



The Town of Apple Valley

2018 State of the Town Address

***Presented August 15, 2018 at the
Apple Valley Chamber of Commerce Membership Luncheon***



Mayor Art Bishop

Good morning! It is my honor, as your Mayor, to welcome you to the 2018 State of the Town address today in the midst of our 30th year as a Town.

First let me say thank you to Chairwoman Victoria Martin and the entire Apple Valley Chamber of Commerce Board of Directors, staff and members. We appreciate your continued partnership on the State of the Town, and your leadership and support of our business community here in Apple Valley.

INTRODUCTION

The modern symbol for a 30th anniversary is a diamond. Diamonds are the hardest, most durable gem, and with periodic cleaning and polishing, they last forever.

Today, 30 years after our incorporation in 1988, the Town Council will share with you many of the ways we are making Apple Valley a crown jewel of the high desert.

Just like a cut diamond, there are many facets to providing our residents A Better Way of Life.

From public safety, to economic development, public services, and a well-maintained infrastructure, each of these services shine like a diamond when the light hits them.

APPLE VALLEY VILLAGE

Take our downtown business district for instance...known as The Village. Talk about a gem! In just a few square blocks, we have retail stores, industry, restaurants, art galleries, antique shops and Apple Valley's only craft brewery.

We recently received a \$230,000 grant to study how we can improve our Village corridor to make it more ADA accessible, pedestrian friendly and attract more visitors to the area. Your Council is excited to bring you more information about that in the coming months.

That's just **one** of the many topics we'd like to shine a light on today.



We have a lot to be proud of here in Apple Valley.

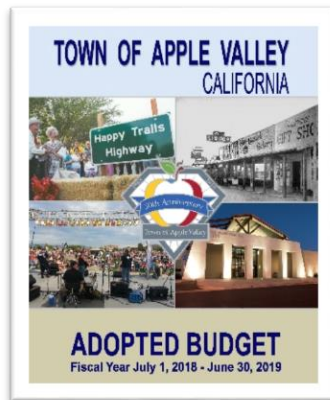
Even within a constrained budget, we are committed to public safety.

We have seen growth in our economy.

We are improving our infrastructure and continue to offer public amenities and services that make Apple Valley the best place to live in the High Desert.

BUDGET

But these services come at a cost.



In June, your Apple Valley Town Council adopted a balanced budget for the 2018-19 fiscal year, totaling \$88 million dollars across all funds. Though balanced...this year's budget planning was one of the most difficult in recent years.

Yes, revenues **ARE** growing, but they are **NOT** keeping pace with the cost of providing municipal services to our community.

Due to year-over-year increases to our public safety contract...which represents nearly 50% of the Town's \$31 million-dollar general fund...and continued loss of sales tax revenues to other cities and online retailers like Amazon, the Town has had to make difficult decisions to balance our books.

A few of those measures include cuts to personnel costs, including reductions in staff and benefits, and the closure of one park.

We are working to improve cost recovery across multiple departments and services, and to identify new revenues sources as well.

Fortunately, you can help. More than ever we encourage residents and businesses to keep their hard-earned dollars local, by shopping and sourcing local.

And we practice what we preach whenever possible! The vases on your table were purchased right here in Apple Valley.

Groove Labs, who has done a terrific job with the technical components of today's event, calls Apple Valley its headquarters.

And we can't forget about State of The City Presentations, whose owner, Sam Thatte, just opened a brand new office...guess where?...right here in Apple Valley, and who produced what you see on screen today!

We encourage all of you to do the same thing.

Hire a local contractor.

Fill up at the pump **before** you head out of town.

Dine locally.

Click **OUT** of Amazon and check **INTO** a local business.



This is good not only for the Town's budget, but for each of you, who represent our local business community.

To help me tell you more about the services we are providing, I'd like to introduce the rest of your Town Council.

Please help me welcome them:

Mayor Pro-Tem, Larry Cusack

Council Member Curt Emick

Council Member Scott Nassif

And next up is Council Member Barb Stanton

<End of speaker >

Thank you, Mayor Bishop.

Good afternoon everyone.

PUBLIC SAFETY

Apple Valley has a stellar public safety department. Our sheriff's officers continue adjusting to the changing landscape.



San Bernardino County Sheriff's Officers in Apple Valley joined officers in the City of Highland as the first in the region to test officer-worn cameras. They have also upgraded their communication system. We all understand that we ask officers to place themselves, their lives, on the line...for us...our safety.

This year we said goodbye to Captain Frank Bell in retirement and welcomed Captain Manny Mendoza.

We have renewed our contract with the San Bernardino County Sheriff's Department, which includes a 6.1% increase for the year. The increase reflects the rising cost of services, and we expect increases to follow each year.

There is very good news to share today. Crime is down in Apple Valley! The 2017 annual report provided by the Sheriff's Department shows a 14% decrease in rape, robbery, aggravated assault and burglary known as part 1 and 2 crimes.

This is the third year in a row overall crime has decreased!

Part 1 crimes are the lowest in four years.

This is the fifth year in a row we've had a decrease in Part 2 crimes.

And Part 2 crimes are nearly half of what they were in 2013.

Overall crime rates are down 2/3 in the past four years...66%.

Burglary and larceny are, thankfully, also continuing a downward trend.

For the safety of our citizens, and those who pass through our town, we say thank you to our officers for their daily support watching over Apple Valley.

Pushing back against crime is everyone's job. Continuing the downward trend is our goal. It would not be achieved without the dedication of our officers, our volunteers and citizens who are engaged.

AV WATCH

And....engaged citizens are helping prevent crime. A few months ago, we launched Apple Valley Watch, also known as AV WATCH.



This new app is available as an easy download on iOS and Android formats. It allows you to send a report for things like- crime - graffiti - potholes – aggressive animals, traffic concerns, suspicious activity and more! It’s at your fingertips. You can take pictures and send them directly to Town staff for review. This innovative, first of its kind app, saves time and money, and the end result is a safer, cleaner Apple Valley.

In just the first few months, we’ve had several hundred non-emergency reports. Hundreds have downloaded the app. We hope you do too. AV WATCH!

COMMUNITY EMERGENCY RESPONSE TEAM

Also keeping us safe and informed is our Emergency Services and Community Emergency Response Team also known as CERT.

Earlier this year an \$18,000 Homeland Security Grant was awarded to Apple Valley, which will provide additional equipment to the Town’s Emergency Operations Center.

And manning those operations are our Disaster Service Workers: comprised of 121 Community Emergency Response Team, or “CERT” team members and 21 Emergency Communication Services team members.

It’s inspiring, and a wonderful way to give back to your community. The town offers CERT training courses at no cost at least twice a year. All information is on our website ReadyApplevalley.org. You can learn more about CERT in this short video:

[<VIDEO: Features and benefits of CERT>](#)

CERT – They are professional and passionate and giving of their time...thank you.

In closing, this year, Apple Valley faced many challenges. As we grow and address issues, and I daresay changes, morph into the town of the future, we say thank you to our police officers, our disaster workers - everyone that gives of themselves - town staff - the nonprofits that work so hard, there are so many of you out there!

We thank you...keep up the good work ...it takes a Town!

Now to share about our public services and amenities, Councilman Curt Emick.

[<End of speaker >](#)

Part of what makes Apple Valley shine is the variety of services and programs we offer our residents.

These run the gambit from creating lifelong memories through our Parks and Recreation programs, to procuring lower-cost electricity.

AV CHOICE ENERGY



In April 2017 we launched Apple Valley Choice Energy to save our residents approximately 3% on the generation portion of their electric bills.

State law required that residents be enrolled automatically with an option to remove themselves from participating if they so desired.

To date, 91% of our residents have found the value in AVCE and have remained in the program.

CODE ENFORCEMENT

Our Code Enforcement men and women have expanded the ways our residents can keep Apple Valley beautiful. Thanks to a grant from Cal Recycle, we've increased the number of free tire collection and neighborhood clean-up events offered per year.



Previously, the clean-ups were limited to targeted areas that needed a little TLC. Now, anyone in Apple Valley can bring everything from yard waste to furniture to...well...we even got a boat once!

The number of people who show up to these events is a testament to how much these services are needed.

We also address blight by referring home owners to our Residential Rehabilitation Loan Program administered by our Housing division.

ANIMAL SERVICES



We not only serve the people of Apple Valley, we also serve its pets and animals.

Our Animal Services staff have served 42,000 visitors at the shelter for adoptions, microchip services, vaccinations and more.

In the field, our dedicated Animal Control Officers continue to canvass the community to enforce safety, license and rabies regulations.

We've ramped up our shelter-to-shelter transfers to give animals extra exposure for a chance at being adopted.

We've also strengthened our partnerships with agencies that rehabilitate local wildlife. In the last two years we've transferred approximately 400 animals via one or more of these methods to give these animals a better way of life.

Perhaps one of our most visible efforts, is the Pet Match video series we launched last summer. These videos have received an overwhelming response with an average of 1,500 views per week on Facebook and additional views on AVTV and YouTube.



To date, nearly every animal featured has either been adopted directly from the shelter, or were picked up by a rescue partner. Here's a look at one of those videos.

[<VIDEO: Coyote rescue and transfer for rehabilitation>](#)

RECREATION AND SPECIAL EVENTS

Did you know that our Recreation Department offers classes, programs, events and workshops that are attended by people from far beyond our Town borders?



Talk about a valuable gem!

Our Sunset Concert Series makes Apple Valley the place to be every Thursday night.

Our classes and sports programs served 57,000 people in 2017.

We've also processed more than 11,000 park and facility rentals in the last year.

Before I turn it over to Mayor Pro-Tem Larry Cusack who will talk about roads and infrastructure, here's a glimpse of some of the many events offered through our Recreation Department.

[<VIDEO: Bunny Run at James Woody Park>](#)

[<End of speaker >](#)

I hope you've all taken part in one or more of our programs and events. Of course, to get to any of them, you need to travel on some of the 450 miles of road in Apple Valley.

<New road video in background>



Speaking of which, have you noticed that 50 miles of roads have been repaired or resurfaced in the last few months?

The Engineering Department has worked diligently to stretch a combination of Measure I funds and SB-1 funds to make this happen, and we just went to bid on an additional 35 miles of roadwork to commence soon.

Additionally, the Town was awarded a \$4.5 million SB-1 state matching grant to widen the intersection of Highway 18 and Apple Valley Road by summer of 2021. This nine-million-dollar project will also include new signals, storm drains, curb, sidewalk, ramps, gutters and a new monument sign to mark the entrance to town.

This year, the Town was also awarded a \$3.4 million Safe Routes to Schools grant to install new sidewalks, bicycle lanes and pavement markings to serve Apple Valley High, Sandia Academy and Mariana Academy schools. The project is in design with construction expected to begin in spring 2019.

JOHN GLENN ROAD

Mayor Bishop mentioned earlier that we are working on the village corridor enhancement project. While future improvements will be determined by this study, we are already taking action on one section of the Village in...and around...John Glenn Road.



We are going to connect the sidewalk gaps along Powhatan Road and Highway 18 to create improved access to and from the village and James Woody Park for those who prefer to walk or bike.

And we have good news for drivers too! The Town has partnered with the Village Property and Business Improvement District to repair John Glenn Road.

The Village PBID contributed \$250,000 to pave the private road, and the Town has designated matching Local Transportation Funds to improve the ADA accessible pathway along John Glenn Road between Powhatan Road and Outer Highway 18. Once the street is upgraded, it can be incorporated into the town's street system, so we can provide maintenance moving forward.

This public private partnership is a win-win for everyone.

POT HOLE REPAIR TRUCK



While we would love to repair, repave, or rebuild all our roads, there simply isn't enough funding for it. Sometimes they just need a good patch.

With 450 miles of road to maintain, we encourage the public to let us know about any potholes you see. You can call, use the AV Watch app, or click on the "Let Us Know" link at the top of any page on the Town's website.

Earlier this year we took delivery of a utility truck dedicated for pothole repairs. Its purpose isn't to fill holes faster...but better...and this process extends the useful life of a road until we can put the right treatment in place.

And our street crew is out there doing just that...all week every week as you can see in this short clip that you can watch while Councilman Nassif comes up to tell you about economic development.

[<VIDEO: Pothole repair crew in action>](#)

[<End of speaker>](#)

HOTEL

From triathlons to soccer tournaments, air shows to concerts, Apple Valley sees as many as 65,000 visitors every year, and overnight accommodations can be as much as 25 minutes away.

But not for long!

To fill that hospitality gap, we have successfully attracted a developer to build Apple Valley's first modern-day hotel. The 100-room hotel will be located at Jess Ranch Marketplace just south of Cinemark and 24-Hour Fitness. This project is scheduled to go before the planning commission on September 19.

TRACTOR SUPPLY COMPANY

And that's not the only new development. Tractor Supply Company is in the plan check process to build an 18,000-square-foot store on Bear Valley Road at Braeburn. This retailer will carry clothing, pet food, tractor equipment, gardening supplies and everything in between.

Here are a few more projects that have been completed in the last fiscal year:



St. Mary Medical Center opened a 12,500-square-foot urgent care.

Wing Stop has been added at The Commons shopping center.

State of The City Presentations...who we again thank for today's presentation.

Yogurtland, and more.

And coming very soon...right across the street...is a new 76 Gas Station that will include a car wash and convenience store.

BIG LOTS

Of course, the biggest development currently underway is the 1.3-million-square-foot Big Lots Distribution Center that has risen from the desert floor in North Apple Valley .

When fully operational in mid-2019, we estimate the 120-million-dollar capital investment project will create 400 to 500 new jobs not only for Apple Valley residents but for the entire High Desert, it and will help tell the story that we've been saying for a long time, Apple Valley is ripe for industry and job growth.

PROPERTY TAX ROLL

Apple Valley's 2018 property tax roll has increased 5.9%. This speaks to the volume of real estate transactions in town. Although Proposition 13 caps growth at 2% annually for properties that remain in the same ownership, our tax roll has grown nearly three times that percentage. This increase shows Apple Valley's economy continues to move in a positive direction.

We wish to say thank you to the builders, investors and real estate professionals with whom we share a mutually beneficial relationship. Your hard work has made this growth possible. It directly benefits the Town's revenues and our ability to provide quality service to our residents and your clients.

WATER ACQUISITION EFFORTS

Last November, Apple Valley voters passed Measure F... authorizing the town to finance a potential purchase of the water system. The Town's strategic direction was overwhelmingly supported by 57% of the voters. We have not lost sight of this mandate placed upon us by the voters.

Building upon that success, earlier this year, the court ruled against Liberty Utilities, and in favor of the Town, stating that we had followed state law regarding CEQA, and could continue our acquisition efforts. We expect more progress in the coming months.

Controlling our water legacy requires forethought, hard work, persistence, and an ability to withstand the pressure that, in the end, produces diamonds.

Water is our most precious resource and we hope to one day soon secure that resource for our community and our children. Like approximately 85% of all water systems, Apple Valley's water belongs in the hands of residents, not a foreign corporation and its shareholders.

To wrap things up, I'd like to invite Mayor Bishop back to the podium.

<End of speaker>

Thank you, Councilman Nassif.

Gaining control of our local water is becoming a vital necessity as our town continues to grow.

NORTH AV ANNEXATION

In the spring, the Town submitted an application to LAFCO to annex 1300 acres in North Apple Valley to add prime freeway frontage to the Town's boundaries. Just last week, Town staff had a favorable meeting with LAFCO's Department Review Committee and a LAFCO Commission hearing is expected later this winter.

CONNECT ON-LINE

One of the ways you can learn about the annexation progress...and more...is by connecting with us on one of our many Social Media platforms.

Our Facebook, Instagram, YouTube and Twitter feeds have experienced tremendous growth year over year.

We have more than 13,000 followers on our main Facebook page alone, and another 8,000 followers on our Animal Shelter page, and our Shop Local page reaches more than 6,000; and you can always catch up with us by watching AVTV on Frontier channel 29 or Spectrum channel 186.

Let's look at some of the things you'll find when you connect with us on-line.

<VIDEO: Social Media reach>

As we wrap up today, I would like to personally invite all of you to attend a Town Hall style meeting we are scheduling in the coming weeks right here in this room, where we will provide an update on the latest water efforts.

CONCLUSION

At this time, I would like to thank my colleagues on the Town Council for helping me highlight the work that has been done to make Apple Valley a diamond in the high desert. The services we provide couldn't be done without our Town Manager, Doug Robertson, and our small but mighty Town staff.

And, of course, I would like to again thank the Apple Valley Chamber of Commerce for the partnership and coordination we share in hosting this event. And thank you for all of the services you provide to help our local business community,

We thank the Chamber Board of Directors, Chairwoman Victoria Martin, and your President Janice Moore.

And to all of you...the attendees and sponsors...thank you all again for choosing to spend your lunch with us at the 2018 State of the Town address. You are a big reason Apple Valley is A Better Way of Life.

<End of presentation>