

APPENDIX B | MOMENTUM MOVAL STRATEGIC PLAN CORRELATION

Momentum MoVal Objectives & Initiatives		2024 Plan
Objective 1.1: Proactively attract high-quality businesses	Initiative 1.1.1: Update the Council-adopted Economic Development Action Plan to focus business attraction efforts on key growth industries conducive to the Moreno Valley market such as logistics, green and clean technology, defense, aerospace, e-commerce, healthcare, medical device manufacturing, auto manufacturing (and related fields), robotics, and global trade.	Goal 1.1 et al Objective 1.1.1 Initiative 3.1.4.2 Goal 3.4 et al Initiative 5.5.1.2
	Initiative 1.1.2: In the next City budget cycle, allocate additional dollars to expand marketing efforts by increasing advertising placements and sponsorships.	Initiative 1.1.1.3 Initiative 1.2.1.3 Initiative 1.2.2.3 Initiative 1.3.2.8 Initiative 3.4.1.2 Initiative 3.4.2.2 Objective 3.4.3 et al Initiative 4.1.1.5
	Initiative 1.1.3: Affirm competitive development impact fees.	N/A
	Initiative 1.1.4: Advance the Development Services Team as a “Center of Excellence” in serving all customers by use of technology services and tools and streamlining development processes via Accela’s ACP project tracking software. Guarantee specific time frames for plan reviews, expedite permitting issuance processes, improve inspection functionality, and facilitate online applications and services.	Initiative 1.1.1.7 Initiative 1.2.1.6 Initiative 2.1.1.4 Initiative 2.1.2.4 Initiative 2.1.3.4 Initiative 2.1.4.3 Initiative 3.1.1.5 Initiative 3.1.2.3 Initiative 3.1.3.4 Initiative 3.1.4.4 Initiative 3.2.1.5 Initiative 3.3.1.6 Initiative 3.4.3.4 Initiative 4.1.2.3
	Initiative 1.1.5: Rebuild the Community Development Department’s website presence by making pertinent and useful information easily accessible for review and to provide additional assistance throughout all aspects of the development review process.	N/A

APPENDIX B | MOMENTUM MOVAL STRATEGIC PLAN CORRELATION

Momentum MoVal Objectives & Initiatives		2024 Plan
	<p>Initiative 1.1.6: Expand Economic Development digital and online marketing tools including the expansion of proactive marketing with monthly emails, the placement of ten (10) print and digital ads, and development of a dedicated Economic Development website to promote Moreno Valley as the best place to do business.</p>	<p>Initiative 1.1.1.3 Initiative 1.2.1.3 Initiative 1.3.2.8</p>
	<p>Initiative 1.1.7: Actively participate in and sponsor commercial, medical, office, and industrial brokerage and development-related organizational events and conferences to promote and market Moreno Valley.</p>	<p>Initiative 1.1.1.5 Initiative 1.2.1.4 Initiative 2.1.1.1 Initiative 2.1.3.1 Initiative 2.2.1.4 Initiative 2.3.2.2 Initiative 3.1.3.3 Initiative 3.2.1.4 Initiative 3.3.1.3 Initiative 3.4.1.3 Initiative 3.4.2.3 Initiative 3.4.3.3</p>
	<p>Initiative 1.1.8: Promote investment in beautification improvements (landscaping, public art, etc.) along strategic business development corridors.</p>	<p>Initiative 2.4.1.1 Initiative 2.4.1.2 Initiative 2.4.1.3</p>
	<p>Initiative 1.1.9: Conduct 12 business visits per year with major employers and key businesses in Moreno Valley to build relationships; determine business needs, developing new support industries; promote incentive programs such as Hire MoVal; and to identify industry and employer specific educational and training.</p>	<p>Initiative 4.1.1.1</p>
	<p>Initiative 1.1.10: Pursue award opportunities to showcase the City's innovative Economic Development initiatives.</p>	<p>Initiative 4.1.1.7 Initiative 5.5.2.4</p>
	<p>Initiative 1.1.11: Complete the re-brand of the Economic Development Department attraction efforts and launch a dedicated Economic Development website.</p>	<p>Initiative 1.1.1.3 Initiative 1.2.1.3 Initiative 5.1.1.6</p>

APPENDIX B | MOMENTUM MOVAL STRATEGIC PLAN CORRELATION

Momentum MoVal Objectives & Initiatives		2024 Plan
Objective 1.2: Market all the opportunities for quality industrial development in Moreno Valley by promoting all high-profile industrial and business projects that set the City apart from others.	Initiative 1.2.1: Showcase excellent industrial projects on all appropriate marketing collateral, online, and via email outreach. Work with each unique developer to educate the brokerage community on the status and availability of future projects.	Initiative 1.1.1.3 Initiative 1.2.1.3
Objective 1.3: Promote local hiring through the expansion of local, quality, high paying jobs, and workforce development efforts.	Initiative 1.3.1: Set a target of 1,000 new jobs through business attraction and expansion per year.	Chapter 1 Initiative 1.3.2.5 Initiative 5.4.2.3
	Initiative 1.3.2: Set a target of having an unemployment rate that is lower than the Riverside County unemployment rate.	Initiative 5.1.1.5
	Initiative 1.3.3: Attract a supply chain/logistics and/or medical related trade school. Explore the potential use of City facilities for this purpose.	Initiative 1.3.1.1 Initiative 5.2.1.6 Initiative 5.3.1.4 Initiative 5.3.2.7
	Initiative 1.3.4: Continue to partner with the Riverside County Workforce Development Center to promote job readiness and basic skills training of the local workforce through the hosting of at least six (6) job preparedness and readiness workshops per year at the Moreno Valley Employment Resources Center (ERC) and/or other City facilities. Continue to expand upon existing recruitment service offerings.	Objective 5.1.1 et al Initiative 5.4.1.1
	Initiative 1.3.5: Explore strategic partnerships with business organizations and nonprofits to identify industry specific workforce development training curriculum needs.	Initiative 1.3.2.4 Initiative 3.4.1.4 Initiative 5.1.3.5 Initiative 5.2.1.1 Initiative 5.2.1.2 Initiative 5.2.1.5 Initiative 5.2.1.6



APPENDIX B | MOMENTUM MOVAL STRATEGIC PLAN CORRELATION

Momentum MoVal Objectives & Initiatives		2024 Plan
		Initiative 5.2.1.7 Initiative 5.2.2.1 Initiative 5.3.1.1 Initiative 5.3.1.3 Initiative 5.3.1.4 Initiative 5.3.2.7 Initiative 5.5.2.1
	Initiative 1.3.6: Encourage local partnerships to promote entrepreneurship, basic skills training, and financial literacy initiatives among Moreno Valley adults.	Initiative 4.1.1.1 Initiative 4.1.3.1 Initiative 4.1.5.1 Initiative 4.2.1.2 Initiative 4.2.2.1 Initiative 4.2.3.1 Objective 4.3.1 et al Initiative 5.1.1.1 Initiative 5.1.1.4
	Initiative 1.3.7: Promote the development of health care careers by establishing a “hot careers in health care” board at the ERC, giving first priority to health care job providers for recruitments, and hosting two (2) workshops focused on jobs in health care with local partners at the ERC.	Objective 1.2.1 et al Initiative 1.2.2.2 Initiative 4.1.2.5
	Initiative 1.3.8: Develop a strategy to utilize World Logistics Center Development Agreement funds dedicated to workforce training in the logistics industry. A total of \$6,993,000 is anticipated for the City’s use to provide and enhance educational and workforce development training in the supply chain and logistics industries. Funds will be received on an annual basis, and in conjunction with construction on the WLC site. Annual payments of \$100,000 will be provided during the first six years under the Development Agreement, with the amount increasing to \$125,000 from the 7th year through the end of the Agreement. A contribution of \$1 million will be provided upon issuance of the first building permit for a logistics building on the WLC property, and additional payments of 11¢ per square foot upon issuance of building permits for each succeeding building.	Initiative 5.5.3.3
	Initiative 1.3.9: Incorporate Moreno Valley Utility (MVU) as part of the Business Visitation Program and enroll five (5) new companies into Hire MoVal.	Initiative 4.1.1.1 Initiative 4.1.4.1 Initiative 4.1.4.2



APPENDIX B | MOMENTUM MOVAL STRATEGIC PLAN CORRELATION

Momentum MoVal Objectives & Initiatives		2024 Plan
		Initiative 4.2.4.1 Initiative 4.2.4.2 Initiative 5.4.2.3
	Initiative 1.3.10: Develop a Hire MoVal recognition program. Companies that adopt the “Hire MoVal First” criteria will be recognized at a City Council Special Presentation meeting to receive a City Proclamation.	Initiative 4.1.4.1 Initiative 4.1.4.2 Initiative 4.2.4.1 Initiative 4.2.4.2 Initiative 5.4.2.3
	Initiative 1.3.11: Evaluate hiring City staff members to conduct job readiness/job training programs under direct supervision by the Economic Development Department.	Initiative 4.3.2.4 Initiative 5.5.3.4 Chapter 5 Resources
Objective 1.4: Promote the development of the Medical Corridor along Nason Street to meet health care demands for residents of Moreno Valley and the region, bring quality jobs, and create business opportunities for ancillary support businesses in the health care industry	Initiative 1.4.1: Strengthen partnerships with existing medical providers such as Riverside University Health System and Kaiser Permanente to support and encourage expansion efforts.	Objective 1.2.1 et al Objective 1.2.2 et al Initiative 4.1.2.5
	Initiative 1.4.2: Create focused medical/office and elderly care facility marketing collateral to highlight Moreno Valley’s unique assets and development opportunities.	Initiative 1.2.1.3
	Initiative 1.4.3: Identify strategic partners to encourage the development of job readiness in high demand health care industries.	Initiative 4.1.2.5

APPENDIX B | MOMENTUM MOVAL STRATEGIC PLAN CORRELATION

Momentum MoVal Objectives & Initiatives		2024 Plan
	Initiative 1.4.4: Determine the highest/best use of the City’s parcel at Nason Street and Alessandro Boulevard and the exploration of an urban village concept including opportunity to integrate enhanced transit connections between this area and the new Perris Valley Line Metrolink Station west of I-215. Complete land use analysis component of the Nason Street Corridor Study.	Objective 2.4.3 et al
Objective 1.5: Showcase Moreno Valley’s unique assets.	Initiative 1.5.1: Promote and market Moreno Valley’s advantages: second largest City in Riverside County with a growing population, strategic location, easy access to transportation corridors, proximity to ports and markets in Los Angeles, Orange, and San Diego counties, home of March Inland Port – Airport, availability of developable land, committed City leadership and staff, business friendly philosophy, Foreign Trade Zone designation, competitive incentives such as the award winning Hire MoVal program, and the Economic Development Rate Incentive discount from the Moreno Valley Utility.	Initiative 1.1.1.3 Initiative 1.2.1.3 Initiative 1.2.2.3 Initiative 1.3.2.8 Initiative 2.2.1.3 Initiative 3.1.1.1 Initiative 3.1.3.2 Initiative 3.1.4.2 Initiative 3.1.4.3 Initiative 3.2.1.3 Initiative 3.3.1.4 Initiative 3.4.1.3 Initiative 3.4.2.3 Initiative 3.4.3.3
	Initiative 1.5.2: Evaluate the current General Plan Community Development Element Land Use Map to identify three potential distinct “town centers” for the City.	Initiative 2.4.3.1 Initiative 2.4.3.2
Objective 1.6: Establish Moreno Valley as the worldwide model in logistics development.	Initiative 1.6.1: Expand the State of the City to add an Economic Development Summit component that includes a keynote speaker to discuss annual economic trends and their impact on the City, and offer breakout sessions that would allow participants to provide feedback on issues relevant to business and the local economy.	Initiative 1.3.2.9
	Initiative 1.6.2: Develop a Logistic and Industrial Developer Business Council comprised of logistic and industrial developers to meet and discuss issues impacting development.	N/A
	Initiative 1.6.3: Establish a webpage discussing the priorities and activities of the Logistic and Industrial Developer Business Council with a section that allows businesses to submit feedback and suggestions.	N/A



APPENDIX B | MOMENTUM MOVAL STRATEGIC PLAN CORRELATION

Momentum MoVal Objectives & Initiatives		2024 Plan
	Initiative 1.6.4: Pursue speaking and demonstration opportunities at the national and international levels to elevate Moreno Valley’s reputation for smart logistics development.	Initiative 1.1.1.5 Initiative 3.1.3.3
Objective 1.7: Promote small business development and entrepreneurship.	Initiative 1.7.1: Continue to provide high quality business support programs such as five (5) Business Roundtables per year, twenty (20) Business Spotlight commercials, Hire MoVal, monthly Shop MoVal print and digital ads, and fifty (50) small business site visits per year.	Initiative 4.1.1.1 Initiative 4.1.1.2 Initiative 4.1.1.5
	Initiative 1.7.2: Leverage resources and city facilities to provide quality educational and small business support programs such as workshops, technical and financial assistance, networking, mentoring, and one-on-one counseling through the Inland Empire Small Business Development Center (IESBDC), SCORE, Small Business Administration (SBA), AmPac Tri-State, and other business support partners.	Objective 4.1.3 et al Objective 4.1.5 et al Objective 4.2.1 et al Objective 4.2.2 et al Objective 4.2.3 et al Objective 4.2.4 et al
	Initiative 1.7.3: Research the feasibility and funding of a one-stop incubator that would include the ERC and a new BRC (Business Resources Center) to encourage the evolution of home- based and small businesses and the expansion of start-ups.	Initiative 4.2.1.1
Objective 1.8: Evaluate staff resources and dedicate City funding to invest in aggressive Economic Development activities that will result in increased revenues to the City, additional employment opportunities, and enhanced quality of life for our residents.	Initiative 1.8.1: Evaluate hiring one (1) full time staff member, or equivalent outsourced support, to business attraction such as proactive print and digital marketing, branding, website management, content and email marketing, trade show and industry events planning and attendance, lease mining, site selection assistance, demographics and market analysis, brochure development, database collection, real estate industry liaison, and new business relationship building efforts.	Chapter 1 Resources Chapter 2 Resources

APPENDIX B | MOMENTUM MOVAL STRATEGIC PLAN CORRELATION

Momentum MoVal Objectives & Initiatives		2024 Plan
	<p>Initiative 1.8.2: Evaluate hiring two (2) full time staff members, or equivalent outsourced support, for workforce development, including oversight of the Hire MoVal program, operations at the Moreno Valley Employment Resource Center, job readiness workshops, partnership and relationship building, and new job training initiatives.</p>	<p>Chapter 5 Resources Initiative 4.3.2.4 Initiative 5.5.3.4</p>
	<p>Initiative 1.8.3: Evaluate hiring one (1) full time staff member, or equivalent outsourced support, for Business Support Services and Small Business Development, such as Business Visitations, Business Roundtable, Business Spotlight, Chamber of Commerce relations, grants and loan programs, energy efficiency programs outreach, small business visits, business training programs with the Small Business Development Center, SCORE, AmPac Tri-State, and the Small Business Administration, event sponsorships within Moreno Valley, Shop MoVal, Start- up MoVal, and the Business Ombudsman activities.</p>	<p>Chapter 4 Resources Initiative 4.3.2.4 Initiative 5.5.3.4</p>
<p>Objective 1.9: Ensure the City’s General Plan articulates the vision for how Moreno Valley wants to evolve over time, and provides an orderly and predictable process through which this vision is developed and implemented, including new attention to economic development, sustainability, public health, and innovation.</p>	<p>Initiative 1.9.1: Prepare a General Plan Annual Report per Government Code Section 65400 for presentation to the City Council before April 1, 2017, that explains how current land use decisions relate to adopted goals, policies and implementation measures, and as appropriate, identify necessary course adjustments consistent with the Strategic Plan.</p>	<p>N/A</p>

APPENDIX B | MOMENTUM MOVAL STRATEGIC PLAN CORRELATION

Momentum MoVal Objectives & Initiatives		2024 Plan
	<p>Initiative 1.9.2: Form a working group of key City staff to research and evaluate the current General Plan as a prerequisite to initiating a comprehensive update of the General Plan. Develop recommendations for a scope of work, inclusive of completing the General Plan Economic Development Element (Chapter 3) envisioned with the last comprehensive General Plan Update completed in 2006, and prepare recommendations on budget and schedule.</p>	N/A
	<p>Initiative 1.9.3: Include consideration of incremental set-aside of funding in annual budget development in anticipation of future General Plan update.</p>	N/A
	<p>Initiative 1.9.4: Conduct a comprehensive update of the City General Plan and supporting environmental document, including all mandatory Elements (except Housing), an Economic Development Element, and other desired optional Elements authorized by the City Council.</p>	N/A