will be meeting with RTA staff to discuss the feasibility of installing a similar bus shelter here in the City.

Solar customer

Our second residential solar system is on-line. The customer purchased a 2 KW system, and MVU will be contributing approximately 1/3 of the cost (\$6,000) through our solar rebate program. It is estimated that the customer will save on average about 40% on the electric bill each month.

Capital Projects

Day Street Roadway Improvements

The Day Street Roadway Improvements from Alessandro Boulevard to Cottonwood Avenue started construction on July 13, and is scheduled for completion in early December 2010. 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. In order to expedite construction, segments of Day Street within the project limits will be regularly closed to through traffic and open to local traffic only.

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 with Asphalt Concrete to a twenty-four (24) foot wide roadway. The street improvement also includes adjusting utility valve boxes, installing new signs, and striping. The construction started in June 2010 and will be completed by September 2010.

2010 Pavement Resurfacing Project

The construction for the 2010 Pavement Resurfacing Project is underway. The project is to remove the existing asphalt concrete pavement surface and replace with new pavement for four streets: Alessandro Boulevard (from Old 215 to Elsworth Street), Old Lake Drive (from Pigeon Pass Road to Sunnymead Ranch Parkway), Indian Street (from Skyrock Drive to Manzanita Avenue), and Kitching Street (from Fir Avenue to Sunnymead Boulevard). The project also includes re-striping the streets and replacing access ramps within the project's vicinity that do not meet American with Disabilities Act (ADA) requirements.

Moreno Valley Auto Mall

The Moreno Valley Auto Mall is currently comprised of five (5) auto dealerships and six (6) vacant parcels ready for future expansion and development. To increase the public's awareness and visibility of the Moreno Valley Auto Mall from both directions of the freeway, a new freeway pylon sign with a highly visible color two-sided video sign display, which measures approximately 21 feet high by 29 feet wide will be designed and constructed. This project will replace the existing aged and worn freeway sign with a new up-to-date high-tech system. To augment awareness of the Auto Mall dealers, there will be eight (8) large dealership panels below the video display. Construction of the new pylon sign is scheduled to begin between mid-October and early November 2010, barring any unforeseen circumstances. The sign is located on the south side of the SR-60 freeway behind the Honda Dealership at 27910 Eucalyptus Avenue.