

***REVISED 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**

February 17, 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

*Teleconference: 1824 Amis Avenue
Las Cruces, New Mexico 88005

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

Dr. Yxstian A. Gutierrez, Mayor Pro Tem
Jeffrey J. Giba, Council Member

George E. Price, Council Member
D. LaDonna Jempson, Council Member

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

**STUDY SESSION - 6:00 PM
FEBRUARY 17, 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.

SPECIAL ORDER OF BUSINESS

1. GOAL SETTING AND PRIORITIZATION FOR FISCAL YEARS 2015 - 2017
(City Manager's Office)
2. CITY COUNCIL REQUESTS AND COMMUNICATIONS

(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.

The Closed Session will be held pursuant to Government Code:

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

Fitness 19 CA 155, LLC

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

Number of Cases: 5

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

Number of Cases: 5

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 Valley Resolution No. 2007-40:

City Hall, City of Moreno Valley
14177 Frederick Street

Moreno Valley Library
25480 Alessandro Boulevard

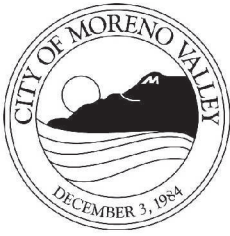
Moreno Valley Senior/Community Center
25075 Fir Avenue

Jane Halstead, CMC,
City Clerk

Date Posted: February 12, 2015

***DENOTES REVISION**

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APPROVALS	
BUDGET OFFICER	<i>me</i>
CITY ATTORNEY	<i>SMB</i>
CITY MANAGER	<i>d</i>

Report to City Council

TO: Mayor and City Council

FROM: Michelle Dawson, City Manager

AGENDA DATE: February 17, 2015

TITLE: **GOAL SETTING AND PRIORITIZATION FOR FISCAL YEARS 2015 - 2017**

RECOMMENDED ACTION

Recommendation:

1. That the City Council review the status of previous goals and establish and prioritize goals for the Fiscal Years 2015 – 17 two-year budget cycle.

SUMMARY

The City's budget development process begins with and is driven by the City Council's goals and priorities. This study session item will focus on 1) the review of City Council directives from the last goal setting workshop held in February, 2013; and 2) the discussion, setting and prioritizing of goals for the next two-year budget period.

DISCUSSION

In advance of the study session, the City Council was provided with the attached worksheet containing potential goals that have been suggested by the Council Members and staff. The goals indicated on the worksheet are listed within the following categories:

- City Finances
- Business Operations & Services
- Economic Development/Job Creation
- Infrastructure & Facilities
- Public Safety
- Quality of Life
- Regional Collaboration

Each Council Member was asked to review the draft goals included on the worksheet and assign an overall priority for each: 5 (highest priority for the City to achieve over the

next 2 years) to 0 (not a priority goal). These are not to be considered as all inclusive, rather they are included to stimulate discussion and thought. Space was also provided for additional or alternative goals.

This process will pertain to goals that are achievable over the FY 2015/17 two-year budget period; essentially these are rather short-term goals that will help drive the budget development process and corresponding work program for the next two years. The City Council may consider commencing a more comprehensive effort to develop a longer term strategic plan in the near future that would engage the public by soliciting their input, foster transparency and build consensus regarding the City's future. The longer term strategic plan would work with the Long Range Business Projections reviewed at the February 3, 2015 Study session to provide a vision for the City for the next 5-10 years.

The desired outcomes of this effort include:

- Clearly defining budget priorities for the two-year budget; and
- Ranking priorities based on the organization's ability to achieve these goals

Once prioritized goals have been established by the City Council, the City Manager will establish a defined time frame within staff's capacity for implementation.

FISCAL IMPACT

At the February 3, 2015 Study Session, the Chief Financial Officer presented the City's Long Range Business Projections. This comprehensive projection of the City's future revenues and expenditures indicates that we are likely to continue to face budgetary challenges. Consequently the City Council and staff will need to continue to exercise discipline on how and when to take on new initiatives.

ATTACHMENTS

Attachment 1: FY 2015-17 Budget: City Council Goal Setting Priorities Worksheet
Attachment 2: City Council Policy Directions (February 2013) PowerPoint


Prepared By:
Michelle Dawson
City Manager

Department Head Approval:
Michelle Dawson
City Manager

Concurred By:
Thomas M. DeSantis
Assistant City Manager


Concurred By:
Richard Teichert
Chief Financial Officer/City Treasurer

FY 2015-2017 Budget: City Council Goal Setting Priorities

GOAL	Mayor Molina	Mayor Pro Tem Gutierrez	Council Member Giba	Council Member Price	Council Member Jempson	Total	Average
 City Finances							
• Maintain structurally balanced General Fund							
• Preserve General Fund reserves at 33%							
• Explore Sales Tax Increase Measure to Preserve Public Safety							
• Explore Hotel Tax Increase Ballot Measure							
• Explore Citywide Library Parcel Tax Ballot Measure							
• Explore Street Light Parcel Tax Increase Measure							
•							
•							
Business Operations and Services							
• Enhance Employee Career Development & Training							
• Continue Customer Care Focus							
• Replace Development Services Software							
•							
•							
Quality of Life							
• Beautification surveys for landscaping & fence replacement							
• Develop Feasibility for Satellite Library facility							
• Update Sign Ordinance							
• Increase After School Arts Programming							
• Increase # of Community Clean up events							
•							
•							


- 5 – Highest priority for City to achieve over next 2 years
- 4 – Very important to achieve
- 3 – Important to achieve
- 2 – Address if resources are available
- 1 – Defer to FY 2017/19 Budget Plan
- 0 – Not a priority goal

Item No. 1.

GOAL	Mayor Molina	Mayor Pro Tem Gutierrez	Council Member Giba	Council Member Price	Council Member Jempson	Total	Average
 <p>Economic Development/Job Creation</p> <ul style="list-style-type: none"> • Explore local hiring preference policy • Create 1,000 jobs • Increase sales tax revenues by 10% • Update Economic Development Action Plan • Develop City Marketing Plan • Promote business/education collaboration with health care & logistics focus • • 							
<p>Public Safety</p> <ul style="list-style-type: none"> • Expand Animal Shelter capacity with outside dog runs • Explore feasibility to open Animal Shelter 6 days/week • Preserve existing public safety service levels • Expand Code Enforcement Volunteer Program • Pursue funding strategy for industrial area fire station • • 							
<p>Regional Collaboration</p> <ul style="list-style-type: none"> • Participate in at least 2 joint meetings with MVUSD per year • Participate in at least 1 joint meeting with VVUSD per year • Host study session presentations by regional agencies • • 							

5 – Highest priority for City to achieve over next 2 years
 4 – Very important to achieve
 3 – Important to achieve
 2 – Address if resources are available
 1 – Defer to FY 2017/19 Budget Plan
 0 – Not a priority goal

5 – Highest priority for City to achieve over next 2 years 2 – Address if resources are available

 GOAL	Mayor Molina	Mayor Pro Tem Gutierrez	Council Member Giba	Council Member Price	Council Member Jempson	Total	Average
Infrastructure and Facilities							
<ul style="list-style-type: none"> • Civic Center Electronic Reader Board (Alessandro & Frederick) 							
<ul style="list-style-type: none"> • Public Access to City WiFi at City facilities 							
<ul style="list-style-type: none"> • Update Development Impact Fees & Quimby Fees 							
<ul style="list-style-type: none"> • 							
<ul style="list-style-type: none"> • 							
TOTAL							

4 – Very important to achieve 1 – Defer to FY 2017/19 Budget Plan

3 – Important to achieve 0 – Not a priority goal

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City Council Policy Directions (February 2013)

February 17, 2015

Background

February 2, 2013 Special Meeting

- **Discussed Policy objectives**
- **Achieved consensus on priority objectives**

Today's Presentation

- **Implementation Status Update**

Mayor & Council Elections

- **Directly Elected Mayor (w/ 4 Council Districts) approved by voters**
 - **To be filled in Nov 2016 election**
- **Council Term Limits Approved by Voters**
 - **Effective Dec 2014**

Charter City Effort

- **Sub-Committee meetings held**
- **Public Input received**
- **Sub-Committee placed on hiatus in late 2013**

Economic Development

Enhance Econ Development Efforts

- **Proposed 3-Year Plan presented to Econ Development Committee**
- **Includes Medical Corridor, Sunnymeade Blvd., residential development, business incubators, fulfillment center incentives**
- **Next: Present to City Council (June)**

- **Evaluating current staffing / resources allocated to Econ Development activities**
- **Newly-hired Director to work closely with Council's ED Sub-Committee to refine program, marketing, strategies**
- **Pursuing point-of-sale revenues from industrial development**

**Moreno Valley moves
at the Speed of Business
3100+ New Jobs Since 2013**

Aldi	200	iHerb	260
Harbor Freight	410	Deckers	200
Amazon	1200	Procter & Gamble	850

City Budget

- **Council Adopted Balanced General Fund Budgets for FY 13/14 and FY 14/15**
- **Data presented at public meetings**
- **Revenue Measure**
- **Consultant study completed in 2013**
- **Future City Council consideration**

- **Review Unfunded Liabilities**
- **Presented at “Long-Term Challenges” Study Session**
- **Addressed in Subsequent Budget Reports**
- **Council approved Leave Accrual reduction incentive**
- **Staff continuing to explore additional options**

Nason Property

- **Evaluate use of City-owned property at Nason & Alessandro**
- **Market Value determined by use**
- **Opportunities for one-time and ongoing revenues**
- **Nason Corridor Study Underway**

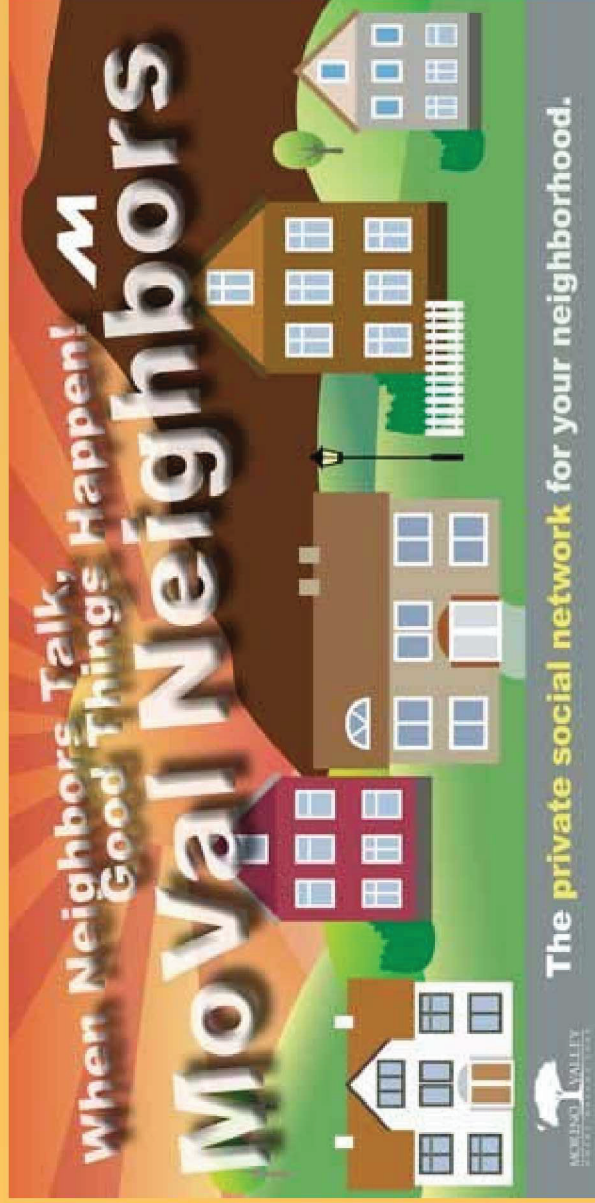
Education

- **Mayor & Council Members engaging education community (public/charter)**
- **Creating public focus on Graduation Rates**
- **Held Study Session on AVID Program**
- **Agreement approved to recognize VVUSD & MVUSD scholars**

Performing Arts

- **Performing Arts Overlay concept**
- **Next Action: Review concept with Economic Development Committee**

Neighborhoods



MoVal Neighbors Program now online

- **Nextdoor.com technology**
- **27 neighborhood boundaries (Elem. Schools)**
- **Networking**
 - **Referrals, lost pets, neighborhood news/events, resource sharing, report suspicious activity**
- **Free, secure, websites managed by neighbors**
- **Program in full operation, publicizing sign-up info**

Public Works

- **Augment Street Maintenance Budget**
- **Funds directed for repair, overlay, slurry projects (2013 TRIP Financing)**
- **PW Director & CFO examining addtl. options**
- **Flood Control Enforcement (Private Property)**
- **Study Session held**
- **Working with property owners**

Summary

- **Key initiatives completed**
- **Balanced General Fund Budgets**
- **Job Creation (3100 jobs, more on the way!)**
- **Ballot Measure: Directly Elected Mayor**
- **Departments / Council Committees active**
- **Community engaged**
- **More Study Sessions scheduled**