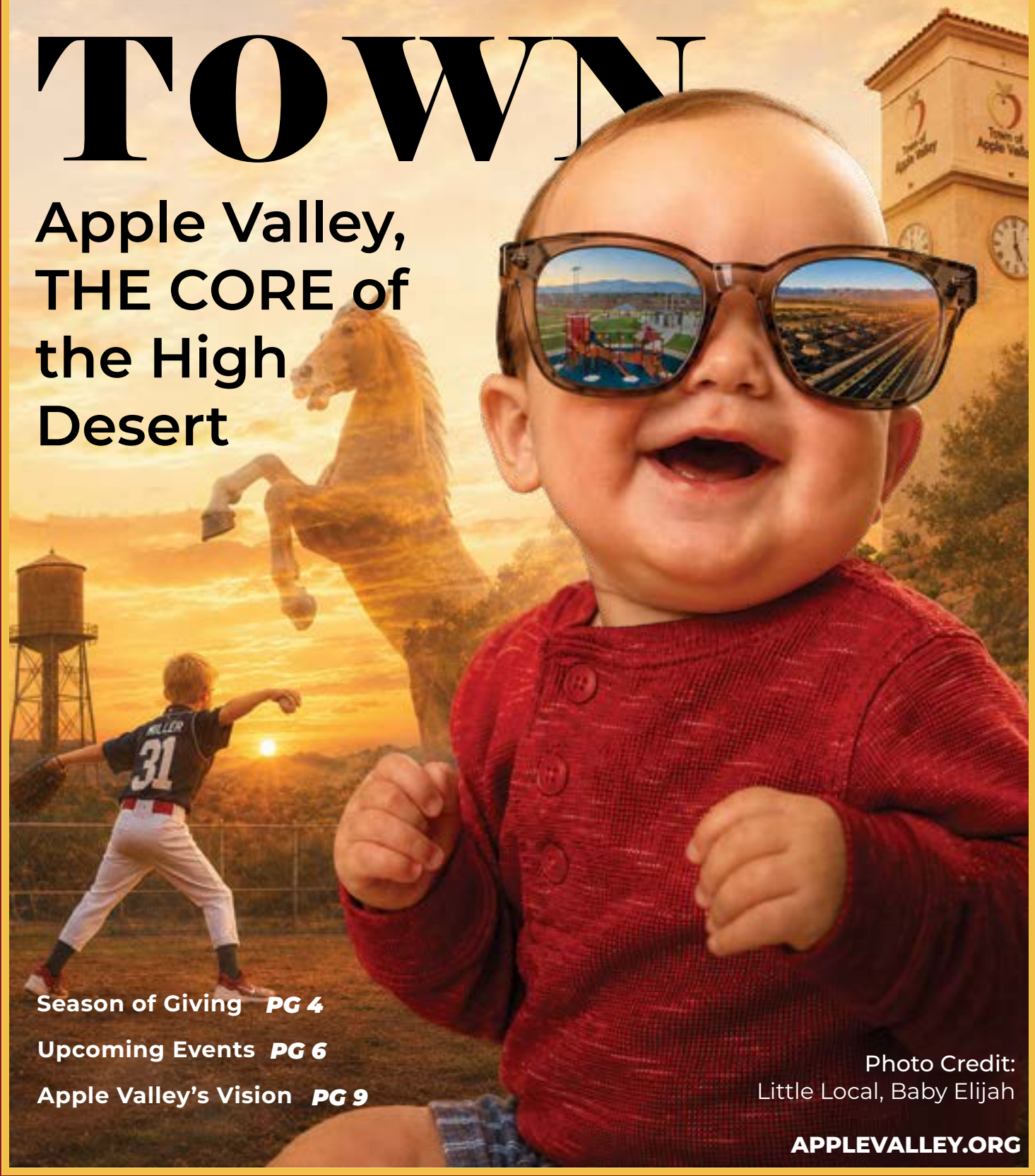
FALL 2026

OUR TOWN

Town of Apple Valley
CALIFORNIA

Apple Valley, THE CORE of the High Desert



Season of Giving *PG 4*

Upcoming Events *PG 6*

Apple Valley's Vision *PG 9*

Photo Credit:
Little Local, Baby Elijah

APPLEVALLEY.ORG

TABLE OF CONTENTS



16
The Road to Better Roads

17
There's An App For That!

18
Apple Valley Choice Energy

19
Save the Date 2027

03
Behind the Badge

04
Season of Giving

06
The Most Wonderful Time of the Year

08
Celebrate the Holidays, the Local Way

09
Apple Valley's Vision

14
How the Budget Works



Scan here to view our upcoming public meetings and calendar of Apple Valley events.

BEHIND THE BADGE



“Apple Valley isn’t just the community I serve, it’s the community that raised me. Every day I have the privilege of wearing this badge is an opportunity to give back to the place my family has called home for generations.”

For Captain Brian Roper, serving the Apple Valley community isn’t just a job, it’s home.

A lifelong Apple Valley resident and graduate of Apple Valley High School, Captain Roper has deep roots in the community he now serves. His father was a San Bernardino County Sheriff’s lieutenant who patrolled the High Desert, inspiring Captain Roper to begin his own law enforcement career in 2000. He first worked in the Sheriff’s Crime Lab before becoming a deputy sheriff.

Over the past 25 years, Captain Roper has served in patrol, investigations, gang enforcement, SWAT, court services, and administration. He has worked throughout the High Desert, including Apple Valley, Victorville, and Barstow, and currently serves as one of the Sheriff’s Department’s Mobile Field Force commanders, assisting during civil unrest and natural disasters.

Captain Roper and his wife, Jolene, a nurse at St. Mary Medical Center, have raised their five children in Apple Valley, where family and community remain at the heart of their lives.

As Apple Valley’s newest captain, he brings decades of experience and a lifelong commitment to the community he proudly calls home.

SEASON OF GIVING



Every day, nonprofit organizations throughout Apple Valley provide food, mental health services and outreach that strengthen our community. Through the Town of Apple Valley's Community Development Block Grant (CDBG) Program, these organizations receive federal funding from the U.S. Department of Housing and Urban Development (HUD) to continue serving local residents.

Apple Valley Schools Foundation

Weekend Backpack Meal Program
Grant Award: $16,353
The Weekend Backpack Meal Program provides students experiencing food insecurity with nutritious, easy-to-prepare meals to take home over the weekend, helping them return to school ready to learn.



NAMI Inland Valley

Bridge to Wellness
Grant Award: $16,284
NAMI Inland Valley connects residents with mental health education, support groups and community resources, helping individuals and families find support, hope and connection.



Town of Apple Valley Parks and Recreation

Youth Activities Program
Grant Award: $15,266
Youths, ages 2-17, will receive scholarships to participate in a multitude of different activities free of cost. Such classes include but are not limited to: day camps, athletic programs, music and art programs.



Town of Apple Valley Parks and Recreation

Senior Activities Program
Grant Award: $40,710
Seniors (age 62 and older) will receive scholarships to participate in a multitude of different activities free of cost. Such classes include but are not limited to: Aqua Zumba, line dance, Tai Chi, and Pickleball.

Fair Housing Foundation

Fair Housing Services
Grant Award: $10,500
The program will provide education, outreach, and enforcement activities to affirmatively further fair housing. Residents will receive assistance obtaining remedy for violations of their federal and state fair housing rights through investigation, mediation, and other enforcement activities.



Symba Center

Apple Valley Outreach
Grant Award: $18,320
The Symba Center's Apple Valley Outreach program connects residents with services and resources that promote stability, improve quality of life and strengthen our community.



What is CDBG?

Community Development Block Grant (CDBG) funding is provided by the U.S. Department of Housing and Urban Development (HUD) and awarded to eligible communities to support programs that benefit low- and moderate-income residents.

Paws n' Claws Pet Fair

Saturday, October 17
10:00 a.m. – 3:00 p.m.
Civic Center Park
14999 Dale Evans Parkway



Halloween Spooktacular

Saturday, October 24
4:00 p.m. – 7:00 p.m.
Civic Center Park
14999 Dale Evans Parkway



IT'S THE MOST

TIME OF T



Turkey Run

Saturday, November 21
Check-in: 7:00 a.m.
Race begins: 8:00 a.m.
Town Hall Recreation Center
14955 Dale Evans Parkway



Christmas Tree Lighting

Tuesday, December 1
5:00 p.m. - 7:00 p.m.
Civic Center Park:
14999 Dale Evans Parkway





Holiday Craft Fair

Saturday, November 7 –
Sunday, November 8
9:00 a.m. – 3:00 p.m.
Apple Valley Conference Center |
14975 Dale Evans Parkway



The High Desert Veterans Appreciation BBQ & Car Show

Saturday, November 7
11:00 a.m. - 3:00 p.m.
Singh Center for the Arts
22311 Bear Valley Road

T WONDERFUL

THE YEAR

Santa Run

Saturday, December 5
Check-in: 8:00 a.m
Race begins: 9:00 a.m.
Civic Center Park
14999 Dale Evans Parkway





Council Christmas Tea

Tuesday, December 8
5:00 p.m. – 6:30 p.m.
Town Hall
14955 Dale Evans Parkway



Gingerbread House Build Contest

Wednesday, December 9
5:30 p.m. – 7:30 p.m.
Town Hall Recreation Center
14955 Dale Evans Parkway

CELEBRATE THE HOLIDAYS, THE LOCAL WAY



The holiday season is the perfect time to shop, dine and unwind close to home. With exciting new retailers joining the Town of Apple Valley alongside the locally owned businesses that have long been part of our community, there's never been a better time to discover everything our town has to offer.

Whether you're searching for the perfect gift, grabbing a cup of coffee, or enjoying dinner with family and friends, every dollar spent locally supports the businesses, jobs and entrepreneurs that help make Apple Valley a better place to live.

This holiday season experience "A Better Way to Shop" right here in the Town of Apple Valley.



FOUR VALUES. ONE SHARED VISION.

APPLE VALLEY THE CORE OF THE HIGH DESERT



This homegrown vision was shaped by our community and will guide us in building a safe, vibrant, and thriving town for generations to come.

Everything in this vision is rooted in four core values that reflect what residents said matters most.

PRESERVE WHO WE ARE

OUR CORE VALUE #1

Celebrate and preserve the unique character, natural beauty, history, neighborhoods, and community spirit that make Apple Valley a place people are proud to call home.

THE SEEDS WE WILL GROW INT APPLE VALLEY

OUR SEEDS FOR THE FUTURE

1. Preserve and celebrate the unique character that makes Apple Valley home.
2. Foster an inclusive, connected and welcoming community where people of all ages belong.
3. Enhance the beauty and appearance of our community.
4. Develop a Town workforce that embodies Apple Valley's values and delivers exceptional public service.



E PLANT TODAY
TO A STRONGER
Y TOMORROW

PROTECT WHAT WE VALUE MOST

OUR CORE VALUE #2

Foster a safe, resilient, and well-maintained community by investing in public safety, reliable infrastructure, and responsible stewardship.



OUR SEEDS FOR THE FUTURE

1. Ensure Apple Valley remains the safest community in the High Desert.
2. Maintain and improve the infrastructure that keeps our community safe, accessible, and resilient.

GROW THOUGHTFULLY

OUR CORE VALUE #3

Cultivate growth that strengthens Apple Valley's identity, expands opportunity, and creates a vibrant and sustainable future for residents and businesses.

OUR SEEDS FOR THE FUTURE

1. Cultivate a vibrant resilient local economy.
2. Expand housing options that meet current and future resident needs.
3. Expand pathways to local jobs and careers.



HELP EVERY GENERATION THRIVE

OUR CORE VALUE #4

Increase access to the services, amenities, and recreational opportunities that support lifelong wellbeing, and quality of life.



OUR SEEDS FOR THE FUTURE

1. Increase access to the services, amenities, and resources residents need to thrive.

2. Expand recreational opportunities and community spaces for healthy living.

HOW THE BUDGET WORKS

How Apple Valley funds services



General Fund

Sales and use taxes (including Measure P) are projected to generate $21.2 million dollars. That's 41.25% of our general fund revenue. *(Fiscal Year 2026-2027).*

- *Public Safety*
- *Streets and Infrastructure*
- *Community Services*
- *Administration*



Measure P

This is a local 1% voter-approved general sales tax. It provides dedicated, locally controlled funding to keep Apple Valley moving forward.

- *Sheriff's Contract*
- *Homelessness Programs*
- *Pot Holes and Road Repair*
- *Retaining Local Business*
- *Parks, Cleaning and Maintenance*



AVCE

Customer electricity rates fund AVCE operations.

- Electricity procurement
- SCE delivery costs
- Customer programs
- Administration & billing



Quimby Act

Developer impact fees used for Parks & Recreation only.

- New or improved parks
- Recreation facilities
- Park lands
- Neighborhood & community park improvements

WHERE DOES THE SALES TAX GO?



$8.75
TOTAL SALES TAX IS COLLECTED

$1.00

Transaction Tax

1% local sales and use tax (law passed by the State in 1955) goes to the Town's general fund.

+

$1.00

Measure P

Local 1% voter-approved general sales tax for public safety, streets, parks, homelessness programs and more.

Only $2 of the $8.75 comes directly to Apple Valley.

$6.75 goes to voter approved initiatives from the State and County.

$5.00	State of California
$0.50	Mental Health (CA)
$0.50	Public Safety Augmentation Fund (Prop 172 CA)
$0.50	County Transportation Tax - Measure I (County)
$0.25	County Transaction Tax (County)

Meet our new Deputy Town Engineer, Andrew Lee!



THE ROAD TO BETTER ROADS

About 40 miles of streets in the Desert Knolls neighborhood are getting some much needed attention this fall as the Town works to protect local roads and keep them in good condition for years to come. Crews will complete chip seal and fresh pavement striping on selected streets east of Apple Valley Road, north of Yucca Loma Road and southwest of Highway 18. Work is expected to wrap up later this fall. The project is funded through Senate Bill 1 (SB 1), the Road Repair and Accountability Act, which provides dedicated funding to cities and counties for local street maintenance and rehabilitation. For Fiscal Year 2026-27, Apple Valley expects to receive approximately $2.1 million in SB 1 funding to invest back into our local roads.

Why these streets?

Road improvements aren't selected at random. The Town uses its Pavement Management System to evaluate roadway conditions and traffic volumes, helping identify which streets need attention and when. Preventative maintenance like chip sealing may not be flashy, but it plays an important role in stretching every road dollar further. By treating pavement before it significantly deteriorates, the Town can extend the life of existing streets, improve driving surfaces and help avoid more expensive repairs down the road.

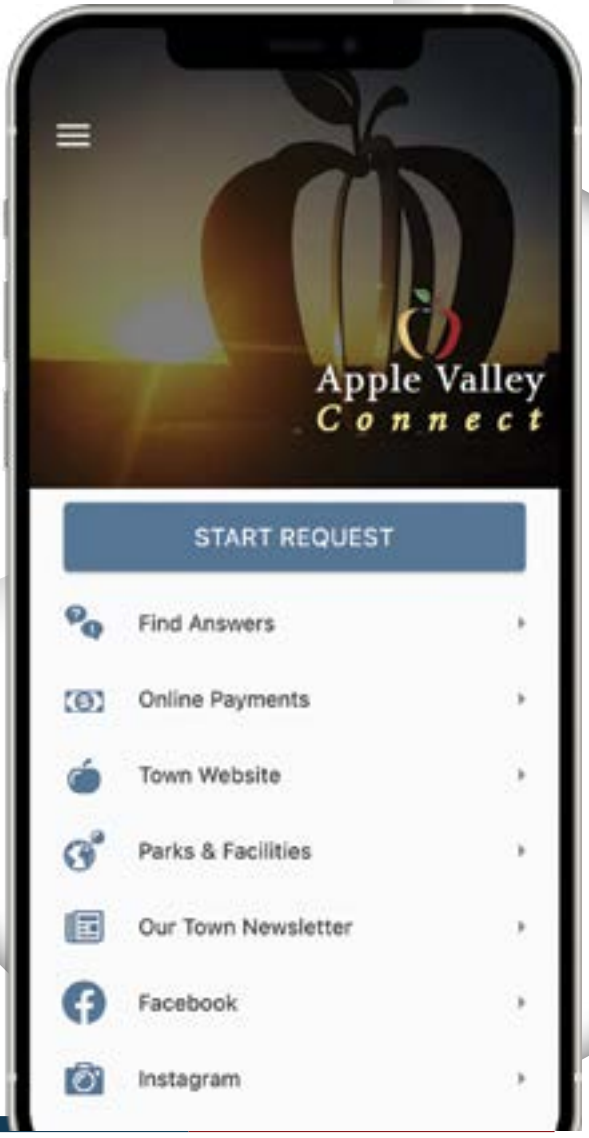


Map of roadwork

Have an issue?

THERE'S AN APP FOR THAT!

Do you need to report a pothole, inquire about permits, or notify us about graffiti? Look no further! Download the Apple Valley Connect app. This app is designed for residents and businesses to report issues to the Town of Apple Valley. Simply open the app, choose your concern, snap a picture, and let the app handle the rest. Download the app today and experience "A Better Way of Life" with Apple Valley Connect.



Scan to Download Today

Download on the App Store

Download on the Google Play



Good Energy Tips for Cooler Weather

When using the fireplace, turn down your heater. Close the damper when the fireplace is not in use to help prevent cold air from coming in.

Open curtains on south-facing windows during the day to let sunlight naturally warm your home. Close curtains, shades, and blinds at night to help keep warm air inside.

Set your thermostat to 68°F or lower while you are home, health permitting. Each degree above 68°F can increase furnace energy use by 3 to 5 percent.

When you leave the house, lower the thermostat. Turning it back 10 to 15 degrees for eight hours may save 5 to 15 percent a year on heating costs.

Seal air leaks around pipes, chimneys, recessed lighting, and unfinished spaces behind cupboards and closets.

Add caulk or weather-stripping around leaky doors and windows to keep warm air from escaping.

Good Energy Only: AVCE Has a New Look

Apple Valley Choice Energy (AVCE) is introducing a refreshed brand, giving the Town's community choice energy provider a new look while continuing its commitment to serving the Apple Valley community.

In the coming months, AVCE's new logo, colors, and the phrase "Good Energy Only" will begin appearing on the website, social media, printed materials, and at community events. The refreshed branding brings all of AVCE's communications together under one recognizable identity while reflecting the values that have guided the program from the beginning: being approachable, local, and community-focused.

While the branding is new, AVCE's mission remains the same. Since launching in 2017, AVCE has provided local electricity choices while offering programs that help customers save energy, improve home efficiency and increase the use of renewable energy. Programs such as More Choice and Power Choice give residents opportunities to lower energy costs, make energy-efficient improvements and choose a higher percentage of renewable electricity.

Beyond providing electricity choices, AVCE is proud to be part of the community. Throughout the year, you'll find AVCE at local events, sharing energy-saving information, answering questions and connecting with residents. AVCE also supports community initiatives, helping invest in the people and places that make Apple Valley home.

Whether you're looking to learn more about your energy options, explore available programs or stop by and say hello at a community event, AVCE is here to help.

Learn more about available programs, customer resources, and ways to save at avchoiceenergy.com

SAVE THE DATE 2027

JANUARY
Neighborhood Clean-Up 9
New Year's Run 16

FEBRUARY
Vaccine Clinic 4
Mayor's Healthy Heart Challenge 6
Half Marathon 27

MARCH
Neighborhood Cleanup 6
Toddler Olympics 13
Bunny Run 20
Eggstravaganza 27

APRIL
Vaccine Clinic 1
Neighborhood Cleanup 24
Community Cleanup 24

MAY
Shred Fest 1
Rockin' Flea Market 1
May the 4th Run.....4
Concerts in The Courtyard.....6,13,20,27
Vaccine Clinic 13
Neighborhood Cleanup 15
Fast & Furrious 15
Memorial Day Ceremony.....31

JUNE
Vaccine Clinic 3
Sunset Concert Series 3,10,17,24
Glow Run 4
Overnight Pool Party.....11
Neighborhood Cleanup.....12
Firecracker Run 26

JULY
Freedom Festival 4
Sunset Concert Series 8,15,22
Vaccine Clinic 8
Overnight Pool Party 9,30
Neighborhood Clean-Up 10
Movie in the Park 16
Cardboard Boat Regatta.....24

AUGUST
Vaccine Clinic 5
Shred Fest 7
Rockin' Flea Market 7
Neighborhood Clean-Up 14

SEPTEMBER
Vaccine Clinic 2
Concerts in The Courtyard 2,9,16,23,30
Community Clean-Up 18
Reverse Triathlon 25

OCTOBER
Neighborhood Clean-Up 9
20th Annual Pet Fair 16
Halloween Spooktacular 30

NOVEMBER
Shred-Fest 6
Holiday Craft Fair 6-7
Neighborhood Clean-Up.....20
Turkey Run 20

DECEMBER
Vaccine Clinic 2
Santa Run 4
Christmas Tree Lighting.....7
Neighborhood Clean-Up.....11
Council Christmas Tea.....14
Gingerbread Build Contest.....15

This is a partial list of programs and events for the Town of Apple Valley. All information is subject to change. For more details please call the department listed or visit our website.

INFORMATION
760.240.7000
ANIMAL SERVICES
760.240.7555
POLICE DEPARTMENT
760.240.7400
SPECIAL EVENTS
760.240.7800
CODE ENFORCEMENT
760.240.7560

CLOSED DATES
January.....1,15,18,29
February 12,15,26
March 12,26
April 9,23
May 7,21,31
June 4,18,21
July 2,5,16,30
August 13,27
September 6,10,24
October 8,11,22
November.....5,11,19,25,26
December ..3,17,24,27-31

HOURS OF OPERATION
Monday-Thursday
7:30 a.m. to 5:30 p.m.

Alternating Fridays
from 7:30 a.m. to 4:30 p.m.

FOLLOW US:
@AppleValleyCA



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Check out page 6 for upcoming events

applevalley.org
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