



The Town of Apple Valley

2016 State of the Town Address

*Delivered September 21, 2016 at the
Apple Valley Chamber of Commerce Membership Luncheon*



Mayor Barb Stanton

Welcome! Thank you for joining me!

Over the next few moments you will hear where we are today, where we were yesterday, and where we WILL be tomorrow.

For 28 years Apple Valley has grown and nurtured itself into the premier community you see today - with the heartbeat of A TOWN – working together while working for tomorrow.



There are employment opportunities, clean air, and half-acre lots! Apple Valley leads the High Desert in public safety and environmental stewardship. We define “A Better Way of Life.”

Today, the State of the Town is a reminder of Vision 2020, our strategic plan. This strategic plan guides the council through its policy and budgetary decisions. And, by following these eight priorities, we build a foundation. We give you reasons to continue to bring your families and your businesses' to our town.

The year 2020 is nearly upon us. Does Apple Valley **today** match the vision of **tomorrow** that we set **yesterday**? And what about 5 years from now? 10 years?

Today we'll take a look at our progress towards some of the goals of Vision 2020, but we'll also peer beyond, to what might be coming next. My colleagues will update you on important issues; public safety, infrastructure, growth and the Yucca Loma Bridge!

This council is dedicated to our Public Safety needs. Our Sheriff's Department is outstanding-our men and women in blue – well, ours are TAN –and we honor you.

BLUE CUT FIRE VIDEO: *Photo and video montage of the Emergency Operations Center Activation at Apple Valley Animal Shelter showing volunteers and donations that arrived in record numbers so that we could care for nearly 500 displaced animals during the Blue Cut Fire.*

Most recently, we saw first responders rise to the challenge of the Blue Cut Fire. Our extraordinary response started with the animal shelter, which assisted more than 485 displaced animals. I couldn't be more proud of the dedication shown by our Animal Services staff and volunteers, and the folks who served in our Emergency Operations Center during that critical time, making critical decisions!

To share more on Public Safety, please help me welcome Councilman Art Bishop

Councilman Art Bishop

PUBLIC SAFETY

Public safety is Vision 2020 Goal Number One. As a former fire chief, and also as a member of this Town Council, our first priority is for our citizens to feel safe and secure.

PUBLIC SAFETY VIDEO: *We are grateful for the service of our San Bernardino County Sheriff's and Apple Valley Fire departments.*

A team of 51 sworn personnel responded to more than 48,000 calls for service in 2015, with an overall 7% reduction in crime from the previous year.

We implemented a bike patrol program, with deputies taking to two wheels at events such as the Sunset Concerts and Freedom Festival. The unit increased citizen contact and reduced response times through congested areas.

Our AVPAL program, funded entirely by grants and private donations, continues to reach the at-risk youth most in need of a positive influence from law enforcement.

They begin their nineteenth SHOCK class this month, and serve more than 200 youth a year at the youth center and gym.



A challenge we face is to identify a dedicated revenue source, to keep pace with the cost of our public safety needs. As we look to the future, budgetary issues loom large.

Under contract with San Bernardino County Sheriff's Department, the contract cost increased 12% since 2013, while the annual staffing level has remained the same.

At \$13 million, the contract represents 44% of our general fund expenditures. Captain Lana Tomlin and her team work tirelessly to stretch those dollars as far as possible, and supplement with grants for special programs and enforcement efforts. However, a long term funding solution will need to be identified.

A strong transportation system is also one of the eight goals in Vision 2020. Here to tell you more is Councilman Curt Emick

Councilman Curt Emick

INFRASTRUCTURE

A strong transportation system is Goal Number Four. And when we talk about transportation, we have to start with the biggest project of all time in Apple Valley ...

TRANSPORTATION VIDEO: *Provides aerials of the completed Yucca Loma Bridge, Yucca Loma Road Widening construction, and the Safe Routes to Schools project.*

It is the one... the only... the "it's done but you can't quite drive on it yet" - Yucca Loma Bridge!

The 1600-foot long bridge IS done! The elegant design rises in a smooth, sweeping arc above the Mojave River bed, connecting Apple Valley to Spring Valley Lake. It includes four lanes of traffic, plus barrier separated bike and pedestrian pathways.

The next phase is well under way, widening Yucca Loma Road from the bridge to Apple Valley Road. The work includes major storm drains, sewer, utility relocation, sidewalks, bike lanes and a traffic signal at Havasu. By this



time next year, you will be able to drive across the bridge!

The final phase, connecting the Yates Road corridor past Ridgecrest to Hesperia Road, is in design and right-of-way acquisition. Funding is available and being finalized. The City of Victorville anticipates construction starting in 2018.

Transportation is more than just cars, so this past year, our efforts have also focused on pedestrians and bicycles. We completed a Safe Routes to School project serving Rancho Verde Elementary, and are preparing to do the same at Yucca Loma Elementary. These projects add sidewalks and remove barriers to safe access for nearby students.

Did you know we have 52 miles of bike lanes in Apple Valley? We have added 20 miles since 2010. In the next 12 months we will add another 5 miles!

Each year we invest about \$1 million in ongoing pavement management such as slurry seal and pothole repairs. But we also set funding aside to save for major projects in the future.



Here are two that are in design, and hope to start by the year 2020:

First is rehabilitating and widening the Bear Valley Road Bridge across the river. With funds from the federal Highway Bridge Program, we will improve the bridge to six lanes, a center median and a class one bike lane.

Another is the realignment of the Highway 18/Apple Valley Road intersection. Environmental work was completed in fiscal year 13/14, and engineering plans in 14/15. Right-of-way acquisition is currently underway.

The project will realign the intersection, smooth out the contours and greatly improve traffic flow in all directions.

“Better roads” was a primary reason a group of folks sought incorporation back in 1988, and it is a commitment we still take seriously today.

Now who better than Councilman Larry Cusack, born right here in Apple Valley, to tell us more about our “Made in Apple Valley” efforts.

Councilman Larry Cusack

MADE IN APPLE VALLEY

Diverse recreation opportunities and strong partnerships are two more of our Vision 2020 goals. And this is where we discover all that is “Made in Apple Valley”.

MADE IN APPLE VALLEY VIDEO: *Video featuring clips of many of our “Shop Local” program participants.*

Through our Shop Apple Valley program we have become a marketing partner with our business owners as well as the Village business district, to bring attention to their unique stories.

From custom cycles to craft beer. From macchiatos to mailboxes. Our Shop Local program uncovers the people behind the products, and discovers that what’s really “Made in Apple Valley” are futures.



As these entrepreneurs raise families and serve their neighborhood, shopping local is one of the simplest actions a citizen can take to invest in the future of our Town.

The Town is also investing in the future of our business community through the Apple Seed Small Business Loan program, funded by federal CDBG dollars. Loans up to \$10,000 can be used to help purchase new equipment, inventory or property, or provide employee training to promote job growth.

You know what else is “Made in Apple Valley?” Memories! Our extensive offering of recreation programs and special events is part of the fabric of our community, where traditions are created.

SPECIAL EVENTS VIDEO: *This year marked the 10th anniversary of our popular Sunset Concert Series.*

We celebrated the 10th Anniversary season of the Sunset Concert Series this summer, welcoming our largest crowds ever. In ten years, we produced nearly 80 free summer concerts for the community, thanks to companies such as Heritage Victor Valley Medical Group and Apex Bulk Commodities.

And no one will soon forget the memories they made at the Cardboard Boat Regatta...or the Heart Games...or the Reverse Triathlon. And next year we celebrate the 20th anniversary of the Freedom Festival!

Next, it is our steps to sustainability that help us create a well-balanced community. Please welcome Mayor Pro Tem Scott Nassif with more on this topic.

Mayor Pro Tem Scott Nassif

A SUSTAINABLE COMMUNITY

VVWRA VIDEO: *Summary of the VVWRA Waste Treatment Plant that is under construction at Brewster Park.*

Goal 2 - Adequate Infrastructure and Goal 3 – A Thriving Economy, both play a part in our efforts to become a community that can sustain and maintain the resources we need for quality growth.

As California suffers a fourth year of severe drought, projects like the Water Recycling Plant are important components to preserving A Better Way of Life now and into the future, by being better stewards of our resources.

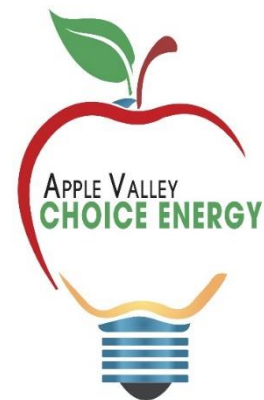
Now about half way through construction, we expect the facility to come on line late next summer. It will process up to one million gallons of recycled water per day, eventually serving local parks, schools, the golf course and other public facilities, saving taxpayer money.

One of the most important challenges we continue to face is the acquisition of the Apple Valley Water System.

I urge you to familiarize yourself with the issues. The Town's website contains information on the water acquisition process, as well as a page that explains Measure W and Measure V. Please read, and please vote.

In April 2017 we will be launching Apple Valley Choice Energy, a locally-operated and controlled electric power provider. Made possible by state law that established Community Choice Aggregation, the program will offer Town residents and businesses a viable alternative to traditional investor-owned utilities.

Simply put, we buy energy at a competitive price and pass the savings on, with projected savings up to 5% for you, the consumer. Edison will continue to deliver the power, provide billing, customer service and power line maintenance.



Besides lower rates, the program also allows the Town to offer incentives for green energy supply, and even credit your bill if you produce more energy than you use.

AVCE also drives down business operating costs and creates a self-generating incentive program. We even see opportunities here to attract businesses to the North Apple Valley Specific Plan area.

These are just a few of the steps we are taking to insure and protect the future of our community, to make living here more inviting, and to provide a competitive advantage to businesses wanting to locate here.

Finally, for another look into the future of Apple Valley, welcome back Mayor Barb Stanton.

Mayor Barb Stanton

CONCLUSION

Thank you, Mayor Pro Tem Nassif!

Today we have all been reminded of our successes and our goals in public safety, sustainability, infrastructure and economic development.

But let me tell you about a few MORE exciting things on the very near horizon! First, we will soon start construction on the Mojave Riverwalk South, over 2 miles of a 12-foot-wide concrete trail from Tussing Ranch Road to Bear Valley along the Mojave River. Fully grant funded! It will connect with a new Bear Valley Road bike path, to Apple Valley Road, to the Yucca Loma Bridge!

Also coming soon – Dickeys BBQ will open at Jess Ranch Marketplace.

We also heard today about many things that are Made in Apple Valley. There are even a few right in this very room -

Our longtime partner, Groovelabs Production on sound and lighting. Tony Pelayo has been in business in Apple Valley since 2003.

And the coffee is roasted and brewed by Tonyan Coffee. Thank you to all of our Apple Valley and High Desert businesses.

Now I invite you to imagine it is the year 1966, the visionaries, Newt Bass and Bud Westlund, stand on the deck of the Hilltop House, built as a showcase to entice buyers, and a guest house for the Hollywood elite.

What beauty and possibilities the future held! As they gazed west to the Mojave River, and east to the Granite Hills, what did they envision for the future of this new community?



And now, the Hilltop House now belongs to the citizens and the Town. Yes, the hilltop house was acquired this year, thanks to the foundation set by the Apple Valley Legacy Trail community group. Now publicly owned, we know it will be maintained in perpetuity as open space parkland.

Let's leave 1966 and join me now in 2016. Our population is 72,000, our average age is 37.5, median home price \$202,000. We have an excellent school system, the finest public safety anywhere and pretty darn good roads!

Once again at the Hilltop House, look out across Apple Valley, north to the vastness of the Mojave Desert - what it is you imagine?

I see the Town of Apple Valley with a very bright future. Great citizens living in a welcoming town that embraces healthy lifestyles.

Next year you have the opportunity to share YOUR vision! As our Vision 2020 sunsets, we will embark on a new strategic planning process that will include public participation and prioritizing our goals - together we will embark on our next community visioning process.

And we invite you to sit beside us as we lay out our path to "A Better Way of Life" - Vision 2040 - for our generation and the next.

Today and every day we have choices to make - and today and every day we choose to invest our resources towards the Apple Valley of tomorrow. It takes a town!

Thank you.

