



ECONOMIC DEVELOPMENT
ACTION PLAN

COMMUNITY FORUM
JANUARY 18, 2012



MORENO VALLEY
ON THE MOVE



MORENO VALLEY ON THE MOVE

Challenges Facing Moreno Valley in 2011

- High Unemployment
- Depressed residential property values
- No residential development activity
- Slow economic recovery
- Can't look for help from Sacramento or DC
- Major problem: Jobs to Housing Imbalance

Objectives for Economic Development Success

- Create jobs locally and address the City's high unemployment rate
- Address the community's jobs to housing imbalance
- Improve customer service delivery for development services
- Strengthen and broaden the local economic foundation by attracting quality businesses
- Enhance City revenue generation from sources such as sales tax, property tax, transient occupancy tax, and utility tax – all aimed at improving quality of life in Moreno Valley





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Its all about **Jobs, Jobs, and more Jobs....**

- Must address the community's jobs to housing imbalance
- No short term recovery of residential development
- Focus on growth in two key business sectors:
 - Medical/Healthcare
 - Logistics/Distribution

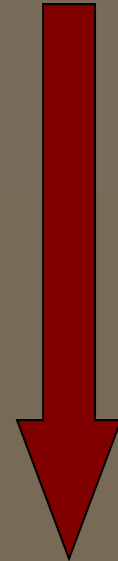
Industrial/Business Park Zoning



- Ontario 25.3%
- Chino 17.1%
- Fontana 17.0%

- Rancho Cucamonga 15.3%
- Riverside 15.2%

- Moreno Valley **9.0%**





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Built Industrial/Business Park

City	Developed S.F. (Million)	City Size (sq. miles)	Jobs
Ontario	97.0	50.0	159,100
Fontana	48.3	52.4	61,600
Chino	40.1	30.9	34,411
Riverside	39.3	81.5	159,100
Rancho Cucamonga	36.8	40.2	70,275
Moreno Valley	10.5	60.0	32,411



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Jobs to Housing Balance

City	Jobs	Housing	Ratio	Population	Labor Force
Riverside	159,100	98,622	1.61	306,779	161,000
Ontario	107,069	47,578	2.25	165,392	81,500
Rancho Cucamonga	70,275	57,287	1.23	168,181	76,400
Fontana	61,600	52,171	1.18	198,486	61,900
Chino	34,331	21,816	1.57	78,537	21,816
Moreno Valley	32,411	55,635	0.58	195,216	87,900

Strategic Economic Development

Key Policy Actions in 2011:

- Identified Areas of Opportunity (March)
- Adopted Economic Development Action Plan (April)
- Updated Housing Element (May)
- Established Prioritized Goals (June)
- Adopted Action Steps to make Moreno Valley a “Best Place to do Business” (July)



Strategic Economic Development



Other Actions:

- Reorganization of Development Services
- Began Quarterly Developer Workshops
- Collaboration with major Developers to advance projects
- Protecting projects funded by Redevelopment Agency

How Are We Doing??

- **Job Creation- 2,198**
- **Sales tax revenue growth**
 - 7 straight quarters
- **Strong business attraction**
- **Significant industrial development underway**
- **Unemployment rate improving**
 - 5 straight months of decreases
- **Residential property values stabilizing**



Establish Core Values for Development

- Commitment to Excellence in Customer Service
- Address Jobs to Housing Imbalance
- Combined Planning, Building & Safety, & Land Development with Economic Development to form a consolidated Development Services Team
- Aggressively pursue new development with a focus on job creation in two key areas:
 - ✓ Medical/Healthcare
 - ✓ Logistics/Distribution



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Achieve Results: First to Market – First to Jobs

Work with developers to:

- Re-start plan checks
- Start construction on new projects
- Plan for new development
- Seize opportunities for business expansions and attraction of new corporate users – all aimed at job creation



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Economic Development Action Plan (Adopted April 2011)

Focus on five geographic areas for significant economic improvement in 2 years

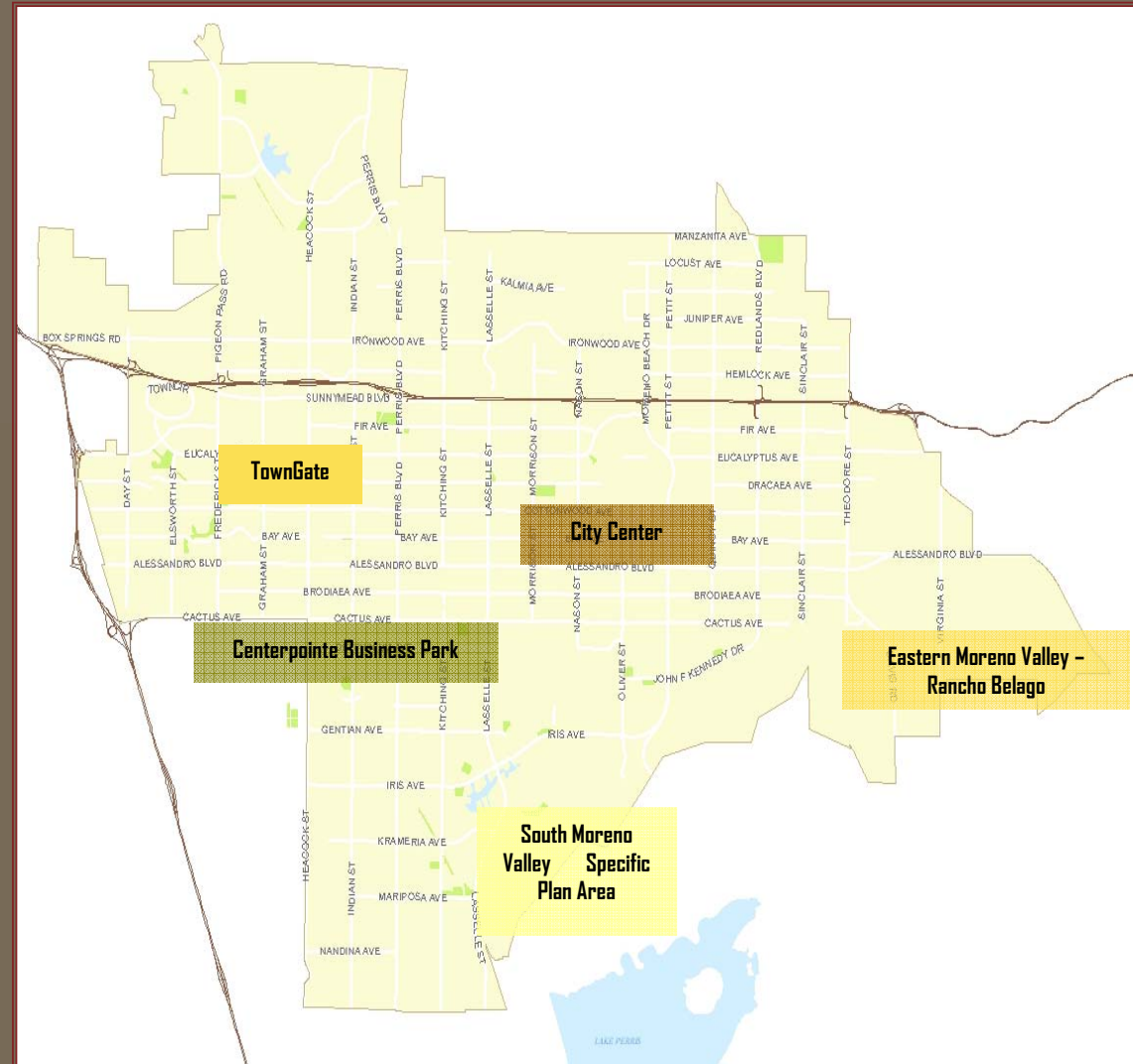
- TownGate
- Centerpointe Business Park
- South Moreno Valley Industrial Area
- Eastern Moreno Valley – Rancho Belago
- City Center



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Economic Development Action Plan

Areas of Opportunity





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Eastern Moreno Valley Rancho Belago and City Center

- Master Planned Development – Specific Plans
- Next Generation Development Centers
- Sustainable and Green Building
- Target Major Business – Corporate Users
- Focus on Growing Business Sectors (Medical/Healthcare/Logistics)
- Address Jobs to Housing Imbalance
- Right Place and Right Time

Eastern Moreno Valley Rancho Belago and City Center

- Future Development Opportunities
- Future Job Centers
- Future Economic Growth
- Future of Moreno Valley



City Center Re-sequencing of CIP Projects



- SR 60/ Nason Interchange Improvements
- Installation of new SR 60 southerly ramps at Moreno Beach
- Extension of Nason St. southerly to connect Cactus Ave. with Iris Ave.
- Improvements on Cactus Ave. between Lasselle St. and Nason St.
- Ultimate Improvements on Nason St.

Total of \$75 Million



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City Center

Advance the development of the City's medical overlay zone



Kaiser Permanente's expansion under construction
-74,000 s.f. new medical building





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“Best Place to do Business” (Adopted July 2011)

- Development Services
- Business Attraction
- Business Retention and Expansion
- Marketing and Communication
- Community Vitality





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Moreno Valley

- Right Location
- Right Leadership
- Right Development Services Staff
- Right Development Concepts
- Right Action Plan
- Right Time

The future is now – lets all work together to make Moreno Valley
the
RIGHT CHOICE



MORENO VALLEY ON THE MOVE

Economic Development

The key is improving jobs to housing
balance

JOBS, JOBS, AND MORE JOBS...
GROWTH IN MEDICAL/HEALTHCARE
AND LOGISTICS/DISTRIBUTION



MORENO VALLEY ON THE MOVE

Contact Us Development Services Team

Barry Foster
Community & Economic Development
Director
951.413.3458
barryf@moval.org

John Terell
Planning Official
951.413.3238
johnt@moval.org

Anne Schneider
Building Official
951.413.3354
annesc@moval.org

Mark Sambito
Engineering Manager
951.413.3191
marksa@moval.org