



May 1, 2014

TO: Honorable Mayor and City Council

FROM: Edward C. Starr, City Manager 

SUBJECT: WEEKLY REPORT: April 25-May 1, 2014

➤ **CITY MANAGER/ADMINISTRATIVE SERVICES DEPARTMENTS**

- Today's National Day of Prayer brought community members together for the Mayor's Prayer Luncheon held at the Montclair Community Center. The event was sponsored by the City of Montclair and Montclair Chamber of Commerce and was coordinated largely by Vicki Brobeck, Police Department Chaplain and Pastor at Grace Fellowship Foursquare Church.

A video about the United States Flag, entitled *There She Stands*, was followed by an Invocation by Chaplain Brobeck and the Pledge of Allegiance by veteran and Community Action Committee member Arturo Padilla. Mayor Paul Eaton greeted his guests and thanked everyone for participating in the National Day of Prayer.

A delicious lunch was catered by Mickey's Catering.

Those that led in prayer included Pastor Josh Matlock, Bethany of Montclair; Gary Ovitt, San Bernardino 4th District Supervisor; Rev. Carmen Quevedo, GLA District of Foursquare Churches; Deacon Don Norria, Our Lady of Lourdes; Captain Tom Dowser, Montclair Fire Department; and Wendy Birks, Assisting Minister Grace Fellowship.

Mayor Eaton extends his sincere appreciation to the Human Services Department for their assistance, the Montclair Chamber of Commerce for their coordination, all those that led in prayer, and Chaplain Vicki Brobeck for organizing this wonderful event for the second year in a row.

Photos are featured on Page 12.

- On Friday, April 25, 2014, at his Chino office, Assembly Member Freddie Rodriguez hosted a summit on AB 2574, the bill that envisioned extension of the Gold Line from Montclair to Ontario international Airport (ONT). A Sacramento hearing on the bill had previously been scheduled for Monday, April 28, 2014; however, Assembly Member Rodriguez, author of AB 2574, determined to receive local input on the bill prior to Sacramento committee hearings.

Attending the summit were representatives from a number of agencies, including the following:

1. Gold Line Construction Authority—Executive Director Habib Balian and In-House Counsel Mitchell Purcell
2. Los Angeles Metropolitan Transit Authority—Chief Policy Officer Marisa Yeager
3. Members of the San Bernardino County Board of Supervisors for San Bernardino County—Board Chairperson Janice Rutherford and 4th District Supervisor Gary Ovitt
4. SANBAG—Board President and City of Big Bear Lake Mayor W.E. Jahn; Executive Director Raymond Wolfe; and Wendy Strack
5. Senator Norma Torres' office—Legislative Analyst Veronica Zendejas
6. Montclair—City Manager Edward Starr
7. Ontario—Mayor Paul Leone, Mayor Pro Tem Alan Wapner, Council Members Jim Bowman, Debra Dorst-Parada, and Paul Avila; and City Manager Al Boling
8. Upland—Mayor Ray Musser
9. IEEP—Paul Granillo

Much of the testimony received by Assembly Member Rodriguez centered on:

1. The apparent lack of communication regarding development of AB 2574. SANBAG representatives were particularly piqued at their exclusion from the development process
2. The current status of the Gold Line Extension to Montclair

Assembly Member Rodriguez advised all attendees that AB 2574 had been amended earlier in the week to address concerns stated in the SANBAG Board of Directors' letter of opposition to AB 2574. SANBAG was a participant in discussions regarding revised amendments, but continued to maintain the position that AB 2574 is premature and unacceptable. SANBAG's opposition to AB 2574 was also based on the following positions:

1. Participation by San Bernardino County to extend the Gold Line to Ontario would ultimately depend on an Access Study, to be completed this fall, that evaluates up to 30 alternative transit routes into ONT. The Access Study is expected to consider extension of the Gold Line from Montclair to ONT as one alternative.
2. The argument that the Gold Line transit system offers little economic or transit benefit to San Bernardino County residents, and will primarily serve residents of Los Angeles County. Curiously, this argument ignores the positive economic and transit impacts a direct transit line into ONT would be expected to produce; it also ignores efforts by west end cities in San Bernardino County to create transit districts designed to take advantage of public transit as a means to attract San Gabriel Valley and Los Angeles residents to reside in or visit San Bernardino County, and use transit to commute between Los Angeles and San Bernardino County for jobs, shopping, and entertainment.

A recent article in the Los Angeles Times supports the perception that younger professionals and workers are electing to use public transit as their primary mode of transit, and are looking to live within transit-oriented districts to facilitate this change in lifestyle. Fiscal data also appears to partly support what is interpreted as a lifestyle shift to transit: the sale of autos are up, in part to address pent up demand that was constrained by recessionary forces; however, at the same time, fuel sales are flat and/or declining, attributed to more fuel-efficient vehicles and younger people moving away from autos in favor of public transit.

Montclair made its case as a neutral party, forced into the middle by prevailing conditions. In February, the Montclair City Council agreed to participate with the Gold Line Construction Authority to advance funding for SANBAG's share (\$2.16 million) of the cost to participate in environmental and advanced engineering consulting work, and to loan up to \$840,000 to SANBAG for oversight work. Montclair also secured a commitment from SANBAG Executive Director Wolfe to identify funding for construction of the Gold Line to Montclair and to make that commitment to the Gold Line Construction Authority. However, after AB 2574 was introduced, SANBAG retreated and refused to engage in discussion with the Gold Line

Construction Authority regarding extension of the Gold Line to Montclair. SANBAG stated it would not reengage the Construction Authority on constructing the extension to Montclair until and unless AB 2574 was withdrawn. Thus, Montclair was cast in the position of broker, working with Assembly Member Rodriguez' office, the Gold Line Construction Authority and SANBAG to achieve a workable solution. Fortunately, Assembly Member Rodriguez and his staff, working with Mayor Pro Tem Bill Ruh, welcomed the concept of a summit to bring all parties together.

For Montclair, the issue distilled to the very basic concept that if the Gold Line fails to reach Montclair, it will also fail to reach ONT. Therefore, the discussion of moving the Gold Line to ONT should not harm the immediate objective of bringing it to Montclair. Clearly, the logical sense of this position elucidated the need to reevaluate AB 2574, its objectives, and its immediate impact.

Concurrent to issues regarding AB 2574, the Gold Line Construction Authority awarded the engineering and consulting contract to AECOM, the same group responsible for design of the Iconic Gold Line Bridge Structure over the I-210 Freeway. If the Construction Authority fails to receive a firm commitment from SANBAG to fund construction to Montclair, AECOM would be required to drop Montclair from the consulting project. Dropping Montclair from the Gold Line Extension route would also require the Construction Authority to reexamine projected ridership counts and consider locating the terminus to a point west of Claremont—either Pomona or Montclair—expressed concern that if the City is not included in the AECOM study, any future engineering and environmental consulting work to extend the Gold Line to Montclair and/or ONT would be cost prohibitive to SANBAG.

The meeting concluded with Assembly Member Rodriguez announcing he would take all testimony under advisement and make a determination as to his course of action. Assembly Member Rodriguez cautioned, however, that if AB 2574 were to be withdrawn for 2014, he would immediately move forward in calling all concerned parties together to craft a successor bill for 2015. To that end, Assembly Member Rodriguez indicated a meeting of the Gold Line Construction Authority, SANBAG, Metro, Montclair and Ontario officials, and Los Angeles World Airports (LAWA) would be convened in September 2014 to begin the development process, with a bill placed before the Legislature in January 2015.

On Monday, April 28, 2014, the day an Assembly Legislative Committee meeting was scheduled on AB 2574, Assembly Member Rodriguez announced he had withdrawn the bill for consideration in the current Legislative session. Montclair will now reengage SANBAG and the Construction Authority to move forward on constructing the Gold Line to the Montclair Transcenter.

We thank Assembly Member Rodriguez for his leadership on the Gold Line issue and pursuing the vision and objective of bringing the Gold Line not only to Montclair, but also to Los Angeles/Ontario International Airport, thus intending to introduce the first direct east-west transit line to an international airport in Southern California.

- City officials from throughout California participated last week in a news conference with Assembly Members Susan Bonilla (D–Concord), Jimmy Gomez (D–Los Angeles) and Chris Holden (D–Pasadena) to announce a major reform measure to overhaul California's existing massage therapy law.

The proposed Massage Therapy Act of 2014 was drafted to address the problems raised by SB 731 (Oropeza). This legislation, enacted in 2008, created a voluntary certification process for massage professionals. SB 731 also limited local land use authority in this area. The Massage Therapy Act of 2014 would remove broad restrictions on local governments' land use authority so that cities and counties could more effectively zone and regulate massage establishments and shut them down where there is illegal activity or a threat to health and safety. Combined with restored local government fee authority, higher professional standards and tougher requirements for certified establishments, this legislation provides a comprehensive solution that is greatly needed.

In summary, the Massage Therapy Act of 2014 proposes the following changes:

- ✓ **Return Land Use Authority to Cities and Counties.** The broad preemption of local land use authority for "certified-only" massage professionals would be deleted, returning local land use control back to the cities and counties
- ✓ **Reconstitute the California Massage Therapy Council (CMTC).** In order to bring new leadership to CMTC, the board would be reduced from 20 members to 11, with a majority being local government or new public member appointments. The League of California Cities, California State Association of Counties, and California Police Chiefs Association would each have a dedicated seat on CMTC
- ✓ **Reinforce Local Massage Ordinances.** Local governments would be explicitly authorized to adopt ordinances that would require certificated massage professionals and registered massage establishments to comply with reasonable health and safety requirements, abide by hours of operation, and pay appropriate business license fees. The Act also explicitly reiterates the power of local governments to require

certification as a precondition to practice massage in the jurisdiction

- ✓ **Provide Revocable Registration for Establishments.** A massage establishment that registers as using only certified and vetted massage therapists would enjoy a narrow set of privileges, but both CMTC and local governments would have the authority to revoke or void the registration if the terms of the registration are violated
- ✓ **Raise Professional Standards.** Professional standards would be raised by mandating the passage of an examination, specifying the content of required coursework, requiring continuing education, and imposing a 500-hour education requirement for all therapists. CMTC would also phase out the less rigorous massage practitioner certificate
- ✓ **Expand Council's Disciplinary Authority.** In order to address unprofessional behavior by certificate holders, the list of prohibited activities would be expanded to include a prohibition on sexually suggestive advertising of massage services and chronic failure to pay administrative fines
- ✓ **Require certification of Operators.** To increase establishment accountability, day-to-day managers who operate massage establishments would be required to hold a certification to work in a registered establishment, and will be subject to CMTC discipline.

➤ **COMMUNITY DEVELOPMENT DEPARTMENT**

- No new information to report.

➤ **FIRE DEPARTMENT**

- On April 22, Fire Department personnel performed a training evolution that involved Low Angle Rope Rescue Operations (LARRO). LARRO may be employed to handle vehicle accidents, swift water rescues, or search and rescue functions. This type of training equips first responders with the proper techniques and methods of using rope, webbing, and hardware friction devices in low-angle rescue situations.

Numerous occasions have occurred in Montclair where Firefighters have relied on the techniques they learned in this type of training to provide rescue efforts. This training was a manipulative exercise where mechanical advantage rescue systems were employed. Fire Department personnel performed both lowering and raising operations, which are necessary in every low-angle rope rescue.

➤ **HUMAN SERVICES DEPARTMENT**

- On Tuesday, April 29, the 33rd Annual Volunteer Recognition Dinner was held at the Community Center. The Disney-inspired event, themed *Montclair–The Happiest Place to Volunteer*, was a tribute to the City's awesome bunch of volunteers. Joining me and 190 volunteers were Mayor Paul Eaton and Council Members John Dutrey, Leonard Paulitz, and Carolyn Raft.

This event, held every April in conjunction with National Volunteer Month, thanks the individuals who volunteer throughout the year in Human Services Department programs, including Senior Nutrition, Montclair Walker's Choral Group, the After-School Program, senior activities, youth programs, special events, Por La Vida, and the Medical Clinic. Tuesday's event featured a celebration of all things Disney, with pictures of Disney characters and movies, several Mickey Mouse heads, a collection of Disney music, a Mad Hatter picture corner, a colorful Main Street dessert bar, and a slideshow of photos showing volunteers in action. Director of Human Services Marcia Richter, dressed as Snow White and accompanied by her seven dwarfs, marched in singing the beloved Disney tune, *Heigh-Ho, Heigh-Ho, It's Off to Work We Go*, and welcomed guests to the festivities.

The band, Global Affair, and students from Chaffey High School provided entertainment and performed scenes from their recent performance of *The Little Mermaid*. A special dinner was served to the guests by Human Services Department staff.

In the last year alone, over 300 volunteers have donated over 7,000 hours of their time to our Human Services Department programs.

A special "thank you" goes to everyone who helped make this event a success.

Photos are included on Page 13.

- The grand opening of the Montclair Community Certified Farmers Market will be next Wednesday, May 7 at Alma Hofman Park's north parking lot. The market will be held every Wednesday (rain or shine) from 4 p.m. to 8 p.m. Items for sale will include fresh fruit, vegetables, herbs, flowers, and baked goods.

Among the benefits often touted for communities with farmers' markets:

- ✓ Farmers markets help maintain important social ties, linking rural and urban populations and even close neighbors in mutually rewarding exchange

- ✓ market traffic generates traffic for nearby businesses
- ✓ buying at markets encourages attention to the surrounding area and ongoing activities
- ✓ by providing outlets for local products, farmers markets help create distinction and uniqueness, which can increase pride and encourage visitors to return.

Let's hear it for the Human Services Department for bringing a farmers market to Montclair!

➤ **POLICE DEPARTMENT**

- On Saturday, April 26, the Montclair Police Department and the Drug Enforcement Administration (DEA) gave the public its eighth opportunity in three years to prevent pill abuse and theft by ridding their homes of potentially dangerous expired, unused, and unwanted prescription drugs. The prescription drugs that were turned in at Montclair Police Department on Saturday filled three trash containers.

In cooperation with other agencies throughout the United States, this recurring program has been extremely successful. Last October, Americans turned in 647,211 pounds (324 tons) of expired and unwanted medications for safe and proper disposal at the 5,683 take-back sites that were available in all 50 states, the District of Columbia, and U.S. territories.

It was the second largest collection of medications in seven take-back days. When the results of the seven events to date are combined, the DEA and its state, local, and tribal law enforcement and community partners have removed over 3.4 million pounds (1,733 tons) of medication from circulation.

This initiative addresses a vital public safety and public health issue. Medicines that languish in home cabinets are highly susceptible to diversion, misuse, and abuse. Rates of prescription drug abuse in the U.S. are alarmingly high, as are the number of accidental poisonings and overdoses due to these drugs. Studies show that a majority of abused prescription drugs are obtained from family and friends, including from the home medicine cabinet. In addition, Americans are now advised that their usual methods for disposing of unused medicines—flushing them down the toilet or throwing them in the trash—both pose potential safety and health hazards. The no-questions-asked service is free and anonymous.

➤ **PUBLIC WORKS DEPARTMENT**

- Public Works staff received and responded to several requests resulting from the high winds that occurred last weekend and the beginning of this week. A few trees were downed, including two City trees, and there were quite a few downed or hanging tree limbs. In addition, staff picked up and removed debris and small limbs on streets and public rights-of-way throughout the City. Street sweepers are out in full force clearing gutter lines of debris that would eventually end up in the storm drain system, causing restricted flows during rainstorms.

The minimal loss and damage to City trees from the high winds can be attributed to the City's proactive tree policy that was implemented by the City Council several years ago. Compared to damage reported in several surrounding cities, Montclair experienced very little.

Thanks to Public Works crews for their quick response to the tree requests and in cleaning the debris from the streets.

➤ **SUCCESSOR REDEVELOPMENT AGENCY/MONTCLAIR HOUSING CORPORATION**

- On April 18, the analysts at Piper Jaffray released their semiannual report on teen spending. A summary of the report found some interesting facts about how teens are spending their money. Here are the conclusions:
 1. For the first time in the survey's history, teens are spending as much on food as they are on clothing. Starbucks remains the perennial favorite among all teens for food-and-drink spending
 2. Teens are still getting most of their money from their parents
 3. Nike remains the top clothing brand among teens across all income levels. Forever 21, Action Sports Brand, American Eagle, and Polo Ralph Lauren also rank among the most popular apparel brands
 4. Brands that are losing popularity among teens include Aeropostale, Abercrombie & Fitch, and Hollister
 5. On the flip side, brands that are starting to get more popular with teen girls include Forever 21, American Eagle, and Lululemon
 6. Activewear now comprises 28 percent of teens' apparel purchases, up from 6 percent in 2008. The most popular

brands of activewear among teens include Nike, Under Armour, and Lululemon

7. "Athleisure," casual athletic clothing that can be worn outside the gym, is now more popular than denim. Popular athleisure brands include Adidas, Athleta, Juicy Couture, Lululemon, and Nike
8. For the first time in the survey's history, Chipotle has eclipsed Taco Bell as the number one preference for Mexican food among average- and upper-income teens
9. An increasing number of teens, particularly males, prefer to shop online. In spring 2014, 26 percent of females and 47 percent of males preferred to shop online over visiting stores. That's up from 18 percent of females and 20 percent of males that preferred to shop online just one year ago
10. Instagram is the most important social network for teens, followed by Twitter and Facebook.

ECS:spa

"In this life we cannot always do great things. But we can do small things with great love."

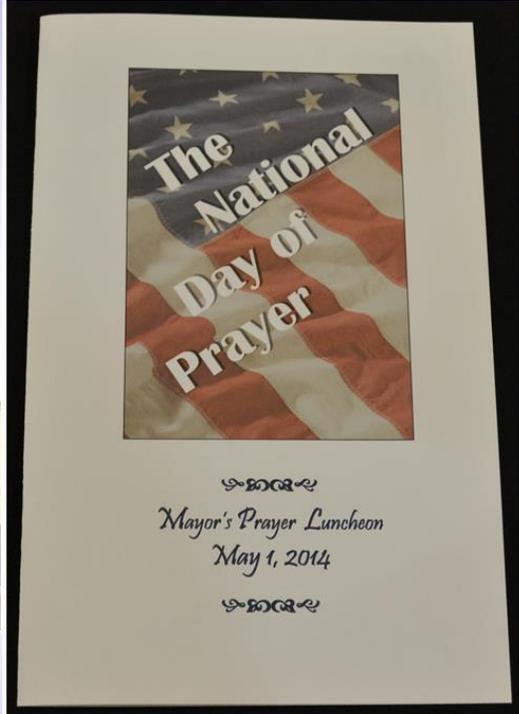
~ Mother Theresa

MAY 2014

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| 5 | City Council Workshop – Monte Vista Avenue Grade Separation/Central Avenue Bridge Update Council Chambers | 5:45 p.m. |
| 5 | City Council Meeting Council Chambers | 7:00 p.m. |
| 7 | Montclair Community Certified Farmers Market Alma Hofman Park, 5201 Benito Street | 4:00 p.m. - 8:00 p.m. |
| 7 | Community Action Committee Meeting Council Chambers | 7:00 p.m. |
| 11 | Mother's Day | |
| 12 | Planning Commission Meeting Council Chambers | 7:00 p.m. |
| 13 | City Manager's Staff Meeting Council Chambers | 9:00 a.m. |
| 14 | City of Montclair Employee Benefits Day Montclair Community Center Auditorium | 11:00 a.m. - 2:00 p.m. |
| 14 | Oversight Board Meeting Council Chambers | 6:00 p.m. |
| 15 | Safety Committee Meeting City Hall Conference Room | 9:00 a.m. |
| 15 | Public Works Committee Meeting City Hall Conference Room | 2:00 p.m. |
| 15 | Reserve Officers Appreciation Dinner and Awards Ceremony Montclair Police Department | 5:00 p.m. |
| 19 | Code Enforcement Committee Meeting City Hall Conference Room | 6:00 p.m. |
| 19 | City Council Meeting Council Chambers | 7:00 p.m. |
| 26 | Memorial Day – City Hall Closed | |
| 27 | City Manager's Staff Meeting City Hall Conference Room | 9:00 a.m. |
| 27 | Planning Commission Meeting Council Chambers | 7:00 p.m. |



Mayor's Prayer Luncheon



May 1, 2014



