

# COMMUNITY ECONOMIC PROFILE

*for*

## MORENO VALLEY RIVERSIDE COUNTY, CALIFORNIA

*Prepared in conjunction with the City of Moreno Valley and the Moreno Valley Chamber of Commerce*

### Location

Moreno Valley, incorporated December 3, 1984, is located 63 miles east of Los Angeles, 450 miles south of San Francisco and 105 miles north of San Diego.

### Economic Growth and Trends

	1980	1990	2000	2009
Population-County	663,166	1,170,413	1,545,387	2,107,653 <sup>1</sup>
Taxable Sales-County	\$3,274,017	\$9,522,631	\$16,979,449	\$26,003,595 <sup>2</sup>
Population-City	28,120	118,779	142,381	186,301 <sup>1</sup>
Taxable Sales-City	N/A	\$406,550	\$789,232	\$1,154,650 <sup>2</sup>
Housing Units-City	7,720	34,965	39,225	50,334 <sup>1</sup>
Median Household Income-City	\$18,331	\$42,186	\$47,387	\$59,593 <sup>3</sup>
School Enrollment K-12	7,041	29,064	32,348	36,092 <sup>4</sup>

1. California Department of Finance, January 1, 2009. Housing count reflects occupied dwellings. 2. California State Board of Equalization, calendar year 2008. Add 000. 3. WITS, 2009. 4. California Department of Education, 2009. Enrollment count is for 2008-09.

### Climate

Period	AVERAGE TEMPERATURE			RAIN	HUMIDITY		
	Min.	Mean	Max.	Inches	4 A.M.	Noon	4 P.M.
January	39	53	62	1.80	73	39	N/A
April	46	59	72	1.00	85	41	N/A
July	60	76	92	Trace	74	28	N/A
October	51	66	80	0.30	76	32	N/A
Year	49	63	76	9.10	77	36	N/A

### Transportation

**RAIL:** Burlington Northern Santa Fe transload service is available along Interstate 215, immediately west of Moreno Valley. The city is approximately 18 miles south of the San Bernardino intermodal yard. Metrolink commuter rail service is available 10 miles west of Moreno Valley and provides access from Riverside to Los Angeles, Orange and San Diego Counties.

**TRUCK:** 22 carriers have locations in Moreno Valley.

**OVERNIGHT DELIVERY TO:** Los Angeles, San Francisco, San Diego and Phoenix.

**AIR:** LA/Ontario International Airport (owned and operated by Los Angeles World Airports), 30 mi. west, provides both passenger and air cargo service. Passengers are served by eleven airlines. United Parcel Service operates a west coast cargo hub and provides direct service to the Asia/Pacific Rim market. Riverside Municipal Airport has general aviation facilities, a 5,400 ft. runway and a 2,851 ft. runway. Through a joint use agreement with the U.S. Air Force, portions of March Air Reserve Base have developed as a major air cargo facility known as the March Inland Port. The Moreno Valley Industrial Area is immediately adjacent to the March Inland Port, which boasts a 13,300 ft. runway and more than one million square feet of ramp area. The Department of Commerce has designated the March Inland Port as Foreign Trade Zone #244.

**BUS:** Riverside Transit Agency provides local bus service and connections to Riverside, Perris and Hemet. Greyhound provides access from Riverside to all points and in Perris, 10 mi. south.

**PORTS:** Nearest ports are in Los Angeles-Long Beach, 75 mi. west, and San Diego, 105 mi. south.

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## Industrial Sites

**HIGHWAYS:** Located at the junction of Interstate 215 and 60 (the I-215/15 connects to San Diego and Las Vegas, the 60 connects to Los Angeles and Arizona), Moreno Valley is the gateway to Southern California metro markets. Highway 60 meets the 91 Freeway 7 miles to the west in Riverside, providing connections to Orange County and Long Beach and joins Interstate 10 in Beaumont, 15 miles to the east.

The City of Moreno Valley contains approximately 2,572 acres zoned for industrial development uses. Moreno Valley is home to BAS Recycling, Cardinal Glass Co., Masonite, Modular Metal Fabricators, Porvenc Doors, ResMed, Serta Mattress, Supreme Truck Bodies; and distribution centers for the following: Frazee Paint, Harmon Kardon, Minka Lighting, O'Reilly Automotive, Phillips Consumer Electronics, Ross Dress for Less, United Natural Foods, U.S. Postal Service and Walgreens, to date. In addition, more than 15 million square feet of industrial space is under development or available, including a 1.8 million square foot distribution center for Skechers USA set to open in 2011. These companies and new projects set the tone for Moreno Valley's continuing industrial growth.

The city's three industrially zoned areas include the Centerpointe Business Park, Moreno Valley Industrial Area and SR 60 Business Park Area. Citywide, industrial/commercial parcels range in size from one acre to 200 acres. Moreno Valley offers abundant industrial sites with excellent access to the Southern California market at very competitive prices. For further site information, contact the city's Economic Development Division at (951) 413-3460.

## Public Services

**WATER:** Eastern Municipal Water District (EMWD).

Source: Mills Plant (MWD) and some local wells. Cost per HCF: Tier 1 - \$1.483; Tier 2 - \$2.714; Tier 3 - \$4.864; Tier 4 - \$8.898. Daily Service charge: \$0.346/day. Water back up (connection) fees are based on estimated daily water use for the specific project, front footage of the project and actual cost of installing the service(s). Estimated connection fees are \$3,090 per EMS, plus \$21.50/front foot (8" waterline or smaller) or \$32/front foot (12" waterline or larger). For additional information, contact EMWD at (951) 928-3777, extension 2081. Commodity rate for flat rate customer: \$2.325 per HCF.

**SEWER:** Eastern Municipal Water Dist., Edgemont Community Services, Western Municipal Water Dist. Capacity of sewer plant: 16 million gal/day. Average flow: 11.6 mg/d. Sewer service charge: Yes. On what basis rated: \$0.635/day/EDU. Type of treatment plant: Tertiary. Any facilities for non-recoverable wastewater: By truck at dump station approx. 15 mi. Sewer back up and treatment capacity (connection) fees are based on estimated daily water use for the specific project, front footage of the project, and actual cost of installing the service(s). Estimated connection fees are \$4,485 per EDU, plus \$22.50/front foot. For additional information, contact EMWD at (951) 928-3777, extension 2081.

## Infrastructure

Four Master Drainage Plans are in place covering 95% of Moreno Valley. The four plans include: 1) Sunnymead Area Plan (construction underway; funded by fee against development); 2) Moreno Area Plan (construction beginning; funded by fee assessed); 3) The Perris Valley Area Plan (completed; includes developer fee); and 4) West End Plan which includes the areas of Town Gate, Box Springs, and southwest Moreno Valley. Dedication requirements: Per General Plan. Improvement requirements: In most cases, curbs, gutters, match-up paving, streetlights, sidewalks, street trees and landscaping are required.

## Utilities

**GAS:** Southern California Gas Co.

For residential and business rates applicable to Moreno Valley, contact the Southern California Gas Company at (800) 427-2200.

**ELECTRIC:** Moreno Valley Electric Utility or Southern California Edison.

For residential and business rates applicable to Moreno Valley, contact Southern California Edison at (800) 655-4555 or the Moreno Valley Electric Utility at (877) 811-8700. The Moreno Valley Electric Utility provides electrical service to new commercial, industrial, and residential development, primarily on the east end of the city.

**TELEPHONE:** Verizon.

For rates and types of service available in Moreno Valley, contact Verizon at (800) 483-4000 for residential or (800) 483-5000 for business.

## Governmental Facilities - Tax and Insurance Rates

- Moreno Valley has a council-manager form of government. Assessed valuation minus exemptions (2008-09): \$13,374,228,662; County: \$236.8 billion. Ratio of assessed value to appraised value: 100% of full cash value.
- Industrial property tax rates (2008-09) per \$100 assessed valuation. Tax rate area: 21-000. City rate: n/a; County: \$1.00000; School: n/a; Other: n/a; Total: \$1.04765.
- Commercial property tax rates (2008-09) per \$100 assessed valuation. Tax rate area: 21-000. City rate: n/a; County: \$1.00000; School: n/a; Other: n/a; Total: \$1.04765.

## The Moreno Valley Labor Market Area

- Retail Sales Tax: State 7.25%, County/City 0.75%, Riverside County Transportation Commission 0.5%, County Transportation 0.25%, Total 8.75%.
- Police Department: The city contracts with the Riverside County Sheriff's Department to provide all police services including general law, traffic, special investigations, crime prevention and school resource. The department has 202 sworn personnel, 55 non-sworn personnel and a 149-unit vehicle fleet.
- Fire Department: Fire protection services for the city are provided by Riverside County Fire Department through a contract with the California Department of Forestry and Fire Protection. The department has 79 paid firefighters, 6 fire stations, supporting 6 engine companies, 2 100-foot aerial tiller truck companies, and 1 75-foot Quint truck company, 25 volunteer firefighters and 2 Explorer Posts with 60 cadets. Services include fire suppression, advanced life support medical services, public service, fire-menace stand-by, hazardous materials, fire prevention and related services.
- Fire Insurance Classification Rating: 4.

Area consists of the City of Moreno Valley. The data presented below are based on the 2000 U.S. Census. For additional information, contact the city's Economic Development Division at (951) 413-3460.

Area population: 142,548		Total employment: 56,429	
Natural Resources & Mining	344	Professional & Business Services	3,751
Construction	4,305	Education & Health Services	12,343
Manufacturing	7,497	Leisure & Hospitality	3,734
Trade, Transportation & Utilities	14,209	Other Services	2,298
Information	1,492	Government	3,333
Financial Activities	3,123		

Source: U.S. Census, 2000.

## Characteristics of the Labor Force

**Extent of Unionization:** Unionization has been minimal and is generally restricted to the building trades and retail clerks in major supermarket chains.

Moreno Valley offers an abundant supply of skilled and semi-skilled labor, with some workers commuting to jobs outside the area. Wage rates, extent of unionization, fringe benefits and related information for specific industries and job classifications may be obtained from the State Employment Development Department, Labor Market Information Division, 1325 Spruce Street, Suite 110, Riverside, California 92507, (951) 955-3204, or at 7000 Franklin Blvd., Suite 1100, Sacramento, California 95823, (916) 262-2162.

The COMMUNITY AREA referred to below includes Moreno Valley and March Air Reserve Base. There are 41 manufacturing plants in the community area. Leading products are roll-up steel doors, recreational vehicles, mattresses, metal fabricated products, tempered glass, and related components and fixtures. The largest manufacturers within the city limits are:

## Manufacturing Employment

Name of Company	Employment	Products
Serta Mattress	251	Mattress manufacturer
Supreme Truck Bodies	115	Truck body manufacturer
Modular Metal Fabricators	89	Metal product manufacturer
Masonite	85	Door manufacturer
Porvene Doors	38	Roll-up steel door manufacturer
Cardinal Glass Co.	36	Coated glass manufacturer

## Non-Manufacturing Employment

Name of Employer	Employment	Description
March Air Reserve Base	9,000	Military reserve base
Moreno Valley Unified School District	3,301	Public school system
Riv. Co. Regional Medical Center	2,284	County medical center
Moreno Valley Mall	1,850	Retail mall
Ross Dress for Less	1,200	Distribution center
Moreno Valley College	1,038	Community college
Walgreens	650	Distribution center
City of Moreno Valley	382	City government
United Natural Foods, Inc.	350	Distribution center

## Community Facilities

**HEALTH:** Kaiser Hospital - Moreno Valley and has a 202 total bed capacity. The 439-bed Riverside County Regional Medical Center is also located in Moreno Valley. There are 119 physicians/surgeons, 71 dentists, 14 optometrists and 27 chiropractors that practice in Moreno Valley.

**EDUCATION:** There are 23 elementary schools, 6 middle schools, 4 high schools, 1 continuation high school, 1 alternative school, 1 K-12 school, 1 community day school, 1 special education school and 1 adult school. Nine private schools are located in Moreno Valley. Opportunities to pursue higher education abound in Moreno Valley. Moreno Valley College currently instructs more than 10,000 students. With 26 additional community colleges and world-renowned universities in the area, including the adjacent University of California, Riverside, the Claremont Colleges, Loma Linda University and California State University-San Bernardino, Moreno Valley provides commercial and industrial growth with the skilled labor required for the 21<sup>st</sup> century.

**RECREATIONAL/CULTURAL:** "Rated Number One in Riverside County for Family Recreation" by The Press-Enterprise newspaper, the City has three golf courses including the 27-hole Moreno Valley Ranch Golf Club, ranked among the top 75 public golf courses in the U.S. Moreno Valley is also home to the 8,000-acre Lake Perris State Park, which offers boating, fishing and camping facilities. Box Springs Mountain Park provides trails for hiking and horseback riding. Moreno Valley's Parks & Recreation Department maintains 32 parks with more than 358 acres, a 9-hole executive golf course, public tennis courts and numerous programs and services for youth and adults. Moreno Valley's centralized location allows residents to visit nearby mountain resorts, Palm Springs and the beach cities with relative ease.

There are 81 churches, 2 newspapers, 1 library, 11 banks, 2 savings and loans, 1 senior center, 1 bowling center, 3 movie theaters with a total of 24 screens, a radio station and a 1.2 million square foot regional shopping mall.

According to the California Department of Finance, there are 53,560 housing units in Moreno Valley. The housing stock consists of 42,705 single detached units, 1,105 single attached units, 1,727 multiple 2 to 4 units, 6,980 multiple 5 plus units and 1,043 mobile homes.

The median sales price for new and existing homes is \$135,000, as reported by DataQuick for October 2009.

There are 11 hotels/motels, with 931 rooms, in Moreno Valley.

There are 7 mobile home and RV parks in Moreno Valley with 870 mobile home spaces.

Moreno Valley offers a comfortable, affordable lifestyle for those wanting to own their own home and raise a family. Business opportunities are excellent. Commercial and industrial developments are desired and encouraged with several major projects being planned or currently underway.

## Remarks

*For further information contact the Riverside County Economic Development Agency, P.O. Box 1180, Riverside, CA 92502, (951) 955-8916 or (800) 984-1000; the City of Moreno Valley, 14177 Frederick Street, P.O. Box 88005, Moreno Valley, CA 92552-0805, (951) 413-3460; online at [www.moval.org](http://www.moval.org); or the Moreno Valley Chamber of Commerce, 12625 Frederick Street, Suite E-3, Moreno Valley, CA 92553, (951) 697-4404.*