



January 19, 2017

**TO:** Honorable Mayor and City Council

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

**SUBJECT:** CITY MANAGER'S WEEKLY REPORT: January 13-19, 2017

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

- Earlier this month, the San Bernardino County Transportation Authority (SBCTA) Board authorized development of a cooperative agreement with Omnitrans designating SBCTA as the lead agency for the West Valley Connector Project—a system of ten planned bus rapid transit (BRT) corridors in the Omnitrans System-Wide Transit Corridor Plan for the San Bernardino Valley. The West Valley Connector plan was developed taking into account the highest ridership section of the Holt and Foothill corridors. Omnitrans began developing the Project in an effort to provide faster, more frequent, and more direct bus service to connect major destinations throughout the western part of the San Bernardino Valley.

The System-Wide Transit Corridors Plan originally identified a corridor alignment that generally follows Omnitrans' existing Route 61, the highest ridership route in the Omnitrans' system with 1.5 to 1.8 million riders per year. Route 61 connects several major West Valley destinations, including Ontario International Airport, Ontario Mills, and Kaiser Medical Center Fontana. In addition, it provides connections to two Metrolink stations on two different Metrolink lines, commuter express lines operated by Riverside Transit Agency and Foothill Transit Agency, and multiple other Foothill Transit routes.

SBCTA oversees and coordinates funding of transit services provided in San Bernardino County.

- The State Water Resources Control Board announced earlier this month that urban Californians' monthly water conservation was 18.8 percent in November, a decrease from 19.6 percent in October and below the 20.2 percent savings in November 2015, when state-mandated conservation targets were in place. The State Water Board stressed the need for continued conservation given that Central and Southern California remain in drought conditions and the statewide snowpack is still below average overall despite recent storms.

The cumulative statewide savings from June 2015 through November 2016 remains at 22.6 percent, compared with the same months in 2013. Since June 2015, 2.35 million acre-feet of water has been saved—enough water to supply more than 11 million people, or more than one-quarter the state's population, for a year.

Although October through December rains in Northern California provided an encouraging start to the 2016-2017 water year (October 1, 2016 to September 30, 2017), much of the state has not recovered from the severe drought conditions that have persisted for the past several years.

The State Water Board will continue to monitor conservation levels and water supply conditions. If drought conditions continue, the State Water Board will mostly likely continue emergency conservation targets or return to state-mandated conservation targets.

### **Conservation Data**

- Statewide water savings for November 2016 was 18.8 percent (86,793 acre feet or 28.3 billion gallons), a decrease from October 2016's 19.6 percent savings, and a decrease from November 2015's 20.2 percent statewide savings (30.9 billion gallons). November 2016 water savings are 9 percent lower than November 2015 savings.
- Cumulative statewide percent reduction for June 2015 – November 2016 (18months) is 22.6 percent, which equates to 2,347,125 acre-feet (764.8 billion gallons).
- Statewide average residential gallons per capita per day (R-GPCD) for November 2016 was 76.6 gallons, below the 89.8 R-GPCD in October 2016 and slightly above 75.6 RGPCD reported for November 2015.
- Locally, Monte Vista Water District's (MVWD) monthly water savings for November 2016 was 18.0, a decrease from 18.6 percent in November 2015.
- MVWD saw a cumulative water savings of 21.5 percent compared to 2013. This is slightly below its new adjusted targeted conservation standard of 22 percent.

Conservation levels have remained significant for many communities that had certified they did not need state-imposed mandates to keep conserving.

Under the board's revised emergency water conservation regulations, urban water agencies have the ability to identify their own conservation standards based on a stress test of supply reliability. Water suppliers had to document that they have sufficient supplies to withstand three years of continuous drought or take additional measures that include state-imposed mandatory conservation standards.

The regulation is in effect through February 2017.

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

- This week, Code Enforcement staff received good news! Code Enforcement Supervisor Gabe Fondario met with a private, well-known attorney practicing in Rancho Cucamonga who offered his services to defend a homeless person living in Montclair. The attorney offered to represent the individual free of charge, with the condition the subject agrees to commit to an in-house substance abuse program that offers resources necessary to get back on-track.

When the attorney was asked why he was willing to take the case, he simply stated that he finds it refreshing to see an enforcement agency's genuine concern for the homeless, as well as a well-rounded approach to problem-solving.

The Code Enforcement Division routinely provides the community's homeless with information on social services programs that are available to them. However, services are commonly refused for a number of reasons. One often-cited reason is the subject has pending court dates that would be missed if enrolled in a program.

In an effort to assist the City's homeless population, Code Enforcement Supervisor Fondario often reaches out to various agencies and organizations, including the San Bernardino County District Attorney's office, the Public Defender's office, and Homeless Advocate organizations).

- Amazon is getting one step closer to dominating department stores.

The e-commerce giant is about to tap into one of America's biggest clothing trends by launching its own athleisure brand, making it a competitor to Lululemon, Gap's Athleta, Under Armour, Nike, and other top sportswear brands.

The move will also make Amazon a bigger threat to department stores like Macy's, Nordstrom, and JCPenney, which have been battling years of declining shopper traffic to malls.

Prior to news of its new athleisure brand, Amazon was already expected to surpass Macy's to become the biggest apparel seller in the US this year, according to a 58-page report published by Cowen & Co. in October.

The company's clothing and accessory sales are expected to grow nearly 30% next year, to \$28 billion, according to Cowen analysts. Macy's apparel sales, by comparison, are expected to drop 4 percent, to \$22 billion, in the period.

As Amazon's sales grow, so will its share of the apparel market in the US. Amazon currently claims about 6.6 percent of the market. That share is expected to increase to 8.2 percent by next year and further expand to 16.2 percent within 5 years, according to Cowen analysts.

By 2021, Cowen expects Amazon to generate \$62 billion in annual apparel sales. TJ Maxx is expected to be the No. 2 clothing seller, with \$26 billion in sales, and Macy's is expected to claim the No. 3 spot, with \$23 billion in sales.

Over the past couple of years, Amazon has ramped up its investment in fashion by launching its own private-label clothing brands and sponsoring the first New York men's fashion week. The company has also hired executives from luxury fashion companies including Barneys New York. Also in the past few years, Amazon has started to shift its fashion strategy toward offering more high-end designer names.

That shift has had some industry experts scratching their heads. Luxury fashion websites are typically well merchandised and highly curated—not things for which Amazon is necessarily known.

Amazon also has the disadvantage of having no brick-and-mortar stores where shoppers can try on items or return purchases, he said. But unlike most traditional department stores, Amazon offers free two-day shipping, even for clothing, through its Prime membership program.

In a survey, shoppers told Cowen that Amazon Prime is the biggest lure for buying clothes on Amazon. They also praised Amazon's customer service and breadth of product reviews.

- Target Corporation lowered its comparable store sales and earnings forecasts for the fourth quarter, citing "softer-than-expected" holiday sales due to what the retailer called "disappointing traffic and sales trends."

The company said comparable sales declined 1.3 percent in the November-December period, while total sales decreased 4.9 percent, reflecting the impact of the sale of its pharmacy and clinic business to CVS Health Corp in 2015.

Target said transactions were flat compared with last year, as digital transaction growth of more than 30 percent was offset by a 1.7 percent decline in comparable store transactions.

The company said sales growth in its signature categories, including toys, was also more than offset by declines in sales of electronics, entertainment, food, and essential products.

Target said it now expects 4<sup>th</sup> quarter comparable sales to fall between 1.0 percent and 1.5 percent, compared with its prior view of sales ranging between a decline of 1 percent to an increase of 1 percent.

The company said it expects to earn \$1.45-\$1.55 per share in the quarter, lower than its prior forecast of \$1.55-\$1.75. Target also lowered its full-year adjusted profit forecast to \$5.00-\$5.10 per share from \$5.10-\$5.30.

## FIRE DEPARTMENT

- The Fire Department urges drivers to take extra precautions when travelling in the anticipated inclement weather expected to strike Southern California today through Sunday. In addition to the potentially poor visibility that accompanies most heavy rain, drivers should be ready to protect themselves against hydroplaning. Hydroplaning can occur when a vehicle is traveling too fast in heavy rain, causing the vehicle's tires to travel on a thin layer of water rather than grip the surface of the road. This has the potential to make steering and braking difficult and could even lead to losing control of your vehicle.

Follow these tips to help you stay safe while driving in heavy rain:

**1. Check your vehicle.** Make sure your windshield wipers are in good working condition.

**2. Take your time.** Slowing down is the only way to keep your vehicle from hydroplaning. Also remember that one of the most dangerous times to drive is soon after it begins to rain, as oils on roadways make for slick conditions. Waiting a few minutes, rather than rushing to your destination, can be a safer plan when it is raining.

**3. Turn your lights on.** Turn your headlights on to help other vehicles see you.

**4. Give other vehicles more space.** Add one to two extra seconds of following time in the rain, which gives you and the cars behind you more time to react to traffic.

## HUMAN SERVICES DEPARTMENT

- At Tuesday's City Council meeting, nine military banners were presented to recently discharged Montclair veterans who had banners displayed in 2016. Banners are displayed in the spring through November; and the banners of those still in active duty are again displayed, along with new banners, the following spring. The banners of those veterans who have been discharged are presented to the veterans and/or their families every January.

The honorees are:

Brian Applewhite, Army, 1996-2016  
Michael Arredondo, U.S. Marine Corps, 2011-2015  
Tishauna Barnes, Navy, 2011-2016  
Stephen Barnaby, Army, 1988-2017  
Michael Brookman, Army, 2013-2016  
Raul Gasca, Army, 1996-2016  
Nicholas Jakini, Navy, 2013-2016  
Arturo Padilla, Army, 1975-2016  
Devon Ussery, Air Force, 2011-2016

Congratulations to our veterans, and on behalf of the City of Montclair, thank you for your service to our country.

Photos from the presentation are featured on Page 10.

## **POLICE DEPARTMENT**

- On Monday, three new Police Officers joined the Police Department. This morning, Ricci Desist, Miguel Huerta, and Anthony Rodriguez took their oaths of office at a Swearing-In Ceremony held in the Police Department's briefing room.



Pictured L-R: Captain Jason Reed, Lieutenant Matt Borra, Officer Miguel Huerta, Chief Robert Avels, Officer Anthony Rodriguez, Officer Ricci Desist, and Lieutenant Brian Ventura

A warm welcome is extended to Officers Desist, Huerta, and Rodriguez as they begin their field training.

- Officer Christopher Zamora was officially introduced to the Mayor and City Council and City staff at Monday's City Council meeting. He is pictured below with Command Staff members Lieutenant Brandon Kumanski, Lieutenant Matt Borra, and Chief Robert Avels.



ECS:spa

"The American, by nature, is optimistic. He is experimental, an inventor, and a builder who builds best when called upon to build greatly."  
~ John F. Kennedy

# JANUARY 2017



19	Public Works Committee Meeting City Hall Conference Room	4:00 p.m.
23	Planning Commission Meeting Council Chambers	7:00 p.m.
31	City Manager's Staff Meeting City Hall Conference Room	9:00 a.m.

## FEBRUARY 2017



01	Community Action Committee Meeting Council Chambers	7:00 p.m.
06	City Council Workshop Council Chambers	5:45 p.m.
06	City Council Meeting Council Chambers	7:00 p.m.
13	Planning Commission Meeting Council Chambers	7:00 p.m.
14	City Manager's Staff Meeting City Hall Conference Room	9:00 a.m.
15	Safety Committee Meeting City Hall Conference Room	10:30 a.m.
16	Public Works Committee Meeting City Hall Conference Room	4:00 p.m.
16	City Council Workshop – Proposition 64 Council Chambers	6:00 p.m.
<b>20</b>	<b>Presidents' Day – City Offices Closed</b>	
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.
23	Midyear Budget Review Council Chambers	6:00 p.m.
27	Planning Commission Meeting Council Chambers	7:00 p.m.



# 2017 Military Banners

