



November 9, 2016

**TO:** Honorable Mayor and City Council

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

**SUBJECT:** CITY MANAGER'S WEEKLY REPORT: November 4-9, 2016

---

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

- On behalf of Montclair City staff, I extend sincere congratulations to Mayor Pro Tem Carolyn Raft and Council Member Javier "John" Dutrey on their re-elections to the Montclair City Council. A date in December will be set for the swearing-in ceremony after the County releases the certified election results at the end of the month, at which time the City Council will accept and ratify the results.

Over the next two years, the City Council looks forward to the renovation of Montclair Place; developing funding for Gold Line light rail service to the Montclair Transcenter; continuing development in the North Montclair Downtown Specific Plan area including new retail, restaurants, and housing projects; new retail, housing, and industrial projects throughout the City; roadway and infrastructure improvements, including reconstruction of roads in designated residential neighborhoods; median island improvements along Central Avenue and the north Montclair area; construction of the Monte Vista Avenue Grade Separation Project; initial phases related to reconstruction of the Central Avenue Bridge; initial phases related to widening of the I-10 Freeway to accommodate eastbound and westbound express lanes; initial phases related to widening of the Monte Vista Avenue bridge and roadway at the I-10 Freeway; reconfiguration of I-10 Freeway on- and off-ramps; renovation of City facilities; and other projects as determined by the City Council.

Below are the final unofficial results of the 2016 City of Montclair General Municipal Election for two City Council seats.

Candidate	Vote Count	Percent
JULIET OROZCO	1,567	16.45%
<b>JAVIER "JOHN" DUTREY</b>	<b>2,395</b>	<b>25.14%</b>
<b>CAROLYN M. RAFT</b>	<b>2,545</b>	<b>26.71%</b>
IDA ALLEN	1,106	11.61%
BENJAMIN LOPEZ	1,915	20.10%
Total	9,528	100.00%

- California exports sagged in September, deflating momentum and optimism prompted by a strong rally in Golden State shipments abroad in August.

California businesses shipped merchandise valued at \$13.65 billion in September, down nearly 3.5 percent from \$14.13 billion in September 2015, according to Friday's report by Beacon Economics, a consulting firm with offices in the Bay Area and Los Angeles.

Beacon breaks out California numbers from U.S. Commerce Department data.

September was a setback from August, when California exports were valued at \$14.12 billion, a robust 6.7 percent increase from \$13.24 billion in August 2015. That also represented the first year-over-year monthly gain since April 2015.

California's exports of manufactured goods in September dropped by 10.3 percent, to \$8.18 billion (from \$9.12 billion one year earlier). Exports of non-manufactured goods—chiefly agricultural products and raw materials—edged up 1.8 percent, to \$1.68 billion (from \$1.65 billion). Re-exports jumped 12.8 percent to \$3.79 billion (from \$3.36 billion).

September saw a particularly sharp fall-off in overseas shipments of aerospace equipment and chemicals, both of which normally rank among the state's leading exports.

In its report and analysis, however, Beacon added that it believes "September's year-over-year drop in both nominal and seasonally adjusted terms was an anomaly, and the state's export trade has already resumed a growth trajectory."

On the import side, California took in \$34.76 billion in goods in September, down 2.4 percent from \$35.61 billion in the same month last year.

Some goods entering California go to other states, so exports are considered a more accurate measure of the state's trade health.

## **COMMUNITY DEVELOPMENT DEPARTMENT/ECONOMIC DEVELOPMENT**

- Home sales throughout Southern California in September dropped 9.5 percent over the previous month, affected by rising prices, lower inventory and a seasonal drop in transactions, according to property analyst CoreLogic.

There were 20,927 new and used homes sold last month in San Bernardino, Riverside, Los Angeles, Orange, San Diego, and Ventura counties, down from 23,120 sales in August, according to CoreLogic, which uses recorded sales of new or resold houses and condo sales for its data.

Sales were down 0.8 percent from September 2015. As sales dropped, so did the average median price of a Southern California home, \$460,000 for September, down 1.1 percent from \$465,000 in August.

The Inland numbers followed suit.

In Riverside County, 3,424 sales in September represented a 9.6 percent drop from August. San Bernardino County had 2,602 home sales, a drop of 10 percent over the previous month.

The month-over-month median price for a Riverside County home dropped 1.3 percent, to \$334,500 in September; while in San Bernardino County the median price rose 6.5 percent, to \$298,250 in September, the only Southern California county with a median price increase. It may be a catch-up; San Bernardino County median prices had been lagging behind other Southern California counties for the past couple of months. Riverside and San Bernardino counties have, respectively, the second-lowest and lowest median prices in Southern California.

Year-over-year, Riverside County home sales were down 0.6 percent from September 2015, with the median price up 6.2 percent. San Bernardino County home sales were up nearly 2 percent, with an 11.1 percent median price increase.

Coastal county September median prices were topped by \$640,000 for Orange County, with San Diego County the lowest for a county with ocean beaches, at \$495,000.

Sales of newly built homes and condos in Southern California were about 49 percent below long-term averages for the month, while re-sales were closer to the historical mark at 4.7 below average.

- Instagram announced on Tuesday that it is testing a new feature that will allow you to shop for products direct from the app.

Starting next week, 20 US-based retail brands, including Warby Parker, J.Crew, and Levi's, will trial the feature in the U.S, which overlays a "Tap here to view products" call-to-action button on their photos.

Users tapping on the button will see the names of the products in the image and their prices. Users can also click through to see a more detailed product description and, if they are interested, they can click "shop now" to be directed to the retailer's website.

Instagram's director of market operations told Business Insider the new feature was launched to reflect the way people are already using the app. Internal research shows 50 percent of Instagram users follow a business on the app, while 60 percent say they have discovered new products and services on Instagram.

For now, the 20 test retailers won't need to pay to use the shopping feature, but Instagram is exploring adding advertising elements to it—most likely letting retailers push their product photos to users who are not following their accounts.

Other features to come will likely include a "save product for later" function and the expansion of the service to more brands in more geographies.

However, Instagram isn't looking to take an affiliate fee from sales of products that can be directly attributed to the app's shopping function—at least not yet.

Instagram parent company Facebook has also been ramping up its commerce efforts recently. It launched the Craigslist-like Marketplace feature last month, it introduced payment functionality into the Messenger app to allow retailers to sell items directly in chats, and it is experimenting with letting page owners tag products in photos.

All these efforts mark Facebook's second big stab at commerce.

Back in 2012, Facebook's first generation of stores within the service were panned—with Gamestop, JC Penney, Nordstrom, and Gap among the retailers that opened Facebook stores only to quickly close them after they didn't lead to significant sales. In 2011, Facebook shut down its daily deals service just 4 months after launch.

What's changed? Facebook's apps are far larger and used more often than they used to be. When Facebook acquired Instagram for \$1 billion in 2012, it had just 30 million users. Now it has more than 500 million monthly active users.

Plus, people are now far more comfortable now about shopping on their mobiles—where the majority of Facebook use takes place. EMarketer predicts U.S. retail m-commerce (mobile commerce) sales will increase 39.1 percent year-on-year to \$123 billion in 2016.

## FIRE DEPARTMENT

- On Monday, November 7, Justin Montoya was introduced at Montclair's City Council meeting as the City's newest Firefighter/Paramedic, effective October 31.

Justin graduated from Chino High school in 2001. During his senior year, he attended the Baldy View ROP EMT Program. After graduation, he was hired by American Medical Response and worked as an EMT for 6 years prior to attending Crafton Hills College's paramedic program. In 2008, Justin graduated at the top of his class from Victor Valley College Fire Academy. In 2010, he became a firefighter/paramedic for the San Bernardino County Fire Department in the Devore/Lytle Creek area. He worked in this capacity for four years. Prior to joining the Montclair Fire Department, Justin was a fire fighter for the Big Bear Fire Department.

Justin is grateful for this opportunity and is also looking forward to providing quality service to the residents of Montclair.

Family members and co-workers were present to congratulate Justin on his October 31 appointment. Welcome to the City of Montclair, Justin!



Justin is pictured in the back row, center, along with his co-workers

## **HUMAN SERVICES DEPARTMENT**

- Starting on Monday, through Thursday, December 15, the Human Services Department will be sponsoring its Annual Canned Food and Toy Drive. Employees and the community are encouraged to donate to this worthy cause.

For the health and safety of those receiving food baskets, we cannot accept outdated, dented, or bulging cans—or open packages. Toys must be new and unwrapped.

Marked collection bins will be located in the Recreation Center, Youth Center, Senior Center, City Hall lobby, Fire Station 1, and the Police Department. Collected food and toys will be distributed to needy Montclair residents during the 2016 Holiday Toy and Food Basket Program.

## **POLICE DEPARTMENT**

- Last week, Police Department sworn personnel and Reserve Officers received in-house, POST-mandated Arrest & Control, Carotid Restraint, and Mobile Field Force training for its sworn personnel. This type of training is also referred to as "perishable skills," so named because their effectiveness depreciates over time unless practiced regularly. It is vital that the perishable skills training requirement is met every two years to keep police officers properly prepared at all times for the safety of our community.

The in-house perishable skills instructors are: Sergeants Steve Griffin, John Minook, and Andy Graziano; Detective David Taylor; and Officer Eric Rivera.

Another 10 hours of perishable skills training for the second group of Officers will be held at the beginning of December.

The photos (below) were taken at the Mobile Field Force portion of the training.



- On Monday, recently promoted Lieutenant Matt Borra and Sergeant Andy Graziano received formal recognition at the City Council meeting.



Pictured L-R are: Sgt. Andy Graziano, Chief Robert Avels, Lt. Matt Borra, Lt. Brian Ventura, and Lt. Brandon Kumanski

In the above photo, if you are wondering why the Command Staff is looking bewhiskered, it is only the beginning of a month-long quest to grow facial hair for *No-Shave November*, Men's Health Awareness Month, from November 1-30.

In *No-Shave November*, men embrace their hair, which many cancer patients lose with cancer treatments. Participants donate the money typically spent on shaving and haircuts to educate about cancer prevention, saving lives, and aiding those fighting the battle.

In order for Police Department personnel to participate, they need to make a monetary donation in support of Loma Linda University Medical Center, directly on its website at <https://advancement.lluhealth.org/make-a-gift>.

## **PUBLIC WORKS DEPARTMENT**

### **Annual Tree Lighting**

- In preparation for the City of Montclair's Annual Tree Lighting Ceremony on Thursday, December 1, the Human Services and Public Works Departments have once again contracted with West Coast Arborists (WCA) to decorate the large pine tree in front of the Youth Center. The tree has grown so tall that the City's equipment no longer reaches the top.

Two years ago, the City made the smart move from power-hungry incandescent lights to LED. The incandescent lamps, based on the quantity of strings needed to cover the tree, used a significant amount of power, and finding enough circuits and outlets to run all the lights for the tree and ground decorations was always a challenge. Most commercial incandescent outdoor C9 Christmas lights consume approximately 175 watts per set. One string of LED lights using C9 lamps only uses 3.2 watts, and 50 sets of LED string lights use only a grand total of 160 Watts or 1.3 Amps. An added bonus is only one circuit is required to run all 50 sets, with power to spare, and makes for much easier installation.

The tree lights will be operational every night through Christmas, and then removed by WCA after the first of the year.

On December 1, Public Works crews will work their magic transforming the exterior of the Youth Center into a winter wonderland. Decorations, lights, and snow will be placed around the front of the Youth Center while Santa's sleigh will be assembled at the Youth Center. After the event, all exterior decorations, except the tree lights will be removed. Santa's sleigh will be disassembled and then reassembled on a Public Works trailer for the Dashing Through Montclair event on December 3.

### Traffic Signal Improvement Project

- In 2013, staff prepared an application for federal funding to assist with the cost of traffic signal modifications at the intersection of Central Avenue and San Bernardino Street. This location had one of the higher accident rates in the City, mostly due to failure to yield on left turns. The federal Highway Safety Improvement Program, commonly known as HSIP, was offering funding for traffic signal-related upgrades. The purpose of this program is to improve driver, pedestrian, and resident safety with respect to traffic-related incidents.

In 2014, the City was notified that the grant application was successful and \$112,500 of federal funds had been allocated for the project. The allocated amount was based on a design prepared about 10 years ago and an engineer's estimate prepared 2 years ago. With the funding approved, the City updated the design and included the following features not included with the original design:

- Replacing much of the underground conduit system due to its age
- Adding video detection, now a City standard requirement which uses cameras for detection rather than wire loops
- Emergency Vehicle Pre-Emption System to improve Fire Department response time for emergencies
- New meter service to replace an existing power pole mounted service
- Construction of curb ramps meeting current requirements of the American with Disabilities Act.

As a result of these changes and upgrades, the engineer's original estimate increased from \$125,000 to \$245,300. The actual bid was quite a bit lower, though. In June 2016, the project was completed by PTM General Engineering Services, Inc., in the amount of \$209,906.

Staff prepared and submitted a request for additional federal funds to pay for the construction and offset the use of Lease Revenue Bond Proceeds. Fortunately, the City was notified that an additional \$92,337 of HSIP funds would be allocated towards the additional cost of construction. This reduced the City contribution from \$120,000 to just \$20,943.

This week, the City received final reimbursement payment from the Highway Safety Improvement Program totaling \$188,486.

ECS:spa

"Until the day I die, or until the day I  
can't think anymore, I want to be  
involved in the issues that I care about."  
~ Janet Reno

# NOVEMBER 2016



10	City Offices Closed in Observance of Veterans Day	
11	Veterans Day	
14	Planning Commission Meeting Council Chambers	7:00 p.m.
15	City Manager's Staff Meeting City Hall Conference Room	9:00 a.m.
16	Safety Committee Meeting City Hall Conference Room	10:30 a.m.
17	Public Works Committee Meeting City Hall Conference Room	4:00 p.m.
21	Real Estate Committee Meeting City Hall Conference Room	5:30 p.m.
21	Code Enforcement/Public Safety Committee Meeting City Hall Conference Room	6:15 p.m.
21	City Council Meeting Council Chambers	7:00 p.m.
24	City Offices Closed for Thanksgiving	
28	Planning Commission Meeting Council Chambers	7:00 p.m.