

| APPROVALS | |
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| BUDGET OFFICER | <i>me</i> |
| CITY ATTORNEY | <i>SMB</i> |
| CITY MANAGER | <i>[Signature]</i> |

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

Historical Timeline

- 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

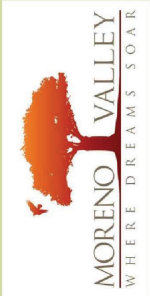
Positive Environment. Create a positive environment for the development of Moreno Valley's future.

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:
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Department Head Approval:
Thomas M. DeSantis
Assistant City Manager

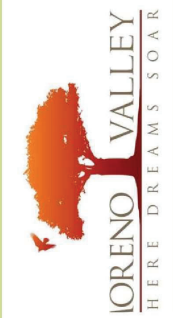


CITY OF MORENO VALLEY

Sister City Program

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

March 3, 2015



Item No. 4.

SISTER CITY OVERVIEW

About Sister City Programs

Promote Goodwill and Mutual Community Advancement:

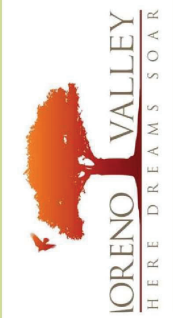
- Culture
- Education
- Humanitarian
- Goodwill
- Economic Development



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
- 1999** ➤ Council action to formalize the program structure to improve:
- Accountability, Organization, Credibility, Community Involvement, Publicity

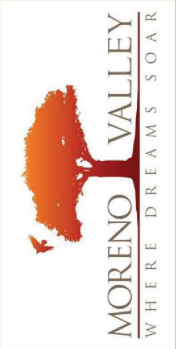




Moving Forward

- 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