



Report to City Council

TO: Mayor and City Council

FROM: Leslie Keane, Interim City Clerk

AGENDA DATE: June 14, 2016

TITLE: SISTER CITY PROGRAM UPDATE / PROPOSED NEW CITY

RECOMMENDED ACTION

Recommendations: That the City Council:

1. Receive information about Moreno Valley's Sister City Program status.
2. Provide guidance to staff regarding the current Sister City program and the proposal to expand.

SUMMARY

This report provides a status update regarding the City of Moreno Valley's current Sister City Program and a proposal to expand the program to include an additional city.

DISCUSSION

About Sister City Programs:

Sister City programs vary widely in organizational structure, yet they typically exist to plan and implement cooperative activities and exchanges to promote community advancement through arts and culture, youth and education, and, business and trade.

Recent Activity:

On March 3, 2015 staff provided a summary of the history of the City's Sister City Program (Program) to the City Council (Attachment 1). Direction by the City Council at that meeting was to contact San Juan de Los Lagos to gauge their interest in reviving the program/ relationship. A letter of inquiry was sent on behalf of (then) Mayor Molina in May 2015 and staff received confirmation in January 2016 that the current leadership in San Juan de Los Lagos is interested in reviving the program (Attachments 2 and 3).

As of the posting of this report, staff is working to coordinate a video conference meeting to alleviate both agencies from travel costs at this time.

Council direction included surveying the community to gain the community's perspective on the program. The survey that was administered over the 2015 summer between June and September yielded more than 2900 views and netted 73 responses (Attachment 3). The majority of respondents indicated the following:

- In favor of re-establishing the existing program, however using current City resources was unfavorable;
- In favor of reviewing new cities for consideration; and
- Preferences for activities were cultural and student exchange programs.

In September 2015, (then) Council Member Gutierrez and staff met with Moreno Valley Unified School District Superintendent and Chief Academic Officer, Dr. White and Dr. Kedziora respectively, to gauge interest in a student exchange program. The outcome of the meeting was that if the City were to develop and operate a student exchange program, the District would support the effort. The level of support was undefined.

Zacapu, Michoacán, Mexico: Proposed new City:

On February 8, 2016, the City hosted a small delegation of visitors from Zacapu, Michoacán, Mexico led by its Mayor Presidente Municipal Gerardo Torres and included key staff representatives. The meeting was initiated by a Moreno Valley resident with ties to Zacapu specifically to discuss the possibilities of creating a sister city relationship between Zacapu and Moreno Valley. Presidente Municipal Torres has since sent a letter establishing his desire to continue the discussions that would lead to a formal sister city relationship (Attachment 4).

There appears to be shared interests between Moreno Valley and Zacapu, which include a focus on youth development and economic development. Zacapu has a lot to offer in terms of rich culture, a growing economy, and a desire to exchange ideas. During their visit, officials from Zacapu indicated a large enough number of co-nationals in the Inland Empire to make a sister city relationship beneficial.

Moving Forward

If the City Council decides to continue the pursuit of reviving the existing Sister City relationship with San Juan de los Lagos and/or consider a relationship with Zacapu or another city, points of consideration would include, but are not limited to:

- Moreno Valley's primary purpose of having a Sister City program. The primary purpose will help guide all future action and organizational models. For instance, if economic development is the primary purpose, working closely with the business community would be essential.
- Evaluate of the level of community interest and identify resources.
- Consider 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 not including an SCI membership.

CITY COUNCIL GOALS

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

ATTACHMENTS

- 1. March 3, 2015 Staff Report to the City Council
- 2. *Let’s Talk MoVal* Poll Results
- 3. Letter of Interest: City of Moreno Valley
- 4. Letter of Interest: San Juan de Los Lagos, Jalisco, Mexico
- 5. Letter of Interest: Zacapu, Michoacán, Mexico

Prepared By:
Shanna Palau
Management Analyst

Department Head Approval:
Jane Halstead
City Clerk

CITY COUNCIL GOALS

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

ATTACHMENTS

- 1. Staff Report - Sister City Update 3-3-15 Study Session
- 2. Sister City Program Survey Results - mySidewalk
- 3. 052215 Letter_Sister City Presidente Gonzalez
- 4. OFIICO MORENO VALLEY_San Juan de Los Lagos Letter of Intent
- 5. Zacapu Follow up Letter

APPROVALS

Budget Officer Approval	<u>✓ Approved</u>	4/05/16 7:14 PM
City Attorney Approval	<u>✓ Approved</u>	5/24/16 9:19 AM
City Manager Approval	<u>✓ Approved</u>	6/09/16 11:21 AM



APPROVALS	
BUDGET OFFICER	<BudgetOfficer>
CITY ATTORNEY	<CityAttorney>
CITY MANAGER	<CityManager>

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:
Shanna Palau
Management Analyst

Department Head Approval:
Thomas M. DeSantis
Assistant City Manager



Sister City Program

by **Let's Talk MoVal** Like 2 Share

2 people like this



Posts



Create a post



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June 18 (June 18, 2015 at 10:36 AM)



Sister City Program posted

Do you think that Moreno Valley should work with the community to re-establish a Sister City program?

#Livability, #Economy, #Government in Moreno Valley, CA

Yes. Its management and financing should be community based.

7

Yes. It should be managed by City staff and budgeted as part of the overall City budget.

4

No

9

Other

× Show responses

2

Open ended responses

- I think this is fine as long as it doesn't take money from the budget needed for more important things, such as police.
- The project should be city financed when additional resources are available to support external efforts. The city staff members should be required to raise funding for the support of the program.

Vote on this poll **20 people** have voted

Share

Attachment: Sister City Program Survey Results - mySidewalk (1980 : SISTER CITY PROGRAM UPDATE/ PROPOSED NEW CITY)



June 18 (June 18, 2015 at 10:20 AM)

...

Sister City Program posted

If the City were to pursue a Sister City relationship, what country and city would you recommend and why?

#Education, #Government, #Arts in Moreno Valley, CA

Please use the "other" field to discuss "why."

Re-establish relationship with San Juan de Los Lagos, Jalisco, Mexico ONLY

0

Re-establish relationship with San Juan de Los Lagos, Jalisco, Mexico and pursue new cities

6

Review new city/ country relationships

8

Other

✕ Show responses

3

Open ended responses

- Canada
- none
- none, focus on our own city

Vote on this poll **16 people** have voted

Share



June 18 (June 18, 2015 at 10:16 AM)

...

Sister City Program posted

What type of Sister City program should the City focus on?

#Arts, #Education, #Government in Moreno Valley, CA

Educational Programs

8

Student Exchange Programs

10

Local Governance

2

Cultural Exchanges

9

Other

× Show responses

2

Open ended responses

- A broad mixture, both cities and programs.
- none

Vote on this poll **18 people** have voted

Share



June 18 (June 18, 2015 at 10:09 AM)

...

Sister City Program posted

In general, what do you think of Sister City programs?

#Economy, #Education, #Government in Moreno Valley, CA

Respond **3** *Share* **1 person** likes this



Scott Heveran As long as they are community financed and there is enough community support,it can only enrich both cities.

June 26 (June 26, 2015 at 5:46 PM) **1 person** likes this



Carlos Contreras As is the case, if time and resources are invested on both ends, the program can benefit the cities.

June 30 (June 30, 2015 at 11:12 PM) **1 person** likes this



Adela Lopez The focus should be on our city and its citizens not international relationships.

July 21 (July 21, 2015 at 11:58 PM)



Add your response

Attachment: Sister City Program Survey Results - mySidewalk (1980 : SISTER CITY PROGRAM UPDATE/ PROPOSED NEW CITY)



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Fax: 951.413.3760
www.moval.org

22 de Mayo del 2015

Dr. Heriberto Atilano González
Presidente Municipal
Gobierno Municipal de San Juan de los Lagos
Simón Hernández No. 1. Col. Centro
San Juan de los Lagos, Jal. Mexico C.P.

Estimado Honorable Presidente:

Me dirijo a usted con interés en reactivar la relación de Ciudades Hermanas que la ciudad de Moreno Valley, California, y San Juan de Los Lagos, Jal. México, compartió durante aproximadamente 13 años.

En 1993, nuestra ciudad aprobó la Resolución 93-57, que estableció formalmente la relación de Ciudades Hermanas entre nuestras ciudades. Desde entonces y hasta mediados de la década del 2000, nuestras ciudades disfrutaron intercambios de beneficios relacionados con actos de buena voluntad, las artes y la cultura, la educación y el gobierno. Como resultado de la recesión económica en los Estados Unidos, a mediados de la década del 2000, los intercambios entre nuestras ciudades se detuvieron.

La Resolución sigue siendo válida y es el deseo de nuestro Ayuntamiento explorar la posibilidad de volver a energizar el programa.

Es nuestra esperanza que el Ayuntamiento de San Juan de Los Lagos este interesado en seguir una discusión acerca de volver a conectar nuestras dos comunidades vibrantes.

Sinceramente,

Jesse L. Molina
Alcalde

c: Miembros del Concejo/Council Members
Administrador de la Ciudad/City Manager

Attachment: 052215 Letter_Sister City Presidente Gonzalez (1980 : SISTER CITY PROGRAM UPDATE/ PROPOSED NEW CITY)

May 22, 2015

Gobierno Municipal de San Juan de los Lagos
Presidente
Simón Hernández No. 1. Col. Centro
San Juan de los Lagos, Jal. Mexico C.P. 47000

Dear Honorable Presidente:

I am writing to you with interest in reviving the Sister City relationship that the City of Moreno Valley, California, and San Juan de Los Lagos shared for approximately 13 years.

In 1993, our city approved Resolution 93-57, formally establishing the Sister City relationship between our cities. From then until the mid-2000s, our cities enjoyed beneficial exchanges related to acts of goodwill, arts and culture, education, and government. As a result of the economic downturn in the U.S. in the mid-2000s, exchanges between our cities came to a slow stop.

The Resolution continues to be valid and it is the desire of the City Council to explore re-energizing the program.

It is our hope that San Juan de Los Lagos would be interested in pursuing a discussion about reconnecting our two vibrant communities.

Sincerely,

Jesse L. Molina
Mayor

c: Council Members
City Manager



Oficio Num.: _____
 Asunto: 021/91-R/2016

El que se indica

PRESIDENCIA
 H. AYUNTAMIENTO
 CONSTITUCIONAL

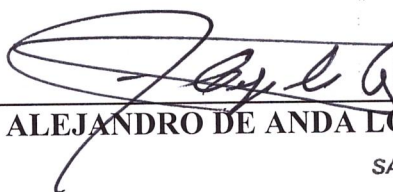
DR. YXSTIAN A. GUTIERREZ
MAYOR
CITY COUNCIL
CITY MORENO VALLEY
P R E S E N T E.

Por medio de este conducto reciba un cordial y afectuoso saludo, ocasión que aprovecho para desearle éxito y prosperidad en este año que comienza.

El motivo del presente es para manifestarle el interés de este Ayuntamiento por reanudar la relación de Ciudades Hermanas que se mantuvo activa exitosamente durante varios años entre MORENO VALLEY, CALIFORNIA y SAN JUAN DE LOS LAGOS, JALISCO, por lo que quiero ponerme a sus ordenes y así poder dar seguimiento a las actividades que dicho hermanamiento requiere.

Sin mas por el momento, me despido de usted en espera de su valiosa respuesta a favor de que esta situación mejore.

A T E N T A M E N T E
SAN JUAN DE LOS LAGOS, JALISCO 21/01/2016
EL PRESIDENTE MUNICIPAL


 H. AYUNTAMIENTO
 CONSTITUCIONAL
PRESIDENCIA
 SAN JUAN DE LOS LAGOS,
 JALISCO.

AAL/mggm

CALLE SIMÓN HERNÁNDEZ NO. 1 COL. CENTRO SAN JUAN DE LOS LAGOS, JALISCO. C.P. 47000
 Tel. (395) 785 0001 / 785 5060 / 785 0078 / 785 0118 / 725 2840



ZACAPU
GOBIERNO MUNICIPAL 2015-2018

February 16, 2016

DR. YXTIAN GUTIERREZ
MAYOR OF MORENO VALLEY, CA USA

Dear Mayor,

Please receive my sincere salutations to you and your honorable council. It was a pleasure meeting you and getting to know your city. You have a beautiful city and a respectable council. Your gesture to giving us the key to the city is taken as a sign to open doors of collaboration and sharing, and it is greatly appreciated.

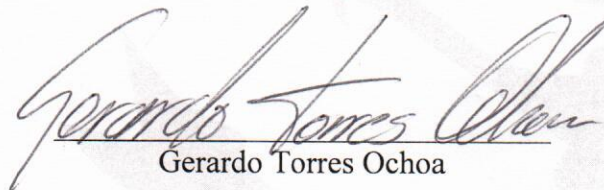
We are very excited to have begun the conversation of a sisterhood between our cities. This would be in benefit to our co-national's that reside in the inland empire region and of our nationals at home. Your success with the Emergency Operations Center, your initiative on business development, and your will to work with youth are admirable.

The importance of youth to our administration is something that we have in common. The work with parks recreation and sports is also something that we have similarities in. We have "Jueves de Danzon" which is a dance event we hold with our elderly, we have a runners circle of almost 700 members that run on Tuesdays and Thursdays, and have our Purepecha sports center which works with children at risk.

We would also love to share our Purepechan heritage; we have craftsman, dance groups, a youth Harmonic Orchestra, and many traditions that are worth promoting. We will also be hosting our 1ST TRADICIONAL ICE CREAM FAIR on April 2nd and 3rd.

It would be a pleasure to receive you in our city and give you the same hospitality we received in Moreno Valley and to continue our conversation about sister Cities. We are at your service.

Sincerely,


Gerardo Torres Ochoa

Cc: archivo

Portal Hidalgo S/N Col. Centro CP. 58600
Zacapu, Michoacán.
(436) 363 8400
presidenciazacapu@gmail.com

Attachment: Zacapu Follow up Letter (1980 : SISTER CITY PROGRAM UPDATE/ PROPOSED NEW CITY)