

CITY

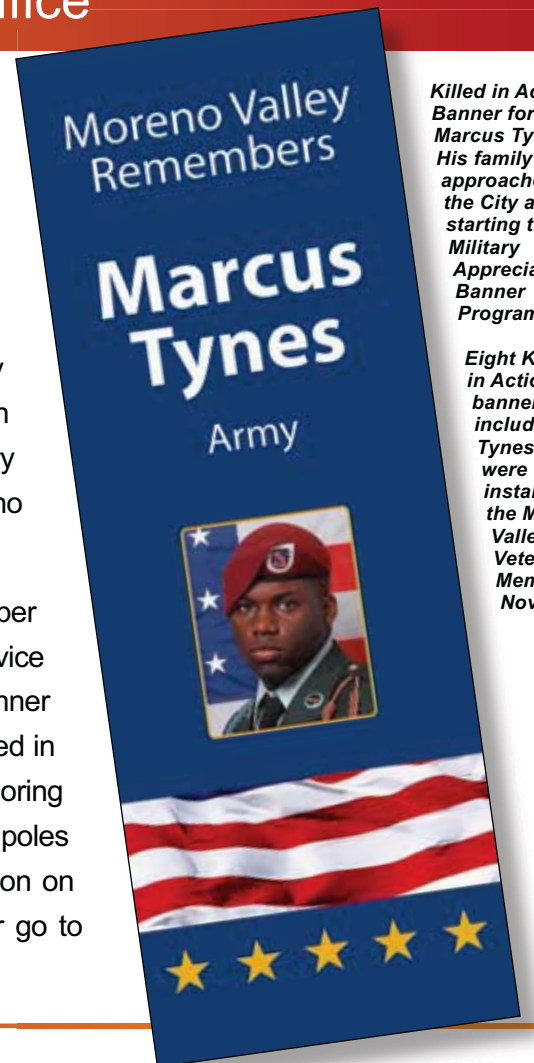


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Moreno Valley Honors Service & Sacrifice

In August 2010 the Moreno Valley City Council approved a new program to honor Moreno Valley servicemen and women in a manner that appropriately demonstrates the community's pride and appreciation for our military friends and family members. The Military Appreciation Banner Program provides an opportunity to recognize Moreno Valley residents, their immediate family members, or graduates from a Moreno Valley high school who are currently serving in the United States Military by having a banner with the service member's photo, name, and branch of service displayed on a streetlight pole. Additionally, a special military banner has been created to remember those Moreno Valley residents who were killed in action while serving our nation.

Military Appreciation Banners will be installed twice each year, in November and in May. The cost of the military banner for active duty military service personnel will be paid for by the applicant. The cost of the military banner for those killed in action will be borne by the City. Banners for those killed in action will be displayed around the Veterans Memorial while those honoring our active duty service men and women will be displayed on streetlight poles near the Memorial and March Air Reserve Base. For further information on the Military Appreciation Banner Program please call 951.413.3701 or go to www.moval.org/community/monument.shtml.



Killed in Action Banner for Marcus Tynes. His family approached the City about starting the Military Appreciation Banner Program.

Eight Killed in Action banners, including Tynes', were installed at the Moreno Valley Veterans Memorial in November.



Chelbana Award Honors Service

The Frank Chelbana Memorial Community Service Award recognizes residents who provide exceptional community service. To nominate a deserving resident, forms are available at www.moval.org/ourcommunity or call the City Manager's Office at 413.3053.



Business Expansion Creates More Local Job Opportunities

More than 1,100 new jobs were created in 2010, and 2011 is anticipated to be an even more promising year. New jobs were created in Moreno Valley by both new and expanding businesses in both commercial and industrial job sectors. These jobs come at a fortunate time as Moreno Valley works to help stabilize and reduce its unemployment rate. Among the most notable increases in employment for existing businesses are the 585 new jobs at Ross Dress for Less Distribution Center. These jobs were added as the major facility expansion was completed and a third work shift was added.

Attracting new businesses and working with existing Moreno Valley businesses are core activities of the City's Economic Development Department. Even during the economic downturn, business attraction efforts have produced new jobs in the community. Just take a look at a few national businesses that now have, or will soon boast a Moreno Valley address:

- Skechers USA
- Harbor Freight Tools
- iHerb
- National Tube Supply
- Frazee Paint

For more information about doing business in Moreno Valley, visit the Economic Development Department's website at www.moval.org, call us at **951.413.3460**, or email us at EDTeam@moval.org.

Auto Mall Update

The Moreno Valley Auto Mall is experiencing some changes including dealership upgrades, as well as road improvements and signage. Moss Bros. Auto Group acquired two dealerships - Moreno Valley Chevrolet and Moreno Valley Buick/GMC adding to their brands - Toyota, Honda, Dodge,



Chrysler, Jeep and Scion.

A new Moreno Valley Auto Mall freeway sign is coming soon to boost visibility and promote offerings. Plans for road and landscape upgrades, and other new signage and display areas are also in the works.

Shop MoVal campaign makes good cents

The Shop MoVal message is spreading and making a positive impact on local businesses, the local economy and quality of life in Moreno Valley. Improvements may be slow, but they are happening thanks to Moreno Valley residents and businesses shopping locally. Sales tax revenue has been steadily improving since January 2010.



This is great news for Moreno Valley residents and businesses!

Here are a few reasons why shopping at a Moreno Valley business is good for everyone:

- Money spent at Moreno Valley businesses is reinvested back into the community. Reinvested dollars help other local businesses prosper, creating greater diversity of available products and services and a positive cycle of prosperity.
- Prosperous businesses help the community keep its unique appeal.
- Shopping locally saves time and gas.
- Shopping locally is environmentally friendly, as it creates less traffic and pollution.
- Shopping locally increases the City's sales tax revenue.

Through sales tax, 1% of each dollar spent in Moreno Valley directly supports a variety of important city services such as public safety programs, the library, maintaining parks, and keeping the City's infrastructure updated.

City Uses Stimulus to Fund Key Programs

The City has received \$2.6 million in Federal grants to fund its FY 2010- 11 Community Development Block Grant (CDBG) and HOME programs. The grants must be used to provide activities that benefit residents who are most in need, such as the homeless, seniors, youth, and low-income individuals.

The City Council has authorized sixteen different non-profits for a variety of activities. For FY 2010- 11, focus is placed on job creation and employment preparedness. Examples of these new CDBG projects include:

- **New!** A brand new Youth Opportunity Center will open soon on Alessandro Boulevard/Veterans Way offering tutoring, college prep programs, job coaching, support groups, and volunteer opportunities to Moreno Valley youth.
- **Expanding!** The Employment Resource Center (ERC) located in the TownGate Center continues to offer residents free computer/internet access to search for employment, prepare resumes, fax job applications, and/or apply for unemployment. The ERC has been expanded to add computer skills training, offer business outreach, and to allow office space for two partners. Goodwill Industries provides job placement assistance and the California Employment Development Department runs Operation Welcome Home for veterans who have recently returned to the City from serving their country.
- **Continuing!** The City is providing incentives to businesses that create jobs. Funded through CDBG, and a one-time CDBG-Recovery Act grant, eligible businesses may qualify for financial assistance to locate or expand in Moreno Valley, creating new employment opportunities for Moreno Valley residents. So far business participants have included Burlington Coat Factory, Frazee Paint, iHerb, Inc., and Buffalo Wild Wings.

For more information visit the Neighborhood Preservation Division of the Economic Development Department at www.moval.org, call us at **951.413.3450**, or email us at np@moval.org.



Potential Alessandro Boulevard Improvements

Changes in Store for Alessandro Blvd.

Alessandro Boulevard offers an opportunity for attracting businesses and development that could serve both the local residents and visitors. The Alessandro Boulevard Corridor Demonstration Project evaluated these conditions and made a series of recommendations for steps that the City should take to reach its economic and transportation goals.

The City of Moreno Valley is exploring opportunities for additional grant funds to begin implementation of the project, which was funded through a 2009-2010 Southern California Association of Governments (SCAG) Demonstration Project Grant Award.

Log on to Library Services from your Home Computer

The Moreno Valley Public Library's catalog and services can be accessed right from your home! There are many features on the site, including a newsletter, book reviews, staff picks, and more. Click on the City Web Site and the "Resident Services" tab to find Library Services. You can also e-mail the library at any time at citylibrary@moval.org. **Mango Languages** is an online language-learning system which includes 22 foreign languages and 15 English as a Second Language (ESL) courses.

CareerTransitions walks users through the job search process from beginning to end, including a resumé wizard, job listings from around the country, networking and educational opportunities, and more.

Live reference help is also available online! On the library's web page, just click on the 'live support' icon in the upper right-hand corner. One of our librarians will assist you, or you can leave a message and get a response via e-mail.

Flood Safety Tips

Flood Safety Week is March 14-18 2011

If a flood is likely in your area:

- Listen to the media for information.
- Be aware that flash flooding can occur. If there is a chance of a flash flood, move immediately to higher ground.
- Be aware of streams, drainage channels, canyons, and other areas known to flood suddenly.

If you must prepare to evacuate:

- Secure your home. Move essential items to an upper floor if possible.
- Turn off the main utility switches or valves if instructed to do so. Disconnect electrical appliances. Do not touch electrical equipment if you are wet or standing in water.

If you have to leave your home:

- Do not walk through moving water. If you have to walk in water, walk where the water is not moving.
- Do not drive into flooded areas. If water rises around your car, abandon the car and move to higher ground if you can.

Environment

Cutting Energy Use, Gas Emissions

The City of Moreno Valley received funding from the Federal Energy Efficiency and Conservation Block Grant Program to undertake several projects and initiatives to reduce energy use and greenhouse gas emissions.

The City is preparing an Energy Efficiency and Climate Action Strategy, to provide a policy document to focus community efforts to reduce greenhouse gas emissions and increase energy efficiency. The Strategy's anticipated release for public review is early 2011.

The City also has adopted several energy and water saving initiatives to reduce energy use and greenhouse gas emissions. Examples of initiatives are alternative energy incentives offered by Moreno Valley Utility, the recently adopted waterwise landscape ordinance, use of LED lighting in traffic signals, retrofitting existing lights at City facilities, and activities related to the City's membership in the Riverside County Clean Cities Coalition and Community Energy Partnership. The City is also processing utility rebate applications for completed projects. Rebate monies will be applied toward more energy efficiency projects.

Public Works

Moving the Mountain along Lasselle St.

The Lasselle Street Widening Project from John F. Kennedy Drive to Alessandro Boulevard was completed last year by the City's Capital Projects Division. This project widened Lasselle Street to four lanes, added bicycle lanes, sidewalks, storm drains, upgraded three traffic signal intersections and rehabilitated existing pavement. Rubberized asphalt (utilizing rubber from old recycled tires) was one of the "going green" construction techniques implemented on this project.

To accomplish the road widening, an existing 500 foot long steep rock mountain had to be cut back by 30 feet. Traditionally, such a challenging undertaking requires blasting with explosives but it was further complicated by the presence of 150 plus homes within a ¼ mile radius and two adjacent high pressure gas pipelines. To avoid the potential complications of using explosives, the project team decided to take an innovative rock removal and stabilization method. The team of geologists, engineers and rock construction specialists successfully removed more than 165,000 cubic feet of the rock mountain back and installed 34 rock anchors to secure the rock mass that remained. The project was completed ahead of schedule and under budget.



A look at the improvements to Lasselle Street.