



April 21, 2016

TO: Honorable Mayor and City Council

FROM: Edward C. Starr, City Manager 

SUBJECT: CITY MANAGER'S WEEKLY REPORT: April 15-21, 2016

CITY MANAGER/ADMINISTRATIVE SERVICES DEPARTMENTS

- In honor of the City of Montclair's 60th Diamond Anniversary on April 25, 2016, the City Council is introducing a commemorative logo that celebrates 60 years since the founding of the City on April 25, 1956. The logo was designed through the cooperative efforts of Deputy City Clerk Andrea Phillips, Senior Management Analyst Mikey Fuentes, Information Technology Specialist Robert Castillo, and Administrative Technician Stephanie Hickerson.

Through April 24, 2017, the logo, pictured below, will be utilized in various media formats and public events in lieu of the City's standard logo.



Profile of the City of Montclair

Originally incorporated as the City of Monte Vista on April 25, 1956, the City of Montclair quickly grew from a sleepy suburban land tract to a vibrant city with a small town feel.

Like most Southland areas, the Monte Vista Land Tract boomed after World War II when large numbers of American soldiers returning to civilian life moved their families to Southern California to take advantage of an inviting climate, abundant new homes, environmental and geological diversity and the allure of California's eclectic social, cultural and entertainment milieu.

Citrus groves, which dominated the Pomona Valley area at the time of Montclair's incorporation, paved the way for suburban and commercial development. As the region grew and prospered local area residents, fearing the fledgling community that had previously been known as Nadar would be annexed by a neighboring city, formed the Monte Vista Improvement Association with an eye toward incorporation and the preservation of local control. The Monte Vista Improvement Association proposed city incorporation of the Monte Vista Land Tract and residents were asked to vote on the incorporation proposal for the new City of Monte Vista in the April 1956 election. Voters overwhelmingly approved the measure and the City of Monte Vista was born.

Members of Monte Vista's first City Council included James West, Paul Frame, Miller Buchanan, Glen Wolf, and Dana Pankey, Jr. Upon its official incorporation on April 25, 1956, the City of Monte Vista had a total population of 8,008 spread over 4.2 square miles. Monte Vista's first official City Council meeting was held on May 8, 1956, in a former butcher shop at 5326 San Bernardino Street. This property is now the home of the historic Reeder Ranch collection and the administrative office of the George C. and Hazel H. Reeder Heritage Foundation.

Monte Vista's municipal government made many advances during the first year of its existence:

A master street lighting plan was drawn up, zoning ordinances were passed, provisions were made for the City's streets to be swept, engineering data was gathered, and a City recreation program was introduced.

On April 8, 1958, the voters of the City of Monte Vista went to the polls once again, but this time to decide upon a name change for their city because there was another community in California also named Monte Vista. Although the other city was located in the northern part of the state, it created confusion in relation to postal delivery services and community identification issues. The new name chosen by the residents of Monte Vista was Montclair. The vote was 1,399 for the new name to 212 against any change.

During its formative years, Montclair struggled to locate a greater tax base to finance the services it provided its residents. Then, in 1964, land developers approached City leaders with an answer to their tax problems—a large, indoor regional shopping center.

Three years later, the first building permits were issued and, on August 3, 1968, over 15,000 dignitaries and area residents attended a Preview Ball for the new Montclair Plaza, which contained 875,000 square feet of leasable retail area that included three major department stores (Broadway, JC Penney, and May Company), 64 smaller shops, and space for 5,000 cars. During its first year of operation, the Montclair Plaza increased the City's sales tax base by 20 percent. In 1986, the Montclair Plaza "raised the roof" to add a second story for new retail outlets and a food court. Montclair Plaza also added a Nordstrom and Sears as two new anchor tenants. Today, under the ownership of CIM Group, Montclair Plaza, newly renamed Montclair Place, is preparing to undergo a significant remodel that will help the mall regain its status as the region's premier super-regional shopping center.

Over the years, the City of Montclair has grown to cover a land area of over 5.5 square miles, with a population of approximately 38,000. New retail and housing projects continue to upgrade the quality of life in Montclair, and the City's government offers a full range of services to residents. Montclair is also a major player in promoting transit and high-density housing by establishing the first significant transit oriented district (TOD) along the Metrolink rail line, outside of Los Angeles. To fulfill the vision of a true TOD, the City has engaged the Los Angeles County Metropolitan Transportation Authority (Metro), the Foothill Gold Line Construction Authority and San Bernardino Associated Governments (SANBAG) in bringing Gold Line light rail service to the Montclair Transcenter.

As the City of Montclair prepares to commemorate its 60th Diamond Anniversary, City leaders look forward to exciting new projects including extension of the Metro Gold Line light rail system to the Montclair Transcenter, renovation of Montclair Place, continued development of transit-oriented, mixed-use projects in the North Montclair Downtown Specific plan area, construction of the Monte Vista Avenue Union Pacific Rail Road grade separation, renovation of the Central Avenue Bridge over Union Pacific Rail Road tracks, widening of Monte Vista Avenue at the I-10 Freeway, the addition of two express lanes on the I-10 Freeway through Montclair, expansion of the highly-regarded On Line to College Program—the first of its kind in the nation—and a range of other high quality residential, commercial, and industrial projects designed to make Montclair The Place To Be!

Throughout the 60th Diamond Anniversary Celebration, the *City Manager's Weekly Report* will feature stories on people, places, and events in Montclair's history.

Please join me in wishing the City of Montclair a Happy 60th Diamond Anniversary!

- Last week, at his State of the City address, Los Angeles Mayor Eric Garcetti touted the economic benefits of big investments in transportation projects. Specifically, Garcetti promoted a range of transportation and transit projects (including Phase 2A of the Gold Line extension from Pasadena to Azusa) made possible by Measure R, the 2008 Los Angeles County voter-approved half-cent sales tax. Projects related to Measure R have produced 560,000 good-paying jobs, which exceeds the population of many major American cities.

Garcetti urged voters to approve a November 2016 sales tax proposal that would continue and expand on the number of transportation projects, including the Phase 2B extension of the Gold Line to Claremont—the proposed sales tax measure would extend Measure R another 18 years, through 2057, and approve an additional half-cent sales tax, also through 2057. If approved, the tax proposal would generate up to \$120 billion for transportation projects. The Los Angeles County Metropolitan Transportation Authority (Metro) is promoting its list of transportation projects in public meetings through May 2016.

The San Bernardino Associated Governments (SANBAG), in conjunction with Metro, has applied for cap-and-trade funding to complete construction of the Gold Line from Claremont to Montclair.

In a press release last Friday, Metro projected the impact of Measure R over the 30-year life of the tax measure amounted to 426,980 new jobs. The projection is derived from a study by the Los Angeles County Economic Development Corp., commissioned by Metro and will be available to the public later this month.

While it is difficult to estimate the full economic value of transportation projects, what is known is that (1) they create short-term boosts with construction spending and jobs; and (2) their real value is the long-term impact on the environment, development (including higher density residential development), and quality-of-life improvements.

- Charter Communications Inc.'s proposed merger with Time Warner Cable Inc. cleared an important hurdle last week after an administrative law judge in California concluded the merger is in the public interest and recommended approval by the Public Utilities Commission (PUC). A vote by the PUC could come by May 12—California is the last state where approval is needed. The merger still needs to clear U.S. authorities.

If it succeeds in acquiring Time Warner Cable, Charter's service would be available to nearly 6.4 million households in California, and the company would serve 87 percent of cable video subscribers in the Los Angeles market.

Critics, including Dish Network Corp., which offers streaming video, told the PUC that Charter would be able to interfere with rival programming delivered over the Web. However, Charter officials counter that the company views third-party services as keys to growth in demand for broadband service it sells.

With the merger, Charter, headquartered in Connecticut, would quadruple its cable subscribers, gaining 12 million customers in cities including New York, Los Angeles, and Dallas. Charter's expanded business would have approximately 17 million basic cable customers, compared with top U.S. cable provider Comcast Corporation's 22 million.

Charter reportedly agreed to acquire Time Warner Cable for \$55.1 billion. Time Warner Cable Inc. serves the City of Montclair and surrounding areas.

- Mayor Eaton is declaring "casual season" effective Monday, May 2, 2016, through Friday, October 28, 2016, for administrative office personnel. During "Casual Season," employees not required to wear work uniforms may don casual business attire during normal work hours. Employees should exercise proper judgment by wearing business appropriate attire for meetings and other functions, as mandated or suggested by the occasion.

Casual Business Attire Policy: Casual business attire is relaxed dress wear that is tasteful and appropriate for office environment. Denim-style pants are permissible provided they are not unusual in their appearance, demonstrate excessive wear/ripped styling, are worn in a sagging style, or have obtrusive ornamentation. Headwear may be appropriate for outdoor activities; however, such headwear shall be tasteful and comply with other provisions of this policy.

Except as may be required by work-related requirements and responsibilities, or as otherwise permitted by this policy, inappropriate clothing includes but is not limited to the following: beach/athletic-wear; athletic/flip-flop style shoes; string-strap, strapless, or sleeveless tops; un-tucked shirt tails (except when the shirt bottom is squared-off or is otherwise designed to be worn un-tucked); tops, blouses, shirts, sweaters, jackets, coats, headwear, or other visible clothing items that display any unapproved and/or inappropriate or prohibited statements and/or advertisements of products and/or other organizations or business entities other than the City of Montclair and/or its associated event sponsors; excessively short dresses/skirts; shorts for men and women; women's leggings; excessively baggy/sagging clothing of any type or style; inappropriate headwear and/or ornamentation; and clothing of any style or type suggestive of a counter-culture lifestyle. At all times throughout each year, body tattoos, brandings, and/or other permanently or temporarily applied body markings that do not have a medical or restorative purpose shall be masked or covered by clothing during work hours.

Supervisors may suspend the casual attire privilege for any employee in violation of or exercising inappropriate judgment related to the above casual attire policy. Consistent violations of the casual attire policy may result in termination of the program on either a department- or organization-wide basis.

Individual departments may determine the appropriateness of continuing a business attire only policy during the casual season.

Department Heads may allow for a limited number of City-sponsored event days or other significant local, national, or international event-related days (e.g., **Games of the XXXI Olympiad/Rio 2016**) for pre-approved "relaxed wear." Pre-approved relaxed wear may include logo-style t-shirts or headwear designed to promote a City-related event or other special activity or event.

- Southern California home prices jumped 4.2 percent in March as buyers fought over a meager supply of homes for sale and bid up values.

The 6-county region's median price hit \$446,000 last month, up from \$427,000 a year earlier, according to a report released by the California Association of Realtors. Sales, meanwhile, rose only 1.7 percent from March 2015, reflecting a tough market defined by high prices and low inventory.

Indeed, the region's hot housing market has made it increasingly tough for young families who want to purchase a home, even as it's largely wiped out the foreclosure crisis and helped existing homeowners build equity.

Given that dynamic, economists generally expect prices to rise less in 2016 than in recent years as buyers increasingly struggle to raise their bids.

At the moment, price growth is still strong. In March, the region's median price jumped \$18,150 from just February of last month.

Much of the frenzy is due to a shortage of homes for sale, economists and agents say, which is a problem that has emerged across the nation. Many older Americans are staying in their homes, rather than downsizing, and home builders have yet to ramp up construction to historically normal levels—two factors that have held back new listings.

California has long under built relative to job and population growth, contributing to far higher prices than elsewhere in the nation, economists say. According to the state's independent Legislative Analyst's Office, developers would have needed to build millions more homes over the last 30 years to keep housing prices in line with the rest of the country.

In March, sales in the relatively affordable Inland Empire accounted for 30 percent of all sales in the 6-county region, compared with 28.8 percent a year earlier. In Riverside and San Bernardino counties, sales respectively rose 1.6 percent and 12.2 percent from a year earlier. The report found that 53 percent of households in San Bernardino County and 39 percent of households in Riverside County could afford to purchase a median priced home in their respective counties. Households in the Inland Empire are by far the most affordable for homebuyers in the 6-county region. As a result, economists predict continued growth in the supply of homes.

In March, sales in Los Angeles County and Orange County dipped 0.4 percent and 3.5 percent respectively in comparison to a year earlier. If would-be buyers increasingly balk at paying high prices in the coastal counties, it could take some

steam out of those markets. Only 27 percent of households in Los Angeles County and only 21 percent of households in Orange County can afford to purchase a median priced home in their respective counties.

Over the last 12 months, the median sale price of homes in San Bernardino County rose 10 percent (\$237,350), San Diego County 8.1 percent (\$573,580), Riverside County 7.2 percent (\$355,590), Los Angeles County 5 percent (\$440,460), Ventura County 3.9 percent (\$620,020), and Orange County 3.6 percent (\$721,140).

- California's urban residents cut water use 23.9 percent from June through February, compared with the same period in 2013, the state board announced last week. That's just shy of Governor Jerry Brown's request for 25 percent savings last April when he ordered the water board to impose California's first-ever mandatory statewide drought rules, with fines for cities failing to meet assigned water-saving targets.

California might have hit Governor Brown's 25 percent goal, if not for low levels of water savings in Los Angeles and San Diego counties in February. The South Coast region of the state, as the water board defines it, cut water use only 6.9 percent in February, compared with the same month in 2013. By comparison, the Bay Area cut use by 18.3 percent and the Sacramento region by 20.7 percent. Statewide, all Californians averaged 12 percent savings in February, the lowest savings since Governor Brown imposed mandatory restrictions. Locally, Monte Vista Water District (MVWD) achieved a cumulative savings of 22 percent as compared to 2013 water consumption. MVWD has a conservation standard of 24 percent, meaning that the District fell 1.8 percent short of its target goal.

Most experts blame the hotter than average weather for increased water usage during this past winter. It was hotter and drier all winter in Southern California than in the north. El Niño storms mostly hit the northern part of the state and left the Southland with sunshine, low reservoirs, and rainfall at barely half its historic average.

Nevertheless, California residents saved 1.2 million acre-feet of water during the 9-month period from June to February. That's enough for 6 million people's needs for a year, and it helped reduce the impact of the historic drought as it entered its fourth year.

Most Northern California cities, however, received 90 percent to 100 percent of their historic average rainfall this past winter. The state's two largest reservoirs, Shasta, near Redding, and Oroville, in Butte County, are 89 percent and 87 percent full. The Sierra Nevada snowpack was at 81 percent of its historic average, the best in 5 years.

The State Water Board's original rules gave water providers targets, ranging from 8 percent to 36 percent, depending on how much water they were using per capita. Places like Santa Cruz and Hayward, which have among the lowest per capita use in California, were given 8 percent targets; while communities like Bakersfield and Beverly Hills, with high per capita use, were given 36 percent.

Those numbers were eased slightly last month, when the board allowed water providers to reduce targets by up to 8 percent if they had unusually hot weather, high rates of population growth, or robust supplies of water from desalination and recycling. These reduced targets are temporary and are likely to change given the decrease in water savings.

To learn more about the drought and water-saving programs available to MVWD customers, please call (909)-657-4414, or visit www.mvwd.org.

HUMAN SERVICES DEPARTMENT

- On Tuesday night, I joined Mayor Paul Eaton, Mayor Pro Tem Carolyn Raft, and Council Member Bill Ruh at the Annual Online to College Program (OTC) graduation ceremony for Montclair High School graduating seniors.

The celebration in the Council Chambers recognized the 140 students who have participated in the OTC Program and will graduate from Montclair High School in a few weeks. Students who complete the program and graduate from Montclair High School are awarded two years of admission with all expenses paid to Chaffey College.

Many family members attended the event in support of the students who were awarded their OTC diploma by representatives from Ontario-Montclair School District and Chaffey College.

Congratulations to the class of 2016!

- In honor of Volunteer Week, the City of Montclair honored outstanding volunteers from community organizations that serve Montclair at its annual Volunteer of the Year event on Monday, April 18, 2016. Sponsored by the Montclair Community Action Committee, the 30th annual Volunteer of the Year Program was held during the Montclair City Council meeting

Nine organizations whose volunteers serve the Montclair community submitted nominations for the award. A panel of three individuals from surrounding communities served as judges, and from the nominations selected, a Volunteer of the Year, first runner-up, and two for second runner-up (tie).

This year's Volunteers of the Year, Scott Giang and Armando Solis, were nominated by the Montclair Senior Citizen Center. "Brothers from another mother," these two neighbors volunteer at the Senior Center's monthly food distribution and Annual Holiday Toy and Food Basket Program.

First runner-up was Melanie Arnold, nominated by the Montclair-Ontario Junior Women's Club. A "junior" of the club, she has helped on numerous projects, including the Tree Lighting Ceremony, Easter Eggstravaganza, and United Way Kids Pack Program.

Second runner-up (tie) was Bill Blades, nominated by the Montclair Youth Center. Every basketball season, Bill coaches three teams in the City's Youth Basketball League, in addition to running a youth basketball summer camp and mentoring young adults as coaches.

Second runner-up (tie) was Joan Bradley, nominated by the Montclair Senior Nutrition Site. Joan volunteers at the Senior Nutrition Program, the monthly senior birthday party, and assists with the newsletter mailing.

Other nominees included:

- ❖ Erin Alegria , nominated by Por La Vida-Healthy Montclair Program
- ❖ Frank Corsaro, nominated by Montclair Little League
- ❖ Meena Duguay, nominated by Vernon Middle School
- ❖ Jose Rivera, nominated by Montclair Little League
- ❖ Lynn Sloan, nominated by Montclair Meals on Wheels

Photos are featured on Page 16.

POLICE DEPARTMENT

- This is Montclair Police Department's newest Police Officer, Ryan Sirimahachaikul.



Officer Sirimahachaikul was introduced at Monday night's City Council meeting. Please welcome Ryan to the Montclair City family when you meet him!

The contractor began work this week and is expected to be completed with the work by May 27, 2016. The \$1.3 million project is entirely funded by 2014 Lease Revenue Bond Proceeds. The map on Page 10 identifies the related streets within the project limits. Notification signs have been placed throughout the limits informing residents of potential traffic delays and the possibility of brief detours.

SUCCESSOR REDEVELOPMENT AGENCY/ MONTCLAIR HOUSING CORPORATION

- CNN reports that in a bid to cut \$60 million in costs, high-end retailer Nordstrom plans to shed upwards of 400 jobs. Although shares of the Seattle-based company have risen 15 percent so far this year, they were down 32 percent last year.

Nordstrom says the cuts are expected to be completed by July, and will primarily affect positions at its headquarters and regional offices, rather than sales floor positions. Those being eliminated will receive separation pay and benefits.

The retailer, which employs roughly 72,500 full- and part-time people, operates 323 Nordstrom and Nordstrom Rack stores across 39 states. The company plans to focus more efforts online, thus saving on payroll expenses.

Digital giants like Amazon have changed the game for companies with brick-and-mortar stores, and Nordstrom is one of many retailers looking to save on payroll expenses. So far in 2016, Walmart and Macy's have each announced plans to cut thousands of jobs.

- JCPenney is trying to grow its share of the \$20.4 billion plus-size apparel market with a new clothing line targeting millennials.

The new line, called Boutique+, will be JCPenney's first line designed exclusively for plus-size women. The retailer has hired reality TV star Ashley Nell Tipton, who famously was Project Runway's first-ever plus-size winner, to help promote the new brand.

Tipton will be designing two capsule collections for Boutique+ that will be available next month. Tipton will also be designing her own clothing line for JCPenney which will be available later this fall.

The plus-size market in the U.S. has seen continued growth over the past several years with growth ranging from 5 percent to 8 percent annually.

JCPenney is trying to tap into this increasingly lucrative market with the two new lines. Other clothing brands have also introduced fashionable plus size lines for millennials including H&M, Asos, American Eagle, Charlotte Russe, and Forever 21.

Not to be outdone, retail giant Target last year launched a plus-size line as did Macy's and Nordstrom.

- Mobile shopping continues to rise and researchers have now discovered a new trend among those who buy through their smartphones.

Most mobile revenue to online retailers in the U.S. stems from guest users, according to a report released by Moovweb. These are users who do not have a login account with a retailer.

This might seem like a minor point, but it actually creates a major missed opportunity for retailers to foster brand loyalty with these customers and to encourage them to shop on their site or app again.

According to the study, 53 percent of U.S. retail mobile revenue comes from guest users and 47 percent comes from logged in users, and the logged in users actually spend 10 percent more per order than the guest users.

Retailers should be encouraging users to create accounts and log in to their site or app in order to make the checkout process easier for the customer. Almost 50 percent of all abandoned online shopping carts in the U.S. occur at the checkout phase, likely due to complicated and frustrating payment information entry.

If retailers allow users to store their shipping and payment information and check out automatically, then shoppers would have fewer reasons to abandon their carts.

Another option would be to remove the guest checkout option altogether and force shoppers to create an account, though some users might balk at this lack of choice.

The issue of shopping cart abandonment likely won't go away anytime soon, at least until retailers find the right formula that attracts users to create accounts rather than shop as guests.

The following are some key points from the report:

- ✓ An abandoned shopping cart does not automatically translate to a "lost sale," because three-fourths of shoppers who have abandoned shopping carts say they plan to return to the retailer's website or store to make a purchase.
- ✓ Retailers can reduce the rate of abandonment and increase conversions by streamlining the checkout process and also by retargeting shoppers with emails after they have left a website. Initial emails, sent 3 hours after a consumer abandons a cart, average a 40 percent open rate and a 20 percent click-through rate.
- ✓ More broadly, an abandoned shopping cart should be seen as part of the increasingly complex series of steps a consumer might take before finally making a purchase and a strong indicator of consumer interest in a product or a brand. Technology that helps retailers collect and leverage online shopping cart data is likely to be a worthwhile investment.

APRIL 2016



21	25th Annual Prism Award Luncheon, Sponsored by Soroptimist International of Montclair/Inland Valley Ontario Convention Center	11:30 a.m.
21	Public Works Committee Meeting City Hall Conference Room	4:00 p.m.
22	Earth Day	
25	Planning Commission Meeting Council Chambers	7:00 p.m.
26	City Manager's Staff Meeting City Hall Conference Room	9:00 a.m.
28	Retirement Luncheon for Community Development Director Steve Lustro, Community Center	Noon - 1:30 p.m.

MAY 2016



2	City Council Workshop – Human Services Update Council Chambers	5:45 p.m.
2	City Council Meeting Council Chambers	7:00 p.m.
4	Community Action Committee Meeting Council Chambers	7:00 p.m.
5	Mayor’s Prayer Luncheon Community Center	11:30 a.m.
8	Mother’s Day	
9	Planning Commission Meeting Council Chambers	7:00 p.m.
10	City Manager’s Staff Meeting - Canceled	
11	Police Department Employees’ Recognition Luncheon, sponsored by the Montclair Chamber of Commerce, Community Center	11:30 a.m.
16	Real Estate Committee Meeting - Canceled	
16	Code Enforcement/Public Safety Committee Meeting - Canceled	
16	City Council Meeting - Canceled	
17	Benefits Fair Community Center	11:00 a.m. - 2:00 p.m.
18	Safety Committee Meeting City Hall Conference Room	9:00 a.m.
18	Public Works Committee Meeting City Hall Conference Room	4:00 p.m.
23	Planning Commission Meeting Council Chambers	7:00 p.m.
30	Memorial Day – City Offices Closed	
31	City Manager’s Staff Meeting City Hall Conference Room	9:00 a.m.



Montclair Volunteers Go the Extra Mile



Thank You
April 18, 2016



Volunteers of the Year





Online to College 2016 Graduation Ceremony



Congrats Class of 2016



April 19, 2016

