



OUR town

OFFICIAL COMMUNITY NEWSLETTER OF THE TOWN OF APPLE VALLEY

FEB/MAR 2009

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Apple Valley investing in local economy



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Apple Valley's sound budget and conservative financial management have positioned us for growth, even in the current economy. Infrastructure planning is a top priority at a time when we can get the most for our money. Private and public projects will infuse millions of dollars into the local economy in construction and sales tax revenue dollars, and will help create hundreds of local jobs in the coming year.

Public Facilities

In February the Town will break ground on a new Animal Shelter at the corner of Powhatan and Quinnault Roads. Currently located in a converted warehouse, the existing shelter is too small and lacks basic equipment to maintain optimum conditions for the care of stray animals. The new home will provide a safe and healthy environment for animals and their prospective families. The new shelter should open in spring of 2010.

Also breaking ground this year is a 25,000 square foot annex to the existing Town Hall. Besides office space, the building is projected to include 6,200 square feet of much needed community meeting space.

Local Businesses

Over the coming year, we expect several projects to open for business or begin construction: Cinemark Theater will open in April at the Jess Ranch Marketplace, followed soon after by 24HR Fitness. Office Max and Ross Dress for Less are gearing up for construction at Apple Valley Commons next to Super Target, and we also anticipate the beginning of construction on the Wal-Mart Supercenter at Dale Evans Parkway and Thunderbird.

During 2009, the Town will also work with new and existing businesses to create more jobs, help businesses remain solvent, and invest in the local market. The Town has contracted with the Apple Valley Chamber of Commerce to develop and implement a business retention program to provide tools to local businesses to survive these tough times. Training on marketing, increasing online presence and streamlining expenses are just a few of the resources being offered. 





MEETING CALENDAR

Unless otherwise noted, all meetings take place in the Council Chambers at 14955 Dale Evans Parkway

TOWN COUNCIL

2nd & 4th Tuesday, 6:30 p.m.

PLANNING COMMISSION

1st & 3rd Wednesday, 6 p.m.

PARKS & RECREATION COMMISSION

*1st Thursday, 7 p.m.
Alternate months*

EQUESTRIAN ADVISORY COMMITTEE

2nd Wednesday, 7 p.m.

HISTORICAL ADVISORY COMMITTEE

3rd Thursday, 2 p.m.

HOUSEHOLD HAZARDOUS WASTE

*1st & 3rd Saturday
10 a.m. – 2 p.m.
Public Works Yard
22411 Highway 18
Information: 240-7000 x7521*

Go green and get fit on Apple Valley trails

Californians love their cars. Whether it's a drive up the coast or just around the corner, it is no easy task to pry those fingers off the steering wheel. In Apple Valley, the Town Council provides opportunities to do just that with the creation and preservation of bike paths and multi-purpose trails.

With ten miles separating our north and south borders, and more than 400 miles of road in between, the Town follows a master Bike Trail Plan to connect residential areas with schools, parks and retail centers. The plan was adopted in 1991, and identified bike paths are installed

as those roads are improved. For example, bike lanes were added when Apple Valley Road was recently widened from Bear Valley to Yucca Loma Road. By the end of 2009 we will have 30 miles of bike lanes, with 20 of those miles added since 2005.

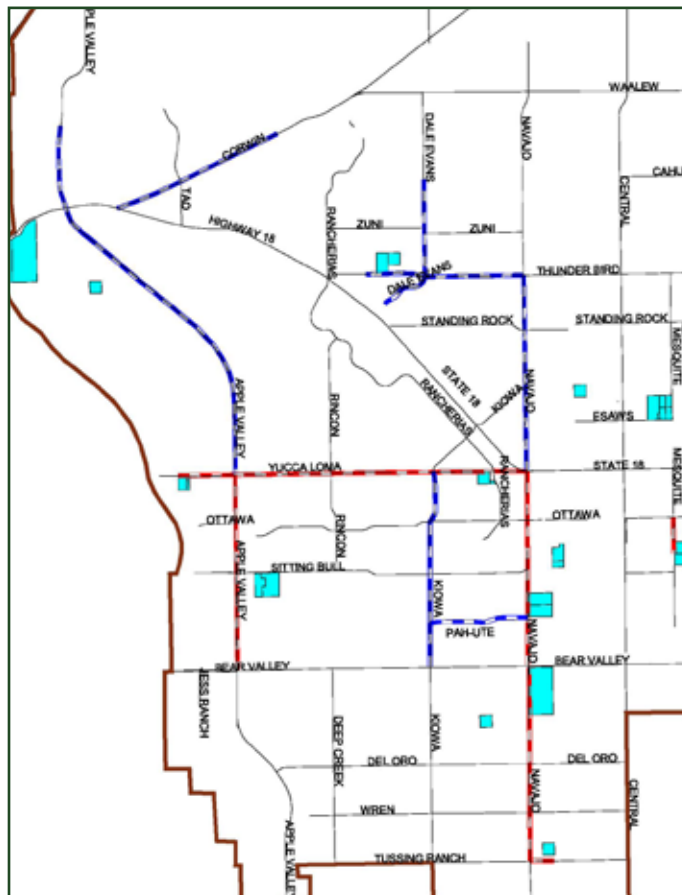
Happy Trails

If you prefer legs over wheels, there are plenty of options for walking and horseback riding. New residential projects in equestrian-zoned areas are required to include multi-use trails, like the type seen along Sitting Bull Road. In addition, there is an adopted bridle trail system that runs

through easements around Town.

The Equestrian Advisory Committee sponsors several trail rides each year to help acquaint Apple Valley horse owners with this great resource, literally in their own back yard. There is also an Adopt-A-Trail program that allows families, businesses or organizations to take responsibility for an area of trails.

More information is available on the Town's website at www.applevalley.org.



Red lines are Class I Bike Paths.

Blue lines are Class II Bike Paths.

Turquoise squares represent schools.

A full map is available on our website under "Green Apple Valley."

Community events



Green Apple Events:

Shred Fest, a free event to collect and destroy sensitive information on paper, is February 7 from 8 a.m. - noon at the Materials Recovery Facility at 17000 Abbey Ln. in Victorville. Information: 241-1284.

For Apple Valley residents only, Mattress Day is Saturday, March 14 from 8 a.m. - 2 p.m. at the Public Works Yard, 22411 Outer Hwy 18, and Tire Amnesty Day is Saturday, April 25 from 9 a.m. - 3 p.m. at Lion's Park on Outer Hwy 18 South, between Flathead and Dale Evans Pkwy. Information: 240-7000 x 7560.

Spring Day Camp/ CAVE:

Looking for a fun-filled Spring Break? Look no further! Day Camp offers a full schedule of activities for boys and girls in grades K-5 while CAVE serves up cooking, crafts, games and socializing for youth grades 6-8. Both activities run March 23 - April 3 from 7 a.m. - 6 p.m. at the James Woody Community Center. Information: 240-7000 x 7883.

Annual Youth Track Meet:

For ages 8 to 12, this free meet takes place Saturday, March 28 from 8 a.m. - 2 p.m. at the Granite Hills High School Track. Events include 50M, 100M, 200M, 400M, 800M and 1600M. Only youth pre-registered by March 13 can participate. Information: 240-7880.

Bunny Run & Eggstravaganza:

Join in good old fashioned fun like face painting, relay races and concessions at Civic Center Park Saturday, April 11. The free egg hunt starts at 9 a.m. sharp. but fun for the whole family lasts until noon. Check in for the 5/10K Bunny Run starts at 7 a.m. and the race starts at 8 a.m. Preregister by April 8 for \$15 or \$8 after and on the day of the race. This event is sponsored by the Optimist Club of Apple Valley. Information: 240-7880.

Our free egg hunt is open to all ages and starts at 9 a.m.

Community Clean Up Day:

Take pride in your community by volunteering to clean up our streets and fields Saturday, April 11 from 8:30 a.m. - noon. Volunteers are assigned a team leader and location along with trash bags, water and safety gear. Volunteers get free event t-shirts and lunch while supplies last. This event is sponsored by Wal Mart Distribution Center #7033 and Sparkletts Water. Information: 240-7000 x 7071.



Kid's Safety Fair and Bicycle Rodeo:

Kids in Kindergarten through fifth grade can meet police and firefighters, get fingerprinted and pick up safety information along the way. Bring your bikes for a safety check and bike course Saturday, April 25 from 11 a.m. - 3 p.m. This event is sponsored by Apple Valley Commons and the Apple Valley Rotary Club. Information: 240-7000 x 7071.



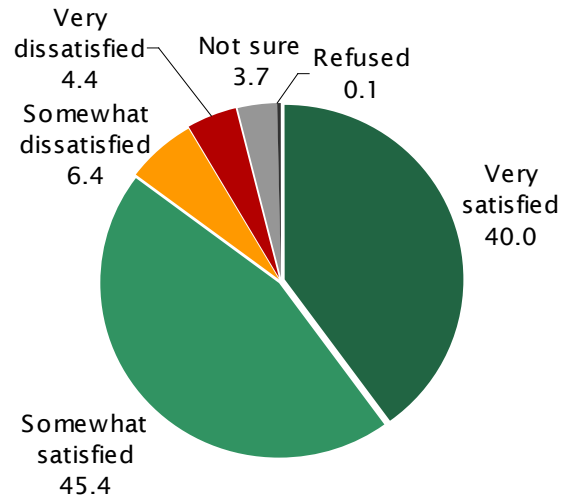
And the survey says...

“A Better Way of Life” isn’t just the town motto; it’s a fact. According to a recent survey, 82% of Apple Valley residents rated the quality of life in Apple Valley as excellent or good. The vast majority (85%) also reported being satisfied with the Town’s overall performance in providing municipal services (see figure at right).

Town Manager Frank Robinson made a citizen satisfaction survey one of his top priorities when he started in Apple Valley in July 2008. A widespread survey had not been done for more than ten years.

“How do we know where to go if we don’t know where we’re starting?” Robinson said, as he explained the purpose of the survey. “This sets a baseline against which to compare ourselves in the future.”

A random phone survey of 600 residents was conducted by True North Research, Inc. between December 20 and January 2, with 26 questions asked. Besides measuring satisfaction with services and perception of quality of life, the questions also asked residents to



rank the importance of different municipal services such as animal control, recreation and managing growth and development. Perceived safety, special events, traffic, neighborhood issues and economic development were a few of the subject areas.

Not surprisingly, road maintenance and public safety were ranked as the two most important services provided by the Town of Apple Valley, with 93% and 92% of respondents respectively ranking them as somewhat or very important. In the corresponding question of satisfaction, 88% were somewhat or very satisfied with the police services we provide, with 72% satisfied with road maintenance.

“There weren’t any huge surprises in the results,” said Robinson. “However as we begin preparing the 2009-10 budget in the next few months, the answers will help us set our spending priorities.”

Specific questions were also asked regarding traffic circulation. Traffic in residential areas was rated as good or excellent by 79% of residents, however, that number dropped to 31% when ranking circulation on the way into or out of town. Thirty eight percent felt traffic getting into and out of town is poor or very poor.

“The Yucca Loma Bridge will address this very concern,” said Robinson. “As we apply our resources to the problems and priorities our citizens have so clearly defined, we hope to foster more citizen engagement and to continue to cultivate ‘A Better Way of Life.’”

For the complete survey results and methodology, visit www.applevalley.org under “About Apple Valley.”

Of those who have attended an Apple Valley community event in the last year, 85% rated Apple Valley’s event quality as “Excellent.”

Cold weather care for animals

The arctic storm of December was a good reminder that the desert has its share of frigid temperatures. Animal owners should be aware and ready to protect their pets and livestock during these infrequent cold spells. Hypothermia and dehydration are the two most probable life-threatening conditions for animals in cold weather. Here are a few ways you can help protect your pets in the winter season:

- Provide covered areas with plenty of bedding, food and drinking water.
- Pay special attention to very young and old animals as they may be less able to tolerate temperature extremes and have weaker immune systems.
- Livestock should be monitored for signs of discomfort: extensive shivering, weakness, and lethargy.



- Outdoor animals should be provided extra food, up to twice the normal amount, as the body requires extra calories to maintain normal body heat in extreme cold.
 - In general, animals tend to drink less in extreme cold, risking dehydration. Research with horses shows horses drink more water if it is warmed during winter weather so consider heating it up a little.
 - Adding a warm moist bran mash, moistened beet pulp or soaking pelleted feed in warm water is a good way to add water to your horses' diet and provide some "comfort food" in the cold weather.
- Remember that usual water sources may freeze solid so check them regularly. ○

A shot at good health

Did you know that all dogs four months of age or older residing within the Town of Apple Valley must be vaccinated for rabies and have a current license? This includes small dogs and dogs who are always indoors.

Lucky for residents the Town of Apple Valley Animal Services Department hosts numerous low-cost rabies clinics for dogs residing within town boundaries.

When: Wednesday, February 25 from 5 – 7 p.m. and Saturday, April 11 from 10 a.m.-2 p.m.

Where: The Town of Apple Valley Animal Shelter located at 13643 Tonikan Rd; one block west of Highway 18 and Central.

How much: Only \$6 cash for the rabies vaccination.

Bordetella and Distemper-Parvo vaccinations will be available for an additional fee.

Microchips will also be offered for \$20. ○

Spay Day

Win one free spay or neuter, plus a microchip, in honor of Spay Day USA. Five dollar tickets are on sale now through February 24 at the Town of Apple Valley Animal Shelter.

A drawing will be held on Spay Day and the Town will award eight winners. Each winner also receives a free micro-chip, and winning prizes can be transferred or given as gifts.

Money from ticket sales go to help animals at the shelter. Ticket sales are a tax deductible donation through the Apple Valley Community Resource Foundation.

Keeping pets spayed or neutered is vital to our pet community. Pet overpopulation leads to over-crowding in animal shelters and an increasing numbers of strays; even worse, unwanted pets being put down or left to fend for themselves. ○

Information on Animal Services:
240-7000 X 7555

Bridging the gap

TOWN INFORMATION

TOWN COUNCIL

Rick Roelle, Mayor
 Scott Nassif, Mayor Pro-tem
 Peter Allan, Councilmember
 Ginger Coleman, Councilmember
 Bob Sagona, Councilmember
 Frank W. Robinson, Town Manager

HOW TO REACH US

Emergencies911
Police (business calls)
240-7400
Police dispatch after hours
245-4211
Town dispatch after hours
961-6001
Town Hall.....240-7000

DEPARTMENT EXTENSIONS

DIAL 240-7000 PLUS:
Animal Control.....7555
Building & Safety7101
Economic Development7900
Finance7000
Human Resources7600
Planning7200
Public Information7072
Public Works7500
Town Clerk7800
Town Manager7051
Transit7521

OTHER TOWN DEPARTMENTS & SERVICES (dial direct)

Code Enforcement 240-7560
Parks & Recreation 240-7880
Trash (AVCO) 245-8607
Emergency Preparedness 247-7618



This photo simulation depicts what the Yucca Loma Bridge will look like when completed. The view is looking south from the north east bank of the Mojave River.

In a recent survey, 38% of Town residents ranked traffic going into and out of town as poor or very poor. With Bear Valley Road and Highway 18 as the only two routes over the Mojave River, work on the

Yucca Loma Bridge project continues to be a high priority. Please visit the Town's website at www.applevalley.org and click on "Project Updates" on the front page for more information on our progress.



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