

## **AGENDA**

CITY COUNCIL OF THE CITY OF MORENO VALLEY
MORENO VALLEY COMMUNITY SERVICES DISTRICT
CITY AS SUCCESSOR AGENCY FOR THE
COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF
MORENO VALLEY
MORENO VALLEY HOUSING AUTHORITY

March 3, 2015

STUDY SESSION - 6:00 P.M.

**City Council Study Sessions** 

First & Third Tuesdays of each month – 6:00 p.m.

**City Council Meetings** 

Second & Fourth Tuesdays of each month – 6:00 p.m.

**City Council Closed Session** 

Immediately following Regular City Council Meetings and Study Sessions, unless no Closed Session Items are Scheduled

## City Hall Council Chamber - 14177 Frederick Street

Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities, in compliance with the Americans with Disabilities Act of 1990. Any person with a disability who requires a modification or accommodation in order to participate in a meeting should direct such request to Mark Sambito, ADA Coordinator at 951.413.3120 at least 48 hours before the meeting. The 48-hour notification will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

Jesse L. Molina, Mayor

Jeffrey J. Giba, Council Member Dr. Yxstian A. Gutierrez, Council Member George E. Price, Council Member D. LaDonna Jempson, Council Member

## **AGENDA**

## CITY COUNCIL OF THE CITY OF MORENO VALLEY MORENO VALLEY COMMUNITY SERVICES DISTRICT CITY AS SUCCESSOR AGENCY FOR THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF MORENO VALLEY MORENO VALLEY HOUSING AUTHORITY

## \*THE CITY COUNCIL RECEIVES A SEPARATE STIPEND FOR CSD MEETINGS

## STUDY SESSION - 6:00 PM MARCH 3, 2015

**CALL TO ORDER** 

PLEDGE OF ALLEGIANCE

INVOCATION

**ROLL CALL** 

INTRODUCTIONS

## PUBLIC COMMENTS ON MATTERS UNDER THE JURISDICTION OF THE CITY COUNCIL

There is a three-minute time limit per person. Please complete and submit a BLUE speaker slip to the City Clerk. All remarks and questions shall be addressed to the presiding officer or to the City Council and not to any individual Council Member, staff member or other person.

## **SPECIAL ORDER OF BUSINESS**

- 1. OPTIONS TO ADDRESS CITYWIDE BLIGHT/ LANDSCAPING ISSUES (Staff Report/PowerPoint) (FMS/15 Min)
- 2. KEEP MORENO VALLEY BEAUTIFUL PROGRAM (PowerPoint To Be Provided Under Separate Cover) (CM/15 Min)
- 3. YARD SALES (Staff Report) (CEDD/10 Min)
- 4. SISTER CITY PROGRAM (Staff Report/PowerPoint) (CM/15 Min)
- 5. CITY COUNCIL REQUESTS AND COMMUNICATIONS

AGENDA March 3, 2015 (Times shown are only estimates for staff presentation. Items may be deferred by Council if time does not permit full review.)

v Oral Presentation only – No written material provided

\*Materials related to an item on this Agenda submitted to the City Council/Community Services District/City as Successor Agency for the Community Redevelopment Agency/Housing Authority after distribution of the agenda packet are available for public inspection in the City Clerk's office at 14177 Frederick Street during normal business hours.

## **CLOSED SESSION**

A Closed Session of the City Council, Community Services District, City as Successor Agency for the Community Redevelopment Agency of the City of Moreno Valley or Housing Authority will be held in the City Manager's Conference Room, Second Floor, City Hall. The City Council will meet in Closed Session to confer with its legal counsel regarding the following matter(s) and any additional matter(s) publicly and orally announced by the City Attorney in the Council Chamber at the time of convening the Closed Session.

• PUBLIC COMMENTS ON MATTERS ON THE CLOSED SESSION AGENDA UNDER THE JURISDICTION OF THE CITY COUNCIL

There is a three-minute time limit per person. Please complete and submit a BLUE speaker slip to the City Clerk. All remarks and questions shall be addressed to the presiding officer or to the City Council and not to any individual Council member, staff member or other person.

The Closed Session will be held pursuant to Government Code:

1 SIGNIFICANT EXPOSURE TO LITIGATION PURSUANT TO PARAGRAPH (2) OR (3) OF SUBDIVISION (D) OF SECTION 54956.9

Number of Cases: 5

2 SECTION 54956.9(d)(4) - CONFERENCE WITH LEGAL COUNSEL - INITIATION OF LITIGATION

Number of Cases: 5

- 3 SECTION 54957.6 LABOR NEGOTIATIONS
  - a) Agency Representatives: Michelle Dawson, Tom DeSantis, Chris Paxton and Rick Teichert; Employee Organization: MVCEA
  - b) Agency Representatives: Michelle Dawson, Tom DeSantis, Chris Paxton and Rick Teichert; Employee Organization: MVMA

## REPORT OF ACTION FROM CLOSED SESSION, IF ANY, BY CITY ATTORNEY

## **ADJOURNMENT**

## CERTIFICATION

I, Jane Halstead, City Clerk of the City of Moreno Valley, California, certify that the City Council Agenda was posted in the following places pursuant to City of Moreno

AGENDA March 3, 2015 Valley Resolution No. 2007-40:

City Hall, City of Moreno Valley 14177 Frederick Street

Moreno Valley Library 25480 Alessandro Boulevard

Moreno Valley Senior/Community Center 25075 Fir Avenue

Jane Halstead, CMC, City Clerk

Date Posted: February 25, 2015

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CITY ATTORNEY	SMB
CITY MANAGER	D

## Report to City Council

TO: Mayor and City Council

**FROM:** Richard Teichert, Chief Financial Officer/City Treasurer

AGENDA DATE: March 3, 2015

TITLE: OPTIONS TO ADDRESS CITYWIDE BLIGHT/LANDSCAPING

**ISSUES** 

## RECOMMENDED ACTION

This item is to update the Mayor and Council on the results of the Beautification Survey and discuss alternatives to address Citywide Blight/Landscaping Issues.

## SUMMARY

On January 29, 2015, a total of 1,538 Beautification Surveys were mailed to a sample of 1,517 residents. There were two surveys: Parkway Landscaping and Wood Fence Replacement. Twenty-one residents received both surveys.

The Parkway Landscaping Survey was mailed to 1,485 residents. It asked if there is an interest in having parkway landscaping installed around the perimeter of their housing tract, if they are willing to pay for the installation of the improvements and if they are willing to pay for the ongoing maintenance of the improvements.

The Wood Fence Replacement Survey was mailed to 53 residents. It asked if there is an interest in a wood fence replacement program, whether vinyl or block was preferred and which terms of a loan program are most important (i.e. length of repayment and low interest rate).

Results of the surveys, program concepts for each program, cost drivers and next steps will be discussed during the study session.

## **ATTACHMENTS**

## 1. PowerPoint Presentation

Prepared By: Candace E. Cassel Special Districts Division Manager Department Head Approval: Richard Teichert Chief Financial Officer/City Treasurer

## BEAUTIFICATION PROGRAM

WOOD FENCE REPLACEMENT

Item No. 1.

## BENEFITS OF BEAUTIFICATION

Improve quality of life

Contribute to a safer community

Encourage development

Increase community pride

Make homes more appealing

Increase property values

## **BEAUTIFICATION PROGRAMS**

Installation of Parkway Landscaping







## **BEAUTIFICATION PROGRAMS**

## Wood Fence Replacement





Item No. 1.

## SURVEYED NEIGHBORHOODS

City of Moreno Valley
MONENO LYALLEY Special Districts Division – Parkway Landscaping Survey

The City of Morano Valley is requesting your input for a potential loan program to install parkway landscape, Please return this survey by <u>February 6, 2015.</u>

and standscaping is installed in the parkway, would you be willing to share in the cost for its ongoing <u>maintenance</u> (including litter removal) targe added to your property tax bill? Yes. No. the program is created, would you be willing to assist in sharing the information with your neighbors? Yes, your contact information below).

parkway landscape program has not been developed. Input received from this survey will be used to determine whether or not enough est exists for a program. If it is, you and your neighbors will receive further information on what is necessary to fully implement it.

Para un cuestionario en español, por favor contacte la División de Distritos Especiales al (951) 413-3480 o vía email al specialdistricts@moval.org.

**Brief Survey** 

Postage paid

Available in Spanish

City of Moreno Valley

WARRESO VALLEY Special Districts Division – Wood Fence Replacement Survey reno Valley is requesting your input for a potential loan program to Please return this survey by <u>February 6, 2015.</u>

## COMMUNITY INTEREST - SURVEY

1,538 Surveys (1,517 residents)

1,485 Parkway Landscape

53 Fence 21 residents received both

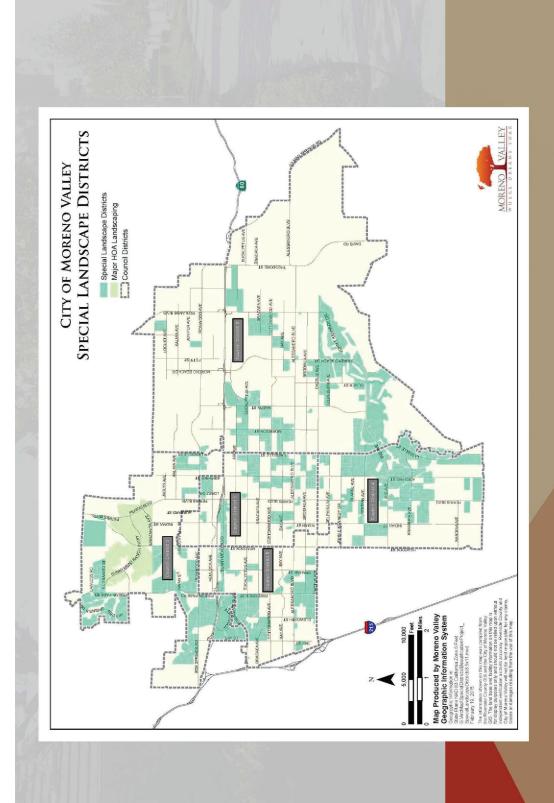
Parkway Landscaping

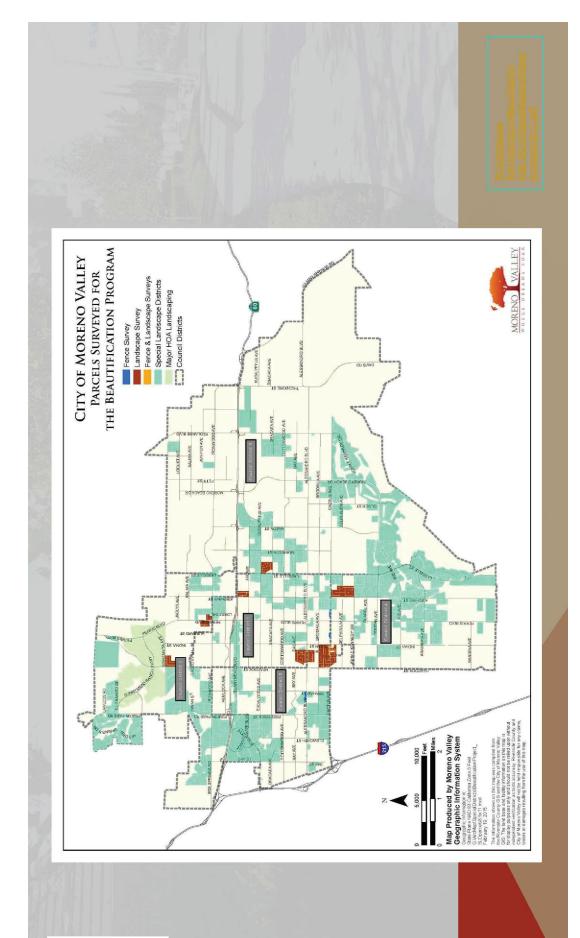
Customer Inquiries

Adjacent housing tracts

Wood Fence

Cactus/Alessandro





# PARKWAY LANDSCAPING SURVEY RESULTS

Row Labels         Count of APN         Count of 1-Yes         Count of 1-No           4549         7         7           7312         80         6           7344         8         6           804         42         3           844         96         6           8817         35         6           9529         26         3           10145         91         7           11809         276         20           1240         38         3           1250         10         1           14307         18         3           14307         32         3           14801         32         3           14807         38         3           14807         38         3           14807         32         3           14807         32         3		I COCO	landscaping installed	Share in cost	Share in cost of installation	maint	maintenance	neie	neighbors
78 80 164 42 96 35 27 57 75 120 18 38		Count of 2-Yes Count of 2-No	Count of 2-No	Count of 3-Yes	Count of 3-No	Count of	Count of 4-No	Count of 5-Yes	Count of 5-Yes Count of 5-No
80 164 42 42 35 36 276 57 75 120 18 32 32		IS.	2	m	4	m	4	H	4
164 42 96 35 276 91 75 120 18 32		4	2	2	co	2	4	m	ന
42 96 35 26 91 57 276 38 75 120 18		2	9	2	9	2	9	Н	7
96 35 26 91 57 276 38 75 120 18 32		1	2	1	2	1	2	1	2
35 26 21 57 276 38 75 120 18 32		7	4	2	4	2	4	2	4
26 91 57 276 38 75 120 18 32									
91 276 38 75 120 18 32		1	2	1	2	1	2	1	2
57 276 38 75 120 18 32		4	2	4	3	33	3	8	8
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38 75 120 18 32 32	Η.	15	9	11	6	10	11	Ŋ	15
75 120 18 32 276		7	2	Ч	2	1	2	+1	2
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			8		3		3		33
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19095 21 3		m		2	1	2	-	es.	
9829-1 10									
Grand Total 1485 105	ю	28	48	48	28	45	62	32	17

## PROPOSED PROGRAM CONCEPTS PARKWAY LANDSCAPING

- Neighborhood Participation
- CFD formation 2/3<sup>rds</sup> registered voter approval
- City loans initial investment
- Special Tax on Property Tax Bills
- Installation Costs
- Ongoing Operations & Maintenance Costs

## COST DRIVERS - PARKWAY LANDSCAPING

Outreach

Balloting

Easements

Formation of CFD

Landscape Plan Design

Upfront Investment

Installation of Parkway Landscaping

## **NEXT STEPS - PARKWAY LANDSCAPING**

- Identify neighborhoods to target
- Survey responses with greatest levels of interest
- Identify Stakeholders
- Community Meetings
- Input on type of improvements
- Share costs to install and maintain
- Survey interest level
- Initiate Formation of Community Facilities District
- Conduct Ballot
- Install Improvements

## WOOD FENCE SURVEY RESULTS

		Count of 5-low interest rates	9		9	022315
	Ranking of program terms	Count of 5-shorter repayment	S		5	
		Count of 5-longer repayment	g		9	
Interested in a fence	replacement program	Row Labels Count of Received Count of 2-Yes Count of 2-No Count of 3-Vinyl Count of 3-Block Count of 4-Yes Count of 4-No Count of 5-longer repayment Count of 5-shorter repayment Count of 5-s	9		9	
	What type of fencing material	Count of 3-Block	m		m	
	What type of fe	Count of 3-Vinyl	4		4	
Are you interested in replacing	your fence	Count of 2-No	н		н	
Are you interes	your	Count of 2-Yes	9		9	
		Count of Received	7		7	
		Row Labels	×	(blank)	Grand Total	

Item No. 1.

## PROPOSED PROGRAM CONCEPTS

Wood Fence Replacement

Individual Participation

Loan program

City provides initial investment

Promissory Note, second Deed of Trust

Loan Payment

# COST DRIVERS - WOOD FENCE REPLACEMENT

Outreach

Documentation Preparation

Escrow/Title/Recording

Upfront investment

Fence replacement

# NEXT STEPS - WOOD FENCE REPLACEMENT

Identify neighborhoods to target

Survey responses

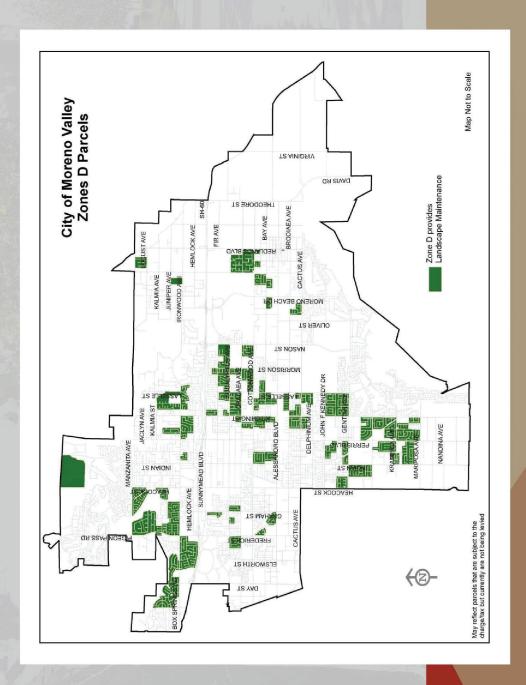
Outreach

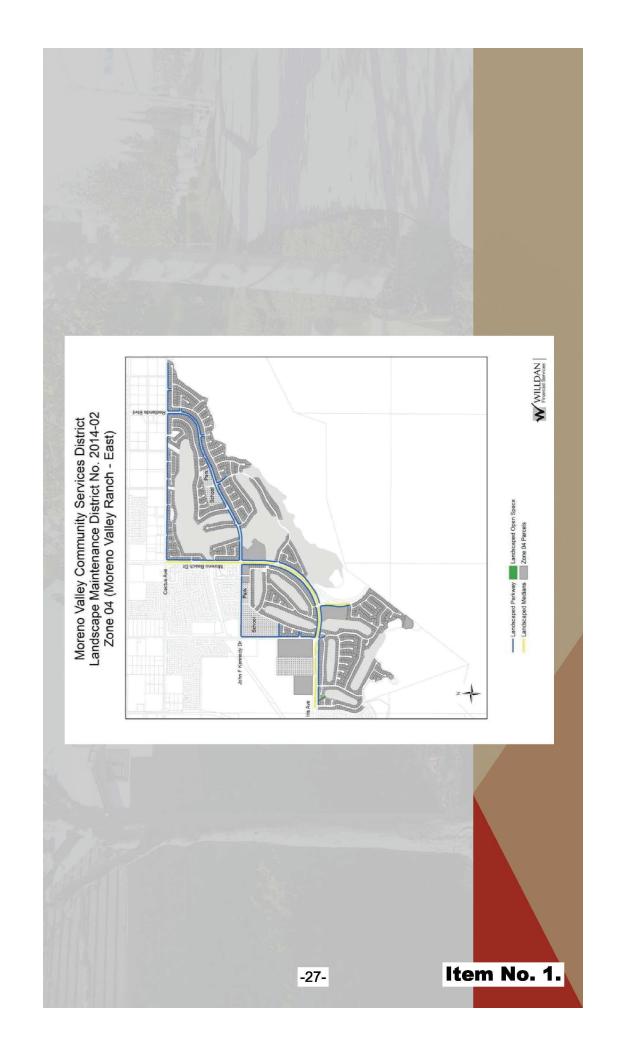
Execute Loan Documents

Install Improvements

## ADDITIONAL INFORMATION

- Existing Landscape Districts
- Reballots Needed
- 97 Community Services District Zone D
- Zone 04, Landscape Maintenance District 2014-02





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CITY MANAGER	D

## Report to City Council

TO: Mayor and City Council

FROM: Mike Lee, Community and Economic Development Director

AGENDA DATE: March 3, 2015

TITLE: YARD SALES

## **RECOMMENDED ACTION**

This report is provided in response to City Council's direction to hold a Study Session to review activity levels and compare this activity to the Municipal Code along with what other neighboring cities are doing to regulate garage and yard sales.

## DISCUSSION

The Neighborhood Services Division has been requested to research current yard sale activity levels and compare this activity to the city ordinance along with what other neighboring cities are doing to regulate garage and yard sales. Over the past year the division has averaged about five (5) complaint calls per month to report residences holding weekly or daily yard sales, and many of these complaints include information about food sales and the selling of new merchandise.

Each complaint is investigated to determine if a violation exists. Most instances only require a verbal warning to the property owner and an explanation of the regulations. On rare occasion does the situation go beyond the initial warning. The area code officer will revisit the property from time-to-time to ensure the yard sale does not continue to occur. If it does, the officer issues a Notice of Violation and follows standard procedures to bring the property owner into compliance.

Moreno Valley Municipal Code section 5.18.040 allows for no more than three separate garage sales on a property during twelve (12) consecutive months. In addition, the code states that garage sales shall not be held between the hours of eight p.m. to eight a.m. or be held for longer than three consecutive days.

Research of neighboring city ordinances was done and it was found that their language is very similar to the Moreno Valley Municipal Code section mentioned above. Below is a list of the various ordinances researched and how they compare to Moreno Valley's current ordinance:

- City of Moreno Valley allows a total of three yard sales per year. Each yard sale can be up to three consecutive days with no permit required.
- City of Ontario allows a total of four yard sales during the calendar year on designated weekends. No permit is required.
- City of Perris allows no more than two yard sales per year. Each yard sale is for three consecutive days and a permit must be obtained from the Finance Director at a cost of \$7.50 each.
- City of Riverside allows no more than four garage sales per calendar year on any parcel for two consecutive days and is limited to the hours of 8:00 a.m. to 5:00 p.m. No permit required.
- City of Hemet allows no more than four yard sales per calendar year not exceeding three consecutive days. A permit from the Planning Department must be obtained at a cost of \$10.
- City of Beaumont allows no more than two yard sales per year at least 6 months apart. A permit is required at a cost of \$5.

Some of the cities above were also asked how their enforcement is conducted, and if necessary, how compliance is achieved. The following are the responses obtained:

- City of Ontario does not have weekend staff and if a yard sale is occurring on non-designated weekends it is referred to the police department. If a violation is found, the officer shuts down the event and may issue an administrative citation.
- City of Riverside responds to complaints and monitors reported properties. If a violation is found they issue a \$100 citation. They issue less than five citations per year.
- City of Beaumont stated if a property does not have the required permit, staff issues the permit and collects the fee in the field.

On average, the Moreno Valley Neighborhood Services Division receives between 300 and 350 code compliance related contacts per month. Yard sale calls account for 1.5% of these total contacts. Given such a small percentage of total complaints received, it can be accepted that the current ordinance is an acceptable way of dealing with yard sale issues. However, in an effort to gain a better level of compliance, the division may pursue various ways to share the regulations with residents, such as, handout material at city facilities, informational mailers, public service announcements on MVTV3, and additional information on the city website.

A possible alternative would be to designate specific weekends during the year similar to the City of Ontario. This would allow for all residents to participate during the designated weekends and potentially reduce the amount of advertising associated with yard sales. It may also make enforcement easier because of the specific available dates

making all other times prohibited. The negative of this alternative is individuals could not hold a yard sale on those weekends that are best for them. If this alternative were to move forward, the municipal code would need to be amended.

Prepared By: Allen D. Brock Building and Neighborhood Services Division Manager Department Head Approval: Mike Lee Community and Economic Development Director This page intentionally left blank.



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CITY ATTORNEY	SMB
CITY MANAGER	D

## Report to City Council

TO: Mayor and City Council

**FROM:** Thomas M. DeSantis, Assistant City Manager

AGENDA DATE: March 3, 2015

TITLE: SISTER CITY PROGRAM

## RECOMMENDED ACTION

Staff recommends that the City Council:

- 1. Receive information about Moreno Valley's Sister City Program history.
- 2. Provide guidance to staff regarding the Sister City program.

## SUMMARY

This report provides a history of the City of Moreno Valley's Sister City Program and related activities.

## **DISCUSSION**

## About Sister City Programs

While Sister City programs and relationships vary widely in organizational structure, they typically exist to promote goodwill and community advancement through cultural, educational, humanitarian, goodwill, and economic development exchanges.

## Moreno Valley's Sister City Program and History Overview

The City of Moreno Valley currently has a Sister City relationship with San Juan de los Lagos, Jalisco, Mexico, which was established by Resolution No. 93-57 on July 13, 1993. The majority of program activity was sponsored by business or paid for personally

by participants. It is estimated that Sister City program related exchanges went on hiatus in the mid-2000s due to the economic decline. In FY 11/12 the \$1,100 program budget, which was previously used to host delegate receptions, was eliminated.

Because the Sister City program was largely a citizen-based committee with City Council and staff participation, there are a limited number of documents recording the program's activity (Attachments 1. 1991 Sister City Program Staff Report, 2. 1993 Resolution No. 93-57, and 3. 1999 Sister City Program Staff Report). Conversations with individuals who had participated in the program assisted staff in preparing this report.

Sister City program activities included, but were not limited to:

- A Moreno Valley Unified School District (MVUSD) administered student exchange program;
- Goodwill exchanges to help the community of San Juan de los Lagos by providing Police and Fire protection training;
- Coordination for donations of vehicles including a Riverside County fire truck, RTA bus, and an ambulance;
- Donation of a freezer to an orphanage courtesy of Waste Management;
- Goodwill exchange initiated by San Juan de los Lagos with the gift of art produced by a local artist for display at Moreno Valley City Hall;
- Loan of a sacred religious symbol Our Lady of San Juan de los Lagos that was on display at St. Christopher's church for a period of time.
- Several mutual exchanges of ideas based on cultural activities and shared government processes during Moreno Valley delegation visits to San Juan de los Lagos, and San Juan de los Lagos delegation visits to Moreno Valley

## <u>Historical Timeline</u>

- 1991: Due to interest by City Council, the City joined the International Trade Task Force. A Study Session was held November 19, 1991 to review models for a Sister City program. The recommendation was not to pursue a formal Sister City International affiliation, but to be amenable to hosting international visitors.
- 1993: Resolution No. 93-57 established the adoption of San Juan de los Lagos as the City of Moreno Valley's Sister City. Minutes from the July 13, 1993 City Council meeting indicate that a relationship with San Juan de los Lagos had been under cultivation for a couple of years as a result of the direct connection that community member Romelio Ruiz established with San Juan de los Lagos.

A November 17, 1993 staff memo documents plans for the first San Juan de los Lagos delegate visit after Resolution No. 93-57 established the relationship.

 1999: August 17, 1999 Staff report recommending the formalization of a Sister City Committee/Taskforce that was previously led by an informal group of community leaders including members of the City Council, MVUSD, Waste Management, Riverside County Sheriff's Department, and Hispanos Unidos. The goal of the Committee/Taskforce was to improve accountability, organization, credibility, community involvement, and publicity.

## Moving Forward

If the City Council decides to rejuvenate the existing Sister City relationship with San Juan de los Lagos and/or consider a relationship with a new community, points of consideration would include, but are not limited to:

Evaluate of the level of community interest on both sides. A fundamental requirement for a successful program is a strong community-based program. Strong interest by key community stakeholders is essential to a successful and meaningful program. This also extends to active participation by Moreno Valley's two school districts, given the historical emphasis on the program's student exchange component.

Techniques to gauge potential interest and commitment within Moreno Valley might include:

- Let's Talk MoVal/ Survey Monkey
- Community Meetings in each District
- Meeting with Community groups (e.g. Chambers of Commerce, School Districts, Optimists, Soroptimists, Rotary, Kiwanis)

Efforts to survey potential interest in San Juan de los Lagos would rely upon business and governmental leaders in that community.

- Re-evaluate the primary purpose of having a Sister City program in Moreno Valley. The primary purpose will help guide all future action.
- Re-evaluate of the program structure to ensure that it fulfills both communities' participation objectives. Should the Council wish to pursue such an effort, staff can return with additional information regarding organizational models that may be effective for Moreno Valley's program.
- Re-evaluate a Sister City International (SCI) affiliation. The annual dues are \$970; cost is based on city population. The benefits of affiliation with SCI include access to expert resources, grant opportunities, training, and policy guidance.

While such an affiliation is not mandatory, it may prove beneficial in enhancing the existing partnership with San Juan de los Lagos, as well as any additional communities which may become involved in Moreno Valley's program.

## FISCAL IMPACT

Records indicate that in Fiscal Years 2002/2003, 2005/2006, and 2007/2008 the City expended up to \$2,600 on Sister City activities.

## **CITY COUNCIL GOALS**

<u>Positive Environment</u>. Create a positive environment for the development of Moreno Valley's future.

## **ATTACHMENTS**

- 1. November 19, 1991 Sister City Program Staff Report
- 2. Resolution No. 93-57
- 3. August 17, 1999 Sister City Program Staff Report

Prepared By: Shanna Palau Management Analyst Department Head Approval: Thomas M. DeSantis Assistant City Manager

## CITY OF MORENO VALLEY



## Sister City Program

Presented by Shanna Palau, Management Analyst, City Manager's Office

-37-

March 3, 2015

Item No. 4.

## SISTER CITY OVERVIEW

## About Sister City Programs

Promote Goodwill and Mutual Community Advancement:



▼ Education

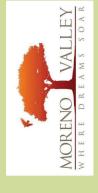
► Humanitarian

☐ Goodwill

▼ Economic Development







## SISTER CITY HISTORY

# Moreno Valley's Program Timeline

1991

Study Session to review models for a Sister City Program

Decision not to become a Sister City International Affiliate

1993

Resolution No. 93-57 established San Juan de los Lagos, Jalisco Mexico as Moreno Valley's Sister City



Council action to formalize the program structure to improve: Accountability, Organization, Credibility, Community Involvement, Publicity

1999

Item No. 4.

## SISTER CITY PROGRAM

## **Moving Forward**

- Strong Interest Commitment is Fundamental to Success
- ▼ Evaluate Interest
- Survey
- Community meetings
- Request similar outreach by government and business leaders in San Juan de los Lagos
- Re-evaluate
- ▶ Primary Purpose
- ▶ Program Structure
- Sister City Affiliation



## SISTER CITY PROGRAM

## Discussion



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