



May 19, 2016

TO: Honorable Mayor and City Council

FROM: Edward C. Starr, City Manager 

SUBJECT: CITY MANAGER'S WEEKLY REPORT: May 13-19, 2016

CITY MANAGER/ADMINISTRATIVE SERVICES DEPARTMENTS

- I am pleased to note that Council Member Bill Ruh has been appointed as a voting member of the Gold Line Phase II Joint Powers Authority Board. The appointment came after Amendment No. 3 of the JPA Agreement was fully executed last week, approximately 3.5 years after the Montclair City Council approved the Amendment on September 12, 2012. Amendment No. 3 adds Montclair as a member of the Gold Line Phase II Joint Powers Authority Board and reinstates Annual Dues for JPA Member cities. The JPA Board meets on the 2nd Thursday of the month at the Gold Line Construction Authority Office in Monrovia at 11:30 am.

The Foothill Gold Line Phase II Joint Powers Authority, a multi-county agency, was established in the late 1990s and was originally staffed by the San Gabriel Valley Council of Governments (SGVCOG). JPA staffing responsibility was moved to the Gold Line Foothill Extension Construction Authority in 2005.

The Gold Line Foothill Extension Construction Authority is an independent transportation planning, design and construction agency created in 1998 by the California State Legislature through [SB 1847](#) (later updated in 2011 by AB 706 and in 2012 by AB 1600). The Legislature directed the Construction Authority to oversee construction of the Los Angeles to Pasadena Metro Gold Line (formerly the Pasadena Blue Line) which had been suspended by the Los Angeles County Metropolitan Transportation Authority (Metro) earlier that same year.

The Construction Authority is governed by a 9-member Board of Directors. Cities from South Pasadena to Ontario and the San Bernardino Associated Governments (SANBAG) are represented on two additional boards that report to the Construction Authority Board—the Gold Line Phase II JPA (comprised of elected official representatives appointed by each corridor city and SANBAG) and the Technical Advisory Committee (comprised of city managers or their staff appointees).

Mayor Paul Eaton currently serves as a member of the Gold Line Phase II JPA as an appointee by SANBAG, and Supervisor Curt Hagman is the SANBAG-appointed alternate to Mayor Eaton.

Congratulations go to Council Member Ruh on his appointment to the Gold Line Phase II JPA Board, and also to Montclair for now having two voices (Mayor Eaton and Council Member Ruh) on the JPA to articulate Montclair's efforts to bring the Gold Line to the Montclair Transcenter.

- Last week, Governor Jerry Brown began his budget press conference by reiterating his warning that California must prepare for the next inevitable downturn. The Revised FY 2016-17 Budget recognizes that California's tax revenue forecast has been reduced by \$1.9 billion since January, caused by sluggish income tax and sales tax revenues. Consequently, while minor adjustments were made to the Governor's January spending proposals, he proposed no new major General Fund spending.

The Governor's revised FY 2016-17 budget is \$173.1 billion, which is a 1.8 percent increase over FY 2015-16. Of that total, \$122.2 billion is General Fund, which is an increase of 5.7 percent over the current budget year. Projections for the Rainy Day reserve fund have been reduced. The fund, which currently totals \$3.5 billion, was proposed in January to grow to \$8 billion. That amount, however, in the revised budget has been reduced to \$6.7 billion, reflecting lower projected revenues. The recently enacted minimum wage increase is expected to cost the state an initial \$39 million, but that amount is expected to grow to \$3.4 billion annually by full implementation in 2023. The Governor also noted that Medi-Cal funding has improved over the next 3 years, thanks to the recent passage of the managed care organization tax.

It is now up to the Legislature to debate the proposal and come up with a refined spending plan for the Governor to approve for the budget year that begins July 1, 2016. Details on the Governor's revised budget are below:

\$2 Billion in Homeless Housing Funding

While the Governor rejected Assembly proposals to spend additional General Fund dollars on affordable housing, he endorsed Senate President Pro Tem Kevin de León's bipartisan proposal to fund housing for California's chronic homeless using funding from the Mental Health Services Act (Proposition 63). This proposal would combat homelessness and assist low-income Californians. The proposed FY 2016-17 budget includes an initial expenditure of \$267 million from these bond proceeds.

Public Engagement and Local Approval Process Blamed for Housing Shortage

The Governor proposes a ministerial, "by-right" land-use entitlement provision for multifamily infill housing developments, which include affordable housing. Under the plan, a local government could not require a conditional use permit, planned unit development permit, or other discretionary local government review, or approval for

qualifying developments that include affordable housing, provided they are consistent with general plan and zoning standards.

The budget further indicates the Governor's support for other proposals intended to increase the availability of accessory dwelling units and greater clarity and increased use of the Density Bonus Law.

Transportation Funding

The Governor's transportation funding proposal remains the same as his budget release in January. The proposal would provide additional funding for transportation by \$3.6 billion annually, a number the Administration has indicated a willingness to negotiate with the Legislature.

If adopted, one-half of the funding (\$1.8 billion) would go to cities and counties for street maintenance, complete street projects, public transit, and state-local partnership funding projects. Of this amount, \$1.01 billion would be allocated by formula for local streets and roads maintenance, \$523 million of which will go to cities each year based on population. An additional \$100 million would be set aside for a complete streets competitive grant program.

The revenue package would generate \$500 million by eliminating the variable gas tax adjustment and setting it to a historical average of 18 cents, indexing the entire gas tax for inflation, and would generate \$2 billion from a \$65 per-vehicle highway user fee. Additional elements include \$500 million in cap-and-trade revenues, \$100 million in Caltrans efficiencies, and \$500 million from an 11-cent increase in the diesel tax indexed for inflation (to support the trade corridor enhancement program and other highway and road improvements). The Governor also proposes to speed up repayment of \$704 million in transportation-related loans from special funds.

Motor Vehicle Account Fix

No changes are proposed to the \$10 increase to the vehicle registration fee to address an ongoing deficit in the Motor Vehicle Account (MVA) included in the January budget. MVA funds activities of the Department of Motor Vehicles, California Highway Patrol, and Air Resources Board.

Public Works

No changes are proposed on the Administration's efforts to renew focus on the California Conservation Corps, a program the Governor created in 1976.

- \$15 million increase from Cap and Trade funds for the Energy Corps Program
- \$5 million for Forest Health Improvement Projects in the highest fire risk areas of the state
- \$2.6 million from the General Fund for a Butte Fire Center.

- \$400,000 General Fund increase for residential center site selection evaluation in Pomona, Napa, and Ukiah
- \$19.7 million General Fund increase for renovation at the Auburn Center.

Cap-and-Trade Allocations

The Governor's May Revise holds firm on his January budget proposal that proposed to allocate \$3.1 billion from cap-and-trade auction proceeds, which includes the balance of auction proceeds that were not allocated in FY 2015-16. Details on the cap-and-trade expenditure plan are below.

Continuous Appropriation (60 percent of annual auction proceeds):

- \$500 million for High-Speed Rail Projects
- \$100 million for Low Carbon Transit Operations
- \$200 million for Transit and Intercity Rail projects
- \$400 million for Affordable Housing and Sustainable Communities program

A one-time appropriation (40 percent of annual auction proceeds plus balance of FY 2015-16 auction proceeds):

- \$400 million for Transit and Intercity Rail Capital Program
- \$100 million for Low Carbon Road Program
- \$500 million for the Air Resources Board's Low Carbon Transportation Program to provide incentives for low carbon freight and passenger transportation, including rebates for zero emission cars, vouchers for hybrid trucks, and zero-emission trucks and other uses
- \$100 million for the Transformational Climate Communities Program to support local climate actions in the state's top 5 percent of disadvantaged communities. Funding will support projects that integrate multiple, cross-cutting approaches to reduce GHG emissions
- \$100 million for financial incentives for capital investments that expand waste management infrastructure, including new or expanded clean composting, and anaerobic digestion
- \$50 million for Urban Forestry programs and urban greening projects.

Public Safety

New Local Siting Grant Program for Re-Entry Facilities

The May Revision contains more details following a concept described in January to offer a \$25 million siting grant program to encourage local communities to approve housing facilitating treatment and re-entry.

Key features include:

- Competitive application process to determine distribution scheme
- Additional funding for jurisdictions that site transitional housing and supportive service for ex-offenders for a minimum of 10 years
- Requires portion of funds to be used to increase public safety around the facility and improve communication with neighbors
- Funding must be shared with nonprofit facility operators to support security, rehabilitative services and community outreach.

Medical Marijuana

- Proposed increase of \$5.9 million for Information Technology acquisitions at Department of Consumer Affairs and Department of Food and Agriculture (DFA) related to implementation of Seed-to-Sale Tracking
- \$2 million earmarked for DFA to implement and devise an estimate for the total cost of acquiring tracking system
- Language to adjust for unknown changes in information technology requirements that crop up during the budget year, requiring expenditure increases.

Office of Emergency Services

Adjustments from the January budget proposal include:

- \$30 million increase (General Fund) to the California Disaster Assistance Act funding, supporting local jurisdictions making use of this program to support recovery from natural disasters, including drought, earthquake, tree mortality, wildfires, and floods.
- \$10 million increase (General Fund) to support implementation of California Earthquake Early Warning System, including funding for research on the necessary technology.

California Emergency Medical Services Authority (Cal-EMSA)

Adjustments from the January budget proposal include:

- \$36.1 million (including \$8.7 million General Fund) to support Cal-EMSA's coordination of emergency medical and natural disaster response
- Cal-EMSA proposes to modify and expand potential uses of three Mobile Field Hospitals purchased by the state in 2007 that have never been used. The mission of these assets will be expanded to include deployment for a broader range of emergencies, including earthquakes, fires, floods, severe influenza outbreaks, virus epidemic, or bioterrorism.

Environmental Quality Emergency Drought Response

The May Revise would allocate an additional \$11.4 million (for a total of \$334.5) for emergency drought response, based on current drought conditions. Key allocations include:

- \$6 million for grants to local entities, including local governments, for efforts to remove hazardous trees that pose a threat to public health and safety
- \$5 million to support additional miscellaneous equipment and personnel for hazardous tree removal
- An increase of \$5 million for the Department of Water Resources to provide emergency drinking water support for small communities, including private wells
- An increase of \$10.4 million for CAL FIRE to contract for additional helicopters and seasonal helicopter crews during peak fire season.

Manage and Prepare for Future Droughts

Building off of last year's 23.9 percent statewide water savings, the May Revise proposes to allocate the following for drought preparedness and resiliency for urban water agencies:

- \$4.5 million for a coordinated effort by the Department of Water Resources and the State Water Resources Control Board to review and update local water shortage contingency plans, develop recommendations for new water efficiency targets, and establish a permanent urban water efficiency data tracking system, consistent with the directives of the most recent executive order
- \$1 million for the Department of Water Resources to support local public agencies with formation of groundwater sustainability agencies.

Enhancing Environmental Justice

The May Revision seeks to enhance efforts to address environmental justice concerns by allocating the following:

- An increase of \$2.3 million for the Air Resources Board (ARB) to support neighborhood air quality monitoring near oil and gas facilities and enhance the ARB emergency response capabilities
- An increase of \$2.3 million for the pesticide air-monitoring program
- An increase of \$904,000 to make the pilot Environmental Justice Compliance and Enforcement Working Group permanent. The Working Group will continue reducing adverse environmental impacts in the most vulnerable communities and expand its work to other areas of the state.
- This week, Deputy City Clerk Andrea Phillips completed her advanced degree course work and comprehensive exam from California State University, Fullerton. Ms. Phillips has been enrolled in the Master's of Public Administration program for the past three years and has dedicated her time and energy to her field of study. Ms. Phillips was also the 2016 recipient of the Sidney Baldwin Award, an award given to the most outstanding student enrolled in the Master's Degree in Public Administration program at that university.

Ms. Phillips will be graduating this Sunday, May 22, and she will be receiving her Master's Degree in Public Administration with an emphasis in Human Resources.

Ms. Phillips started with the City in 2006 as a Junior Intern in the City Clerk's Department, while she was working on obtaining her Bachelor of Arts degree in English from California State University, Fullerton. She graduated with Highest Honors.

Her early experience with the City convinced her to continue her education in the field of Public Administration and pursue a career in municipal government.

While pursuing her advanced degree course work, Ms. Phillips was also working on obtaining her Certified Municipal Clerk certification through the International Institute of Municipal Clerks. Ms. Phillips is the first Certified Municipal Clerk in the history of the Montclair City Clerk's Department! Her dedication and commitment to her work has been commended repeatedly by her peers, City staff, and members of the City Council.

Congratulations, Andrea, on your personal and professional achievements!



COMMUNITY DEVELOPMENT/MONTCLAIR HOUSING CORPORATION

- Staff is happy to report yet another family renting from the Montclair Housing Corporation (MHC) has moved out of their Amherst Avenue apartment and has moved on to home ownership. This is the 30th family that has purchased a home in the last 15 years while residing in a MHC rental unit. Staff began keeping track in 2001 of tenants who moved on to home ownership. On average, the MHC has had two families purchase a home each of the last 15 years.

It is rewarding when we learn one of our tenants has purchased a home. Many have purchased homes in Montclair, allowing those with children the opportunity to keep their children in the Ontario-Montclair School District.

We have another family currently in escrow, and one more tenant recently advised us she is actively seeking to purchase a home. This is proof many of our rental families have seized upon the opportunity afforded them to save for their home purchase while renting from us. MHC tenants do not pay more than 30 percent of their monthly salary for rent. The rents for the MHC affordable housing program are based on annual median income limits established by the Department of Housing and Community Development (HCD) applicable to San Bernardino-Riverside County and based upon the size of the family.

- On May 9, the Planning Commission unanimously approved plans for a new Fatburger/Buffalo Express restaurant to be located at 8790 Central Avenue, the site formerly occupied by a KFC restaurant.

Fatburger/Buffalo Express Restaurant is a co-branded "fast casual" restaurant chain originally founded in the 1950's. The restaurant specializes in made-to-order burgers and wings tossed in a choice of 13 signature sauce creations, ranging from mild to extra spicy. The menu will also include salads, fries, onion rings, and made-to-order ice cream shakes.

Project approval involves a remodel of the exterior and interior of the building including the addition of an outdoor dining patio and reestablished use of the existing drive-thru lane. Customers will be able to enjoy beer and wine with meals.

Proposed business hours for the restaurant and the drive-thru are 10 a.m. to 11 p.m. daily.

- On Tuesday, City of Montclair employees attended Benefits Information Day in the Community Center Auditorium. Twenty-three vendors were present to answer questions and provide updated information about the services they provide. Vendors included, A.F.L.A.C., Anthem Blue Cross, Arrowhead Credit Union, CalPERS, Chaffey Federal Credit Union, Chaffey Medical Group, Colonial Life, Delta Dental, Empower Retirement (formerly Great West), EyeMed Vision Services, Kaiser Permanente, Legal Shield, Montclair Safety Committee, New York Life, Pomona Valley Health Centers, R.P.E.A., Sam's Club, Social Security Administration, Standard Insurance, The Counseling Team, United Mortgage Fund, U.S. Bank, and Wells Fargo Bank.

Employees enjoyed a light lunch and visited the various providers. Employees who visited all 23 vendors received stickers on their "Benefits Passport Card" and were entered into a raffle for various items donated by a number of the provider groups present.

The event went very well, and staff received many compliments from the vendors, as well as the employees, who attended. A special "thank-you" goes to Benefits Coordinator Leslie Phillips for organizing the entire event.



Personnel Officer Gary Charleston and Leadworker Chad Quidor are pictured at the Safety Committee's table

FIRE DEPARTMENT

- On Monday, Fire agencies that responded to the "State Incident" fire participated in an After Action Workshop held in the Emergency Operations Center (EOC). This workshop provided a structured forum where Fire personnel could review and analyze the response to the incident. Benefits of conducting this workshop include:
 - Identification of successes and problems during emergency operations
 - Assessment of response times and company response areas under actual conditions
 - Reinforcement of personnel actions and departmental procedures
 - Assessment of the effects of additional equipment/manpower request on over-all community-wide protection and the effectiveness of back-fill procedures
 - Analysis of the effectiveness of components of the Incident Command System (ICS)
 - Evaluation of tools, equipment, and safety practices
 - Identification of training needs for personnel
 - Assessment of the department's working relationship with outside agencies and other community departments

- Development of a plan for implementing any needed improvements.
- On Thursday evenings from June 2 through July 7, Auxiliary Communications Services (ACS) will be teaching an amateur radio General Class licensing course at the Montclair Community Center. ACS is a volunteer community service organization that provides amateur radio communications support to the cities of Montclair, Rancho Cucamonga, and Upland.

When disasters strike, communication becomes even more critical than usual, but is often disrupted by system overload or equipment outages. That is when trained volunteer amateur radio operators are a priceless asset to the community.

This course will teach you how to upgrade a Technician Class amateur radio license to a General Class license and prepare you for the FCC License Test. The General Class license is the second of three U.S. Amateur Radio licenses. After passing the written exam, the entire range of operating modes and the majority of the amateur spectrum below 30 MHz become available to you. License privileges consist of all VHF/UHF amateur bands and most HF privileges (10 through 160 meters).

There are still spaces available, so sign up today! See the flyer on Page 20 for additional information.

- On Monday May 16, Motorola Solutions installed new components in Montclair Fire Department radios in order to meet new FCC mandates. The radios will be converting to a digital county wide system in the near future.

HUMAN SERVICES DEPARTMENT

- On Wednesday, the Senior Center hosted a Police Appreciation Luncheon. Ten of Montclair's police officers and 150 seniors attended the lunch and were served a delicious meal and cupcakes for dessert. Many of the seniors expressed how grateful they were to have the opportunity to thank our Officers in person for the services they provide to the community.

Photos are included on Page 21.

- The Community Action Committee will sponsor its annual Memorial Day Program on Monday, May 30 at 6 p.m. in the Memorial Garden, adjacent to City Hall. The event will feature the dedication of three new plaques on our Veteran's Memorial, which pays tribute to deceased Montclair veterans from all branches of service whose families have purchased plaques. The event will also include a presentation of colors by the Montclair High School ROTC, patriotic music performed by the Montclair Walker's Choral Group, a barbershop quartet, refreshments, and readings.
- Last Saturday, more than 25 volunteers came out to the Montclair Community Fruit Park and the Montclair Community Garden for three hours of weeding and cleaning at both locations as part of the Second Saturday Gardening Club. Volunteers quickly cleaned all the weeds at the Fruit Park and then moved over to the

Community Garden. There they cleaned weeds from the garden's entryway and between the plots, and also cleared the majority of large weeds on the undeveloped part of the garden.

Special thanks to the members of the Montclair High School Archery Club and Girl Scout Troop 1984 for working incredibly hard!

The Second Saturday Gardening Club will meet next on June 11 from 9 a.m. to noon.

Photos are featured on Page 23.

- Set aside Saturday, June 4 from noon to 6 p.m. for the 4th Annual Country Fair Jamboree.

This year's event at Alma Hofman Park will offer carnival rides and games for kids; a giant Ferris wheel, fiberglass slide, and scrambler ride for adults and kids; a DJ; performances by the bands 80's All-Stars and Suave; pony rides; a petting zoo; a skateboarding competition; food trucks; contests for all age groups; community organizations; special 60th anniversary activities; and much more.

An event flyer is included on Page 22

- The City of Montclair is accepting applications for four (4) vacancies on the Community Action Committee. The term length is four years, expiring on June 30, 2020.

Applications are available at City Hall's front counter during business hours. The application deadline is Thursday, June 2 at 5:30 p.m.

The Community Action Committee is an advisory body to the City Council on matters related to the evaluation of recreational programs. The Committee may propose additional City-approved programs designed to meet the cultural and social needs of the residents.

The Notice of Vacancy can be found on Page 24.

POLICE DEPARTMENT

- Two new Police Officers, Vince Alcala and Alexander Razo, were sworn in to duty on Monday by Police Chief Mike deMoet.

Both Officers graduated from Rio Hondo Police Academy on May 4 as Trainees and started their training with the Department on May 5.

Congratulations, Vince and Alexander!



Pictured from left are Lt. Jason Reed, Lt. Brian Ventura, Officer Vince Alcala, Chief Mike deMoet, Officer Alexander Razo, and Capt. Robert Avels

PUBLIC WORKS DEPARTMENT

Human Services/Recreation Building Fitness Center

- On January 26, 2016, a Notice to Proceed was issued to Rasmussen Brothers Construction, Inc., to begin construction of the Human Services/Recreation Building Improvement Project Phase 2.

Phase 2 construction expands the old weight room from its current size of 420 square feet to roughly 1,150 square feet. Architects were able to convert the former Starlight Patio Theatre stage into additional square footage for the fitness center. This required removal of the stage and construction of a new storefront style window. Fitness Center patrons will benefit from the natural lighting resources as well as a new view.

The new Fitness Center will be equipped with state-of-the-art exercise equipment, overhead television monitors, and a sound system. The contractor is nearing completion; however, the new exercise equipment is not expected to be purchased for several months.

The \$250,000 project is fully funded with Community Development Block Grant funds and is expected to be completed in June 2016.





SUCCESSOR REDEVELOPMENT AGENCY

- Online shopping is reaching such a critical mass with American households that many of the icons of the traditional mall, from Macy's to The Gap and J.C. Penney, face an increasingly uncertain future. A government report dated May 6, 2016, suggested a modestly healthy consumer, with retail sales up 1.3 percent in April. Americans are eating out more at restaurants. They're buying more cars. But the main beneficiaries of spending in the past year have been Amazon, eBay, and other internet behemoths.

Spending at these non-store retailers shot up 10.7 percent from a year ago, the government said in a week when earnings reports showed disturbing drop-offs at Macy's, Kohl's, Nordstrom, and J.C. Penney.

Shoppers who once crowded malls are now ordering on phones, computers, and tablets, siphoning sales from physical stores, which face growing pressure to reinvent their businesses. "Online is cannibalizing the store business," said Marshal Cohen, chief industry analyst at the NPD Group. The magnitude of the change may be just beginning to intensify. Online shopping has attuned customers to focusing on price and hunting for the best bargains, thereby shrinking profit margins at many stores. Retailers have responded by shuttering stores to cut costs, leaving more shopping malls and plazas empty. The result has been a painful upheaval in an industry that employs 15.9 million people.

Online, in the meantime, has been catching up to the general merchandise stores. Back in 2000, for every dollar spent at physical stores, just 30 cents were spent online and at mail-order houses, according to government figures. Now, the online

category makes up nearly 70 cents for every dollar spent at general merchandise stores. "We have yet to learn the ramifications of just how paramount these shifts in consumer behavior are," Cohen said. "This is a cultural shift from the younger generation that is only going to carry forward."

The April retail sales report from the Commerce Department showed uniformly solid growth. It assuaged concerns that an economic slowdown in the first three months of 2016 might have significantly disrupted consumer spending. The gains were not just online. Though internet purchases rose 2.1 percent from March, auto sales jumped 3.2 percent. Clothiers, restaurants, sporting goods stores, grocers, and gas stations also posted gains. Only building materials stores suffered a monthly drop, but their annual sales growth was solid.

Though sales at department stores edged up slightly, they've sunk 1.7 percent over the past 12 months. The shift online points to more disciplined consumers whose collective habits can reshape sales. Impulse buys make up 45 percent of store purchases, for example, but only 23 percent online, according to research at the NPD Group.

At the same time, the improving economy has yet to fully relieve the financial pressures on many Americans. Across the country, households are more reluctant to spend more than they were before Great Recession struck in late 2007.

- As Americans become increasingly invested in health and nutrition, some of the most infamously unhealthy companies are trying to regain their trust by encouraging consumers to eat and buy less junk food.

Mars Foods, a subgroup of chocolate giant Mars Company and maker of brands including Uncle Ben's rice and Dolmio pasta sauce, announced in April, that it would provide customers with guidance on which products should be eaten every day and which should only be consumed occasionally.

Further, Mars actively discouraged consumers from eating some of its products too often—like pasta sauces that are high in sugar—an idea that, at first, seems to run counterintuitive to any business's best interests.

However, Mars Foods isn't alone in this endeavor.

Soda giants Pepsi and Coca-Cola are both using reverse psychology on consumers and shareholders, as well.

While the sheer volume of soda that Americans drink is decreasing (the total volume of soda consumed in the U.S. dropped 1.2 percent in the last year, compared to a drop of 0.9 percent in 2014, according to Beverage Digest's annual report), both soft drink behemoths are quick to emphasize that the number of bottles and cans that consumers are buying is increasing. Companies like Pepsi can make more money selling smaller bottles than they can selling larger ones.

At the same time, cutting down on the size of packaging is key to getting brownie points from nutrition and anti-obesity advocates.

It's a savvy trick: by serving smaller cans and bottles, Pepsi and Coca-Cola are able to fulfill the America Association's pledge to cut calories by 20 percent without necessarily cutting sugar from the recipe.

The trend of publicly proclaiming health initiatives that seem counter-intuitive to companies' goals of selling as many (often unhealthy) products as possible is becoming a common one in the food and beverage industry.

Nestlé and Mars Foods both recently announced plans to cut sodium from their foods, in addition to coming out in support of the FDA's efforts to release new voluntary sodium targets.

Fast-food chains have similarly announced initiatives to remake menus. Chains such as Papa John's, Pizza Hut, and Subway are cutting artificial ingredients from food. Taco Bell stealthily completed an initiative to cut sodium from the menu by 15 percent.

However, for many companies, charging more for less or remixing recipes to boost nutrition isn't enough to boost sales. Instead, these companies are investing in health-centric products that have traditionally stood in direct contrast to junk food.

Less than 25 percent of Coca-Cola's global sales are from soda. Rather, the company is increasingly focusing on healthy snacks and non-carbonated beverages—a process the company calls "future-proofing."

Hershey, best known for its chocolate, has acquired brands such as Krave jerky and launched its own healthy snack line called SoFit. The reasons for the health-centric changes, according to the company, are customers' changing relationship with food, increased interest in ingredients, and the rise of "better-for-you" snacks.

Nestlé is taking the move towards health a step farther, majorly investing in the nutrition and health science business and creating medicines to treat issues such as malnutrition, digestive health, and even acute kidney injury, reports Bloomberg. From 2013 to 2015, the company's nutrition and health category has grown 25 percent in revenue, while its confectionery revenue has dropped 14 percent.

But the apparently altruistic actions may be rooted in the cold, hard reality of sales: many of these companies have suffered.

First, sales have slumped as consumers have moved away from companies' most famous products—soda, chocolate, and other junk food. Second, because of companies' close association with these less-than-healthy products, some consumers have become wary of anything a company sells.

"Better-for-you" options have already proven to be bright spots in the portfolios of companies like Pepsi and Hershey. However, only time will tell if these junk food

giants will be able to divorce themselves from their negative reputations and regain consumers' trust.

- Amazon is close to launching its own recipe delivery service in partnership with Tyson Foods, showing the e-commerce company's growing ambition in the grocery and food business.

Tyson Foods' CEO reaffirmed in an earnings call that it's working with Amazon Fresh on a new chef-inspired, meal kit service called Tyson Taste Makers for launch this fall.

Tyson Foods' CEO didn't share any more details around Taste Makers, but based on the description of the food line and previous comments made regarding the partnership between Tyson Foods and Amazon Fresh, the new service sounds like a ready-to-cook ingredients delivery service, akin to Blue Apron and HelloFresh.

Taste Makers would be Amazon's latest effort to win more shares in the massive food and grocery market. Since its 2007 beta launch in Seattle, the Amazon Fresh grocery delivery service started expanding to other cities in 2013, including New York, Los Angeles, and Philadelphia. It delivers thousands of products from fresh fruit and meat to milk and ice cream, and costs \$299/year.

Expanding into the recipe delivery market would be a nice way for Amazon to reach the younger, upper-income market that's increasingly finding similar services useful. Blue Apron has raised over \$190 million and is now worth \$2 billion, while HelloFresh is now worth \$2.9 billion.

That will only help Amazon become a bigger player in the U.S. food and beverage industry. According to Cowen & Co.'s recent report, Amazon is expected to sell \$23.2 billion worth of grocery products by 2021, nearly triple what it is forecast to sell this year, making it the 7th largest food and beverage retailer in the U.S.

ECS:spa

"A hero is an ordinary individual who finds the strength to persevere and endure in spite of overwhelming obstacles."

~ Christopher Reeve

MAY 2016

REMEMBER THOSE WHO SERVED



ALL GAVE SOME, SOME GAVE ALL

22-25	International Council of Shopping Centers (ICSC) Las Vegas Convention Center	
23	Planning Commission Meeting Council Chambers	7:00 p.m.
30	Memorial Day – City Offices Closed	
30	Memorial Day Program – Civic Center Memorial Garden	6:00 p.m.
31	City Manager’s Staff Meeting City Hall Conference Room	9:00 a.m.



*ACS Serves the Cities of Montclair,
Rancho Cucamonga, and Upland*



This course will teach you how to upgrade your Technician Class amateur radio license to a General Class license and prepare you for the FCC License Test.

The General Class license is the second of three U.S. Amateur Radio licenses. To upgrade to General Class, you must already hold a Technician Class license (or have recently passed the Technician license exam).

After passing the written exam, the entire range of operating modes and the majority of the amateur spectrum below 30 MHz become available to you. License privileges consist of all VHF/UHF amateur bands and most HF privileges (10 through 160 meters).

Sign Up Today!

Amateur Radio General Class License Course

Auxiliary Communications Service (ACS)

Registration

Visit the Montclair Recreation Center and fill out a Registration Card.
5111 Benito Street
Montclair, CA 91763
Phone: 909-625-9479

Questions about Class

E-mail:
classes@tricityacs.net

Dates

June 2, 2016, 7-9 p.m.
June 9, 2016, 7-9 p.m.
June 16, 2016, 7-9 p.m.
June 23, 2016, 7-9 p.m.
June 30, 2016, 7-9 p.m.
July 7, 2016, 6:30-9 p.m. (licensing test)

Location

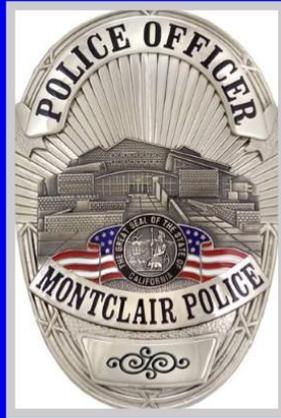
Montclair Community Center — Room B
5111 Benito Street, Montclair, CA 91763

Cost

Class - Free
Book - \$35
(Pay first night of class)
Test - \$15
(Pay the night of test)



Senior Center's Police Appreciation Luncheon



60th Diamond Anniversary
1956 - 2016
MONTCLAIR

4th Annual

Country Fair

FAMILY FUN!

JAMBOREE

GAMES ★ FOOD TRUCKS ★ PETTING ZOO ★ RIDES ★ PIE EATING
PONY RIDES ★ SKATEBOARD COMPETITION ★ ENTERTAINMENT
SPLASH PAD ★ FREE 60TH ANNIVERSARY CELEBRATION ACTIVITIES

SATURDAY, JUNE 4, 2016

12 - 6 PM

**ALMA HOFMAN PARK
5201 BENITO ST.**

*Event parking available at Our Lady of Lourdes Church.
Do not park at Montclair Town Center.*



80's ALL-STARS
PERFORM AT
1 PM

FUN CONTESTS
FOR ALL AGES
PRESALE CARNIVAL WRISTBANDS
AVAILABLE AT SELECT LOCATIONS.
VISIT WEBSITE FOR INFORMATION.

SUAVE
PERFORMS AT
4:30 PM

Full event information at: www.cityofmontclair.org/countryfairjamboree

Montclair's Country Fair Jamboree is sponsored by:



Monte Vista Water Board
Vice President
Tony Lopez
County Commissioner
BENJAMIN LOPEZ
Proudly Support Montclair!



FOR MORE EVENT
INFORMATION CALL

(909) 625-9479



FOR VENDOR AND SPONSORSHIP INFORMATION
CALL THE MONTCLAIR CHAMBER OF COMMERCE

(909) 985-5104

2nd Saturday Gardening Club

May 14, 2016



Fruit Park



Community Garden



Save the date for
June 11, 2016 &
join us!



Notice of Vacancy

The City of Montclair
Invites You to Become Active in Your Community

There are four (4) vacancies on the Community Action Committee

Committee's Purpose: To serve as an advisory body to the City Council on matters related to the evaluation of recreational programs and to propose additional City-approved programs designed to meet the cultural and social needs of the residents of the community.

Qualifications: Members must be residents of the City of Montclair.

Meetings: Montclair City Council Chambers
5111 Benito Street, Montclair
First Wednesday of each month at 7:00 p.m.,
except during the months of July and August
when the Community Action Committee is dark.

Length of Term: Four (4) years - Term expires June 30, 2020.

Stipend: \$50 per meeting attended

Applications are being accepted in the City Clerk's office until 5:30 p.m. on Thursday, June 2, 2016.

Application forms are available at City Hall, 5111 Benito Street, Montclair, or by calling (909) 625-9416.