



October 8, 2015

**TO:** Honorable Mayor and City Council

**FROM:** Edward C. Starr, City Manager 

**SUBJECT:** CITY MANAGER'S WEEKLY REPORT: October 2-8, 2015

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## **CITY MANAGER/ADMINISTRATIVE SERVICES DEPARTMENTS**

- California's economy has made significant strides in recent years with most regions of the state recovering all of the jobs they lost during the Great Recession.

That assessment is included in a new report released by the Los Angeles County Economic Development Corporation. The agency's Economic Forecast and Industry Outlook for 2015-2016 was released last week.

The study notes that, with an estimated gross state product of \$2.3 trillion in 2014, the Golden State had the 8th largest economy in the world, ranking just behind France and Brazil.

California is expected to add 386,400 jobs next year with the biggest gains coming in administrative and support services; professional, scientific, and technical services; and leisure and hospitality.

All told, California accounts for more than 13 percent of the nation's gross domestic product—the biggest single contribution of any state. In addition, California firms have attracted venture capital funding that has equaled or surpassed the amount received by companies in all of the other 49 states combined.

However, there are challenges.

The unfunded liability of state retiree health care costs remains a concern, critical infrastructure projects continue to be deferred, and there is a severe shortage of affordable housing, particularly in metro areas that are seeing the fastest rates of job growth.

California's high housing costs also have made it difficult for local companies to recruit out-of-state workers.

Locally, the Inland Empire has also experienced strong employment growth. The two-county region outpaced the state and the rest of the nation in 2014 for the third year in a row. San Bernardino County has seen significant growth in recent years with nearly 50,000 jobs added last year.

The County's 2.5 percent average annual increase during the first part of this year consistently outpaced the nation in job growth. That drove the unemployment rate down to 7.1 percent in July, a full 1.8 percentage point below July 2014 and the lowest since mid-2008.

More recent figures from the state Employment Development Department show the county's jobless rate fell to 6.8 percent in August.

The county is expected to add several thousand jobs next year, led by employment increases in health care and social assistance administrative and support services, professional and technical services, and logistics and warehouse distribution.

San Bernardino County's housing market also has continued to improve with sales increasing 14 percent from a year earlier to 2,600 properties, while the median price rose 12.5 percent to \$270,000.

### **Transit Report Gives Metro "C" Rating**

- In a statewide evaluation of rail transit stations, Los Angeles County's Metropolitan Transportation Authority (Metro) received an average rating, while the best marks went to two Bay Area transit agencies (Municipal Railway and Bay Area Rapid Transit). However, Metro-operated light-rail facilities, including Gold Line stations, scored much better than other Metro facilities. The analysis, completed by the Center for Law, Energy, and the Environment at UC Berkeley and Next 10 (a nonprofit that funds research into state issues), evaluated 489 rail transit stations and the neighborhoods within a half-mile of each. Researchers graded stations on "how well they encourage ridership and create thriving, rail-oriented neighborhoods." The report concluded that development favorable to transit is key to improving the quality of public transit stations.

Researchers noted that the best-performing stations share the following attributes:

- ✓ Are easily reached by walking
- ✓ Enjoy high ridership
- ✓ Are located in areas that have mixed land uses, share a local emphasis on pedestrians and bicyclists, provide people an option to live in transit districts, and serve significant concentrations of employers, services, shopping, and housing.

The lowest-ranked stations were often on the fringes of rail systems in low-density, industrial, or car-oriented communities.

The North Montclair Downtown Specific Plan (NMDSP), adopted by the City Council in 2006, specifically addresses each of the issues presaged in the Berkeley report's conclusions by addressing the creation of a transit-, pedestrian-, and bicycle-friendly district in North Montclair. Outside of Los Angeles, Montclair is the only community along the length of the Metrolink rail line from Los Angeles Union Station to San Bernardino that is currently promoting development of a full-fledged transit district. In addition to developing a complete streets program and promoting development of high-density housing, mixed-land uses, and high-quality retail, City staff is also engaged in securing funding for construction of Gold Line light rail service to the Montclair Transcenter to truly create a multi-modal transit district that serves each of the region's available transit options.

City staff will examine the report in detail to glean additional means for enhancing the quality of Montclair's transit-related efforts.

- The Monte Vista Water District (MVWD) is excited to offer a FREE irrigation system upgrade to residential customers, including:



Irrigation system evaluation



Free high-efficiency nozzles



Free installation of the nozzles

This service is being provided to residential customers as part of MVWD's enhanced water conservation program in response to statewide drought conditions. The goal of this service is to help reduce residential outdoor water use and provide customers with a means of enhancing their ability to stay within their water budget. MVWD has hired ConServ Construction, Inc., to provide residential customers with this service.

If you are interested in participating in this program, please do not delay in calling (909) 657-4414.

Within the next 1-2 weeks, a ConServ representative will attempt to contact MVWD customers to schedule a site visit. MVWD customers are asked to simply let the representative know if they do not want to participate in the program.

Only a limited number of retrofits are available, and will be provided to qualifying customers on a first-come, first-served basis.

Additionally, ConServ will determine your eligibility for receiving a free weather-based irrigation controller installation. In order to qualify for the irrigation retrofit programs, you must already have a working irrigation system and meet other eligible requirements.

- After 5 years of design and construction, and more than 2.4 million work hours logged, the nearly \$1 billion, 11.5-mile Foothill Gold Line light rail project from Pasadena to Azusa reached substantial completion on time and on budget on September 23, 2015. Metro subsequently accepted the project and moved into pre-revenue service. Pre-revenue service is an important period when Metro continues to accept and commission new light rail vehicles, train their operators and local emergency responders, and educate the community about staying safe as the trains begin to run regularly through their communities. Metro will determine when passenger service will begin on the line; an announcement is anticipated in late October.

At the same time, the Foothill Gold Line Construction Authority is continuing its efforts to ready the Azusa to Montclair segment to break ground in 2017. Engineers have been hard at work on the advanced engineering documents for the 12.5-mile, 6-station light rail project. Additionally, the station artists have taken the input received at the public meetings held in April and May in each corridor city and are integrating it into the concepts that will be moved forward through their respective Station Design and Art Review Committees. Over the next year, community meetings will be held to update the community on the project and the artwork and provide more details about possible construction funding for the \$1 billion project.

Stay informed by signing up to receive project updates: [www.foothillgoldline.org](http://www.foothillgoldline.org).

## **COMMUNITY DEVELOPMENT DEPARTMENT**

- This past Saturday through Tuesday, City Planner Michael Diaz and Community Development Director Steve Lustro attended the annual conference of the California Chapter of the American Planning Association in Oakland. The conference provides continuing education for professional planners in the public and private sectors. Members of the American Institute of Certified Planners (AICP) are required to log a minimum of 32 hours of formal, continuing education over a 2-year period to retain their certifications.

The theme of the 2015 Conference, "Rooted in AuthentiCity," recognized the unique history, culture, and diverse population of the host city. The conference provided a wide array of educational sessions for professional planners in areas such as housing, transportation, environment, land use, planning law, ethics, technology, and the economy. A number of the session topics each year are suggested by professional planners who may have recently dealt with a specific planning issue and would like to share it with their peers. Some sessions focus on successes achieved tackling a variety of planning challenges; others focus on projects that are still in the planning stages but have the potential to have a significant impact on the communities in which they are located. New session topics tend to emerge each year depending upon whatever happens to be a hot topic for planners.

Some of the subjects presented were:

- ✓ "Smart" streets
- ✓ Increasing pedestrian safety and creating walkability
- ✓ Affordable housing
- ✓ Transit-oriented development
- ✓ Housing types in the new millennium
- ✓ How housing density can take on various appearances
- ✓ Healthy cities
- ✓ "Pop-up" or temporary land uses
- ✓ Community engagement and social media
- ✓ High-speed rail
- ✓ Bus rapid transit

Interesting tidbits of information garnered from the conference sessions:

- ✓ Google employs close to 20,000 people at its headquarters in Mountain View, and 8,000 take advantage of company-provided shuttles to and from work daily from various points in the Bay Area. The shuttles are large, white buses that are tour bus quality.
- ✓ "Apple Campus 2," a new, 2.8 million square-foot headquarters under construction for the technology giant in Cupertino, is referred to as "the spaceship" because of its circular design. The building will be almost 1,200 feet in diameter (almost a quarter mile) and will measure more than one mile around its circumference. The \$5 billion project will house more than 13,000 employees when completed.
- ✓ The average price for a home in San Francisco is estimated to be \$1.22 million. Housing affordability in Southern California pales in comparison to the Bay Area, where 1-bedroom apartments in some neighborhoods rent for over \$3,000 per month and mortgages exceeding \$5,000 per month are not uncommon.
- ✓ Caltrain, a regional rail line similar to Metrolink that runs from Gilroy (south of San José) to downtown San Francisco, has seen its ridership grow 71 percent in the past 5 years. Presenters at the conference said it is operating beyond its design capacity and needs major changes to adequately serve riders in the South Bay.

- ✓ Planning is underway for significant changes to Los Angeles Union Station and its environs, including replacing the parking lot along Alameda Street with a landscaped plaza/forecourt; reopening the historic Fred Harvey Restaurant south of the station's main waiting area; determining a new use for the former ticketing area that extends north from the main waiting area; constructing a new pedestrian passageway leading from the waiting area to the train platforms; constructing a new bus drop-off area at the east end of the pedestrian passageway; raising the level of all the train platforms; and constructing a "through loop" for trains to address the "stub end" terminal that has existed for over 75 years, forcing trains to exit Union Station on the same tracks on which they entered it, which has a negative impact on scheduling. Those familiar with Union Station might be interested to know that the top of the Metro Red Line subway tunnel, which runs diagonally under the train platforms, is a mere six inches below the pedestrian passageway that provides access from the Union Station waiting area to the train platforms.

While at the conference, Mike and Steve were responsible commuters, using various modes of transportation, including Bay Area Rapid Transit (BART) trains; a free shuttle from their hotel to BART's Coliseum Station; the Emery-Go-Round, a free shuttle from BART's busy MacArthur Station to Emeryville; and AC Transit, the public transit system in the East Bay. However, they were most impressed by Uber, the transportation network company (TNC) that started in San Francisco and has expanded globally. Mike and Steve decided to give Uber a try and after a simple smartphone set-up, requested a ride from San Francisco back to their hotel in Oakland. Within 90 seconds after sending the electronic request, a friendly Uber driver arrived and picked them up. During one of the conference sessions, a representative from Lyft, the other major TNC currently operating in multiple markets, explained that TNCs are extremely popular with millennials, who like the convenience of being able to hail a ride on their smartphone and not have to deal with the hassle of exchanging cash or paying with a credit or debit card when they reach their destination, as the transaction (including the tip for the driver) is completed electronically.

## **FIRE DEPARTMENT**

- Montclair and Upland Fire Departments' staff, along with Montclair Public Works Department staff, participated last week in three days of Confined Space Rescue training on Richton Street.

Fire Personnel simulated a confined space rescue utilizing a service hole located on the street. Many topics were discussed, including the Incident Command System (ICS), various hazards associated with confined space, communications, rope work, and safety.

Confined Space Rescue incidents are often low-frequency, high-risk events that require extensive training and knowledge to mitigate.

Special recognition goes to Public Works Superintendent Xavier Mendez for making sure he and his staff received this important training.

Pictures are included on Page 13.

- Last week, Deputy Fire Marshal Scott Sherwood held a two-day employee emergency preparedness training class for approximately 30 Nordstrom employees.

On October 1, class attendees took part in an emergency evacuation and fire drill. They practiced exiting the building, meeting in a pre-designated area, and accounting for all employees once assembled at the designated meeting place. The next day, they learned when and how to use a fire extinguisher effectively, along with the acronym P.A.S.S. (Pull, Aim, Squeeze, and Sweep). After the presentation, two volunteers extinguished a live fire using the skills they had learned.

The Fire Prevention Bureau would like to thank Nordstrom management for ensuring their employees are prepared in an emergency.

- Please join the Montclair Fire Department in celebrating its Annual Open House and Pancake Breakfast on Saturday, October 10, from 8:30 a.m. to 11:30 a.m. at Fire Station No. 151 (8901 Monte Vista Avenue).

The Montclair Fire Fighters Association will host the Pancake Breakfast, and the cost is a \$3 donation per person. Simultaneously, the Red Cross will operate a Blood Drive from 8:30 a.m. to 2:45 p.m. Please contact the Fire Administration office at (909) 447-3540 to schedule an appointment to donate blood.

The Open House will include station tours, displays by community organizations, free photos for children with Sparky the Fire Dog, and fire apparatus displays.

This event coincides with Fire Prevention Week, which commemorates the Great Chicago Fire of 1871.

Sponsors are Montclair Hospital Medical Center and Burrtec Waste Industries, Inc.

Flyers are included on Pages 14-15.

## **HUMAN SERVICES DEPARTMENT**

- Just a reminder that the 2015 Community Health Fair is scheduled for Tuesday, October 20 from 9 a.m. to noon in the Montclair Community Center. Local sponsors include Chino Valley Medical Center, City of Montclair, Montclair Hospital Medical Center, and the Montclair-Ontario Junior Women's Club.

Free health screenings, including blood pressure, glucose, hearing, and structural, will be offered. Seasonal flu shots will also be offered free of cost to persons 18 years of age and older. Health-related agencies will be on hand to distribute educational materials to attendees. Door prizes will be awarded throughout the event, and refreshments will be available.

Complimentary flu shots will be offered at the Health Fair to all City employees from 11:30 a.m. to noon. Employees may opt to receive their complimentary flu shots on Tuesday, October 27 from 2 p.m. to 4 p.m. at the Montclair Medical Clinic. Please note that, although appointments are not necessary, the vaccines will be given on a first-come, first-served basis.

For more information please contact Senior Human Services Supervisor Michelle Castillo at Ext. 451.

- The City's Mini-School Program will hold an Open House on Saturday, October 10 from 9 a.m. to noon. The Open House will be held at the Kids Station, 4985 Richton Street, and will feature tours, staff introductions, free of cost activities for children, and information on upcoming sessions.

## **POLICE DEPARTMENT**

- At Monday night's City Council meeting, Police Dispatcher Karina Rodriguez was introduced by Police Captain Robert Avels.

Karina started her employment with the City of Montclair on September 23. Prior to coming to work at the Police Department, Karina was a public safety dispatcher at Montclair Plaza.

Karina grew up in Azusa, and she currently resides with her family in Alta Loma. Karina's brother, Hector Sanchez, also works for the City of Montclair as a Police Officer.

Please join me in welcoming Karina to the Montclair City family!



Karina (holding flowers) with her adorable family!

## **PUBLIC WORKS DEPARTMENT**

- Over the past several years, the existing monument signs leading into the City have become weathered, vandalized, and, in some cases, struck by vehicles. The Public Works Department has been cleaning and repairing the monument signs as necessary and to the best of their abilities. Recently, however, the monument sign located on Central Avenue at Phillips Street began to deteriorate to the point of no return.

Leadworker Albert Guerrero and Maintenance Worker Tony Delgado were assigned the seemingly impossible task of refurbishing the sign. First, they removed the existing lettering and calcium-covered tiles. Next, they installed replacement tiles and polished the salvaged tiles, reinstalled lettering, and installed the City's seal as the finishing touch.

The before-and-after pictures featured below testify to the great work accomplished by Albert and Tony!



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

- MasterCard has introduced a new suite of security products called MasterCard Identity Check. The products aim to simplify the process of identity verification for digital transactions, particularly those that are mobile.

The two products highlighted by MasterCard are biometric authentication and SMS-delivered one-time passwords, though the suite may also include additional features. Users in the US will be able to opt-in during 2016, with a global rollout expected in 2017. The service is currently being piloted in the Netherlands and parts of the US.

This is likely a response to the growth of mobile commerce. The industry is moving towards processes that streamline and simplify the process of purchasing on smaller phone screens. Digital commerce is growing. US digital commerce grew nearly 15 percent in 2015. Online sales are projected to grow from \$263 billion in 2013 to \$414 billion by 2018. Criteo forecasts that by the end of 2015, m-commerce will comprise 40 percent of all digital commerce transactions.

Buying on mobile is not seamless for users. Conversion rates are low—mobile has a 2.46 percent conversion rate, compared to 4.55 percent on desktops—likely because of the challenges associated with entering personal information and credit card numbers on small screens. Biometric authentication is especially useful in easing the friction of mobile buying, and could help boost these conversion rates.

Digital data security is a high priority for card networks right now. The Europay, MasterCard, and Visa (EMV) chip migration will shift data fraud from card-present transactions to the online environment, where payment data is more vulnerable. In Q1 2015, 55 percent of merchants' fraud costs came from online transactions, up from just 42 percent in Q1 2014. By implementing programs like Identity Check, card networks like MasterCard are taking added steps to protect the security of their customers without compromising the ease of making a purchase.

ECS:spa

"Perhaps, after all, America never has been discovered. I myself would say that it had merely been detected."

~ Oscar Wilde

## OCTOBER 2015

		
10	Mini School Open House 4985 Richton Street	9 a.m. - Noon
12	Columbus Day	
12	Planning Commission Meeting - <span style="color: red;">Canceled</span>	
13	City Manager's Staff Meeting City Hall Conference Room	9:00 a.m.
15	Safety Committee Meeting City Hall Conference Room	9:00 a.m.
15	Public Works Committee Meeting City Hall Conference Room	4:00 p.m.
16	Montclair Youth Talent Showcase Community Center	6:00 p.m.
19	Code Enforcement/Public Safety Committee Meeting City Hall Conference Room	6:00 p.m.
19	City Council Meeting Council Chambers	7:00 p.m.
20	Montclair Community Health Fair Community Center	9 a.m. - Noon
22	Lights on After-School Community Center	6:30 p.m. - 8:00 p.m.
26	Planning Commission Meeting Council Chambers	7:00 p.m.
31	Annual Children's Halloween Party Community Center	5:30 p.m. - 8:00 p.m.



# THE MONTCLAIR FIRE DEPARTMENT



Invites You To Our Annual



## OPEN HOUSE & PANCAKE BREAKFAST

**SATURDAY, OCTOBER 10, 2015**

**8:30 A.M. TO 11:30 A.M.**

**8901 MONTE VISTA AVE, MONTCLAIR, CA 91763**

**PARKING AT POLICE STATION (4870 ARROW HWY)**



**You are invited to visit our fire station and meet our staff!**

**Festivities throughout the event will include:**

- ◆ **Pancake Breakfast Hosted by the Montclair Fire Fighters Association - \$3 Donation Per Person**
- ◆ **Red Cross Blood Drive**
- ◆ **Station Tours**
- ◆ **Community Organizations**
- ◆ **Free Photos for Children**
- ◆ **Fire Apparatus and Equipment Displays**



**FOR MORE INFORMATION, PLEASE CALL (909) 447-3540**



## Montclair Fire Pancake Breakfast and Blood Drive

8901 Monte Vista Avenue, Montclair, CA 91763  
Saturday, October 10, 2015  
8:30AM - 2:45PM

Held in the blood mobile in the fire station parking lot  
To schedule your appointment call front office and speak to the receptionist at  
**909-447-3540**. For eligibility requirements or to schedule appointment online  
visit [www.redcrossblood.org](http://www.redcrossblood.org) using sponsor code: **MFA**

All presenting donors will receive a voucher for discounted tickets to a LA Kings  
game, a voucher for discounted tickets to a Anaheim Ducks game, and more

Bring photo ID. Drink extra water.  
*Come join the fun and save lives at the same time!*