



July 14, 2016

TO: Honorable Mayor and City Council

FROM: Edward C. Starr, City Manager 

SUBJECT: CITY MANAGER'S WEEKLY REPORT: July 1-14, 2016

CITY MANAGER/ADMINISTRATIVE SERVICES DEPARTMENTS

- As part of the City of Montclair's 60th Anniversary Celebration, the *City Manager's Weekly Report* is featuring stories on people, places, and events in Montclair's history. The following information provides a glimpse into the history of the Mission Tiki Theater.

Originally called "The Mission" for its location on Mission Boulevard, the Mission Tiki Theater opened in 1956 as a single-screen drive-in theater during the height of the drive-in craze in the United States. Originally founded by William Oldknow and Jack Anderson, the theater later became part of the De Anza Land and Leisure Corp., a family-run holding group created by William Oldknow.

While the Mission Tiki Theater was the second drive-in to open in Montclair, the original was Valley Drive-In which opened in 1948, the theater quickly became a popular hangout for locals and visitors alike. At its opening, the Mission Tiki Theater was said to be the third-largest drive-in in Southern California, capable of accommodating up to 1,350 cars. The theater eventually expanded, and, in 1975, the original single screen was demolished and replaced by four state-of-the-art screens.

In the early 1960's, the Mission Tiki Theater began holding open-air markets, commonly known as "swap meets," during the day on weekends. The popularity of these swap meets exploded and brought people and vendors from across Southern California.

Although the Mission Tiki Theater was never forced to close its doors like so many of its contemporaries, declining ticket sales and years of neglect did result in its fall from grace.

In 2006, Teri Oldknow, the daughter of William Oldknow, began an extensive refurbishment of the Mission Tiki Theater, upon completing a similar refurbishment project at the nearby Rubidoux Drive-In Theater, also owned by the Oldknow family. Oldknow spared no expense refurbishing the theater and insisted upon a tiki theme to further the nostalgic feel of the exotic 1950's.

The refurbishment began with upgrading the decades old speaker boxes to the latest in state-of-the-art FM transmitters, which allows customers to experience sound through their own car stereos, and by upgrading to Technalight project screens, which have increased the brightness and picture quality. The parking lot was completely repaved and existing ticket booths were transformed into tiki huts. Moai statues were placed throughout the drive-in to complete the Tiki theme.

The refurbishment of the Mission Tiki Theater has not only resulted in its increased popularity once again, but it preserves a bygone era for future generations to enjoy.



Early photo of the Mission Drive-In circa late 1950's

- On June 22, the Monte Vista Water District (MVWD) Board of Directors rescinded its Significant Water Supply Shortage declaration while reinforcing the need for community members to continue their successful conservation efforts. This action was in response to changes in state emergency regulations allowing water agencies to confirm reliable water supplies in an ongoing drought. MVWD and its local partners were able to certify a drought-resilient, long-term water supply due to past infrastructure investments and the increased efficiency of customers' water use habits.

Between June 2015 and May 2016, MVWD customers reduced water use by 22 percent compared to 2013, meeting their state-mandated reduction goal. Longer-term customers have reduced water use by nearly 40 percent over the past decade, responding to the MVWD's active promotion of water-use efficiency through the implementation of budget-based tiered rates and permanent water-use requirements.

Due to improved statewide drought conditions, the State Water Resources Control Board in May changed conservation requirements allowing water agencies to set their own conservation standard based on water supply availability. MVWD, in partnership with local agencies, submitted information demonstrating that past investments in, and proper management of, drought-resilient water sources (such as groundwater and recycled water) resulted in surplus supplies being available even under ongoing drought conditions.

MVWD customers must continue to follow mandatory, year-round water use efficiency best practices, including:

- Watering only between 8 p.m. and 8 a.m. for no more than 15 minutes per day per valve
- No run-off
- No watering during and after rain
- Repair all system leaks
- Use shutoff nozzles to wash vehicles, or use a commercial car wash
- No hosing down pavement

MVWD will continue to enforce these common sense measures to eliminate water waste, as well as provide programs and services to help customers use water as efficiently as possible.

On June 22, the Board of Directors also adopted its 2015 Urban Water Management Plan, which demonstrates that the District has sufficient supplies to meet projected demands for the next 25 years, even under drought conditions. Both MVWD's plan and drought certification can be viewed on its website.

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

- Roughly 5,000 drivers became the state's first guinea pigs to test out a new revenue pilot program meant to replace the gas tax, according to representatives from the California Department of Transportation.

Rather than paying at the pump, the pay-by-the-mile program offers volunteers six different ways to report their mileage and pay for using state roads. Though no actual money will be exchanged between the volunteers and the state, the pilot will give Caltrans valuable insight into whether a road charge program is a viable way to generate revenue.

It's all part of an effort to stem the loss of dwindling gas tax funds, which have been falling over the past decade as fuel efficiency standards increase and as more and more people switch to hybrid or electric vehicles.

The fuel excise tax funds approximately \$2.3 billion in road repairs but leaves about \$5.7 billion in unfunded maintenance each year. Despite population growth, the excise tax on diesel fuel, coupled with the base excise tax on gasoline, fell from \$3.36 billion in fiscal year 2004-05, or \$4.13 billion in 2015 dollars if adjusted for inflation, to \$3.05 billion in fiscal year 2014-2015, according to data provided by Caltrans.

By 2030, the California Transportation Commission estimates that as much as half of the revenue that could have been collected will be lost to fuel efficiency.

The pilot program attempts to make up for this funding shortfall by charging cars, not by the amount of gasoline each vehicle consumes, but by the miles each vehicle travels. Roughly 7,800 people signed up to participate, but only 5,000 were chosen.

The aim of the pilot program is to understand how the proposed road charge might impact different segments of the population—whether it will disproportionately impact low-income residents, for example, or rural drivers more than urban ones.

There are also various ways to report mileage. Drivers have the option of purchasing a permit for a set period of time or for a specified number of miles. They can also make payments based on odometer readings.

Alternatively, drivers can plug in a device to their car, with the option of turning on a location-tracking system; report miles via a smartphone app; or report miles using their car's built-in GPS technology.

The program also includes some out-of-state volunteers so the pilot can incorporate information about how the road charge will impact visitors to California.

The various tracking methods were designed to accommodate differing concerns from participants in the California Transportation Commission's technical advisory committee, such as enforcement, privacy, administrative costs, and equity.

The 9-month pilot program will culminate in a report to the state legislature, which will ultimately decide whether to pursue the road charge program.

SIX WAYS TO count mileage:

- Time permit: Drivers "purchase" a permit for unlimited road use in the state over specified time period.
 - Mileage permit: Drivers "purchase" a block of miles based on their expected use of state roads.
 - Odometer charge: Drivers "make payments" based on periodic manual odometer readings.
 - Plug-in device: The device plugs into the car and reports mileage, with the option of collecting location-based data.
 - Smartphone app: Reports miles using a smartphone app, with a location-based data collection option.
 - Car's GPS technology: Uses the vehicle's built-in location-based data technology to report mileage.
- This weekend, you might have noticed some people—more than usual—wandering around staring at their phones or congregating in certain areas. To the untrained eye, it might just look like a group of lost individuals trying to follow a digital map to their next location, or a group of people up to no good.

However, those playing Pokémon Go could tell what was going on. Since its initial rollout on July 6th as a video game and augmented reality app, Pokémon Go already has more installs than Tinder and more daily mobile users than Twitter and SnapChat (both popular social media apps).

So what is Pokémon Go?

Pokémon or Pocket Monster is a popular Nintendo franchise that began in the early 1990s as a pair of video games for the original Game Boy, developed by Game Freak and published by Nintendo.

The franchise now spans video games, trading card games, animated television shows and movies, comic books, and toys. Pokémon is the second-most successful and lucrative video game-based media franchise in the world, behind only Nintendo's *Mario* franchise.



Group of Pokémon

The Pokémon video games take place in a world populated by exotic powerful creatures—they can look like rats, snakes, dragons, dinosaurs, birds, eggs, trees, and even ghosts. There are various types of Pokémon including grass, water, fire, electric, etc.

In this world, people called "trainers" travel around the globe to tame these creatures and use them to fight other trainers and their Pokémon at gyms in order to receive badges and gain experience. The trainer's goal is to "catch 'em all," as the franchise's slogan suggests, and become a Pokémon master by defeating prestigious trainers known as gym leaders and the Elite Four.

Unlike previous Pokémon games, Pokémon GO is not for Nintendo's handheld consoles; it is a free download for Android and iOS devices.

In simple terms, Pokémon Go is a game that uses your phone's GPS and clock to detect where and when you are in the game and make Pokémon "appear" around you (on your phone screen) so you can go and catch them.



A wild Venonat in the Mayor's office

As you move around, different and more types of Pokémon will appear, depending on where you are and what time it is. If you're at the park, more bug and grass types appear. If you're by a lake, more water types appear. If it's night, more nocturnal ghost and fairy types appear. The idea is to encourage you to travel around the real world to catch Pokémon in the game.

Pokémon Go has PokéStops and PokéGyms where players can meet and gain items to further their quest. These PokéStops and PokéGyms are located at real-world locations such as museums, local landmarks, public buildings, and even the White House. Players can battle one another at these gyms or collect special items such as potions and Pokéballs (items used to capture Pokémon) at PokéStops.

The Montclair Civic Center has been graced by the presence of three of these PokéStops and one PokéGym. Typically, PokéStops and PokéGyms tend to be spread far apart from each other; and the presence of one, two, three, or four (such as in the case of the Montclair Civic Center) is a rarity in the game. Naturally, players are attracted to the Montclair Civic Center given its unusually high level and close proximity of PokéStops and a PokéGym.



Individuals playing Pokémon Go at the Montclair Civic Center (photo, left, and in-game shot of location, right)

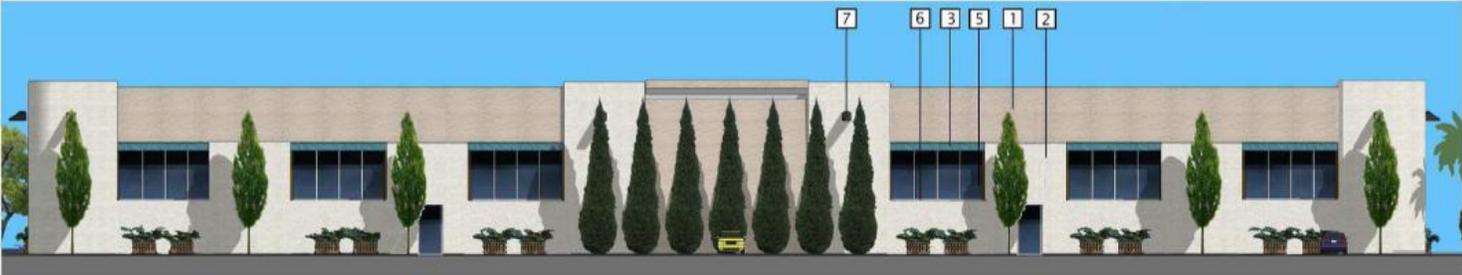
With the booming popularity of this game, residents should keep the following safety tips in mind:

- Be aware of increased pedestrian activity when driving
- Do not play the game while operating a motor vehicle or riding a bicycle
- Be mindful of private property when hunting for Pokémon
- Avoid traveling alone at night when playing the game
- Avoid hazards like roadways, drop-offs, and waterways
- Be cautious of who you share your location with

So the next time you see a group of individuals staring at their phones, be it at the park, shopping center, or the Montclair Civic Center, more than likely they will be playing Pokémon Go.

COMMUNITY DEVELOPMENT DEPARTMENT/ECONOMIC DEVELOPMENT

- In the last two weeks, two new development projects have been granted approval to move forward to construction. On June 27, the Planning Commission unanimously approved a commercial industrial development at the northeast corner of Brooks Street and Ramona Avenue, extending to 4500 Block of Holt Boulevard. The proposed development consists of:
 - Two industrial buildings (facing Brooks Street) totaling approximately 42,818 square feet in building area:



NORTH ELEVATION PROPOSED



WEST ELEVATION PROPOSED

Two 3,000 square foot restaurant buildings facing Holt Boulevard



NORTH ELEVATION PROPOSED



WEST ELEVATION PROPOSED

- On July 5, the City Council granted design approval for the Vista Court residential development at 8949 Monte Vista Avenue (site of the former Grease Monkey oil change business). Vista Court will have 23 market rate apartment units, and it is the third development project to be approved within the emerging Transit Oriented District (TOD) as envisioned by the North Montclair Downtown Specific Plan.

When completed, the Vista Court project will complete the development of an entirely new streetscape along the east side of Monte Vista Avenue between Moreno Street and Arrow Highway.



VIEW FROM NORTH



VIEW FROM SOUTHWEST CORNER



VIEW FROM MONTE VISTA



VIEW FROM PRIVATE ROAD

- Traditional retail is having a tough go of it lately. Declining sales, pressure from online stores, and the fickle tastes of young people have all pressured the old guard of shopping.

On Tuesday, Bank of America Merrill Lynch had some more bad news for the mall stalwarts. No one wants to buy goods anymore.

Using the aggregated data of Bank of America (B of A) debit and credit card holders, analysts have identified a growing trend in customers' spending habits. Instead of purchasing goods, more and more Americans are putting their incomes toward experiences.

The data showed the following changes in consumer spending: softening of housing-related items; a continuing shift away from department stores and teen and young adult clothing; strengthening in sporting goods; and increased spending on travel and restaurants.

This is certainly something that has been pointed out before by industry analysts, but the B of A data is especially interesting as it tracks actual spending at point of sale rather than relying on a survey.

Based on the data, spending at department stores such as Macy's and Nordstrom has declined 4.0 percent, reiterating the downward trend for the group. This follows survey data last month from Morgan Stanley that found retail sales were down 3.9 percent from a year ago in May.

Spending is also down 4.6 percent at teen and young adult stores, 3.6 percent on home goods, and 3.0 percent on electronics.

Sales of home goods is particularly interesting considering that the housing market has seen some strength in the past few months, with existing home sales hitting a 9-year high in May despite supply issues percolating in the market.

The data suggests evidence that spending related to the home has weakened—sales at furniture and home goods stores are declining on a year-over-year basis, down 0.5 percent and 3.6 percent, respectively, after solid gains over the prior 5 years.

Similarly, spending at home improvement stores has been sluggish since the start of the year, although there was an uptick in June.

The big winners, according to the B of A data, were businesses associated with activities and experiences

On the upside, sporting goods stores look strong, and the travel-related components—airlines and lodging—are seeing continued gains.

Consumers are also still going to restaurants and bars, with spending up 5.8 percent year-over-year, compared to the prior 5-year average of 6.7 percent.

FIRE DEPARTMENT

- City employees representing all Departments participated in a Standardized Emergency Management System (SEMS) Introductory course held on June 29. SEMS is the cornerstone of California's emergency response system and the structure Montclair will use when responding to major emergencies/disasters. The system unifies all elements of California's emergency management community into a single integrated system and standardizes key elements.

The main topics discussed in this course were:

- Incident Command System (ICS)
 - Multi-/Inter-Agency Coordination
 - Mutual Aid
 - Operational Area (OA) Concept
 - The various roles City employees play in SEMS as Disaster Service Workers (DSWs).
- On July 10, Battalion Chief David Pohl, Fire Captains Ed Cook and Chris Jackson, Fire Engineers Brian Cizek and Rusty Vidal, and Firefighter/Paramedics Christian Noboa and Ben Garcia responded to a reported structure fire at Moreno Street and Ramona Avenue. Heavy, dark smoke could be seen coming from the structure's roof, which necessitated a majority of the ceiling to be removed in order to attack the fire.

The structure was given an all clear after a thorough search was conducted. There were no reported injuries, and the cause of the fire is under investigation.





Fire Captain Ed Cook (left) and Fire Engineer Brian Ciszek

HUMAN SERVICES DEPARTMENT

- Last Wednesday, the Senior Center hosted its monthly birthday party in the Community Center. The western-themed event was attended by over 250 seniors and included lunch, birthday cake, and ice cream.

Police Chief Rob Avels was introduced by Council Member Trisha Martinez as Montclair's new Chief of Police, followed by congratulations and photo opportunities with the Chief.

Senior Center volunteer Dee Copeland organized a photo display of the seniors' fathers or a special father in their lives. All the men in attendance were invited to have their pictures taken, and all received a flashlight.

Photos are included on Page 20.

- Yesterday, the Senior Center celebrated the 30th anniversary of the Montclair Walkers Program. Director of Human Services Marcia Richter, as Medical Services Coordinator, began coordinating the small group of walkers in early 1986 when they walked outdoors in Montclair. They continued walking outside until that summer, when the temperatures became intolerable. That is when the group of approximately 20 members took to walking inside cool Montclair Plaza.

Today, the group has over 400 participants. With the motto of "Walking for Health and Fun," the members meet three mornings a week to walk the upper level of Montclair Place. The group has walked over 749,867 miles in the past 30 years! The person who walked the most miles in 2015 was Alicia Sugarman, with a total of 552 miles.

Over 150 participants attended yesterday's event, including Mayor Paul Eaton and First Lady Ginger Eaton, Police Chief Robert Avels, and Director of Human Services and Montclair Walkers founder Marcia Richter. A special recognition was given to the group's sponsors, Inter Valley Health Plan and Montclair Place.

Event entertainment was provided by Benn Clatworthy, an impressive modern jazz tenor player who played with the famous Jimmy Cleveland, The Los Angeles Philharmonic Orchestra, The Temptations, The Platters, The Coasters, and Cyndi Lauper. Food was provided by Buca di Beppo.

Photos are shared on Page 21.

- On June 30, the Senior Center arranged a short trip to Chino to welcome the long-awaited arrival of the Mobile Vietnam Memorial Wall that was on display at Ruben S. Ayala Park until July 5.

Residents and others from surrounding cities lined Central Avenue to cheer the Vietnam Veterans in the parade and show their respect for the Memorial Wall.

Veterans and their spouses, along with the spouse of a prisoner of war, who were on board the Golden Express were thanked for their service and sacrifice.

Photos are shared on Page 22.

- The 2016 Summer Concert Series ended its run with performances by The Silverados on July 5 and Mariachi El Aventurero on July 12.

Photos are shared on Page 19.

Next week, summer entertainment continues with movies in the park. The movies are sponsored by the Montclair Police Department and will be shown at Alma Hofman Park at dusk (around 8 p.m.)

Come out and enjoy!

The schedule is:

July 19	<i>Inside Out</i> (G)
July 26	<i>The Peanuts Movie</i> (PG)
August 2	<i>Star Wars: The Force Awakens</i> (PG-13) (National Night Out)

POLICE DEPARTMENT

- As you know, Mike deMoet retired from his position as Chief of Police on June 30. The first picture, below, was taken during the presentation to Chief deMoet of a shadow box of badges from each of the San Bernardino County Police Chiefs and the County Sheriff. Chino Chief Karen Comstock as Vice President of the County Chiefs and Sheriff Association made the presentation.

The second picture is of a belt buckle custom-made from a chief's badge—a gift from the command staff and select department personnel.

Best wishes to Mike for a long and happy retirement!





With Mike deMoet's retirement, I am happy to report that, effective July 1, Montclair has a new Chief of Police: Robert Avels, appointed from the position of Police Captain.

Chief Avels took his oath of office at the July 5 City Council meeting and was sworn in by his wife, Monica. Their three daughters, Isabel, McKayla, and Jocelyn, had the pleasure of pinning the "Chief" badge to his uniform.



Chief Avels is surrounded by the beautiful women in his family as Mayor Eaton looks on



Chief Avels is pictured in the center with his immediate and extended family members

PUBLIC WORKS DEPARTMENT

- Effective July 1, 2016, Public Works Director/City Engineer Michael Hudson has been appointed Chair of the San Bernardino Associated Governments Transportation Technical Advisory Committee. The appointment is effective through June 30, 2017.

The purpose of SANBAG's Transportation Technical Advisory Committee, or TTAC, is to function in an advisory capacity to SANBAG staff and the SANBAG Board of Directors. SANBAG's TTAC was formed by SANBAG management to provide input to SANBAG staff on technical transportation-related matters and formulation of transportation-related policy recommendations to the SANBAG Board of Directors.

The Committee is also intended to provide an opportunity for SANBAG staff to meet regularly with technical staff of member jurisdictions to provide and obtain information on plan development and implementation; capital programs development and approval; funding issues and opportunities from local, state, federal, and private sources; and issues of multijurisdictional interest associated with delivery of transportation improvements.

Topics on the committee agendas commonly include reports on regional transportation plan development; state and federal funding requirements and local assistance procedures; fund allocation and programming; and issues associated with SANBAG’s Measure I programs, Nexus Study, and Congestion Management Program.

Committee membership consists of a primary staff representative of each SANBAG member agency designated by the City Manager or County Administrative Officer. Members are individuals who are most knowledgeable about the transportation issues and needs of their jurisdictions. Members also have the capacity to communicate important policy implications to city/county management and ensure that the agency’s appropriate personnel participate in SANBAG meetings.

ECS:spa

"Summer will end soon enough, and childhood as well."

~ George R. R. Martin

JULY 2016

		
18	Real Estate Committee Meeting City Hall Conference Room	5:30 p.m.
18	Code Enforcement/Public Safety Committee Meeting City Hall Conference Room	6:15 p.m.
18	City Council Meeting Council Chambers	7:00 p.m.
20	Safety Committee Meeting City Hall Conference Room	10:30 a.m.
21	Public Works Committee Meeting City Hall Conference Room	4:00 p.m.
25	Planning Commission Meeting Council Chambers	7:00 p.m.
26	City Manager’s Staff Meeting City Hall Conference Room	9:00 a.m.

Summer Concert Series

THE SILVERADOS



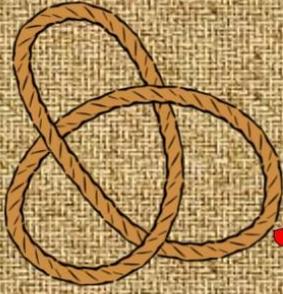
July 5, 2016

Mariachi El Aventurero

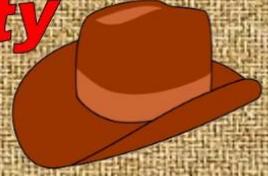


July 12, 2016

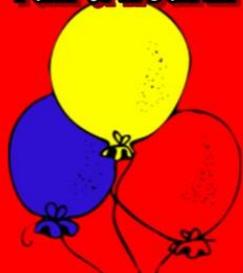




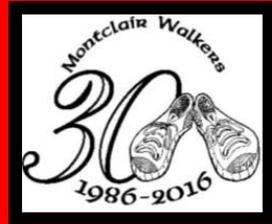
Senior Center June Birthday Party



Walking for
Fun & Health



*The Senior Center
Celebrates the
30th Anniversary
of the
Montclair Walkers Program*





Senior Center Participants Welcome The Mobile Vietnam Memorial Wall

