



CITY MANAGER'S MONTHLY NEWSLETTER

JULY 2017



4th of July Parade Route

CITY MANAGER'S MESSAGE

Welcome to summertime! This issue provides all of the information needed to kick-off your family's summer with a bang. La Verne is known for its many programs and activities offered during the youth themed summer months such as: All day festivities on the 4th of July, concerts and movies in the park, and countless classes and excursions. I would encourage you to refer to our Recreation Guide on our website for our many program and class offerings www.cityoflaverne.org I hope you and your family will participate in La Verne's fun filled summer activities.

To receive this newsletter automatically every month, please sign up for e-subscribe by clicking here <http://www.cityoflaverne.org/cmnews>

All the best,

Bob Russi, City Manager

EVENT CALENDAR

July 2 – 6:30 PM

Concerts In the Park – Petty or Not
Heritage Park

July 3 – City Council Meeting Cancelled

July 4 – All Day

Enjoy the City of La Verne's 4th of July events all day long. Details provided in this newsletter.

July 4 – City Hall Closed

July 16 – 6:30 PM

Concerts In the Park – Hard Day's Night
Heritage Park

July 5 – 6:00 PM

Youth Sports Committee Meeting
City Hall

July 12 – 6:30 PM

Planning Commission Meeting
City Hall

July 17 – 6:30 PM

City Council Meeting
Council Chambers

July 19 – 10:00 AM

Senior Advisory Committee Meeting
Community Center

July 25 – 6:30 PM

Youth & Family Action Committee Meeting
City Hall

July 30 – 6:30 PM

Concerts In the Park – Kim Martin Band
Heritage Park

Every Saturday – 8:00 AM - 1:00 PM

La Verne Fresh Farmer's Market
Old Town La Verne at "D" and 3rd

Fiscal Year 2017-18 Budget Approved

On June 19th, the City Council approved the budget for the 2017-18 fiscal year. A total of \$56.3 million from all funds will support the necessary operational, capital outlay, and capital improvement projects of all departments. The budget reflects a continuation of the same level of services and staffing.

Overall revenues are on an upward trend with an increase of \$1 million over the prior year's budget. A majority of the growth is attributed to increases in ongoing revenue sources including property tax and Vehicle in Lieu Fees (however, three of our historically stable revenue sources are expected to drop).

Expenses are up by approximately \$1.3 million. While there are many factors to attribute this growth to, personnel costs are the predominate cause (health insurance, pension, and base pay). To cover the shortfall in revenues to cover expenses, the City Council authorized the use of \$900,000 from reserves.

The budget includes \$9.3 million in funding for capital improvement projects which include new traffic signals at Wheeler Ave and Puddingstone Drive and White Avenue at Durward Way; new medians at Foothill Blvd from the freeway onramp to Baseline Ave, Fruit Street from the existing median north to Bowdoin Street, and Wheeler Avenue from the freeway south to Tabor Lane; park picnic shelters for Live Oak and Oak Mesa Parks; and bridge widening on Puddingstone Drive where traffic lanes narrow at Wheeler Ave.

The City's leadership has done a remarkable job of working to stay ahead of the growth in expenses. As we look to the future, there are new challenges that all cities in California are grappling with. Personnel costs will continue to climb which will put more pressure on keeping expenses in line with revenues. La Verne has worked hard to lay the ground work for dealing with the anticipated shortfall by creating a Specific Plan for Transit Oriented Development and an accompanying financing plan that will allow us to invest in public improvements and create an accelerated path to entice private development to complement the Gold Line extension. Additionally, the City is looking to purchase streetlights from Southern California Edison and then retrofit them to more efficient lighting which will not only improve lighting throughout the city, the project is anticipated to save the City \$1.8 million over the next 20 years.

Each year the management team and City Council develop a budget that focuses on meeting the needs of our valued residents and businesses at the level they have come to expect and deserve. To view the entire 2017/18 budget please visit: www.cityoflaverne.org

Celebrate Tuesday, July 4th in La Verne!!

Pancake Breakfast

Start Independence Day with a pancake breakfast sponsored by Boy Scout Troop 411. Breakfast is available from 6:30 - 11:00 a.m. at the Methodist Church, 3205 D Street, La Verne for \$5 per person, which includes 3 pancakes and 3 sausages.

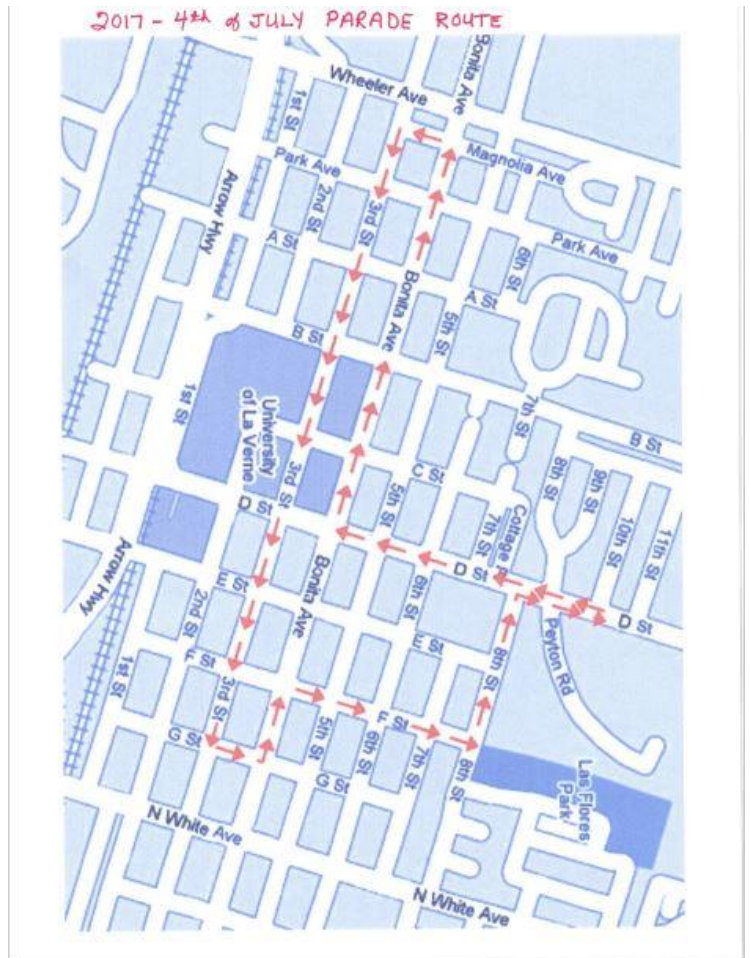
Parade

Community Grand Marshal Frances Divine presides over the parade, themed "American Proud." The parade starts at 10:00 a.m. on the corner of 10th Street and D Street, travels south to Bonita Avenue, west on Bonita Avenue to Magnolia, south on Magnolia to Third Street, east on Third Street to G Street, north on G Street to Bonita Avenue, west on Bonita Avenue to F Street, north on F Street to 8th Street, west on 8th Street to D Street and north on D Street.

The parade is open to bands, floats, equestrian units, classic cars, decorated bicycles, wheelchairs, and much more. Volunteers are needed and welcome! For more information call (909) 596-8794. Parade is limited to the first 120 entries. Please note the City of La Verne limits the placement of chairs, tents, blankets, or other items to reserve areas on the parade route to only 24 hours in advance. The street closures begin at 9:30 a.m. The pre-parade Harley ride will begin at 9:40 a.m. The rest of the 4th of July Parade will follow at 10:00 a.m.

Enjoy a safe parade! In a hometown parade, many spectators are likely to know the parade participants. In all the excitement of the day, some spectators may feel the desire to run into the street to pick up candy or to greet a friend or neighbor who is in the parade. **Please help keep our parade safe by remaining in the spectator areas at the curbs and NOT walking or running into the parade route during the parade.**

We appreciate your cooperation and look forward to enjoying a safe 4th of July in La Verne!



Rotary-Sponsored Free Watermelon

The Rotary Club of La Verne would like to treat you to a slice of free, cool watermelon following the parade at approximately 11:30 a.m. Come to the Country Fair at Roynon Elementary School (D and 8th Street).

Free Swim

Come join the fun! The La Verne Aquatics Center, 3175 Bolling Ave., will host FREE swim on Tuesday, July 4, from 12:00 - 4:00 p.m.

Country Fair

Come out and catch the excitement as the City of La Verne celebrates Independence Day on the 4th of July with a Country Fair from 11:00 a.m. - 2:00 p.m. at Roynon Elementary School (D and 8th Street). There will be rides, games, crafts, food, and fun for kids of all ages!

Purchase a wristband for adult and youth rides for \$10 for unlimited rides. Individual tickets for rides will be available on July 4. Pre-sale tickets for wristbands may be purchased at the City of La Verne Community Services Office until **6:00 p.m. on Monday July 3rd**. For further information, call (909) 596-8700.



Clearing of Country Fair

The Country Fair will close at 2:00 p.m. In order to have a safe removal of all rides, vendor booths, etc., the site will be closed to the public until 5:00 p.m. Thank you in advance for your cooperation.

54th Annual Deep Pit Barbecue

Adult tickets are \$10; tickets for children 12 years and under are \$5. A Family Pack is available for \$30. The menu is beef and turkey, buttered bread, slaw, cold drinks or coffee, and dessert. The barbecue is open from 5:00 p.m. - 7:00 p.m., and dinners may be boxed up to take to the July 4th Fireworks Show. Tickets are available at the La Verne Methodist Church, 3205 D Street from 9:00 a.m. to 12:00 p.m. July 3rd and at the event.

Fireworks Show

“American Proud” with a spectacular pyrotechnic show at Bonita High School Stadium, 3102 D Street.

5:00 p.m. Ticket booths open

6:00 p.m. Gates open

7:00 p.m. Show time

9:00 - 9:30 p.m. Fireworks (Fireworks will begin just after 9:00 p.m.)

Adult tickets (13 & up) are \$7, children’s tickets (ages 5 to 12) are \$6, and children 4 and under are free. Pre-sale tickets are discounted by \$1 per ticket if bought before July 4th. For ticket locations contact the Community Services Office at (909) 596-8700. Cash sales only!

The Answer will provide pre-firework entertainment. Please note that Bonita High School has an artificial turf field. No BBQ’s, open flames, other incendiary devices, pets, sunflower or pumpkins seeds, umbrellas, stakes, or any other items which may damage the turf are permitted in the stadium or anywhere on the field.

CITY COUNCIL HIGHLIGHTS



Left to right:
Council Member Rosales
Council Member Carder
Mayor Kendrick
Council Member Davis
Mayor Pro Tem Hepburn

At the June 5th and June 19th meetings, the City Council:

- Recognized Bonita High School Girls 4x100m and 4x400m Relay Team for their success at the Masters Meet, State Meet, and State Finals. Coach Johnny Deryeghiayan and team members Amari Prude, Megan Shadrick, Sierra Julian, Claudia Hudson, Sami Riggs, Cheyanne McLaurin, Aleeza Roy, and Rachel Dawson were recognized.
- Approved the Fiscal Year 2017-18 budget.
- Approved an agreement with De Novo Planning Group to update the City's General Plan.
- Reviewed findings from a street light analysis concerning a project expected to save the City 1.8M in energy costs over 20 years.
- Held a public hearing to discuss and approve refuse rate increases.
- Approved a resolution to establish an Enhanced Infrastructure Financing District (EIFD) in connection with the Gold Line station and associated Transit Oriented Development.

All Council Meeting agendas and back-up may be found at: www.cityoflaverne.org

PUBLIC SAFETY



COFFEE WITH A COP

The Police Department held their second Coffee with a Cop event on Wednesday, June 7th. The event was hosted by Starbucks, and was well-attended by citizens. We are looking forward to holding the next one!

La Verne Police Department Vacation House Checks

With the summer here and vacation season in full swing, the La Verne Police Department would like to remind residents of the "Vacation House Check" program offered by the Police Department. This program makes available a free residential security check for vacationing residents of single-family homes. Registered homes are checked daily during the homeowner's absence by uniformed members of the La Verne Police Department Retired Seniors Volunteer Program (RSVP). During a vacation house check of a residence, the RSVP volunteer patrols the property to ensure the home is secured and the windows and doors are locked and undamaged. If by chance a burglary occurs at the residence while the homeowner is away, the designated "emergency contact" person will be notified.

Qualifications for Vacation House Check Program:

- Residence must be in the City of La Verne.
- A "Vacation House Check" form must be completed at the La Verne Police Department.
- Service does not include feeding animals, watering plants, or picking up mail and newspapers.
- Service is not available for homes that are vacant or for rent.
- Residents are required to call the Police Department if they return home earlier than planned.

Safety Tips for Vacationing Homeowners:

- Before leaving a home unoccupied, make sure all doors and windows are closed and securely locked.
- Make your house appear "lived in."
- Use timers for lights.
- Have a neighbor or friend pick up mail, packages, and newspapers, or suspend service for the duration of your vacation.
- Keep your lawn mowed and watered.
- Leave your trip itinerary and emergency phone number with a trusted neighbor or friend.

This Vacation House Check program does not create a special duty upon the City of La Verne or the La Verne Police Department to guard your property against loss or theft. There is no guarantee against loss, theft, or

damage to any premises that are serviced. Vacation House Check forms are available at the Police Department 2061 3rd Street during business hours (M-F, 7AM -6PM) and on our website at <https://www.ccsdesigns.com/builder/2/live/lvpd/#Forms>.

CERT Smoke Alarm Canvass

On Saturday, June 17th the La Verne CERT and LVFD conducted a smoke alarm canvass in the Las Flores Park neighborhood to help educate residents about the importance of working smoke alarms, and to verify that all residents have them in their homes. A total of 265 homes were visited, and nine smoke alarms were installed by LVFD personnel for residents who did not have a functioning one. Other neighborhoods will be visited on future dates.



Rattlesnake First Aid

With the weather heating up, both people and snakes are beginning to enjoy the outdoors more. Rattlesnakes have the distinguishing characteristics of a diamond-shaped head which is wider at the back, rattles at the end of their tail (not always), elliptical hoods over their eyes, a broad body, and bands on their tail towards the rattles which are different than the pattern on the rest of their body. If you are unfamiliar with the seven types of rattlesnakes found in California, it would be wise to look up pictures so you can spot them. Be alert during outdoor activities, particularly in our wilderness areas closer to the foothills. Below is first aid advice on what to do in case of a rattlesnake bite. In case of a rattlesnake bite, DO NOT try to suck out the venom with your mouth or a suction device, don't make any incisions over the bite area, and don't apply a tourniquet or ice.

DO:

- Call 9-1-1 immediately and try to keep the victim calm
- Keep the affected area immobilized and below the heart
- Allow the bite to bleed freely for 15 – 30 seconds before cleansing. Clean the wound, but don't flush with water. Cover it with a clean, dry dressing
- Remove any watches, rings, tight clothing etc. that would restrict swelling of the affected area
- Document the time of the bite

La Verne Fire Department's Child Fire Safety Program Receives Donation from Wine Walk

At the June 19th La Verne City Council meeting, the Old Town La Verne merchants presented a donation check for \$5,500 to the La Verne Fire Department to benefit their K-5 (Kindergarten through 5th Grade) Fire Safety Program. The donation came from a portion of the proceeds raised by the "A Sip of La Verne" Wine Walk, which was held on April 29th earlier this year. More than 1,300 people from La Verne and elsewhere attended the annual event.

The Fire Department's K-5 Fire Safety Program is coordinated with the Bonita Unified School District, and strives to educate local elementary school children in fire safety at their home and throughout their day. The donation proceeds are earmarked for an inflatable bounce house training aid for the Fire Department's work with the school children.



The Old Town La Verne Business Improvement District merchants stage the Wine Walk every year; typically in April or May, and a charity to support is selected for each year's event. Other recent charity recipients have included Pomona Valley Habitat for Humanity, the La Verne/San Dimas Meals on Wheels Program, and the La Verne Youth and Family Action Committee. Over \$15,000 has been raised for local charities over the last 5 years. The La Verne merchants have identified La Verne's own "Sowing Seeds for Life" food pantry as their designated charity for 2018's Wine Walk event.

For more information regarding the Fire Department's K-5 Fire Safety Program, please call (909) 596-5991. For more information about Old Town La Verne and the annual wine walk, please call (909) 596-8706.

COMMUNITY SERVICES

La Verne Movie Night at the Park

This summer, the City of La Verne and the La Verne Police Officers Association will be hosting a "Movie Night at the Park" for two fantastic evenings:

- Sunday, July 23 – Moana
- Sunday, August 6 – The LEGO Batman Movie

The movies will start at approximately 8:15 p.m. and will be held at Heritage Park which is located at 5001 Via De Mansion in La Verne. Vendors will be on site selling various refreshments. Bring a blanket, pack a picnic, and join us for a night under the stars!

La Verne Concerts in the Park

This summer there are still three amazing concerts left for your enjoyment. The La Verne Heritage Foundation and the City of La Verne have jointly hosted these great free Summer Concerts for over 20 years at the beautiful historic Heritage Park. Mark your calendars to come and enjoy the wonderful music while relaxing with your family and friends. Food and beverages will be available from the Popcorn King, Kona Ice, and Rocking Roasting Corn.

- Sunday, July 16 – Hard Days Night – Beatles Tribute
- Sunday, July 30 – Kim Martin Band - Varsity
- Sunday, August 7 – The Answer – Classic Rock



A very special thank you to our Concert Series Sponsors: CalRecycle, Detroit Auto Body, Inc., Fairplex, Gilead Sciences, Henderson Insurance, La Verne Dental Group, La Verne Construction, Longo Toyota-Lexus, Pension Portfolios, TK Print Management, Sanders Towing Inc., Sport Clips La Verne, Tim & Patty Hepburn, McLay Services Inc. – A/C, Heating, & Plumbing If you are interested in sponsoring the Concert in the Park series, contact Chad Peterson at (909) 596-8700.



The City of La Verne contracts with the Inland Valley Humane Society (IVHS) for Animal Control services. La Verne residents may take advantage of services and events offered by IVHS. For more details on adoption, licensing, and upcoming clinics, call IVHS at **909-623-9777** or visit their website www.ivhsspca.org

PUBLIC WORKS

FOOTHILL MEDIAN PROJECT

You may have noticed the landscaping work being done on Foothill Blvd between Bradford and Damien Streets. Several trees, which are either dead or dying, have been removed. The contractor also cleaned and grubbed the existing turf to 3" below the top of the curb and removed 55,000 square feet of turf. The project includes new irrigation, new landscape, and the planting of over 3,000 plants/ bushes and 32 new trees. A seeded aggregate concrete maintenance band will be installed to prevent water overspray and erosion on the street pavement.

CONSERVATION

SAVE WATER THIS SUMMER

On April 7th, Governor Brown formally ended the emergency drought declaration. However, there are still long-term effects of the drought to overcome. These include managing overdrawn groundwater basins, mitigating effects of large-scale tree death, and strengthening drought resilient water supplies, but most short-term water supply problems have been significantly relieved. The State is reacting to a much wetter and milder rainy season in 2016-2017, but there is the possibility that this is a temporary reprieve in a long-term drought.

If we enter into another dry year or if conservation does not yield results, the State may reinstate mandatory drought requirements. New goals regarding water conservation will be set by State agencies so that California can continue to become more water-efficient. This will help mitigate the effects of future droughts even if they are longer or more severe than our most recent drought.

Water conservation will continue to be one of our most effective water supply management strategies. La Verne residents should take this opportunity to transition into conservation as a way of life in Southern California.

DRIP IRRIGATION WORKSHOP

The City of La Verne, in partnership with local water wholesalers Three Valleys Municipal Water District and Inland Empire Utilities Agency, is hosting a FREE drip irrigation workshop. The workshop will be held on **Saturday, July 15th from 9 a.m.-11 a.m.** at Chino Basin Water Conservation District, 4594 San Bernardino Street, Montclair. Drip irrigation can reduce water use by about 80% compared to traditional spray sprinklers.

Eligible homeowners must have an existing automated sprinkler system, provide three pre-project photos of their irrigation system in operation, and provide a copy of their water bill. For a \$50 refundable deposit, residents will also receive a drip irrigation kit from Rain Bird valued at \$199. Residents will set up a drip irrigation system that replaces a spray sprinkler system over the next 60 days. After 60 days a post-project site inspection will be completed. The deposit will be returned after the inspection or with the return of an unused kit.

Residents must be pre-registered in order to attend. Go to <https://www.ieua.org/workshops/> to RSVP, and for any questions please contact Three Valleys Municipal Water District at 909-621-5568.

AB 341 and AB 1826: Commercial and Organics Recycling

Two state laws, AB 341 and AB 1826, mandate commercial/multi-family and organic recycling. This means that all businesses, apartments, and other residential areas with 5 or more units must recycle both traditional recyclables like metal, cardboard, and paper, along with organics, like produce. Recycling has many benefits such as extending the life of our landfills, reducing air and water pollution, limiting greenhouse gas emissions, and saving energy. For businesses and multi-family homes there may also be opportunities to save money through lower cost recycling options.

La Verne strongly encourages our businesses to recycle through reputable waste haulers like the City's waste hauler, Waste Management. If recycling is done by waste haulers other than Waste Management, please report the weights and types of materials so that businesses can get proper credit for recycling. Report the weight and type of material from commercial and multi-family recycling to lobrien@cityoflaverne.org

Recycling organics is the single biggest improvement most Californians, including our businesses, can make. Having separate recycling containers for food waste can go a long way towards reducing the amount of solid waste that ends up at our landfills. Even food waste that might normally decompose will take significantly longer to do so at a landfill. Diverting organic materials away from our waste stream and instead recycling them into compost significantly improves sustainability in La Verne.

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DEVELOPMENT UPDATE

Promotion of La Verne's Transit Oriented Development near Gold Line Station



Community Development Director Fredericksen and Principal Planner Scherer recently represented La Verne at the International Council of Shopping Centers (ICSC) RECON conference to market and promote our “La Verne Crossings” transit-oriented development (TOD) area, which is near our future Gold Line Station at E Street and First Street. Our shift to a more mixed use development approach of residential and retail is consistent with the leading edge of development and retail, as the effects

of internet shopping (e.g. Amazon) and other millennial shifts make it unrealistic for development to focus solely on retail.

This year La Verne partnered with the San Gabriel Valley Economic Partnership (SGVEP) of more than 20 other San Gabriel Valley cities. Our marketing efforts made use of the City's new “La Verne Crossings” brochures and new economic development City shirts, and we received positive comments about our professional image.

We had five pre-arranged meetings with mixed use developers and/or their representatives, all of which were interested in specific site opportunities here in La Verne. We also were able to make nearly 50 additional developer contacts through “cold contacts.”

The event was a definite success for La Verne, and we look forward to continuing to share the good story that is La Verne and its transit oriented development opportunities near our future Gold Line station.

New Homes at Emerald and Base Line

The two model homes are now complete in the Emerald Collection project and are open daily from 10 a.m. to 6 p.m. The entire project includes a total of 19 single family homes with two plans to choose from. Plan 1 offers a 2,370 square foot to 2,864 square foot home, 4 bedrooms, and 3.5 bathrooms. Plan 2 features 3,166 square foot to 3,283 square foot home, 4 bedrooms, and 3 bathrooms. Both plans include spacious loft areas. All of the homes have many energy-saving features including solar panels. The home prices will be starting at the mid \$800,000's. If you have any questions about the project, contact Candice Bowcock in Planning.



COMMUNITY DEVELOPMENT

FARMERS MARKET

The Farmers Market is open every Saturday morning at D Street and Third Street in Old Town La Verne, from 8:00 a.m. to 1:00 p.m. A wide variety of fruits, vegetables, plants, eggs, spices, baked goods, and other good stuff is offered every Saturday. Prepared food, such as tamales and pupusas, is also available at the market, along with beautiful gifts from local artisans. Come support La Verne's own certified fresh Farmers Market!



GRANDMA PUCCI'S HOMEMADE ICE CREAM

Beat the heat this summer with Grandma Pucci's Homemade Ice Cream. The ice cream shop is bringing their flavorful ice cream to La Verne Town Center at 2320 Foothill Blvd., Suite A, and is expected to start scooping up delicious treats for La Verne residents by the Fourth of July. In addition to their many ice cream flavors, which are made fresh daily, they will also be serving milk shakes, smoothies, floats and much more. Grandma Pucci's is sure to have something to please everyone. Stop by and welcome them to La Verne!

2017 LA VERNE COMMUNITY DESIGN AWARDS: 1300 & 1306 PALOMARES AVENUE



The two industrial buildings at 1300 & 1306 Palomares Avenue were completed in 2015. The Chalmers Corporation design team preserved several existing oak trees located at the site and incorporated them beautifully into the landscaping of the new buildings. The dramatic up-lighting on the oak trees further highlights their grandeur.

In addition, innovative permeable paving was utilized in the parking lot, and allows for water to be filtered back into the soil and fed to the landscaping.

For their work at 1300 & 1306 Palomares Avenue, the **Chalmers Corporation** is a recipient of the **2017 La Verne Community Design Award** in the **Industrial** category. Well done!

CITY OF LA VERNE

Address: City Hall, 3660 D Street, La Verne, CA 91750

Phone: (909) 596-8726

Website: CityOfLaVerne.org

Facebook: [Facebook.com/LaVerneCity](https://www.facebook.com/LaVerneCity)